MAY 8 1952

PUBLISHER'S BINDING
U. S. Ticket Tax Take Up $2 1/2 Millions

Confirms Big Boost in August Collections

WASHINGTON, Sept. 30.—Confirming reports of a sizeable business upturn, Federal admission tax collections in August, reflecting July business, were more than $2,500,000 ahead of collections for August, 1950.

This was reported by the Bureau of Internal Revenue today. August was the first 1951 month since February that collections ran ahead of the comparable 1950 month.

The bureau reported general admission tax collections in August of $34,142,531, compared with $31,606,355 for August, 1950. The total for the current August was more than $5,500,000 above the $28,620,413 collected in July of this year, making the third successive month that collections have increased.

Total admission tax collections, including general admissions, roof garden and various taxes on all night-club employees, amounted to $38,634,669 this August, compared with $35,639,284 in August, 1950.

TOA Sets Up Panel To Hear Grievances in Field

It's 'Movietime USA'

TODAY—ACT 2: Opening broadsides in the industry's $350,000 nationwide newspaper advertising campaign will begin their appearance across the land today. They will continue for the next few days as regional "Movietime" campaign heads utilize subsequent elective dates for their appearance. In all, 128 newspapers, including 1,755 localities, having a readership in excess of 31,000,000 persons.

The campaign will begin in 32 film exchange cities, fanning out to state capitals and principal cities and towns accompanied by special public events.

Announce Itinerary for 'Movietime' Appearances

The identities of 191 Hollywood personalities and the itineraries which they will follow during the week of Oct. 8 to promote the industry's institutional "Movietime U.S.A." campaign, were disclosed here at the weekend by the Council of Motion Picture Organizations.

Seek Stars' Aid for Anti-'Red' Tour

Hollywood, Sept. 30.—Irving Brown and Jay Lovestone, representing the American Federation of Labor's International Committee, have asked the Motion Picture Industry Council to lend its aid toward enlist- ing Hollywood screen personalities for personal appearances in foreign countries where the AFL is opposing... (Continued on page 2)

Senate Leaves Tax Bill Unalterd

WASHINGTON, Sept. 30.—There were no changes made on the Senate floor in the admissions tax provision adopted by the Senate Finance Committee. The Senate passed the tax bill late Friday night leaving the measure as reported out of the Senate Finance Committee. (Continued on page 2)

See Bid to End Stars' Liquor Ads

The new Anglo-American film agreement reached last August in London between U. S. industry and British government negotiators becomes effective today, Oct. 1 as scheduled. John F. McCarthy vice-president of the Motion Picture Association of America, confirmed here at the weekend.

McCarthy received on Friday from Fayette W. Allport, MPA repre...

Nathanson Is NY Ad Head of Horizon

Mort Nathanson has been named Eastern advertising director of Horizin Pictures by company executive Sam Spiegel, it was disclosed here at the weekend by Max Yontenstein, vice-president of United Artists, which is distributing for Spiegel. Nathanson's first assignment will be the preparation and execution of the publicity campaign on "The African Queen."
Personal Mention

MARC J. WOLF, International Variety Clubs chief banker, will leave Indianapolis tomorrow for Toronto to attend the organization’s annual mid-year conference there.

J. MATSOUKAS, Skouras Theatres Corp. director of advertising, and Mrs. Matsoukas announce the birth of a girl, Kali, in Port Chester’s United Hospital.

JAMES W. AARON, Western sales manager for 20th Century-Fox left here for visits to the Atlanta, Kansas City, San Francisco and Los Angeles exchanges.

DAVID LIPON, Universal vice-president in charge of advertising-publicity, returned to Hollywood from New York over the weekend.

F. J. A. McCARTHY, Universal Southern and Canadian sales manager, will leave here tomorrow for Miami.

IRENE DUNNE has been awarded the LATTERN Cross for exemplary life and service to the Roman Catholic Church.

Buchman Waives No-Quorum Claim

HOLLYWOOD, Sept. 30.—Sidney Buchman told the press here he has advised the House Un-American Activities subcommittee that he would waive the point raised by his attorney last week that lack of a quorum at the hearing at which he testified removed Buchman’s liability to a contempt citation for refusing to answer questions.

Rep. Donald J. Jackson, a member of the sub-committee, left the hearing room here while Buchman was testifying, thereby reducing the group to less than a quorum.

Anti-'Red' Tour (Continued from page 1)

Communism. They also urged the industry in general to take special precautions against inadvertently aiding and abetting Communism through trade practices abroad as they affect labor.

Lowd’s Extension Date New Nov. 15

Washington, Sept. 30.—The J ustice Department has agreed to extend until Nov. 15 the low tariff date for Lowd’s to file a divestiture plan with the New York Statutory Court. The previous deadline was Thursday, but the extra time was given to the parties a chance to continue consultant decree negotiations. The case will likely resume here this week.

Review

“The Desert Fox” (Continued from page 1)

Review

“The Desert Fox” (Continued from page 1)

Prominent among the legends arising out of World War II is the one surrounding Field Marshal Rommel, sometimes known as “The Desert Fox.” 20th Century-Fox’s production, based on the research and biography of Eric Dorman Ellis, portrays the phenomenon. It restates the view that the fabulous general, at first a loyal and devoted soldier to Hitler, grew increasingly opposed to the Führer’s mad methods, and finally embarked in an abortive and tragic attempt to assassinate him. The end is an act of suicide, not the end one for Rommel. Instead of being killed in an enemy strafing, as reported in the newspapers, he was forced to poison himself in order to protect his family from Nazi vengeance.

The story of Rommel’s life and death has been shaped into a highly dramatic enterprise. Credit is deserved all around for keeping the story moving fluidly and absorbingly.

James Mason gives a smooth performance. He interprets the Field Marshal colorfully and convincingly. One wonders whether a protest might not arise from some quarters considering this picture a whitewash of Rommel and his deeds. A well-considered cast is seen in supporting roles. Lookouts are provided to keep the audience in line.

Stirring words uttered by Winston Churchill are heard in the closing fumblies of the leading picture, though they don’t bettel: “... he came to hate Hitler and all his works, and partook in the conspiracy to rescue Germany by displacing the maniac and tyrant.”

Nunnally Johnson produced and wrote the screenplay; Henry Hathaway directs.

Running time, 88 minutes. General audience classification. For October release.

MARCEL HERSTMAN

Movietone Appearances (Continued from page 1)

light with players and otherwise contribute substantial strength to the production.

The breakdown of personalities by exchange territories is as follows:

NEW YORK ARENA: Gordon MacRae, John Carroll, Tim Holt, Willard Waterman, John Anderson, Yasuko Brown, Ray Miland, Charlie Huston; writers Leonard Speigelgeld, Karl Tunberg, Allen Rivkin; directors Fred DeCordova, Henry Potter. (A Life of Her Own)

PHILADELPHIA ARENA: DeForest Kelley, Hasee Catheris, Howard Catheris, Jeanne Catheris, Andrew Dvorak.


ATLANTA ARENA: Joan Bennett, James Cagney, Kay Brown; producer Walter Wagner; writer Lamar Trott; director Howard Bretherton.

NEW HAVEN ARENA: Wendell Corey, Raymond Massey, Frank McKenzie; writer Robert Butler; director Albert Lorrin.

PHILADELPHIA ARENA: Claude Rains, Richard Arlen, Wayne Morris, Beverly Tyler, Paul Raymond; writer Franklin Hirsch; director Carey Wilson. (The Sunshine Girls)

WASHINGTON ARENA: including Richmond, Va., and Annapolis; Jane Greer, Delia Riley, Randolph Scott and Mrs. Scott; Preston Foster, Molly Dell, Jane Night; writer Virginia Kellogg; director Osa Massen.

CHARLOTTE AREA: Nancy Davis, Craig Reynolds, Lila Lee; producers Douglas Morrow; producer Irving Asher. (The Thin Man Goes Home)

BOSTON AREA: Dorothy Lamour, Jeanne Crain, George Murphy, Billy DeWolfe, James Finlayson; writers Renner Lavers, Oliver H. Garrett. (Dancing Co-Eds)

PORTLAND AREA, and SEATTLE ARENAS: Victor Jory, Bruce Bennett, John Ireland, William Tabbert; producer Hal E. Seeger; director Henry Edson, Sholly Nibley; director Edward Bernds.

CINCINNATI AREA: Faith Domergue, Lew Ayres, Craig Stevens, Monica Lewis; producer Al Christie, writer Frank Blystone; director Edward Bernds. (The Mating Game)


NEW YORK ARENA: Denison O’Keefe, Sheila Ryan; Gordon MacRae (from New York for one day); writer Adele Buffington; director George De Leon. (The Great Gatsby)


OMAHA AREA: Marjorie Main, Regis Toomey; producer John Derek (from Denver for one day); writer Morrie Ryskind; director Roy Rowland.

MEMPHIS AREA: Robert Young, Martha Toren, Dorothy Patrick, Ann Doran; writers, Irving Adler; director Rouben Mamoulian; producers; Robert Bassler. (Yes, Sir!)

 orbits AREA: Robert Young, Marsha Hunt, William Tabbert, John P. Wilson; producers; Robert Bassler, director Rouben Mamoulian; producer Robert Bassler.

DETROIT AREA: Walter Pidgeon, Sally Forrest, Gale Storm; writer Valentine O’Donnell; director Lewis Allen; producer Sam Zimbalist.

CHICAGO AREA: David Niven, Geraldine Brooks, Roddy McDowall; writers Jesse Lasky Jr., Harry Ruskin; director Fletcher Markle.

JACKSONVILLE AREA: Brian Donlevy, Michael O’Shea, Mala Powers, Dale Rob- ertson, Michael Sennett, Constance Smith; director Alfred Hitchcock.

SAN FRANCISCO AREA: James Cagney, William Tabbert, William Tabbert, Joan Fontaine; writer George F. Haxton; producer Irving Allen; director Henry Hathaway.

NEW ORLEANS AREA: William Lundin, Peggy Dow, Benitaイヤアン, Fred Halliday, Borden Chase, Station Perrow.

OMAHA AREA: Jean Peters, Tim Holt, Martha Vickiers, Charles Starrett, Jeanne Crain; producer, M. Coates Webster; director Al Rogell.

PHILADELPHIA AREA (including Harris- burgh and Charleston, W. Va., and Border States): Crawford, Dan Duryea, Vera Ellen, Ann Dvorak, Phyllis Noel; writer Hal Kanter; producer Sol Lesser; director Dick Purcell.

SAN FRANCISCO AREA: Barbara Hale, Bill Wil- liams, Paul Harvey, Otto Kruger, Jean Hagen, Louis Calhern; director William Perlberg, George Seaton.

Two members, Keenan Wynne, Chill Wills, John Wayne, Greer Garson, Seven Members of Paramount’s Golden Circle; director King Vidor; producer Sol Lesser.

SALT LAKE CITY AREA: Doris Day (from Denver and Omaha for one day); Luella Jarman, Bob Wagner, Jeffrey Hunter; writer Robert D. Andrews.

Truman Will Meet ‘Movietone’ Stars

Washington, Sept. 30.—A White House call on President Truman has been arranged for the stars who will come here next week to kick off the local “Movietone U. S. A.” campaign.

The campaign is designed to give the “keys to the city” at a ceremony at the District of Columbia Building.

The campaign-opening luncheon will be at the Carlton Hotel. In the White House visit is lined up for the three P. M. A busy day will be topped with a reception at the Motion Picture Association headquarters.

Air Mail Election On Wed. This Week

The Air Mail Election of Motion Picture Daily, normally scheduled for tomorrow, will be held on Wednesday instead because of the Jewish holidays today and tomorrow, the election will again appear on Tuesdays as usual starting next week.

Johnston, MPA Board Talk Before His Trip

Eric A. Johnston, Motion Picture Association of America president, who has been on loan to the government for an exchange of information with the USAA (United States Advertising Administration, met at the MPA offices here on Friday with members of the Association’s board for an informal discussion of advertising campaigns by plane that day for Europe where he will tour on government assign- ment.

Levey Coming With Production Plans

Jules Levey will return to the United States today after conferences with Italian and Israeli government officials and film production dignitaries in those countries aimed at the American market.

Rubine Will Assist Douglas Fairbanks

HOLLYWOOD, Sept. 30.—Irving Rubine has been appointed to help Douglas Fairbanks Jr., president of the recently-formed Douglas Pro- fessional Inc., by A. MacDonald, vice-president of the company.

Inks, Paul Harvey, Otto Kruger, Jean Hagen, Louis Calhern; director William Perlberg, George Seaton.

Two members, Keenan Wynne, Chill Wills, John Wayne, Greer Garson, Seven Members of Paramount’s Golden Circle; director King Vidor; producer Sol Lesser.

SALT LAKE CITY AREA: Doris Day (from Denver and Omaha for one day); Luella Jarman, Bob Wagner, Jeffrey Hunter; writer Robert D. Andrews.

Truman Will Meet ‘Movietone’ Stars

Washington, Sept. 30.—A White House call on President Truman has been arranged for the stars who will come here next week to kick off the local “Movietone U. S. A.” campaign.

The campaign is designed to give the “keys to the city” at a ceremony at the District of Columbia Building.

The campaign-opening luncheon will be at the Carlton Hotel. In the White House visit is lined up for the three P. M. A busy day will be topped with a reception at the Motion Picture Association

headquarters.
**Newsreel Parade**

*ROBERTs on Britain's ailing King and fighting in Korea mark current narrated highlights. Other events include people in the news, fashions and sports. Complete contents follow.*


**TV Trouble At Minnesota House**

Minneapolis, Sept. 30.—The management of the 4,000-seat Radio City hopes to have better luck for future fight and other events than it had for the Saddle-Pep bout when mechanical failure blacked out action from the fourth to the eighth round.

More than 3,300 fans packed the main floor of the theatre, but because of the mechanical failure Radio City had to refund several hundred admissions.

**Stars’ Liquor Ads**

(Continued from page 1)

**US-UK Agreement**

(Continued from page 1)

**TOA Grievance Panel**

(Continued from page 1)

**Hold Services for R. E. Dwight Today**

Funeral services for Richard Everett Dwight, 77, 20th Century-Fox counsel during the early stages of the industry’s government anti-trust suit, will be held in New York today. He died at his home here on Friday. Interment will be in Woodlawn Cemetery.

A senior member of the New York law firm of Dwight, Royal, Harris, Koege1 and Casley, Dwight had practiced law here since 1899. In recent years, however, he was in virtual retirement. He is survived by his widow, Mrs. Emily H. Wright Dwight.

**11 • 15 • 51**

**WORLDS COULD**

Color by Technicolor A Paramount Picture

**63 Short Subjects From ‘U’ in 1952**

A program of 28 two-reel short subjects, 35 one-reelers and 104 issues of Universal Newsreel was announced for 1951-52 by Charles J. Feldman domestic sales manager of Universal.
GET THE STAY-AWAYS

WITH

FRAMED

Displayaways

CAPITOL
NOW SHOWING

Bright Victory

ARThUR KENNEDy • PEGGY DOW

REGENT
NOW SHOWING

Drake’s Duck

PATIO THEATRE
NOW SHOWING

Peck-May
CAPTAIN HORATIO

National Screen Service
Price Army of the Industry
Showdown At Hand on New U. S. Tax Bill

House-Senate Confab To Start on Changes

WASHINGTON, Oct. 1.—House-Senate conferences on the tax bill are expected to get under way tomorrow or Wednesday, with members predicting it would be „at least a week to ten days” before a compromise bill is finally agreed on.

The film industry will be watching most closely conference deliberations on admission taxes and photographic exceptions.

The odds still favor the Senate members agreeing to accept the more restrictive Senate provision on exemptions from the admission tax. The Senate bill would keep the tax on all film showings, and would tightly define the types of organizations eligible for exemption on other types of entertainment. The House bill provision would exempt practically all entertainment of any allegedly non-profit character.

(Continued on page 2)

Mulvey, McCarthy to Weigh Spanish Deal

James P. Mulvey, Samuel Goldwyn Productions president, will attempt to iron out with John G. McCarthy, Motion Picture Association of America vice-president, the differences between the MPAA and the Society of Independent Motion Picture Producers on the question of a film agreement with Spain.

In the talks, Mulvey will be substituting for Ellis G. Arnall, SIMPP president, who returned to Atlanta late last week following only preliminary talks.

Spur COMPO Trade Practice Question

The issue of whether the Council of Motion Picture Organizations should lend itself to settlement of trade practice problems is expected to be brought to the fore again in the near future.

Spurred by a reported plan within the Theatre Owners of America to bring before the next COMPO round

(Continued on page 3)

Three More Stars on „Movietime” Tour

With assignment of Danny Kaye, Zero Mostel and Cather ine McLeod to participate in the national „Movietime U. S. A.” star tours, the number of personalities participating now stands at 194. Additional „names” are expected to be added before next Monday, when the Holly wood personalities make their initial bows in exchange centers.

Kaye will join the Chicago troupe, Mostel the Philadelphia list, and Miss McLeod the Milwaukee contingent.

(Continued on page 3)

Rogers Calls 75 To Sales Meeting

M-G-M will hold a three-day sales conference of its field executives at the Ambassador East Hotel in Chicago starting Oct. 22, it was announced here by William F. Rodgers, sales vice-president. In addition to the field men there will be approximately 15 home office executives and assistants on hand for the get together. In total there will be approximately 75 assembled.

Among those scheduled to be on hand from the home office in addition to Rodgers are: E. M. Saunders, Charles M. Reagan, Howard Dietz, director of advertising publicity; Silas

(Continued on page 3)

‘Streetcar’ Strong In Mixed Week at New York 1st-Runs

Business at New York's first-run house was mixed this week. The two-day Rosh Hashanah holiday which got under way yesterday brought larger-than-usual crowds to the Broadway area and a number of key houses noted increased grosses as a result. Holdovers predominated.

Continuing a startling box-office performance, "A Streetcar Named Desire” is due to give the Warner Theatre $75,000 in a second week, ending tonight, following a top-flight first week's gross of $85,000.

The final six days of the 13-day stand of "No Highway in the Sky," plus a stage bill topped by the Latin Quarter Revue, will end tomorrow with an adequate $65,000 indicated for.

(Continued on page 2)

House Group Would Abolish Union Vote

WASHINGTON, Oct. L.—The House Labor Committee has approved a bill to do away with the union shop election requirement of the Taft-Hartley law.

The measure has already passed the Senate. It would meet a small part of the demands made by Hollywood talent unions for easing problems connected with a tax on movie business.

(Continued on page 3)

Films on Video A Factor in 2 Coast Pact Negotiations

HOLLYWOOD, Oct. 1.—Regular theatrical product sold by Hollywood producers to telecasters are the hub around which revolves negotiations for contracts for talent and studio crafts. IATSE president Richard Walsh will send a delegation opening contract negotiations with major studios tomorrow and will remain in Hollywood until they are completed, which he hopes will be within a fortnight. IATSE crafts, which received their last increase in 1947, will undertake to obtain pay raises substantially above cost of living increase, but the attitude of the Wage Stabilization Board toward wage changes in a field listed, so far, as an unessential industry may be the determining factor, in this phase of negotiations. Participation in the producers' gross from the sale of theatrical films to television, as en

Sees Concession Tax in Theatres

Boston, Oct. 1.—A tax on ice cream, candy, pop corn and such items sold in theatres and in other retail establishments is inevitable, in the opinion of Henry F. Long, Commissioner of Taxation for Massachusetts.

Addressing the 39th annual tax convention here last week, Long told his colleagues from all New England states and New York that new avenues of revenue must be opened to ease the burden of "over-taxed items," such as gasoline, liquor and cigarettes.

(Continued on page 3)

Business Is Skyrocketing In Cleveland

And Patrons Are Paying Higher Admission Prices

CLEVELAND, Oct. 1.—Theatre attendance here is going up by leaps and bounds, especially whenever the patron thinks he will get his money's worth, regardless of admission prices. This week patrons are shelling out better than average admission scales for four downtown attractions, all of them reporting excellent attendance.

"An American in Paris" opened at Loew's Stillman at $1.10 top to capacity crowds and is maintaining that attendance standard. "David and Bathsheba" is in 20th-Fox's Allen at $1.19 top. Eight dancers paid $1.25 to see the Saddy-Pep fight last Wednesday at the RKO Palace and "Tales of Hoffman" is holding well in its third week at the Hanna (legit house) at $2.40 top.

Exhibitors of Greater Cleveland are unanimous in stating that an increasingly discriminating and selective audience is attending pictures of their choice in returning numbers.

The demand for top entertainment has also created a demand for top prices.

(Continued on page 3)

Schine and Majors Sued for $841,500

BUFFALO, Oct. 1.—Schine Theatres, its affiliated corporations and eight producer-distributor film corporations are named defendants in an $841,500 damage suit filed in Federal Court here by attorney Charles V. Pagavelli of Albion for Maritna Theatre Corp. of Albion, described as a corporation formed in 1949 to enter the theatre business in New York to purchase the two Schine theatres, the Capitol in

(Continued on page 5)

Johnston Head of "Brotherhood Week"

For the second successive year, Eric Johnston, Economic Stabilization Administrator and President of the Motion Picture Association of America, has been named general chairman of "Brotherhood Week," to be nationally observed next Feb. 17-24 under the sponsorship of the National Conference of Christians and Jews, it was

(Continued on page 5)
Set Expansion for New Film-TV Show

A deal for the national distribution of the television show, "What's Playing" currently is being concluded, Emanuel Demby, producer of the show, declared here.

The deal, seen three times a week over WJZ-TV, features scenes and trailers from motion pictures. Each telecast shows portions of a new picture, but not the complete film, and much of the picture is made to help the neighborhood houses. The clips are supplied by the distributors in return for the free "plug" on the air.

At present Demby's "mutual cooperation deal" is with U.S. National Exhibitors' Artists' Council of the Corporation and Republic. He is currently discussing similar arrangements with 20th Century-Fox, Universal-International and Paramount.

Demby believes the program "is going to give television viewers the quality and excellence of motion pictures as seen in the theater." The programs feature Maggi McNeil as narrator. Efforts are made to show showmanship in all programs.

Exhibitor in Oklahoma

Bids for TV License

WASHINGTON, Oct. 1—No early action is foreseen by the Federal Communications Commission on the application by the Oklahoma city council, which includes H. S. Griffig of Video Independent Theatres, the former Griffig Circuit, for authorization to establish a television station.

Griffig, secretary of V.I.T., holds a 30 per cent interest in the petitioners' company, other officers and directors of interest being oilmen and industrialists. It is the first group in the area with theatre connections to apply for a television license.

United Artists Gets Fuller's First Film

"Park Row," screen story of the birth and growth of American journalism on the famed earlier New York newspaper, gets U.S. premiere today, starring Samuel Fuller's first independent production under his own name, has been acquired by United Artists, president Arthur Krim reports.

Fuller is scheduled to put the picture before cameras in December.

New York Grosses

(Continued from page 1)

opting the roof: A "Millionaire for Christ," plus Josephine Baker on stage will open at the house on Thursday.

"David and Bathsheba" still is getting its share of customers at the theatre for the seven weeks it has been running up around $40,000, a nice figure. Radio City Music Hall on Thursday afternoon, will get a new act, "American in Paris," followed the third and final week of "Captain Horatio Hornblower" and an accompanying show, which is due to chalk up $115,000 for the stanza.

"Groom" Satisfactory

The second week of "Here Comes the Groom" is due to give the Astor a satisfactory $27,000, while the third week, Friday's Here's the Groom, saw the tourist slipped to a so-so $14,000. "The Whistle at Eaton Falls" is scheduled to take over at the latter house on Oct. 10.

Around $9,000 is seen for the fifth and final week of "Rahab" at the Criterion, but 25 per cent per week was the first $25,000 of income, and from the present 47 per cent to 52 per cent on the roof. The House has tax rates of 30 per cent and 52 per cent, respectively. The tax increases will be retroactive to either April 1 or May 1.

The Senate bill would also put a lower ceiling than would the House bill on the amount of a firm's income which the government can take in taxes. The Senate ceilings would range from 32 per cent for small new firms down to 20 per cent for the largest. The House ceiling would be a flat 76 per cent for all firms. The present ceiling is 62 per cent.

The Senate rejected the House provision to cut the excess profits tax credit from 85 per cent of the earnings in the first three years of the 1946-49 years to 75 per cent. Instead, it voted a new excess profit tax relief provision for banks, insurance firms, broadcasting and many other groups.

A final provision of interest to the industry is the House provision to deny multiple tax exemptions and credits to commonly-controlled firms. Exponents opposed this, and it was carried by the Senate.

Del Mar Race Track

Bought by Mayer

Hollywood, Oct. 1.—Joseph Schenck has announced the sale of his controlling interest in Del Mar Race Track to Louis B. Mayer and turf enthusiasts associated with the latter, in order to devote his full time to "my primary interest in motion pictures."

2nd TV Experiment

Planned by CDA

WASHINGTON, Oct. 1.—The Federal Civil Defense Administration will stage a second experiment with theatre television as a training medium shortly, probably sometime in November. They said they definitely planned to make further use of theatre TV if theatre television facilities are available and we can afford it.

CDA officials here today in New York this week with theatre spokesmen to discuss the matter further, it was stated.

The government wants to know how many theatres will be available, how much, if anything the government will be able to use them, what cable costs will run to.

Right now the thing looks awfully good," one CDA spokesman said. "We like it and hope to use it a lot. We plan to have a second show, probably in November, and instead of having general training stuff, we'll concentrate on one particular training item. After we see what that goes and become more familiar with it, we'll see how far we can go with the plan."

Wood to 'Movietime' Post

NEW ORLEANS, Oct. 1.—Gar Wood, publicity and public relations man for Fox, who heads "Movietime in Dixie, U. S. A." advance publicity-advertising for the studio's business campaigns in Louisiana, H. G. Pitt of Paramount, Gulf Theatres has charge of Mississippi.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

GREGORY PECK • VIRGINIA MAYO

"CAPTAIN HORATIO HORNBLOWER"

Color by Technicolor

SPACIAL STAGE PRESENTATION

W. A. J. OTTEN, President

G. E. W. HURLBUT, Vice-President

W. S. BOWERS, Jr., Secretary

ROBERT W. Brundage, Assistant Secretary

R. D. HAYWARD, Treasurer

HAZEL W. HUEY, Assistant Treasurer

Harley J. Broek, News Editor

Edward F. Pringle, Assistant News Editor


MOTION PICTURE DAILY Tuesday, October 2, 1951
Television Football Has A Mild Start

CHICAGO, Oct. 1.—The large-screen TV showing of the Notre Dame-Indiana football game at the West Side Marboro, South Side Tivoli and North Side Uptown theatres here was a mechanical success but a financial disappointment. The only theatre to run one-quarter full at kickoff time. There was little or no resistance to the $1,20 admission price, the attraction undoubtedly being handicapped by limited promotion as a result of the deal for showing of the game being closed at 11th hour. Those at the theatres were amazed at the reception. Light attendance at this game parallels the experience of other nearby theatres which saw meager crowds for the opening games but showed a marked increase as the season progressed. It was the first game to be televised this season.

Football Telecast Fails To Draw at Albany Theatre

ALBANY, N.Y., Oct. 1.—Fabian’s 1,500-seat Grand Theatre here drew less than one-third capacity for the closed-circuit telecast of the Notre Dame-Indiana football game from South Bend, Ind., last Saturday. Special newspaper copy had been placed. Technical reception was excellent.

PHILADELPHIA, Oct. 1.—Saturday’s telecast of the Pennsylvania-California football game by the CBS color system was generally regarded as “disappointing.” After the novelty of color on the small picture screens wore off, numerous technical flaws were apparent. Many patrons complained of eye strain. The telecast was one of the first sustained demonstrations of the system available to the public but very few are believed to have seen it due to the fact that few sets are equipped to receive the color telecasts.

Cleveland Services For Sid Holland

CLEVELAND, Oct. 1.—Sid Holland, 53, manager of the Fairview Theatre, died suddenly at the weekend in Fairview Heights, Ill., a suburb of St. Louis. Holland, well known in the industry operated theatres in Brockton, Mass., before coming to Cleveland. He is survived by the widow, a son, Robert, who manages the Shaw Hayden Theatre in Cleveland, two daughters, Mary, manager of a Barry house in Brooklyn and Emanuel of N.Y. Funeral services were held yesterday in the Denver Burial Home, with burial in Mt. Olive cemetery.

Thomas Urbansky, 66

CLEVELAND, Oct. 1.—Sid Holland, Thomas Urbansky, 65, owner of the Lornan Theatre here, died at the weekend of injuries sustained in a mysterious attack in his Ontario Street leather store.

Trade Practices

table conference such subjects as print shortages and “bunching” of releases, revival of the issue is likely to meet with stiff opposition, observers here believe.

Only if the COMPS by-laws are amended to allow for treatment of trade practice problems would discussion of the subjects in question carry any real weight, it was pointed out.

Business Rockets

English product. Exhibitors diagnose this as showing that new theatre pictures have been developed. Started by the Fairview Theatre a deluxe restaurant and bar, this policy of offering outstanding English pictures has paid off. The couple, another Side deluxe house and to the Detroit Theatre on the West Side. A double feature showing of “Blanche Fury” and “Blue Lamp” had such a successful seven-day run last week that the theatre is bringing it back for a re-run upon popular request.

Hollywood Newsreel

A weekly “Hollywood Newsreel” that will bring news and highlights of happenings in Hollywood to the nation’s television viewers, is being offered by Screen Gems, Inc., beginning early in November, it was announced.

L.A. Council Hails Work of Industry

Hollywood, Oct. 1.—The Los Angeles City Council today adopted a resolution reading, in part, “Whereas the motion picture industry now centered in our city has done much to demonstrate to people of the world the magnificent benefits of the American way of life, and whereas the industry is counted among the greatest in our city, reflecting prestige and honor upon us all, be it enacted by the City Council of Los Angeles most heartily congratulate the motion picture industry and wish for great success in its golden jubilee celebration known as ‘Movietime U.S.A.’”

Settle Bunin, ELC Suit Out of Court

The suit and counter suit involving Pathe Industries and Eagle Lion Classics and Bunin Productions over their rights in Bunin’s “Alice in Wonderland” has been settled out of court.

According to papers filed in New York Supreme Court, the case was continued under a settlement which is understood involved no monetary consideration.

Pathe Industries and Eagle Lion Classics sued Bunin Productions for $1,000,000 for non-delivery of “Alice,” while Bunin countersued for $1,500,000, claiming Pathe failed to distribute the picture contravering an agreement. Distribution of the film now is by Souvaine.

Mulvey, McCarthy (Continued from page 1)

discussion of the problem with McCarthy.

The COMPS’ principal objection to the agreement with Spain that McCarthy brought back to New York following his recent tour of Europe centers in his calling for the importation of films to the Spanish government of $13,000 for each import permit.

The resolution is against setting the precedent in a foreign film agreement for paying a government for permits. Aside from this objection, it opposes the limiting of permits to 100 a year, even though only 82 American pictures were sent into Spain last year.

House Group

the union shop provisions of the Taft-Hartley law.

The Hollywood unions not only want the requirement for a union shop election eliminated but, even more important, they want a shortening in the time within which a new worker must either join a union or have a union shop contract. A bill to cut this time from the present 30 days to two weeks is before a Senate labor sub-committee. The latter group has an executive session tentatively set for Oct. 1 on this bill.

The bill approved by the House Labor Committee tomorrow would waive the present law’s requirement for an election before the National Labor Relations Board can certify a union shop contract.

Product on TV

joyed by the AFM, also is being denounced, although a percentage figure has not been divulged. Establishment of a pension fund, insurance and hospitalization systems, also are among the demands.

Meanwhile, Screen Actors Guild sub-committees appointed last week to handle particularly intricate phases of the Guild’s negotiations with major producers for a new contract are making satisfactory progress and are expected to report back Oct. 9. Generally considered uppermost on the Guild negotiations agenda is producers’ sale of theatrical films to television, against which the Guild will ask outright prohibition. Guild spokesman today said this is a matter over which the NCC conceivably could control the first studio strike in its history.

Johnston Head (Continued from page 1)

announced by Dr. Everett R. Clinchy, NCCJ president.

In its efforts to advance the principle of brotherhood through justice and fair play, Johnston stated, “the National Conference of Christians and Jews is leading strong impetus to the building of a better and stronger America. In turn, this serves to buttress the entire Free World, for much of its strength is drawn directly from America.”

Johnston will work with the NCCJ national co-chairman, Bessie Ford, vice-president, Ford Motor Co.; Thomas E. Bruffin, president, Braniff International Airways; and Roger W. Straus, chairman, American Smelting & Refining Co.

Schine, Majors (Continued from page 1)

Oswego and the Pontiac in Ogdensburg.

The plaintiff claims that the defendant violated the Sherman anti-trust law in monopolizing top bracket pictures and that Martina will be unable to continue the two theatres in business as a competitive entity. The plaintiff claims damages of $110,000 as its purchase price for the two theatres, $65,000 for improvements made, $25,000 for losses in revenue, and $80,500 for what would have been its profits. Treble damages are asked.

RKO Radio Pictures, Inc.

TRADE SHOWINGS

of "DRUMS IN THE DEEP SOUTH"

ATLANTA—RKO Ser Room, 195 Luckie St., N.W. Thursday, October 4, 2:30 P.M.

CHARLOTTE—Fox Ser Room, 300 S. Church St., Thursday, October 4, 2:00 P.M.

MEMPHIS—Fox Ser Room, 151 Vine Avenue, Thursday, October 4, 2:00 P.M.

NEW ORLEANS—Fox Ser Room, 200 S. Liberty Street, Thursday, October 4, 2:30 P.M.

MITCHELL MAY, Jr., CO., INC.

INSURANCE

Specializing in the requirements of the Motion Picture Industry

175 Maiden Lane, New York 3220 W. 6th St., Los Angeles
Motion Picture Daily Feature Reviews

"Havana Rose"  
(Republic)  
CHUNKS of zany comedy are punctuated with musical interludes in a routine entertainment in "Havana Rose." Effervescent Estelita plays the focal role, providing the vocal numbers as well as the plot entanglements.

Estelita is a gypsy fortune teller and accomplice of mythical Lower Salama, is pressing hard to raise a $50,000,000 loan for his country. Just as he is about to get Hugh Herbert and his domineering wife, Florence Bates for the loan, Estelita comes bounding in, accidentally knocks a pot of coffee over the signatures, and thus upsets the deal.

In a wild series of slapstick events that follow, Estelita disguises herself as a gypsy fortune teller and tries to lead Herbert to believe that the stars are right for the signing the loan. Aorder of mythical Lower Salama, is pressing hard to raise a $50,000,000 loan for his country. Just as he is about to get Hugh Herbert and his domineering wife, Florence Bates for the loan, Estelita comes bounding in, accidentally knocks a pot of coffee over the signatures, and thus upsets the deal.

The story is simple, but it is a perfect vehicle for Menotti's superb musical score. Miss Powers earns her living by pretending to communicate with the dead. With the aid of Miss Alberghetti and Leo Coleman, a mute boy, she has won a wide reputation for her occult powers. One day, while practicing her fraudulent art, the medium feels a hand clench her throat. Terrified that she has, in fact, come in contact with the spirit world, Miss Powers suffers a complete breakdown. She suspects the mute boy of having touched her as a prank, but he is unable to express his innocence. Ridden by fear, Miss Powers is soon transformed into a drinking neurotic. Her decline is reminiscent of a Greek tragedy. She vents her wrath on the gypsy who possesses him. Then one night, Coleman reenters the medium's home to visit Miss Alberghetti, whom he loves. Miss Powers fears a noise behind a screen and thinks it is a spirit come to torture her. She shoots the boy and he falls dead.

Many talents contributed to make "The Medium" a tragedy of classic proportions. Much of the credit must go to Menotti and the inspired cast, but Enzo Serafin, too, deserves a deep bow for his vital contribution.

The score of Romance killer Schippers provided the music. Walter Lavendahl produced, and Milton Perlin was associate producer.


M. HERBSTMAN

"The Lady from Texas"  
(Universal-International)  
A CHARACTER study of an eccentric old lady is sketched against an outdoor action-drama background in "The Lady from Texas." Produced in Technicolor by Leonard Goldstein, the film is made along conventional Western lines.

Esthetically, it is designed to please the casual moviegoer who sits back and is entertained. It may be called epoch-making for the film's major performance and the more effective supporting parts, at least in the first two segments. But the film's strength is its story and the way it is told.

Josephine Hull, who portrayed the pixilated lady in "Harvey," plays a similar role in this one, as the owner of a ranch which villain Craig Stevens (Hull's son) and a group of hungry men, led by Howard Duff, a fighting cowboy with a reaction against "being pushed around"; Mona Freeman, a gentle young lady with a tilted neck and an exalted opinion of herself, and a group of tough hombres, led by Miss Hull, Jack C. Flippin, a comic sheriff, and Gene Lockhart, a country judge.

After pulling some strings, Miss Freeman manages to recruit Duff to her side to protect Miss Hull's interests. It seems that Miss Hull has escaped out of the way of the real world of reality into the realm of hallucination. Thus she keeps a skunk as a pet, talks to animals, and maintains that her husband, long dead, is still alive. As part of the scheme to get her property, Stevens brings proceedings to have her declared not responsible. In an unexpected turn, Miss Hull wins the admiration of both judge and court spectators by reciting a personal letter from President Lincoln in which he asked that the memory of her heroic husband be kept alive. In mood with the happy ending is the marriage of Duff and Miss Freeman, and a clout on the jaw for bad boy Stevens.

Joseph Pevney directed, from a screenplay by Gerald Drayson Adams and Constance Bennett.

Running time, 77½ minutes. General audience classification. For October release.

M. HERBSTMAN

"Silver City"  
(Paramount Pictures)  
A COMBINATION of name stars, action and sweeping scenery of the West in Technicolor are the exploitable angles in "Silver City," which follows the standard plot found in most Westerns. In situations which attract audiences, with which the film's audience is acquainted. The story opens with a hold-up staged with the connivance of O'Brien, who is an assayer. His partner, played by Richard Arlen, finds out about O'Brien's which such feature. It is his policy to encourage the mining camps, although O'Brien returned all the money gained in the robbery and is following the straight and narrow path. Things reach a climax when O'Brien opens an assay office in Silver City. There, ailing Edgar Buchanan and his daughter Miss De Carlo, strike it rich in a mine leased from Fitzgerald.

Following many twists and turns of the plot, highlighted by fistscuffs, O'Brien is finally convinced to join Miss De Carlo's father in the mining venture. Always stalking in the background is O'Brien's past and Fitzgerald's schemes to thwart the mining venture. O'Brien finally is marked to be killed, but turns the tables on his would-be assassins.

The story, based on a story by Luke Short, running time, 90 minutes. General audience classification. For December release.

M. HERBSTMAN

"The Path of Hope"  
(Lux Films)  
A deeply moving story of a group of people on a work-seeking odyssey from Sicily to the Italian Alps, "The Path of Hope" arrives in this country with an impressive string of Italian, French and German awards to its credit. In the tradition of recent Italian imports, it is a sturdy realistic drama which will find new audiences among arthouse house audiences. There is no escape here, however, for the patron, burdened by his own woes, who seeks light entertainment.

The action opens in a poor Sicilian town whose economy depends upon a seasonal harvest and then moves slowly up the Italian boot. With the closing of the mine, a group of desperate, jobless men, their women and children succumb to the arguments of an unscrupulous guide and determine to become unemployed miners, who they hope will find work in the Alps.

The trip is dogged by bad luck as the impoverished miners trek north. The guide absconds with their money, the emigrants are arrested in Rome, they are refused employment in the Northern town, and they decide to return to Sicily.

All ends happily, however, as the Sicilians, their number greatly reduced, finally arrive in France to start a new life. The central characters, who, incidentally, provide the romantic interest, are Raf Vallone, who emerges as a sinisterly seductive character, and Eleonora Varzi, a wicked woman reformed by the love of a good man.

The film was skillfully directed by Pietro Germi, and Leonardo Barbironi is responsible for the imaginative camera work. Luigi Rovere produced.

Running time, 104 minutes. Adult audience classification. Release date: not set.
ECA Releases $2,167,870 To 10 Firms

Convertibility Okayed For Rentals in Germany

WASHINGTON, Oct. 2—The Economic Cooperation Administration today announced contracts with 10 film companies guaranteeing them convertibility into dollars of $2,167,870 for film processing purposes. The firms are among the 12 short subjects distributed in Germany during the 1950-51 film year. ECCA officials said one more contract, amounting to about $60,000, still has to be signed.

Last year, total guaranties for film companies for distribution in Germany eventually topped the $3,000,000 mark.

However, those contracts covered from Jan, 1, 1950, to Dec. 31, 1950.

To Ask Publicists Here to Decide Among Three Unions

Publicists at film companies' home offices will soon be called upon to decide among themselves the union rep- resentation which they, as a group, prefer. The call reportedly will come from the IATSE.

With their labor union loyalties now divided among three organizations.

AFL's William Green Lauds Coast Unions

Hollywood, Oct. 2—AFL president William Green, presiding at a celebration at the Palladium of the 50th anniversary of the American motion picture theater business, paid tribute to Hollywood unions for their fight against the Reds. He said, "A few years ago, when the Communists started to demon- strate their strength, a number of unions, including the IATSE and the Screen Actors Guild, fought Communist in Hollywood. They prevented the Communists from taking over the unions in Hollywood.

Sales Heads, Riled at Allied's Recording Advice, May Be Silent at Convention

A number of distribution executives, still resentful of the recent advice of Trueman Rembusch, Allied States president, on having recording devices installed in exhibitors' offices for use while film salesmen quote playing terms, indicate that the matter may be revived at Allied's convention here late this month.

Several said they were uncertain whether or not to accept invita- tions to attend the convention "in an atmosphere of suspicion and distrust" such as that evidenced by Rembusch's suggestion, made at the recent convention of West Virginia Allied at Charleston, or how freely they could speak, if they did accept.

Others, indicating they would welcome invitations to the Allied States convention, said they would consider using the opportunity to tell Allied what they thought of the Rembusch advice and its implications for current and future exhibitor-distributor relations.

Still others shrugged off the Rembusch suggestion, asserting their belief that exhibitors would ignore it and many would not want to have some of their own buying proposals on a playback record.

"Overwhelming" Support of Colosseum Given by Loges

OMAHA, Oct. 2—"Overwhelming" support of the national Colosseum of Motion Picture Salesmen has been indicated in reports from the 32 lodges scattered throughout the country, David Benzer, Colosseum general counsel, said here.

Pioneer Foundation Begins Operation

The industry yesterday made final arrangements to assure the care of its needy with the announcement by the Motion Picture Pioneers of the full-scale operation of The Foundation of Motion Picture Pioneers, Inc., whose purpose it will be to establish a self- perpetuating fund to assist pioneers of the industry who find themselves in need.

This assistance will take the form of direct financial aid, medical aid and temporary subsistence during periods of unemployment, and, wherever possible, an attempt to secure employment for eligible applicants.

With the formal launching of the (Continued on page 5)

‘IA’, Major Studios Open Negotiations

Hollywood, Oct. 2—IATSE president Richard Walsh, international rep- resentatives Roy Brewer and Zed Fairbanks, accompanied by business agents of all IATSE studio locals, met today with major studio representa- tives at Association of Motion Picture Producers headquarters in the opening phase of negotiations for pay (Continued on page 2)

Stock Firm Strong For Films’ Future

The motion picture box-office up- turn is more likely to gain momentum than not, Panco, Weber, Jackson and Curtis, investment brokers, state in a customers’ report issued yesterday.

Painting a highly optimistic picture of industry prospects, backed by sound reasoning, the report points out that "hard goods competition for the dol- lar has passed its peak" and a "more normal share of the consumer dollar should be available for entertainment from here on out to 1952 than ever before."

Expanding television, including end of the Federal Communications Commission’s "freeze" on construction (Continued on page 3)

‘Movietime’ Nationwide Tie Ups Set

Compo Takes First Steps To Supplement Promotion

"Movietime U.S.A." yesterday entered a sphere of promotional activity which for long has been part and parcel of industry publicity, namely tie-ups. The industry’s year-long box-office drive to come- morate the golden jubilee of the establishment of the picture business in the U.S.A., as indicated by the nationwide publicity staffs of Trans-World Airways and the National Community Chests organization, it was reported here yesterday by the Council of Motion Picture Or- ganizations.

It is expected that additional tie-ups will be achieved by COMPO in behalf of the "Movietime" campaign and that ultimately a vast network of supplemental promotion activi- ties will be in force.

COMPO reported that all TWA (Continued on page 5)

News Flashes

United Artists' billings, continuing their steady increase, have neared the $360,000 mark for each of the two most recent weeks. The gross gives the company a profit of nearly $10,000 weekly. If operations continue at that pace, UA could be in the black for 1951 by Dec. 1 to 15.

Washington, Oct. 2—the A.M.P.A.S. and the SAG have asked the Salaries Stabiliza- tion Board to go to Hollywood as part of their investigation on talent salaries. Meanwhile, the number of witnesses asking to be heard at commit- tee hearings in New York have forced a one-day hearing to be expanded to three, Oct. 22-24.
See No Film Issue In U. K. Elections

LONDON, Oct. 2.—The outcome of Britain's general election holds no immediate significance for the film industry. If the Labourists are returned to power, there will be little, if any, change in the government's film policies. On the other hand, the Tory government, led by Sir John Anderson, president of Paramount-Distributing Corp.; E. K. (Ted) O'Shea, vice-president, and Jerry Winkler, general manager, will conduct the session, which will be attended by A. W. Schwab, head of the American Federation of Motion Picture Employees, and seven regional executives. The seven include: A. M. Kane, assistant Eastern and Southern division director; Henry Bingham, New York district manager; and the following branch managers: Myron Cohn, in the West; J. D. (Dick) Boston; Henry Germaine, New Haven; John W. Brown, Buffalo; E. V. Maloney, Albany. The agenda for the meeting will be sales and promotion plans for "A Place in the Sun," "Rhinoceroses," "Party Line," "Submarine Command," "Detective Story," "My Son," "Carrie," "A Slow Stick from Golden Creek," "Silver Skates," and "The Greatest Show On Earth." Winkler raises other adjustments allowable under existing contracts. Unofficial reports that wage increases averaging about 25 per cent will be sought could not be checked. John L. Lewis' Women's Bureau head has the view that IATSE has compiled data purporting to show that living costs have increased that much since unions renewed their contracts. Broder Firm Registers ALBANY, N. Y., Oct. 2.—Jack Broder Productions, Inc., Los Angeles, has been granted an order by the Secretary of State a certificate for a New York office for the motion picture and theatrical business. Jack Broder is district producer of Real Art Pictures.

Hugh Owen Presides At Boston Meeting

Tomorrow, and for the following two days Boston will be the scene of the fifth and next to the last of the regional Paramount sales meetings through which Eastern and Southern division sales men will conduct the session, which will be attended by A. W. Schwab, president of Paramount-Distributing Corp.; E. K. (Ted) O'Shea, vice-president, and Jerry Winkler, general manager, and seven regional executives.
The seven include: A. M. Kane, assistant Eastern and Southern division director; Henry Bingham, New York district manager; and the following branch managers: Myron Cohn, in the West; J. D. (Dick) Boston; Henry Germaine, New Haven; John W. Brown, Buffalo; E. V. Maloney, Albany.

Colosseum

(Continued from page 1)

John L. Lewis' United Mine Workers union has invited the film salesmen to join District No. 50, the UMW's so-called "catch-all" unit, it is reported. Selling salesmen will be held to an annual meeting of the local by the union officials. It is expected that Richard F. Walsh, "IA" international president, will make up his mind within the next few weeks whether he is willing to set up a special niche in the "IA" sales public relations. Walsh has exhibited reluctance to make room in the union for workers of that type. Walsh wants to see the "IA" Home Office.

Local No. 230 Disturbed

H-63's winning of the Paramount workers in a recent National Labor Relations Board case has led Local No. 230 of the Sign Painters, Pictorial and Display Artists which two years ago was certified at the Paramount home studio, to attempt to negotiate a contract. Both are AFL unions, and concern is manifested over possible jurisdictional dispute may break open. Local No. 230 has hoped the "IA" would be willing to negotiate a Paramount pact over to its sister AFL affiliate, but the "IA's" position at present is that the publicists throughout the home offices should be asked to decide among themselves on a union of their collective choice. DPOWA, meanwhile, is understood to be frantically entrenched at Columbia and 20th Century-Fox. At Warner Brothers, Universal and Republic, the two unions has an upper hand, it is understood.

Mother of Patterson

SAN FRANCISCO, Oct. 2.—Funeral services for Mrs. O. G. Bingham, 76, mother of Pat Patterson, Actor's Franchise Pictures partner late with Robert Savini. Mrs. Bingham, had last night at her home in Pacific Grove.

SPG to Seek Basic Wage Rate Increase

HOLWOOD, Oct. 2.—The Screen Publicists Guild will seek an increase in the basic hourly rates to $2.50 for its members. The publicists from the present $173.53 weekly to $250 when the executive board opens negotiations with major producers on Oct. 20. The Guild will also seek improvements in severance pay and pension and welfare funds if other unions obtain them. The contract, replaceable now for wage changes, has two years to run.

SDG Announces New Insurance Plan

HOLLYWOOD, Oct. 2.—The Screen Directors Guild announced the signing of an innovative group insurance plan with the National Insurance Co. of California, which provides each member in good standing, for himself, his family or assistant, with a substantial life insurance policy at no cost to himself. In case of illness, in dogs and no assessments are involved, the whole cost being borne by the Guild.

Florida Showmen to Meet on Oct. 22-23

JACKSONVILLE, Fla., Oct. 2.—Motion Picture Exhbitors of Florida have announced the meeting of the State's teaure, at the George Washington Hotel here on Oct. 22-23. The showmen will include Geel Sullivan of the Theatre Owners of America and Arthur Mayer of COMPO.

Newsreel Parade

BASEBALL's final and the Kannon talks are currently high- lighting the news with storylines in the news, fashions and sports. Complete contents follow:

MOVIEPONE, No. 38—Reels still haven't come in of "It's Great To Be Joe." E. C. Brown, this elephant won't forget, will make a grand showing on the New York Giants this year and outdo the sport world. Giants' fighters battle for ring. Football.

NEWS OF THE DAY, No. 216—Parachutist Idaho (8350) has an Italian Premier, Glamor on parade, Sensational baseball wedding. Army in court in first game, Irish triumph in opener.


TELENEWS DIGEST, No. 46—A-Czech official fans in freedom. Alternativ of Texas drought. European conference in Toulon. Radio's presence, plus pension and welfare funds if other unions obtain them. The contract, replaceable now for wage changes, has two years to run.

MOTION PICTURE DAILY, Wednesday, October 3, 1951

Did You COMPARE...

The TOA Convention is over. The men who spoke many words, those who debated, and the many who listened to and pondered upon what was said... they have returned to their home territories, near and far throughout the nation.

But the echo of thoughtfully uttered words and their sincerity of purpose will linger in the minds of many... and out of all of this, the industry must gain through converting the wisest of those words into sound and live action.

Recognizing the opportunity for fast, thorough and effective news reporting to the trade, Motion Picture Daily has again demonstrated the particular kind of service that can be supplied only by a daily trade paper that is effectively staffed and equipped to render such service.

DID YOU COMPARE—the thoroughness of the news coverage—the editorial weighing of its significant aspects—the calibre of concise comment on each day’s happenings—and the speed of this trade reporting service?

Each morning, to all attending the Convention, MPD brought its recorded account of the events of the previous day in clearly set forth words and pictures—and for its thousands of other subscribers, unable to leave their home areas, each day’s issue was sped to the mails.

MPD did not forget that while the Convention ended Thursday, there was still the job of reporting the events of that important day. The MPD issue of Friday morning devoted over sixteen columns to the subject.

Despite the increased press run, requests to purchase extra copies on Friday alone totaled almost a thousand more than we were able to supply. We are happy indeed with the verdict of the many who did compare.
National Pre-Selling

Pre-Selling

The New York Sunday News, on Nov. 11, will devote its entire Coloro Magazine section to motion pictures, marking the third consecutive year for this impressive annual. This year, it has "Movietime U.S.A." and a series of wedding stories. The motion picture world all over the country should be stimulated. The Sunday News has a circulation of 4,000,000 copies. A feature of motion pictures sets a fine example for other newspapers with color graphics. During the past year, the film industry has been loud in their praise of the Sunday News for this contribution by the country's biggest newspaper to the current campaign.

A unique herald which utilizes the cover and a page of the comic book which the film has been adapted is being made part of the showmanship accessories prepared by 20th-Century-Fox for "The Desert Fox," the film story of the exploits of General de Gaulle, in which James Mason portrays the German military leader. Information serves also as pre-selling for the film, which has the same merit as a motion picture that it had in book form.

Mike Simon, assistant to H. M. Richer, head of M-G-M's Loew's Poli Theatre, has completed conducting the first program of a new series of motion picture appreciation classes inaugurated at Springfield, Mass., under the auspices of the Springfield Motion Picture Council, with the cooperation of George Freeman, manager of Loew's Poli Theatre. Two assembly periods of 45 minutes each at Buckingmm school were attended by 1,000 students and the school authorities immediately requested that the program be continued throughout the entire grade and high school student body of the city, which will be done some time early in the New Year.

A special 16-page booklet on motion pictures has been published by Loew's Poli Theatre for the 25th anniversary of talking pictures. The brochure includes an illustration of the first talking film, and provides information about various phases of motion picture production. The list has been used in every city of the country and is a valuable addition to the school curriculum. Copies of the brochure have been distributed to schools, libraries, YWCA's and through various community organizations. From coast to coast.

"The Tanks Are Coming," will appear in 25 national magazines to coincide with the picture's release date in November.

November breezes will be flattering.

Motion Review

"The Man With A Cloak" (Metro-Goldwyn-Mayer)

A PICTURE of curious and big moves and turns, "The Man With A Cloak" has its box-office asset on the cast headed by Joseph Cotten, Barbara Stanwyck, Louis Calhern and the young French actress Leslie Caron who was the film's star in the French version of the avant-garde film, which Frank Fenton's odd screenplay spins a story about a dying old rascal who served under Napoleon and three persons waiting like vultures at the death of the retired soldier of eccentric and explosive temperament is played by Calhern and the three persons of sordid patience are Miss Stanwyck, Joe De Santis and Margaret Wycherly.

There plays a strange and shadowy figure, obviously a man of letters, who spends most of his time imbibing wine in the neighborhood tavern. He is excommunicated one day when Miss Caron comes to the tavern to enlist his aid. Her fiancé, a French idealist enlivened in political fervor, has sent her to discover the veracity of a story that he has overheard concerning the circumstances surrounding the death of Calhern and the disappearance of his will. In the mad scramble that ensues Cotten worthy heights, finds the will which yields Miss Caron the fortune she sought, and then disappears. For those wondering who the anonymous Cotten is, a scribbled poem provides the clue. He is Edgar Allen Poe. Stephen Ames produced and Fletcher Markle directed.


MANUEL HERBSTMAN

Film Trailer Ready For BBC Telecast

LONDON, Oct. 2.—"Current Release," the British film industry's experimental television trailer, carrying excerpts from four films, with commentary, has been completed. It runs twice a week in the U.K. and will be shown separately in the trade before being released to British Broadcasting Corporation TV service.

Subject to exhibitor approval, it is planned to make similar trailers every two weeks, distributing to determiners the pictures to be included in each. The picture publicity value of the trailers is expected to determine whether or not their production is to continue.

ELC, Film Classics Suit Motion O.K.

A motion granting a bill of particulars in Eagle Lion Classics' $500,000 suit against Irving Kaufman, an assignee of Film Classics, and nine other defendants, on the New York Supreme Court Justice Gavagni.

The nine other parties in the suit involving distribution claims include Realtir Pictures, Discovery Pictures, Inc., Associated Artists Production, Hecuba Holding Co., Agay Productions, RD-ICR Corp. and the Chemical Bank and Trust Co.

"perfect entertainment" and telling that the full-page ad will have Seventeen's 2,500,000 readers eagerly awaiting local playdates.

Adding another weapon to the showmanship arsenal being assembled for the $15,000 exploitation war, ELC, the company responsible for the 20th Century-Fox picture, "The Day the Earth Stood Still," is printing a special four-page herald insert over the entire country. The insert is a front page of a short, startling tabloid newspaper, covering the landing of a strange inter-planetary spaceship, and reporting this to the President and Congress. The insert runs 8-14 pages, will be available at cost through NSS branches.

WALTER BROOKS

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF PUBLICATION: "CONGRESS," OF AUGUST 30, 1951, AS REQUIRED BY 36 CFR 234.10:

1. The names and addresses of the publisher, editor, managing editor, and business managers, are: Publisher, and Editor-in-Chief, Martin Quigley, 1270 Sixth Ave., New York, N.Y.; Managing Editor, B. Kase, 1270 Sixth Avenue, New York City; Managing Editor, Sara Styan, 1270 Sixth Avenue, New York City; Business Manager, Owen Quigley, 1270 Sixth Avenue, New York City.

2. The known bondholders, mortgagees, and security holders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If not owned by an individual, the name of the partnership or other unincorporated firm which owns or holds the stock and the addresses of the principals in the firm must be given.

4. Paragraphs 2 and 3 include, in cases where the known stockholders, or bondholders, or mortgagees are VI. The words "name" and "address" as well as that of each individual member, must be given.

5. (Signed) Steve J. Sullivan, Sworn to and subscribed before me this 36th day of September 1951.

Rose W. Hornstem
(My commission expires March 30, 1952.)

CHI. TV Offered 7 Major Studio Films


St. Paul Theatre Will Install TV

MINNEAPOLIS, Oct. 2.—An RCA theatre installation, the first in the St. Paul Minnesota Theatre, Minneapolis Amusement Co. has been ordered for public use by Oct. 12.

Meanwhile, the Terrace Theatre in suburban Robbinsdale disclosed that it has placed an order with Home Theatre Supply for large-screen television equipment.
Guaranty Plan Hit by ECA Group

Washington, Oct. 2—Staff members of the Economic Co-operation Administration are recommending that the film guaranty program be tightened. It was learned here today.

The staff is reported believing that the contracts going abroad under the guaranty contract are no longer of sufficient importance to correspond with foreign aid to warrant continuation of the program.

ECA Releases (Continued from page 1)

The new contracts were put on a Sept. 1, 1950, to Aug. 31, 1951, basis to conform to the German quota law, and since contracts had already been signed for the last three months of 1950 under the 1950 contracts, the new contracts could have been expected to be smaller.

Top Contract for Loew's

Loew's pulled down the top guaranty contract, with over $370,000 for nine features and six shorts. The guaranty contract provides that each company will be able to convert to dollars the specified amounts of marks. The amount payable under each contract is limited to $25,000 per picture, plus actual out-of-pocket costs involved in making the German language versions. ECA says on the basis of post-war experience in Germany, it is expected the amounts which will be paid under the contracts will be only "a modest portion of the actual net receipts from the pictures covered by the guaranties."

All pictures receiving contracts have been recommended by the special ECA film advisory committee.

Here are the contracts announced today, covering a total of 31 American films in Germany between Sept. 1, 1950 and Aug. 31, 1951:


**Goldwyn Productions**: $39,240 for three feature films ("Footlight Parade," "Our Very Own," "The Westerner")


**Republic Pictures**: $99,105 for two feature films ("Son of Fury," "High Noon") and $5,000 for one short feature ("Gold Rush Gang")


**Santich Releasing Organisation**: $110, 50 for one feature ("The Adventures of Tom Sawyer")

**Twentieth Century-Fox**: $201,640 for five features ("Panic in the Streets," "Thief in the Night," "Silver Skys," "Captain from Castle," "Dolly Sisters") and $1,000 for four shorts ("What Happens at Night," "Just a Little Bum," "Fur In The Forest"")


**Warner Brothers**: $115,000 for three features ("My Dream Is Yours," "Young At Heart," "Dark Passage") and $1,350 for one short ("Prince of the Pleasure Boys")

Reviews

**“Reunion in Reno”**

(Universal International)

**Here is** sturdy entertainment in this unpretentious production of a light comedy coloration in the family category, presented in a plot which is unguessable and reveals that the tale unites two married persons who are about to be, or have just been divorced and are reunited in the city of quick divorces. There is a rare performance by the young and amusingly, Giorgio Perlasca, with his parents, Frances Dee and Lee Erickson.

Gigi, an only daughter living with her parents in a Western city, learns that she is adopted and learns, too, that her parents are expecting a baby. Feeling unwanted, she runs away, taking a train to Reno where she tries to hire a lawyer to file for a “divorce” for herself from her parents. The numerous situations following are unusual—as is the whole situation—and with Gigi, they are carried through the mauler and offspring, a climax which brought on the reunion and title of the picture.

The cast is, suitable, and also includes Ray Collins, Fay Baker and Myrna Dell. Gigi, however, is away out all the way: she is a very talented little miss who catches interest at the very outset and sustains it throughout. Leonard Goldstein produced, and quite satisfactorily. The same can be said of director Kurt Neumann. Elly Jacobs and Shirley White are responsible for the screenplay and its different twists. Lou Breisel adapted, from a story by Brenda Weilsberg and William Sackheim.

A “snack” preview audience in New York responded with outspoken amusement.

Running time, 79 minutes. General audience classification.

JAMES P. CUNNINGHAM

“Two Dollar Bettor”

(Realart)

THE EARNEST message that the gambling instinct, once out of bounds leads to disastrous consequences, is delivered emphatically in “Two Dollar Bettor.” Centering around race track activities, the picture has good exploitation angles. Its presentation, however, is weakened by a lack of imagination.

John Litel plays a respectable bank comptroller who is persuaded to make a small bet at the track. Winning, he is encouraged to make more bets. His winnings continue at first, but then the losses come, and mount and mount. Eventually, Litel finds himself in his bonds, savings, and valuables.

When these are gone he grows desperate and starts taking money from the comptroller’s fund, and thus his undoing is begun.

The audience demands an dramatic close and does not ingratiates herself with Litel. Trusting her thoroughly he hands her $30,000 in embezzled money for a “sure” bet. It develops that Litel has been victimized by Miss Windsor and her boy friend. A bitter gun battle follows in which all three are shot. When all looks black for Litel, the benevolence of his employer brings the silver lining into view. Barbara Bestar and Barbara Logan are seen as Litel’s teen-age daughters in this Jack Broder production released by Realart Pictures.


MANDEL HERBSTMAN

Rouston Resigns

Baltimore, Oct. 2—J. Ted Rouston, who has been associated for two decades with the J. M. Raphael theatre interests here. Originally manager and press relations director for the Hippodrome, he was obliged to accept management of the Little Theatre due to a heart condition. He continues, however, to retain his press contacts. His future plans were not stated.

$11,658,000 Film Subsidy in France

WASHINGTON, Oct. 2—The French government has subsidized the domestic film industry to the tune of $11,658,000, according to Commerce Department film chief Nathan D. Golden. Golden said April 1 was the latest date for which figures are available. The subsidies are paid under a 1948 law granting “temporary aid” to the French industry.

The largest part of the financial help—about $7,114,000—went to French feature film producers, Golden reported. About $3,546,000 went to exporting French films abroad and $392,000 to financing new theaters.

"Monro Meet on Coast"

Hollywood, Oct. 2—Monogram-Allied Artists will hold a final regional sales meet here at the Ambassador Hotel, Oct. 20, with Money Golding presiding.

"Movietime" (Continued from page 1)

offices have been instructed by the airway’s management to place their extensive publicity and promotion facilities at the disposal of local Movietime offices in publicizing the star tours and other phases of the industry campaign.

The following industry personalities connected with the campaign arrive in a city on the tour:

All Movietime offices in all parts of the country will cooperate in publicizing every effort to see that “Movietime” is emphasized in all the company’s releases to local media. These efforts are expected to remain in force all through the campaign.

Each of the 1,578 Community Chests throughout the country has been alerted by its national headquarters to extend every cooperation possible to local and regional “Movietime” committees, as a major promotion in its own annual “Red Feather” campaign. The committee’s efforts will be held jointly, with the Community Chests seeing to it that “Movietime” receives a special mention in all “Red Feather” publicity.

Pioneer Foundation (Continued from page 1)

new foundation, the industry in the East will now have one organization of sufficient size and strength to assure the necessary assistance to its many veterans, rather than forcing them to depend on the smaller congresses which have failed to deal with this problem in the past.

Heading the new foundation as president is Mr. John, with Marvin Kirach as vice-president and Harry J. Takiff as secretary-treasurer. The board of directors includes Jack Alcoate, Barney Balaban, Harvey Brandt, Steve Brody, Jack Cohm, Sam Dembog, Neil Depinet, Gus Eysell, St. Fabian, James B. Graninger, Abel Green, William J. Heine, John J. O'Connor, R. J. O'Donnell, Maxine Rinzel, Herman Robbins, Gradwell Sears, Spyros Skouras, Joseph Vogel and Albert Werner. Bernard Estes is publicity director.

Yesterday’s acton by the Foundation marks the culmination of three years of planning by the Motion Picutre Pioneers, which in 1939 was formed as a social group.

Stock Firm Strong (Continued from page 1)

of new broadcasting stations, is taken fully into account in today’s Webber report. It concludes that, regardless of the number of stations in operation and sets in use, and even with color, top-notch films will draw good audiences.

The report also predicts that dollar remittances of the film company owners in foreign markets this year will be “among the highest on record” and points out that earnings between 1951 and 1952 are in respect to foreign earnings.

It predicts a strong earnings recovery for the radio-Fox in the last half of 1951, bringing its earnings for the year to $2.50 to $2.75 per share, compared with $3.26 last year. It also predicts a strong profit for Paramount Theatres than the $3.00 per share of earnings and 66 cents per share in capital gains profits of last year.
THE CROWDS ARE BACK
THANKS TO 20TH CENTURY - FOX

and they'll keep getting BIGGER and BIGGER and BIGGER when you play

THE DESERT FOX
LET'S MAKE IT LEGAL
ANNE OF THE INDIES
GOLDEN GIRL

and coming...

KANGAROO
ECA Releases
$2,167,870
To 10 Firms

Convertibility Okayed For Rentals in Germany

WASHINGTON, Oct. 2.—The Economic Cooperation Administration today announced contracts with 10 film companies guaranteeing them convertibility of $2,167,870 of their earnings on 88 specified features and 32 short subjects distributed in Germany during the 1950-51 fiscal year. ECA officials said one more contract, amounting to about $60,000, still has to be signed.

Last year, total guarantees to film companies for distribution in Germany eventually topped the $3,000,000 mark.

However, those contracts covered from Jan. 1, 1950, to Dec. 31, 1950.

(Continued on page 5)

To Ask Publicists Here to Decide Among Three Unions

Publicists at film companies’ home offices will soon be called upon to decide among the union representation which they, as a group, prefer. The call reportedly will come from the IATSE.

With their labor union loyalties now divided among three organizations,

(Continued on page 2)

AFL’s William Green Lauds Coast Unions

Hollywood, Oct. 2.—AFL president William Green, presiding at a celebration at the Palladium here of the 50th anniversary of the American motion picture theatre, paid tribute to Hollywood unions for their fight against the Reds. He said, “A few years ago, when the Communists started to demonstrate their strength, a number of unions, including the IATSE and the Screen Actors Guild, fought Communism in Hollywood. They prevented the Communists from taking over the unions in Hollywood.”

Sales Heads, Riled at Allied’s Recording Advice, May Be Silent at Convention

A number of distribution executives, still resentful of the recent advice of Truman Rembusch, Allied States president, on having recording devices installed in exhibitors’ offices for use while film salesmen quote recording terms, indicate that the matter may be revived at Allied’s convention here late this month.

Several said they were uncertain whether or not to accept invitations to attend the convention “in an atmosphere of suspicion and distrust” such as that evidenced by Rembusch’s suggestion, made at the recent convention of West Virginia Allied at Charleston, or how freely they could speak, if they did accept.

Others, indicating they would welcome invitations to the Allied States convention, said they would consider using the opportunity to tell Allied what they thought of the Rembusch advice and its implications for current and future exhibitor-distributor relations.

Still others shrugged off the Rembusch suggestion, asserting their belief that exhibitors would ignore it and many would not want to have some of their own buying proposals on a playback record.

‘Overwhelming’ Support of Colosseum Given by Logos

OMAHA, Oct. 2.—“Overwhelming” support of the national Colosseum of Motion Picture Salesmen is indicated in reports from the 32 loges scattered throughout the country, David Beznor, Colosseum general counsel, said here.

Only the Chicago loge has bolted the national organization in consequence of disagreement over the $7-per-week salary increase secured by the Colosseum negotiating committee.

Minneapolis loge members are reported to be dissatisfied with the amount of the increase, but have indicated their intention of remaining with the national organization.

Omaha is expected to ratify the pact. The convention, which will start here Friday will vote on acceptance or rejection of the new wage agreement, Beznor reminded. Additionally, he said, the convention will act on proposals for Colosseum affiliation.

(Continued on page 2)

Stock Firm Strong For Films’ Future

The motion picture box-office upturn is more likely to gain momentum than not, Paine, Webber, Jackson and Curtis, investment brokers, state in a customers’ report issued yesterday.

Painting a highly optimistic picture of industry prospects, backed by sound reasoning, the report points out that “hard goods competition for the dollar has passed its peak,” and “a more normal share of the consumer dollar should be available for entertainment from here out.”

Expanding television, including ending of the Federal Communications Commission’s “freeze” on construction

U. A. Profit Still Continuing to Rise

United Artists’ billings, continuing their steady increase, have reached the $360,000 mark for each of the two most recent weeks. The gross business gives the company a neat profit of nearly $10,000 weekly.

If operations continue at their current pace, UA could be in the black for 1951 by Dec. 1 to 15. In that event the company’s new management would come into possession of the 50 per cent of the company’s stock now in escrow two or three weeks before the end of the year.

‘Movietime’ Nationwide Tieups Set

COMPO Takes First Steps To Supplement Promotion

“Movietime U.S.A.” yesterday entered a sphere of promotional activity which for long has been part and parcel of industry publicity, namely tieups. The industry’s year-long box-office drive to commemorate the golden jubilee of the all-film theatre will receive added impetus from the nationwide publicity staffs of Trans-World Airways and the National Community Chests organization, it was reported here yesterday by the Council of Motion Picture Organizations.

It is expected that additional tieups will be achieved by COMPO in behalf of the “Movietime” campaign, and that ultimately a vast network of supplemental promotion activities will be in force.

COMPO reported that all TWA

(Continued on page 5)

Excellent Results In Eidophor Tests

In Geneva Monday night Swiss Eidophor large-scale television and the Columbia Color Broadcasting systems were combined with excellent results in an improvised demonstration given by Spyros Skouras, 30th Century-Fox

(Continued on page 5)
See No Film Issue In U. K. Elections

LONDON, Oct. 2—The outcome of Britain's general election on Oct. 25 holds no immediate significance for the film industry.

If the present polls are correct, Labour winners are returned to power there will be little, if any, change in the government's film policy. But in the event of a Tory victory, a private election manifesto contains no direct reference to the film industry and it is unlikely that a Tory government will find time for film legislation this year.

Both parties have pledged themselves to act on the film industry, but neither of the two candidates for Speaker of the House of Commons, is likely to be called upon to formulate a campaign. Exhibitors will seek the support of all Parliamentary candidates in their fight against the tax.

To Ask Publicists (Continued from page 1)

Local No. 230 Disturbed

H-63's winning of the Paramount workers in a recent National Labor Relations Board election of the "Majority, " Local No. 230 of the Sign Painters, Pictorial and Display Artists which is under the jurisdiction of RKO Radio home office but has not yet negotiated a contract there. Both are AFL unions, and concern is manifest.

If a jurisdictional dispute cannot be settled, the two unions will hold separate elections, and a jurisdictional dispute may break out. Local No. 230 has hoped the "IA" would be willing to carry on the RKO negotiations, but so far this has not been possible.

Mother of Patterson

Mrs. G. Bingham, 76, mother of Pat Patterson, Astor Pictures irate that the Screen Actors Guild paid Mrs. Bingham last night at her home in Pacific Grove.

Hugh Owen Presides At Boston Meeting

Tomorrow, and for the following two days Boston will be the scene of the fifth and next to the last of the regional Paramount sales meetings sponsored by Hugh Owen, president of Paramount Distributing Corp.; E. K. (Ted) O'Shea, vice-president, and Jerry Hulick, executive director of advertising publicities, and seven regional executives. The seven include; A. M. Kanter, associate director; and Southern division manager; Henry Randel, New York district manager; and the following branch managers: Byron Sattler, New York; Boston; Henry Germaine, New Haven; John W. Brown, Buffalo; E. V. Maloney, Albany.

The agenda for the meeting will be sales and promotion plans for "A Place in the Sun," "Rheingold Worlds Collide," "Submarine Command," "Detective Story," "My Son, John," "Carrie," "Aaron Slick from Pimkin Creek," "Sailor Beware" and The "Great Show On Earth."

Colosseum (Continued from page 1)

John L. Lewis' United Mine Workers union has invited the film salesmen to join District No. 50, the UMW's so-called "coal" unit, it is reported.

The sessions will be held at the Hotel Fontenelle, with William Wink, Omaha, the жид, of the negotiations. The Omaha group on Thursday will sponsor a get-together of delegates. Executive sessions will be held on Friday and Saturday at the usual meetings on Saturday and Sunday.

Cleveland Salesmen Undecided

Cleveland, Oct. 2—The Cleveland Colosseum loge has voted to give its delegate to the Colosseum convention, and will take no action until after the convention and regard to accepting or rejecting the $7 weekly and $1 day expense accounts which were submitted by the loge to the Colosseum. The loge had voted to accept the new wage boost without qualifications.

IA, Major Studios (Continued from page 1)

SPG to Seek Basic Wage Rate Increase

Hollywood, Oct. 2.—The Screen Publicists Guild will seek an increase in the basic wage rate for senior publicists from the present $175.35 weekly to $250 when the executive board opens negotiations with major producers on Oct. 20. The Guild will also seek improvements in severance package agreements, pension and welfare funds if other unions obtain them. The contract, reopened in February, covers two years to wage changes, has two years to run.

SDG Announces New Insurance Plan

Hollywood, Oct. 2.—The Screen Directors Guild announced the signing of an insurance group insurance contract with the Occidental Life Insurance Co. of California which provides each member in good standing, whether a director or assistant, a substantial life insurance policy at no cost to himself.

No increase in dues and no assessments are involved, the whole cost being borne by the Guild.

Florida Shane Dinner to Meet on Oct. 22-23

JACKSONVILLE, Fla., Oct. 2—Motion Picture exhibitors and Florida will hold their annual meeting at the George Washington Hotel here on Oct. 22-23.

Speaker will include Geal Sullivan of the Theatre Owners of America and Arthur Mayer of COMPO.
Did You COMPARE...

The TOA Convention is over. The men who spoke many words, those who debated, and the many who listened to and pondered upon what was said . . . they have returned to their home territories, near and far throughout the nation.

But the echo of thoughtfully uttered words and their sincerity of purpose will linger in the minds of many . . . and out of all of this, the industry must gain through converting the wisest of those words into sound and live action.

Recognizing the opportunity for fast, thorough and effective news reporting to the trade, Motion Picture Daily has again demonstrated the particular kind of service that can be supplied only by a daily trade paper that is effectively staffed and equipped to render such service.

**DID YOU COMPARE**—the thoroughness of the news coverage—the editorial weighing of its significant aspects—the calibre of concise comment on each day’s happenings—and the speed of this trade reporting service?

Each morning, to all attending the Convention, MPD brought its recorded account of the events of the previous day in clearly set forth words and pictures—and for its thousands of other subscribers, unable to leave their home areas, each day’s issue was sped to the mails.

MPD did not forget that while the Convention ended Thursday, there was still the job of reporting the events of that important day. The MPD issue of Friday morning devoted over sixteen columns to the subject.

Despite the increased press run, requests to purchase extra copies on Friday alone totaled almost a thousand more than we were able to supply. We are happy indeed with the verdict of the many who did compare.
Maria Riva, Marlene Dietrich's daughter, adorns the cover of the new "Hollywood Journal," wearing a Lily Daché green hat, and Omar Kiam green coat, selected by Dovima, the store's editor. Cushman, all in support of a feature story, "I Couldn't Compete with My Mother," by Selma Robinson. Also, there is a letter from Batelle's "Line a Day"—read by 10,000,000 women—in praise of Elizabeth Taylor, to which Miss Batelle says she will see again. The 26-page issue contains articles from Paramount and two cooperative pages featuring Rhonda Fleming and Virginia Mayo. The Journal is close to the grassroots, with its circulation of 500,000 at the newsstand price of 25 cents a copy.

The New York Sunday News, on Nov. 11, will devote its entire Colorto Magazine section to motion pictures, marking the third consecutive year for this impressive annual. This year, it has "Movietime U.S.A." as a particular inspiration and movie industry officials feel the country should be stimulated. The Sunday News has a circulation of 4,000,000 and its color supplement of motion pictures sets a fine example for other newspapers with color gravure presses. Leaders of the film industry have been loud in their praise of the Sunday News for this contribution by the country's largest newspaper to the current campaign.

A unique herald which utilizes the color of the best-selling book from which the film is adapted, has been made part of the showmanship accessories by M-G-M for "The Desert Fox," the film story of the exploits of General Rommel, in which James Mason portrays the German military leader. The information serves as pre-selling for the film, which has the same merit as a motion picture that it had in book form.

Mike Simons, assistant to H. M. Loew, president of M-G-M, has just completed conducting the first program of a new series of motion picture appreciation classes inaugurated at Springfield, Mass., under the auspices of the Springfield Motion Picture Council, with the cooperation of George Freeman, manager of Loew's Poli Theatre. Two assembly periods of 45 minutes each at Buckingam school were attended by 1,000 students and the school authorities immediately requested that the program be extended to cover the entire grade and high school student body of the city, which will be done soon. A similar program was discussed at the first 1951-52 meeting of the Motion Picture Council, at the Springfield Art Museum.

In a tie with Chesterfield, a four-color, four-ad featuring Steve Cochran, with credit for his appearance in Warner Brothers' "The Tanks Are Coming," will appear in 25 national magazines to coincide with the picture's release date in November.

November breezes will be flattering.

November Pre-Selling

"The Man With A Cloak" (Metro-Goldwyn-Mayer)

A PICTURE of curious moods and turns, "The Man With A Cloak" has its best box-office asset in the cast headed by Joseph Cotten, Barbara Stanwyck, Louis Calhern and many other debuts here in "An American in Paris." Set in New York during the gussie era, Frank Fenton's odd screenplay spins a story about a dying old rascal who served under Napoleon and three persons waiting like vultures for him to pass away. The retired soldier of eccentric and explosive temperaments is played by Calhern and the three persons of sordid patience are Miss Stanwyck, Joe De Santis and Margaret Whiting.

Cotten plays a strange and shadowy figure, obviously a man of letters, who spends most of his time imbibing wine in the neighborhood tavern. He is exiled one day when Miss Caron comes to the tavern to enlist his aid. Her fiance, a French idealist ex-smuggler, has seen her to the point of wanting to obtain funds. What ensues is a grim game of combat between Miss Caron and the waiting trio.

Based on a story by John Dickinson Carr, the picture is pervaded by a brooding, menacing mood. As the story proceeds to its climax there are a series of melodramatic outbreaks, including the sudden death of Calhern and the disappearance of his will. In the mad scramble that ensues Cotten rises to worthy heights, finds the will which yields Miss Caron the fortune she sought, and then disappears. For those wondering who the anonymous Cotten is, a scribbled poem provides the clue. He is Edgar Allen Poe. Stephen Ames produced and Fletcher Markle directed.


Mandle Herrstem

Film Trailer Ready For BBC Telecast

London, Oct. 2.—Current Records for the film industry's experimental television trailer, carrying excerpts from four films, with commentary, has been completed. It runs for 30 minutes and will be screened privately in the trade before being released to British Broadcasting Company managers.

Subject to exhibitor approval, it is planned to make similar trailers every exhibition for distributors to determine the pictures to be included in each. The picture publicity value of the trailers is expected to determine whether or not their production is to continue.

ELC, Film Classics Suit Motion OK'd

A motion pending a bill of particulars in Eagle Lion Classics' $500,000 suit against Irving Kaufman, an assignee of Film Classics, and nine other parties in the York Supreme Court Justice Gavagan.

The assignee of nine other parties in the suit involving distribution claims includes Reelart Pictures, Discovery Pictures, Inc., Associated Artists Productions, Hecuba Holding Co., Agay Productions, RD-ICR Corp., and the Chemical Bank and Trust Co.

In Eidophor Tests

(Continued from Page 1)

Ask SVP to Probe Salary Situation

Washington, Oct. 2.—The Association of Motion Picture Producers and the Screen Actors Guild have both placed an order with the Federal Board committee on talent salaries to go to Hollywood as part of their fact-finding investigation to determine whether the salary situation will grant the request for an increase of witnesses asking to be heard at the committee's coming hearings in New York have forced the planned one-day sitting of the Federal Board committee.

The committee will sit for six days, Oct. 22, 23 and 24. The place of the hearings has also been changed, to 641 Washington Street.

St. Paul Theatre Will Install TV

Minneapolis, Oct. 2.—An RCA television cascade has been installed in the St. Paul Paramount Theatre, Minnesota Amusement Co., has announced that it will be ready for public use by Oct. 15.

Meanwhile, the Terrace Theatre in suburban Robbinsdale disclosed that it has ordered an RCA television cascade from Theatre Supply for large-screen television equipment.
Guaranty Plan Hit
By ECA Group
Washington, Oct. 2—Staff members of the Economic Co- operation Administration are recommending that the film guaranty program be discontinued, it was learned here today.

The staff is reported believing that the films going abroad on the new guaranty contract are no longer of sufficient importance to the general foreign office and the guaranty continuation of the program.

ECA Releases
(Continued from page 1)
The new contracts were put on a Sept. 1, 1950, to Aug. 31, 1951, basis, conforming to the German quota law, and since contracts had already been signed for the next 12 months of 1950 under the 1950 contracts, the new contracts could have been expected to be smaller.

Top Contract for Loew's
Loew's pulled down the top guaranty contract, with over $370,000 for nine features and six shorts.

The guaranty contracts provide in effect that any amounts that can be converted to dollars the specified amounts of earnings in marks. The total amount payable to each company is limited to $25,000 per picture, plus actual out-of-pocket costs for preparing German language versions. While says on the basis of post-war experience in Germany, it is expected the amounts which will be converted under the contracts will be a modest portion of the actual net receipts from the pictures covered by the guaranties.

All pictures receiving contracts have been recommended by the special ECA film advisory committee.

Here are the contracts announced today, covering distribution of American films in Germany between Sept. 1, 1950 and Aug. 31, 1951:


**Goldwyn Productions, Inc.** $99,400 for three features (“Rosanna McCoy”, “Our Very Own”, “The Westerner”)


**Republic Pictures** $50,305 for two features (“The Common Command” and “California Passengers”) and $3,500 for one short (“Glacier National Park”).

**RKO Radio** $48,500 for five features (“Station West”, “Tarzan and the Huntress”, “Beau’er”, “Pinocchio”, “Secret Life of Walter Mitty”)

Szelzinck Releasing Organization: $110, 515 for ten features (“Spellbound”, “The Adventures of Tom Sawyer”)


**Universal Pictures:** $315,277 for nine features and two newsreels (“The Man from Snowy River”, “The Lady in Blue”, “The Night of Noon”, “The Last Man”, “The Tortoise Wins Again”)


These deals were for a period of three years and start immediately.

**Roald Dahl**

“Reunion in Reno”
(Continental International)

THERE IS a large film production of a light comedy colorization in the family category, presented in a plot which is unique to say the least. The title is a misnomer, giving the ready impres- sion of a reunion of movie veterans that are about to be holographed, but have been restored to their city of old times. There is a reunion, but this one reunites the highly talented youngsisters, Gigi Perreau, can also be seen on film and Gigi, on the other hand, is the daughter of Goldstein and a very young talent. The film is the story of Gigi and the identity and address of her film. The pictures is the story of Gigi, they telephone the mother and father to pick up their nine-year-old offspring, a climax which brightens the lives of the people involved. The cast is suitable, and also includes Ray Collins, Collins and Myrna Dell. Gigi, however, is away out of all the way: she is a very talented little miss who catches interest at the very outset and sustains it throughout. The production is the work of Leon Goldman, produced, and quite satisfactory. The same can be said of director Kurt Neuman. Hans Jacoby and Shirley White are responsible for the screenplay and its different twist. Lou Breslow adapted, from a story by Penda Weigall and Linda Seckler.

A sneak preview audience in New York responded with outspontaneous amusement.

Running time: 70 minutes. General audience classification. October release.

JAMES P. CUNNINGHAM

**“Two Dollar Bettor”**
(Realart)

THE EARNEST message that the gambling instinct, once out of bounds, can be rehabilitated and made a part of the everyday picture in “Two Dollar Bettor.” Centering around race track activities, the picture has good exploita-
tional angles. Its presentation, however, is weakened by a lack of imagination. The few that plays is played persuasively to make a small bet at the track. Winning, he is encouraged to make more bets. His winnings continue at first, but then the losses come, and mount and multiple. In time Litol finds himself cashing in his bonds, savings, and valuable things. These are given away and, taking money from the controller’s fund, and thus his undoing is begun.

Marie Windsor plays an employee of a bookie who ingratiates herself with Litol, finally luring her to daily in “Two Dollar Bettor.”

The film is the story of Miss Windsor and her boy friend. A bitter gun battle follows in which all three are shot. When all looks blackest for Litol, the benevolence of his employer brings the silver lining into view. Barbara Bestar and Barbara Logan are seen as Litol’s teenage daughter in this Jack Broder production released by Realart Pictures, Inc. Edward Leen produced and directed. Running time, 73 minutes. General audience classification. Release date, Oct. 19.

MELAEND HEBSTMAN

**Houston Resigns**

Baltimore, Oct. 2—J. Ted Rout- son has resigned after nearly two years with the Motion picture theatre interests here. Originally manager and press relations director for the Hippodrome, he was obliged to accept management of the Little Theatre due to a heart condition. He continued, however, to retain his press contacts. His future plans were not stated.

NEWSFORM

**‘Movietime’**
(Continued from page 1)

of new broadcasting stations, is taken fully into account in the Paine, Webber, reports, regardless of the number of stations in operation and sets in use, and even with the AM, TV, omni-plan, new-film will draw good audiences.

The report also predicts that dollar remittances of the film companies from foreign markets will continue to be “among the highest on record” and that “1952 should be an even better year.”

It predicts a strong earnings recovery for the 20th Century-Fox in the last quarter of 1951 and a general improvement for the year to the $2.50 to $2.75 per year, compared with $3.26 last year. It also predicts a better net for United Para- mount than last year and for Warner Bros. A deficit of $1.00 per share of earnings and 66 cents per share in capital gains profits of last year.

**Stock Firm Strong**
(Continued from page 1)

new foundation, the industry in the East will now have one organization of sufficient size and importance to assure the necessary assistance to its many veterans, rather than forcing them to depend on the smaller groups which have attempted to deal with this problem.

Heading the new foundation as president will be Jack Cohn, with F. Kevin Child and Harry J. Talsk as secretary-treasurer. The board of directors includes Jack Alcicote, Barlow Stahley, Harry Brandt, Steve Brody, Jack Cohn, Sam Dembod, Bob Depinet, Gas Eyssell, St Fabian, James R. Gram- ber, Abe Green, William L. Heims- man, John J. O’Connor, R. J. O’Donnell, Martin Quigley, Sam Rinzier, F. Gordon and Schall, Spyros Scouras, Joseph Vogel and Albert Warner. Bernard Estes is publicity director.

Youth action program by the Foundation marks the culmination of three years of planning by the Motion Pic- ture Pioneers, which in 1959 was formed as a social group.
THE CROWDS ARE BACK THANKS TO 20TH CENTURY - FOX

and they'll keep getting BIGGER and BIGGER and BIGGER when you play THE DESERT FOX

LET'S MAKE IT LEGAL ANNE OF THE INDIES

GOLDEN GIRL and coming...

There's No Business Like 2a Business!
Lippert 'Must' Sell Some Product to Telecasters

Para. Booker Drive
To Honor O'Shea

E. K. (Ted) O'Shea, vice president of Paramount Film Distributing Corp., will be honored by the company's booker-salesmen in their fourth annual booking drive scheduled for Dec. 2-20. "Booker-Salesmen's Month" is traditionally dedicated to a Paramount sales executive.

Inaugurated by A. W. Schwaberg, president of Paramount Film Distributing Corp., booker-salesmen's month is a tribute also to the bookers themselves.

Quotes have already been set for the drive, and advertising material is currently being prepared by a home (Continued on page 2)

Balaban Sells Block Of Para. Options

WASHINGTON, Oct. 3.—Paramount Pictures president Barney Balaban has sold options for 10,000 shares of Paramount common, he has reported to the Securities and Exchange Commission.

The transaction occurred Aug. 31. As of that date, Balaban still had options for 2,600,000 shares of Paramount common, the largest block of options Balaban has been holding.

These were highlighted of heavier-than-usual trading by officers and directors in film company stocks, contained in the latest SEC report. The (Continued on page 4)

Roxy Benefit for Industry Needy

The Eastern motion picture industry will, for the first time, stage a large-scale benefit show to raise funds to care for its own needy veterans. The benefit will be held on Nov. 16 at New York's Roxy Theatre.

The performance, which will feature top names in the entertainment world, is to be presented by the Foundation of the Motion Picture Pioneers as a means of implementing the treasury of the Foundation, an organization formed three years ago for the (Continued on page 2)

NPA Sees 100,000 Pounds Of Copper Drip Annually

WASHINGTON, Oct. 3.—The National Production Authority estimated that more than 100,000 pounds of copper drippings a year could be recovered from film industry projector arc lamps. The estimate was made in an official NPA release boosting the industry's copper-dripping salvage drive.

NPA stressed the cooperation of theatres, studios, exchanges, labor unions and trade associations in the film industry.

The new plan iron out difficulties experienced in World War II, NPA said. At that time scrap dealers were reluctant to buy drippings because of the small quantities offered by each (Continued on page 2)

Allied Defers TOA Meet on Arbitration

Wolfson Meets Myers; Latter Lacks Authority

WASHINGTON, Oct. 3.—Allied States Association general counsel Abram F. Myers said he has no authority to talk arbitration at the present time with the Theatre Owners of America.

Myers made the comment when questioned on the TOA board's announcement to sound out Allied on a meeting on arbitration.

TOA president Mitchell Wolfson did sound him out on the possibility of a meeting. He added that he notified TOA that the Allied board at its Kansas City meeting in May had authorized him only to explore with the distributors the question of arbitration, providing there might be some agreement on competitive bidding also.

He said he had no authority to (Continued on page 4)

To Rush Series Prints; Playoff May Be Included

This week's newsreels will carry the exciting highlights of baseball's top event of the year—the World Series, which will get underway here today. Some major newsreel companies also expect to include yesterday's "Frank Merriwell" annals of the Dodgers-Giants playoff game in their prints of the first Series game.

Movietone News, News of the Day, (Continued on page 4)

New Stars to Open III. 'Movietime'

CHICAGO, Oct. 3.—Yielding to urgent demands by co-chairmen Jack Kirsch and John Balaban of "Movietime in Illinois, U.S.A." for a stronger star lineup, Mort Blumenthal, who is organizing and directing the personality tours, has assigned Danny Kaye and Donna Reed to the Illinois group for the tour. The complete Illinois contingent (Continued on page 2)
Personal Mention

Marvin Schenck, M-G-M vice-president, arrived here from the Coast last night with his wife.

Boyd Sparrow, manager of Loew's Warwick, San Francisco, has left that city for Washington and New York.

Charles E. Kutzman, Loew's Northwest distributor for Boston, will take over the Warwick in his absence.

Jack Broder, president of Jack Broder Productions and Realert Pictures, and his wife will arrive in New York tonight on the way home from a tour of the cities of the Midwest supported by Sy Lipson, secretary-treasurer of Realert.

David M. Ideal, managing director of the Fox Theatre in Detroit, has been elected to the board of directors of the Wayne Community Foundation for Infantile Paralysis.

Mike Newman, Columbia publicist in Los Angeles, is in San Francisco, and today will be joined by Arch Ordor.

Oscar A. Morgan, general sales manager of Paramount News and short subjects, will return here today from Jacksonville, Fla.

Steve Brody, Monogram-Allied Artists president, and Norton V. Richey, vice-president, will leave here for Europe today of the S.S. America.

Richard de Rochemont, producer, will sail from here today on the S.S. Ile De France for Europe.

Phil Reisman, RKO's foreign department head, will leave here for Europe on Saturday.

Russell Rouse, director-writer, will leave here today for Hollywood.

Pearson and Drew at ‘Sun’ D. C. Premiere

Drew Pearson will be master-of-ceremonies and former Ambassador Joseph Drew will make the closing remarks at the benefit premiere of the 1951 "Crusade for Freedom," which is raising to receive $3,500,000 nationally to help combat Communist overseas.

Para. Booker Drive

(Continued from page 1)

office committee under chairman Monroe G. Goodman. Other members include Harold Beecroft, Joseph Bisdale, Sid Blumenstock, Carl Clausen, Arthur Clow, Ralph Clow, Joan Friedman, G. Knox Haddow, Fred Leroy, Sid Mesher, Jerry Pickman, Jack Roper, George Schenck, and Joseph Walnut.

Another Extension On Schein Decree

Washington, Oct. 3.—The Justice Department has given Schein Theatres another extension regarding a total of seven thea- res, which will be used to have been sold by June 30.

Report Decca Bid For Universal Stock

Decca is said to have made William Goetz and Leo Spitz, operating heads of Universal Pictures, a bid of $2,000,000 for their stock interest in the company, with the assurance that they would use such funds of $25,000,000 to make up for the $2,000,000 bid. Spitz is said to have refused to make the bid.

Milton A. Moneye on Stand

On the stand, Milton A. Moneye, president of Co-operative Theatres of Ohio, has denied that he has failed to pay the $2,000,000 bid to the company, which is said to have been sold by June 30.

‘Co-op’ Test Suit Resumes Monday

Cleveland, Oct. 3.—The G. and P. anti-trust hearings, which opened in Federal court here two weeks ago, will be resumed on Monday, following a week’s intermission. Special interest attaches to this suit because it is the first in which a co-operative booking agency is named defendant along with exhibitor and distributors.

Plaintiff attorney Samuel T. Gaines is trying to establish that Co-operative Theatres of Ohio is a competing agency which has used its buying power to “coerce” the defendants to sell their product to the Regent Theatre which is in violation of the agreement in the disadvantages of the Mooreland Theatre.

N. J. Allied Meet Plans Convention

The Allied Theatre Owners of New Jersey membership met here yesterday to discuss plans for the national Allied States convention to be held at the War Memorial Hotel, New York, Oct. 28-Nov. 1. The New Jersey regional convention will be held on Oct. 10.

New Jersey New Allied president and convention chairman, will report on the plans at a press interview this morning.

Roxy Benefit

(Continued from page 1)

specific purpose of assuring the welfare of those members of the industry who are in need of assistance.

Skouras Heads Committee

Heading the committee in charge of the committee are Syros P. Skouras, chairman, who is working with him on arrangements is virtually every other industry leader and is chairman of the Theatre Owners of America, which will begin at midnight, will be sold from $5.00 to $25.00 and is expected to sell all allocated seats of the huge Broadway show will be held, with the Foundation realizing approximately $60,000 from the affair.

NPA Estimated

(Continued from page 1)

individual and because dealers that the black color impaired the copper content. The current campaign sets up an organization to collect individual cases over to dealers only large amounts. Also, the Metal Dealers Association is advising its scrap metal members of the need for more information.

Dailies in Chicago

Play Up ‘Movietime’

Chicago, Oct. 3.—All daily newspapers here are behind the "Movietime. U. S. A." campaign, using "Movietime" slogans liberally as headlines and column breaks throughout their amusement pages.

III. ‘Movietime’

(Continued from page 1)

now consists of Kaye, Miss Reed, Susan Cabot, Barbara Hale, Bill Williams, Alice Kelley, Otto Kruger, and producers William Perlberg and director Michael Curtiz.

Kaye, Miss Cabot and Seaton will comprise the first of three groups to arrive in Chicago, after the contingent is divided up to visit over 30 towns in Illinois and Northern Indiana, and will be presented to Mayor Martin Kennedy on Oct. 12 to receive the mayor’s official proclamation of "Movietime" in Chicago.

Parade on Saturday

The rest of the troupe will arrive in Chicago later in the week to join the "Movietime" parade down State street the following morning, Sunday, Oct. 15, along with social, military, and business organizations who are joining in to honor the motion picture industry.

In addition to the stars, floats, marching units, and bands, children dressed to represent their favorite movie stars will take part in the parade and be awarded for the best costumes. After the parade, all children who participated will be admitted free to Loop theatres, and the tour personalities will attend a luncheon at the Sarah Siddons Room at the Ambassador East Hotel, along with leading members of the industry in Chicago.

Capital Wants More ‘Movietime’ Talent

Washington, Oct. 3.—Washington exhibitors have called a meeting tomorrow to discuss methods of getting "Movietime" parole officials to the Washington area for the "Movietime U. S. A." drive.

This move has been unhappy about the delegation named for here, and have protested to New York. A. Julian Blyskawy, chairman of the local drive, said tomorrow’s meeting was “to discuss problems that have arisen.” Other key in the drive here said the meeting was on the personalities issue.

NPA Estimated

(Continued from page 1)
HOWARD HUGHES presents

"TWO TICKETS TO BROADWAY"

Color by TECHNICOLOR
starring TONY JANET MARTIN • LEIGH GLORIA • EDDIE DEHAVEN • BRACKEN ANN MILLER
with BARBARA LAWRENCE and BOB CROSBY
featuring The CHARLIVELS
Directed by JAMES V. KERN
Screenplay by SID SILVERS and HAL KANTER

TRADE SHOWINGS

ALBANY
Grand Theatre Tues. 10/9 8:30 P.M.

ATLANTA
Rialto Theatre Fri. 10/12 9:30 P.M.

BOSTON
Keith Memorial Mon. 10/8 8:15 P.M.

CHARLOTTE
Matto Theatre Wed. 10/10 9:00 P.M.

CINCINNATI
Palace Theatre Mon. 10/8 9:15 P.M.

CLEVELAND
Palace Theatre Fri. 10/12 8:30 P.M.

DALLAS
Palace Theatre Wed. 10/10 6:00 P.M.

DENVER
Orpheum Thea. Mon. 10/15 8:00 P.M.

DES MOINES
Orpheum Thea. Fri. 10/12 8:30 P.M.

DETROIT
Art Theatre Mon. 10/8 1:30 P.M.

INDIANAPOLIS
Indiana Theatre Mon. 10/15 8:15 P.M.

KANSAS CITY
Missouri Thea. Mon. 10/8 8:30 P.M.

LOS ANGELES
RKO Pantages Mon. 10/8 8:30 P.M.

MEMPHIS
Loew's State Mon. 10/15 8:00 P.M.

MILWAUKEE
Garfield Thea. Mon. 10/15 8:30 P.M.

MINNEAPOLIS
RKO Pan Mon. 10/8 8:30 P.M.

NEW ORLEANS
Orpheum Thea. Mon. 10/8 8:30 P.M.

NEW YORK
Paris Theatre Mon. 10/8 10:30 A.M.

OKLAHOMA CITY
B'way Center Mon. 10/15 8:30 P.M.

OMAHA
Brandel's Thea. Tues. 10/9 8:15 P.M.

PHILADELPHIA
City Line Mon. 10/15 8:30 P.M.

CENTER

PITTSBURGH
Stanley Theatre Mon. 10/8 8:30 P.M.

ST. LOUIS
Missouri Thea. Mon. 10/22 8:30 P.M.

SALT LAKE CITY
B'way Center Tues. 10/16 9:00 P.M.

SAN FRANCISCO
Golden Gate Mon. 10/8 9:00 P.M.

SEATTLE
Liberty Theatre Mon. 10/15 8:30 P.M.

SIOUX FALLS
Hollywood Thea. Mon. 10/29 8:30 P.M.

WASHINGTON
Keith's Theatre Mon. 10/8 8:30 P.M.

KO'S BIG TECHNICOLOR MUSICAL THANKSGIVING ATTRACTION!
Allied Defers

Vote for A 5% Rise In Corporate Tax

Washington, Oct. 3.—House-Senate tax conferences today voted to boost corporate tax rates five per cent, and made major hike retroactive to April 1, 1951.

The new rates would send the first $40,000 of corporate income to 30 per cent and the tax on the balance 52.5 cents to 31.5 cents. 1954 termination date was provided for the corporate increases.

World Series Plans

Paramount News, Universal News and Warner Pathe News plan to have extra cameramen to cover the Series. Preparations were made yesterday to assure the film quickly so that prints can be delivered to theatres almost immediately. Today’s opening gala in Yankee Stadium will be viewed in theatres tomorrow, and if at all possible late this evening.

Undecided on Giant-Dodge Game

Regarding yesterday’s Giant-Dodger thriller, many newspaper companies were quoted as saying it would be regarded as a “special” at a late hour, explaining that today and tomorrow the public will be mainly interested in the Series. However, because the event proved so exciting, highlights of the game in the ninth inning, are expected to be included by some companies in their own prints on the Series.

On the video front, the only theatre in the city scheduled to show the Series on TV is John Wolfberg’s Broadway Theatre in Denver, equipped with General Precision Laboratory’s theatre TV system. It will be an exclusive for that house, Denver not being served by a TV station.

The Mutual network will again exclusively carry this year’s Series, with airline scheduled for 12:45 P. M. L. C.

SDG Award to Hitchcock

Hollywood, Oct. 3.—Alfred Hitchcock is the winner of the Screen Directors Guild’s first quarterly award for outstanding directorial achievement. The award was presented by Fred Schwartz, local Variety Club chair banker.

SDG Award to Hitchcock

Balaban on TV

Lippert on TV

20th ‘Holders

company. Approval of two-thirds of the stockholders, now assured being a last minute hitch at a meeting at the company’s home office, is required before the plan can be placed in effect. If approved by stockholders, the plan will have until June 7, 1953, to complete the divestment.

Skouras Sees Industry Prosperity in Eldorado

The successful demonstration of 20th-Century-Fox’s Swiss Eldorado CBS theatre color television system in Switzerland foretells “a whole new era of prosperity for the motion picture industry,” Sypros F. Skouras, 20th-Fox president, declared on his arrival here yesterday.

Returned for Stockholders’ Meeting

Skouras flew to Zurich for the demonstration and returned here for today’s stockholders’ meeting.

This theatre color television, Skouras says, “will make it possible for people in small and large communities throughout the world to see live, intimate, low-priced, entertainment that are presently available to only privileged speculators in metropolitan areas.”

Souvenir for Balaban

Lippert is planning a series of series for Lippert, the company’s president, who has dropped his shares.

Lind Sold 300 Shares

Balaban Sells

No Outside Financing Is Necessary

The completion of the second stage depends entirely upon the ability of Technicolor to obtain permits for the required materials and construction. Kalmus, reported, he said no outside financing is necessary for the expansion.

Rhubarb to Open 7th K-B Theatre

Washington, Oct. 3.—Rhubarb has been tentatively set as the opening picture for the “Tell-a-B” in the opening picture for the Ontario, latest addition to the K-B Amusement Co. circuit. This year brings the group to seven, is at 17th and Columbus Road in Northwest Washington.

An eighth K-B theatre, the Langley, is due to open in December.
Buchman, 1945 Red, Was On Army Tour That Year

Sidney Buchman, who testified before the House Un-American Activities Committee in Los Angeles on Sept. 25 that he had been a Communist between 1938 and 1945, was one of the group of industry leaders who toured the European Theatre in June of the latter year at the invitation of Supreme Headquarters of the Allied Expeditionary Forces.

The three-weeks' tour, confined to "VIP's"—Very Important Persons — had for its purpose a first-hand inspection of conditions in Europe to aid the American film industry set its sights on post-war problems, political and economic. The agenda included discussions with William S. Paley of the Columbia Broadcasting System on policies bearing on the political orientation of Germany.

The trip which, it will be remembered, precipitated considerable controversy for the special Army plane authorized for the purpose, was closely screened, the processing embracing, among others, the services of

(Continued on page 4)

Top Names Coming Here for Movietime

Some of filmdom's top box-office names will converge on New York this weekend to help launch the "Movietime U.S.A." celebration in this area, included in the contingent will be top directors and writers. Among with 1,000 New York City civic leaders

(Continued on page 6)

Stanley Kramer to Film Life of F. D. Roosevelt

Hyde Park, N.Y., Oct. 4—Producer Stanley Kramer has been granted film rights to the life story of Franklin Delano Roosevelt, it was disclosed here today by Mrs. Franklin D. Roosevelt. However, it will be at least three years before the Roosevelt story reaches the screen, Kramer has informed Mrs. Roosevelt, since intensive research into the late President's entire lifetime and a deep study of countless history-making documents are involved.

The arrangement includes the collaboration of Mrs. Roosevelt in the film, which Kramer will make for Columbia release. The producer now is filming his final picture for United Artists release, and thereafter will release through Columbia.

No deal for the motion picture rights to F.D.R.'s life story has been possible up to now, Mrs. Roosevelt having made clear that five years would have to elapse after his death before anyone would be granted them.

"I am happy that Mr. Kramer will be the one to produce this picture," Mrs. Roosevelt said. "I am familiar with his work and have great confidence in his honesty and integrity as well as his ability."

Kramer is quoted as having said

(Continued on page 2)

60% of Allied Meet Set for Trade Issues

SMPTE Cites E. I. Sponable

Hollywood, Oct. 4—Earl I. Sponable, technical director of 20th Century-Fox, will be honored by the Society of Motion Picture and Television Engineers at its 70th semi-annual convention here Oct. 15-19. It was announced by Peter Mole, President of the Society.

At the annual award ceremony at the Hollywood Roosevelt Hotel, Sponable, past president of the SMPTE, will receive both the Society's Progress Medal and the Samuel L. Wariner

(Continued on page 4)

Steinberg Appointed Publicity Manager

Herb Steinberg has been named publicity manager of Paramount Pictures by Jerome Pickman, director of advertising and publicity.

Steinberg, who joined the Paramount publicity department in 1949, has been functioning as New York daily newspaper and column "planter." In recent months he has also handled

(Continued on page 4)

$1,498,000 Profit For Columbia Last Year; Quarter Up

A net profit of $1,498,000 for the year ended June 30 was reported here yesterday by Columbia. The final quarter of the year brought a net of $531,000.

The annual figure compares with $1,981,000 for the previous year, and the quarter figure compares with $226,000 for the corresponding period of 1949-50.

Last year's profit was equal to $1.85 per share on 643,311 shares of common stock outstanding on June 30, as against $2.85 per share for the previ

(Continued on page 4)

Big Business Upswing for 20th-Fox Seen

$1.2 Million for Third Quarter, Skouras Predicts

A definite upswing in business for the third and fourth quarter of the 1951-52 fiscal year was forecast yesterday by Spyros F. Skouras, president of 20th Century-Fox, at the company's special stockholders' meeting here which overwhelmingly endorsed the president's recommendation of a 70th cent dividend for the quarter.

Consolidated net earnings of between $1,300,000 and $1,300,000 for the third quarter was predicted by

(Continued on page 6)

Bar Series TV in Denver Theatre, But Hotels Get It

Denver, Oct. 4.—John Wolfberg's Coors Theatre here, which had planned to offer the World Series games on its newly installed large screen television equipment, was prevented from doing so today by the refusal of baseball commissioner Ford Frick to approve the project. Frick said the question of theatre showings of the series telecasts had too many angles to decide now.

Approximately 500 Denverites saw telecasts of the first series game

(Continued on page 4)

Switow Heads Drive For Rogers Hospital

Sam J. Switow of Louisville has accepted the national exhibitor chairmanship of the amusement industry's annual 'Christmas Salute', the fund raising drive for the hospital which will be held on Nov. 1 this year and will continue through Dec. 15.

The Variety Clubs, at their annual convention in Philadelphia last spring,
Personal Mention

SAMUEL GOLDWYN will arrive here from the Coast on Sunday for a two weeks’ stay to plan campaigns for “I Want You.”

W. D. Hauser, vice-president and general manager, and Larry Daver, sales manager for the Century Theater Corp., will leave here this week for the TESMA meeting in Los Angeles.

Walter Futter, producer, and Jack Kirkland, scenarist, will be on the “TV We’re Selling” show tonight on the NBC-TV network.

Fred M. Blake, Universal Pictures Western sales manager, returned to New York from Minneapolis yesterday.

Edward Lachman, president of Lorraine Carbons, is en route to the Coast from New York by way of Toronto.

Mark T. Jordan, U-I foreign department executive, will leave here for a weekend for South America.


‘U’ ‘Not Involved’ in Decca Stock Bid

Universal home office executive yesterday revealed that negotiations between Universal and Decca were not exclusive. Mr. Milton Rackmil, president of Decca, for purchase of the approximately 10 per cent stock interest in Universal held by Leo Spitz and William Goetz as a matter in which “U” is not involved.

Report that the purchase was aimed at an eventual merger of Universal and Decca was denied and it was stated that there have been no discussions of a transaction. An exclusive addendum, however, that if the stock purchase was consummated there would be no prompting of a merger plan from proposing a merger plan, if he were so minded, which could be submitted to the stockholders of both companies, to the extent possible, in order to intimate that he saw no such proposal emanating from Universal, in any event. In the absence of such a real, he declined to speculate on its possible advantages to either company.

Report that Spitz would withdraw from Universal if the stock sale was consummated also was discredited by Universal officials, who pointed out that Spitz already held a substantial interest in Universal which has been several years to run. Neither Spitz nor Goetz is an officer or director of Universal and it is reported their appreciable Universal stock holdings in 1946 when Universal took over their interest in Independent Pictures.

The Universal view of the negotiations appeared to be that they are limited to investment possibilities for Decca, it capital gain opportunity for Spitz and Goetz.

Canadian Theatres Do Good Business

MONTREAL, Oct. 4.—Theatre business in Canada this year has been good, if not better, than in 1950, according to a report by John J. Fitzgibbon, president of the Canadian Association of Theatre Owners, at the annual convention of the Motion Picture Industry Council of Canada in his capacity as chairman.

No Cause for Concern About TV

While there is no immediate cause for concern about television in Canada, he urged the delegates to be prepared to meet the situation in Woodroyd. Vice-President of the Canadian, Toronto, where, according to statistics, 27,000 TV sets had been sold, reported that 60 per cent of the cablevision access to seven channels of neighboring American TV stations, yet theatre attendance in that vicinity decreased approximately six per cent.

While he felt exhibitors could not pay any higher rentals, Fitzgibbons said the operators must increase playing time to deserve pictures if they expect to maintain the supply of product. The committee chairman of the council reflected for a third term. Fitzgibbons, president of Players Canadian Corporation, was unanimously re-elected as chairman, David Griesdorf, general manager of Odeon Theatres of Canada, the council’s chairman, and Arch J. Mason, of Springfield, Nova Scotia, as secretary-treasurer.

Profit for Rank on Canadian Interests

TORONTO, Oct. 4.—The J. Arthur Rank Organization of Canada Ltd., reported profit for the year ending June 23 a net profit of $840,000, compared with a loss of $375,000 in the preceding 12 months.

Regarding the Canadian interests, Rank was quoted as saying that, with the amalgamation, management in the rich, and rapidly-developing Dominion should become of increasing importance this year.

The organization’s substantial theatre interests outside the United Kingdom are an adequate outlet for British films, he said, and in addition, “Home of the Brave,” “The Men” and “Cyrano de Bergerac.” Currently is the projection of a $50,000 theatre, known to leave New York tomorrow for Hollywood.

Roosevelt Film

This is for me a personal dedication to what I consider the most important of all American subjects for the screen,” Kramer, producer of “Home of the Brave,” said. “We want our audiences to see the...”

Reserve Decision on Salesmen’s Unit

CHICAGO, Oct. 4.—An informal hearing was held here today by the NLRB on the petition of the recently-organized Motion Picture Salesmen’s Local 7, to Chicago to be recognized as the official bargaining agent for local film salesmen. The petition was taken under advisement by the NLRB and a decision in the near future whether a formal hearing will be held. In addition, the object of the petition is to have the Guild and the United Artists, S. L. Kamin, representatives of 20th Century-Fox, M-G-M, Paramount, Warner, RKO, and U.A., and as well as National Colosseum of Motion Picture Salesmen’s counsel David Benczer, attended today’s hearing.

Music Hall Bow of ‘An American’ Big

M-G-M’s “An American in Paris” opened to an estimated $20,000 at the Radio City Music Hall here yesterday, overcoming the competition of “Outlaws,” and putting it well over its grossers as “Carnival” and “Show Boat,” predecessors at the Hall.

Another big opener was at the Roxy with Josephine Baker on stage, coupled with the bow of “A Millionaire for Christy.” An excellent gross of $7,000 was forecast for the first day’s business.

Paramount Holds

RKO’s “Leathernecks”

Because of a top business, the New York Paramount will hold RKO Pictures’ “Flying Leathernecks” for a fourth week, Bob Shapiro, manager, reported yesterday. An excellent gross of $127,000 was racked up for the first two weeks, with prospects for the current third week also healthy. The picture is expected to become the highest grossing RKO film in the Paramount.

First-Run Cleveland Booking

CLEVELAND, Oct. 4.—“An American in Paris,” pre-released at Loew’s Stillman and showing at $1.00 top, outgrossed “Amiee Jewelry Gun” at $2.00, in its first week, with $27,000 against 21. “David and Bathsheba,” also at advanced prices, held well in the second week and will end the week with a good $12,800; it will be a holdover for a third week. “His Kind of Woman” topped the RKO radio average by 35 per cent with a neat $14,000 and at the Hippodrome, “He Ran All the Way” made a pretty good showing for 27,000 against 22. “Fantasia” parades opened to the usual big attention.

Roosevelt Film

Fine weather brought crowds to benefit downtown theatres.

Zukor Will Attend ‘Sun’ D.C. Premiere

Adolph Zukor, chairman of the board of Paramount Pictures, will attend the opening of the benefit premiere of “A Place in the Sun” in Washington at the Trans-Lux Theatre next Monday evening, also with member of his board, Harold Zoltner, attorney, and trainer, to his company. He will arrive yesterday in Washington as Washington early Monday to attend the Council of Motion Picture Organizations convention at the Carlton Hotel. Following the lunching Zukor will lead Hollywood personalities to the White House to meet President Truman.

NEW YORK THEATRES

Radio City Music Hall

Rockefeller Center

“AN AMERICAN IN PARIS”

To the Music of GEORGE GERSHWIN

May 3, 4, 5, 6, 7, 8

Kane, Editor; Terry Ramsay, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1790 Seventh Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-9300. Cable address: “Quiglophone, New York.” 

Subscription price: $3.00 a year. Single copy, 10 cents. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
M·G·M's
"TEXAS CARNIVAL"
(TECHNICOLOR)
It's Starting Off Like a Texas Cyclone!

M·G·M's
"TOO YOUNG TO KISS"
(TECHNICOLOR)
It's Hollywood's New Darling! Riotous!

BOUNCE!
UP THEY GO!
That's what the folks want—and it's what your box-office needs! Pep! Vitality! Fun! Laughs!
M·G·M's got B-O-U-N-C-E!

Press Time
Bounce!
All four openings of "AN AMERICAN IN PARIS" Terrific!
Cleveland, Frisco, New Orleans, Evansville.
Now watch Music Hall, N. Y.

You must not miss "Too Young To Kiss" Trade Shows Oct. 15th
Columbia

(Continued from page 1)

ous year when the same number of shares were outstanding.
In terms of per share earnings the final quarter of the fiscal year produced 71 cents, against 69 cents for the corresponding period of the preceding year.
Last year, $1,197,000 was set aside for taxes, while $1,470,000 was tagged for the year ended June 30, 1950. Respective operating profits were: $2,668,000 and $3,451,000. Operating profit for the final quarter of 1950-51 was $1,011,000, with $480,000 set aside for taxes, while operating profit for the corresponding prior period was $800,000, with $374,000 set aside for taxes.

Switow Heads Drive
(Continued from page 1)
voted to spearhead the hospital fund raising drive this year. Marc J. Wolf, of Indianapolis, International Chief Barker, who in his capacity as vice-chairman of the national exhibitors committee, will direct his activities to coordinate the participation of the Variety Clubs throughout the country in the fund raising.

Drive vice-chairman Wolf has named the following regional chairmen who will compose the national exhibitors committee:

Jack Bereen, for Pittsburgh and Philadelphia; Jake Flax, Washington, Baltimore; William Elson, Kansas City, Indianapolis, Des Moines, Omaha; George Hoover, Miami, Tampa; Jack Rose, Chicago, Indianapolis, Milwaukce, St. Louis; Allan Monroe, Cincinnati, Dayton, Toledo, Cleveland, Columbus; Julius Shepps, Dallas, Houston, Oklahoma City; Ezra Stern, Los Angeles, Las Vegas; Pat McGee, Denver; Rotus Harvey, San Francisco, Portland, Seattle, Salt Lake City; Murray Weiss, Albany, New Haven, Boston; Elmer Lux and Myron Gross, Buffalo.

Steinberg Appointed
(Continued from page 1)
world premieres, special events and star tours in the field. He entered the industry in 1946 as a member of the publicity department of Eagle-Lion.

Third Release for Disney Feature

Walt Disney's "Snow White and the Seven Dwarfs," his first full-length all-cartoon feature, will be released for the second time in February, Robert Siodmak, of RKO Radio Pictures, announces.
This will mark the third time the film will have been shown on the screen, the first released in 1938 and again in 1944.

Buchanan on Army Tour
(Continued from page 1)

Colonel Curtis Mitchell, who subsequently became director of advertising and publicity for Paramount.
The headline cargo which arrived in London on June 20, 1945 on the first post-war top secret mission of the American War Department, which was made entirely by air, subject to Army regulations throughout, also included: Harry Cohn, president of Columbia; Edgar J. Mannix, M-G-M; Barney Balaban, president of Paramount, and William Schallert, Columbia's executive in charge of that company's production department in the East; N. Peter Rathvon, president of the University of Minnesota, and John F. Sarnoff, vice-president in charge of production for Warner Brothers; Cliff Work, then vice-president in charge of production for Universal, and H. S. H. Fabian, Francis H. Harmon and Robert B. Willy, representing the War Activities Committee.
Buchanan made the trip while a vice-president of Columbia and assistant head of production.

For 19 years he has been on the Hollywood scene and long since has earned a reputation as a scenarist of note. Born in Duluth, Minn. on March 27, 1906, Mr. Buchanan was educated at the universities of the West in Columbia and thereafter traveled in England, France, Italy and Russia. He returned to New York in 1929 and two of his plays produced, "This One Man" starred Paul Muni and "Storm Song" Frances Lorrimore.

Buchanan, in his first screenplay was "The Sign of the Cross" for Cecil B. DeMille. Among his other hit productions with Mr. De Mille was "Juno and the Paycock" starring Errol Flynn and "Alexander the Great." He has also co-authored with his son, Terence, "Mr. Smith Goes to Washington," "Here Comes Mr. Jordan," "The Red Carnival" and several other pictures.

Buchanan turned producer, operating as Sidney Buchanan Productions and releasing through Columbia. However, writing and production continued to intertwine. The first draft of "The President's Lady" was written by Buchanan before it was released. Since then he has produced "Over 21," "Infamy," "The End of the Earth" and the current "Saturday's Hero."

Sponable

(Continued from page 1)
Memorial Award, "in recognition of Sponable's outstanding contributions to the technical advancement of the motion picture art" in the fields of sound-on-film, color film and large-screen television."
Sponable, during World War II, while he was associated with the Case Research Laboratory in Auburn, N. Y., Sponable designed most of the electrical and mechanical units required for a complete system of sound-on-film recording and reproduction, concerned with the sound motion picture industry of today.
A highlight of the convention's opening day will be the formal presentation of the new David Sarnoff Gold Medal Award in recognition of outstanding achievement in television engineering. The presentation will be made at a get-together luncheon preceding the opening session.

SMPTE Convention to Hear
About High-Speed Cameras

Hollywood, Oct. 4.—The vital role of an in-depth photographic research and development of high-speed cameras now being carried out by both government and industry to strengthen America's national defense were the subject of two special sessions of the forthcoming SMPTE convention.
These two 16 hour sessions will be devoted to color television and will embrace reports by Harry Lubbock of RCA, Richard F. O'Brien of CBS, and Benjamin H. Reisch, of Stanford Research Institute.

Deane White is Named Head
Of Standards Committee

Deane R. White, research director of the technical division of du Pont Photo Products, Wilmington, N. J., has been named Chairman of Sectional Committee on Motion Pictures PH2 of the American Standards Association. Appointment was made by Peter Mole, president of the Society of Motion Picture and Television Engineers, the industry's sponsor of all engineering standards.

Bar Series TV
(Continued from page 1)
today by means of closed circuit sets over KFEL, Mutual station here. It was this city's first view of television. The Brown Palace and Cosmopolitan both have 80 sets in the lobbies, on adjacent walls and in private rooms tuned to the game, Reception was good.

Wolberg, who was willing to show the series telecast in his theater without charge, said he will continue his offer to obtain television sets to show at least some games before series ends.

Beck With Waxman

Myer P. Beck has been appointed Eastern advertising station representative for Philip A. Waxman Productions, Inc.

CORRECTION
Trade showing of RKO-Radio's "Two Tickets To Broadway" at the Art Theatre, Detroit is Monday, Oct. 8 at 1:00 P.M. not 1:30 P.M. as advertised.
Allied Meet

(Continued from page 1)

Jersey Allied, which will be host at the conclave to the delegates from the other Allied regions.

The convention schedule, including preliminary activities, is as follows: Oct. 25, final meeting of the convention committee; Oct. 26-28, Allied States board meetings; Oct. 30, registration, convention luncheon with invocation by Francis Cardinal Spellman and addresses by presidents of the distribution companies, first open business session and keynote address; Nov. 1, "film clinic" session, panel discussion featuring distribution and exhibition representatives; Nov. 2, "film clinic," open forum, closing banquet.

Snaper emphasized that the trade press will be invited to report all proceedings with the exception of what transpires at the "film clinics." He pointed out that the clinics at past Allied conventions have been intimate, off-the-record analyses of trade problems.

The convention chairman said he would soon release a detailed list of the trade practice problems to be examined by the convention in general. Meanwhile, he added, "I can say this much; television won't be a key topic. We're interested first and foremost in seeing how we can improve theatre business, television aside."

Asked if the convention would be marked by special committee meetings such as characterized much of the Theatre Owners of America convention here last week, Snaper said it would not.

He reported additionally that all booth space for the trade show which will be held in conjunction with the convention is already sold out. Small-scale large-screen television theatres will be set up at the trade show by several manufacturers of large-screen TV equipment, the convention chairman said.

The schedule of activities arranged for the wives of convention delegates, Snaper said, includes a fashion show which will be staged at Toots Shor's restaurant here.

Elaborate Plans For Royal Tour

TORONTO, Oct. 4.—A scheme has been worked out for newsreel and television coverage of the Royal Tour in Canada of Princess Elizabeth and Prince Philip. Unlike the visit of the King and Queen in 1939, television crews will be at work, a TV unit of National Broadcasting covering the trip from coast-to-coast.

The major newsreel companies of the U.S. will be pooled under the general direction of Associated Screen News of Canada, while a Gaumont-British crew from England will work separately.

The government's National Film Board will make a 35mm, Kodachrome feature of the visit while Associated Screen News will shoot a 35mm picture in Ansco color for its Canadian Cameo series.

TV cameras will take pictures in Toronto only for stations in Buffalo, Rochester, Syracuse and Detroit.
All-Out Television Production Puts Roach Studio in the Black

Hollywood, Oct. 4.—The Hal Roach Studio, first major plant to swing over to a television-film production policy, now is operating fully, as given by Donald A. Henderson, the company's president. Roach announced here today, "Business is good and getting better," said Roach, adding, "two years ago, when we went all-out for television, there were a number of attempts for television on-station. Two more years will see most of the major studios' stars, directors and writers devoted at least part of their time making television, and the two industries will enhance each other."

20th-Fox Stockholders

(Continued from page 1)

Skouras, who called the consolidated $1,071,000 for the first half of the year "most unsatisfactory." The final third quarter figure, Skouras contended, would last year's $1,912,000, after deducting from the latter the $760,000 income of producers' earnings from royalty and license rights. There is no similar item included in the third quarter of '51, he explained.

Skouras expected to top last year's figures for the period and expressed hope of exceeding $2 dividend by a fairly good margin.

"It looks as if the business is definitely on the upgrade after a disheartening first quarter," the 20th-Fox president declared.

Reported on Eidophor

Skouras also reported on the Eidophor-CBS large-screen color television equipment; expressed.
NPA Rejects 19 Theatre Applications

Materials Shortage Also Hits 4 TV Studio Bids

WASHINGTON, Oct. 7 — The National Production Authority today made public a list of denied construction applications, including 19 for theatre projects and four for television studios.

NPA said the applications were for permission to begin construction in the fourth quarter, and were turned down due to the shortage of key materials.

"The denial action on the part of NPA covers only the fourth quarter of 1951 and these applications may be refiled if they so desire for allotments in subsequent quarters," the agency emphasized. "All applications for allotments for the first quarter of 1952 should be filed as quickly as possible."

Largest theatre project denied was a $322,000 theatre proposed by Fox Greater Theatres, Inc., for Denver.

(Continued on page 4)

Decca Deal for 'U' Stock Said Closed

Hollywood, Oct. 7 — Negotiations for the purchase by Decca of approximately 125,000 shares of Universal Pictures common stock from William Goetz and Leo Spitz, "U" studio heads, were reported consummated on Friday. Confirmation could not be obtained over the weekend. Purchase price was reported to be in the neighborhood of $200,000.

Despite New York denials, reports persisted here that Spitz will resign his studio post in the near future for reasons of health. His contract with

(Continued on page 5)

Fabian to Talk on TV At Film Board Meet

S. H. Fabian, head of Fabian Theatres, will be guest speaker at an Oct. 17 meeting of the New York Film Board of Trade, Louis Nizer, executive secretary of the board, announced Friday. Fabian's subject will be "Television and the Industry," Sol Trauner, board president, will preside, and distribution house office executives will be invited to attend.

MOTION PICTURE DAILY

It's Movie Time USA

It's Movietime U. S. A.

TODAY—ACT 3: Hollywood Personality Tours Start in Exchange Cities, Fanning Out to State Capitals and Other Key Localities, Accompanied by Local Civic Events. The "Stars Over America" tours will continue throughout the week with 200 volunteers in groups of five to seven persons appearing in as many cities and towns as possible between now and Saturday.

NOW TO—"Movietime U. S. A." will continue with individual exhibitor and theatre business-winning activities, and continuing releases of the finest product turned out by Hollywood in many a season.

Hollywood to ' invade' U.S. Today in Movietime Push

To Sign U.K. Film Pact Oct. 17 in D.C.

The new Anglo-American film remittance agreement negotiated in London last August, and which became effective Oct. 1, will be ratified formally by an exchange of letters in Washington on Oct. 17.

Joyce O'Hara will represent the Motion Picture Export Association and Ellis G. Arnall the Society of Independent Motion Picture Producers. Sir Frank Lee, permanent secretary of the British Board of Trade, will sign on behalf of the British government.

UA Sets 7 More; Makes 47 for 1951

United Artists will put seven major productions into national release between Oct. 15 and the end of the year, bringing to 47 the total number of films released by the company in 1951, William J. Heineman, vice president in charge of distribution, disclosed at the weekend.

The seven films, in order of their

(Continued on page 4)

Spellman Invited To Luncheon Here

Francis Cardinal Spellman is expected to deliver the invocation at tomorrow's industry jubilee luncheon here at the Waldorf-Astoria which will be attended by some 1,000 New York civic leaders and motion picture personalities.

Among those who have accepted invitations:

(Continued on page 4)

Exhibitors Win Ticket Tax Battle

House-Senate Unit Agrees To Curtail Exemptions

WASHINGTON, Oct. 7 — Exhibitors won a key tax battle as the House-Senate tax conference late Friday agreed on the admissions tax amendment in the Senate bill.

This means the admissions tax will continue to be levied on all film showings, including those by religious, educational and charitable organizations, and that the number of organizations entitled to exemption from the tax for other types of entertainment will be considerably small.

The House originally voted broad exemptions from the admissions tax for all entertainments, including film showings, of non-profit groups. The House provision also very loosely defined the groups eligible to take advantage of this provision.

Exhibitors went before the Senate Finance Committee in opposition to the House provision, declaring it discriminated against them and opened

(Continued on page 4)

Mpls. Loge Accepts Colosseum Pay Pact

OMAHA, Oct. 7 — Delegates of the Minneapolis loge of the Colosseum of Motion Picture Salesmen arrived here for this weekend's Colosseum convention with instructions to vote approval of the $7 per week wage increase offered by eight major distributors, it was reported.

There had been some doubt whether the Minneapolis loge would go along with the wage offer, but at no time did it consider bolting the national Colosseum as did the Chicago loge

(Continued on page 5)

Adams Is Chairman Of Allied-TOA Meet

MEMPHIS, Oct. 7 — Vernon Adams, former branch manager of Warner Brothers' Memphis office, was named general chairman of the joint convention of Allied Mid-South and Tennessee Theatres (TOA) which will be held in Memphis Oct. 15-17.

This is the first joint convention of

(Continued on page 5)
Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, left here by plane in the wee hours for Paris and an extended trip abroad.

CARD WALKER of Walt Disney Studios will arrive in New York today from the Coast.

EARL SPORARE, 20th Century-Fox research director, will land at Idle-

ville Airport here today from Zurich, Switzerland.

ARTHUR PINCUS, special field representative for Harry Porter's "The Well," has arrived in Chicago from New York.

DOUGLAS FAIRBANKS, Jr., has left here for Hollywood.

Motion Picture Daily

Studios Still Stress Quality; Latin

Every studio, knowing the competition it has from television, is "bending every effort to improve the quality of motion pictures," Arthur L. Heisler, vice-president of Universal, announced here prior to his departure for the Coast by way of New Orleans. Lubin and a crew were in New York for location shooting for the forthcoming Universal-International release, "Francis Covers the Town," to be filmed in English and Spanish. Also in New York, Lubin will confer with David Stern, author of the original "Francis." The next "talking mule" picture, "Francis Goes to West Point," will begin Oct. 29. Lubin's schedule also calls for an Irene Dunne picture, "It's Simply Wonderful," to begin Jan. 6.

Lubin said that the conscious effort to make even better pictures pervades every department at the studio, from top management, he declared, to the stage of the temperamental star, he asserted. It is very important for a director to keep his star happy, Lubin pointed out, and he added, "I'm going to Lubin. Toward this end, he recommends directors "get out of the field and talk with exhibitors."

Six - City Opening For 'Quo Vadis'

M-G-M's "Quo Vadis" will have six simultaneous openings in Loew theatres in as many cities on Nov. 20, the second picture has had its premiere at the Astor and Capitol theatres here on Nov. 8, it was an expected event at the week's end by William F. Rodgers, vice-president in charge of general sales managers.

Six theatres are the Penn, Pittsburgh; the Warfield, San Francisco; the State, Memphis; the State, St. Louis; the Stillman, Cleveland; the Midway, 130 W. 136th St., New York; and the new Columbia is now on a tour of the cities for Dan S. Terrell. M-G-M exploitation head, on setting up special campaigns.

Sam Harris to Eye TV Theatre Effect

Here from England to acquire fresh insights into the operations of the American film industry, Sam Harris, vice-president and editor of Today's Cinema, British trade publication, expect to return home to Britain in a few weeks with information that will be of intrinsic value to British exhibitors who are "terrified of television."

So said Thomas at the weekend, following a visit to the Plaza here at which Harris, dean of British trade editors, was the guest of trade press publishers. Although television in Britain of little consequence at present, the industry there would like to profit by the experience of the American industry with video in the light of an expected upsurge in British television, Thomas said.

The Britihers, who reported that their publication's format soon will be changed from that of a magazine to a newspaper, will leave here Thursday for Hollywood; Thomas will return to London on Oct. 19, but Harris expects to remain in the U.S. long enough to be able to attend the 16th All States Association convention at the Biltmore Hotel here Oct. 30-Nov. 1.

More MGM Officials To Attend Meeting

Two more home office executives and two studio executives have been added to the list of those to attend the three-day M-G-M sales conference which will get under way Oct. 22 at the Ambassador East Hotel in Chicago, with William F. Rodgers, president, as one of the meeting's sessions.

They are William B. Zoellner, head of short subject and newsreel division, and Christopher B. Cameron, assistant to H. M. Richey, exhibitor relations chief; Dore Scharny, production vice-president, and Howard Strickling, studio publicity head.

Scharny will make the convention stopover on his way to New York, where he will be one of the speakers at the Allied States convention at the Roosevelt Hotel, starting Oct. 28. He will be at the Biltmore here at the Chicago meeting.

Scharny and Strickling are expected to remain in New York for the remainder of the conference for the world premiere of "Quo Va-

dis" at the Astor and Capitol Theatres on Nov. 8.

Hurlberts Acquire 4 More Theatres

MINNEAPOLIS, Oct. 7 — Hurlbert brothers, who have operated the Cornell at Cornell and the Augusta at Augusta, Wis., have acquired two more theatres in the area.

New houses are the Valley, Spring Valley; Baldwin; Baldwin; Ham-

Wood, Hammonton, and the Elmwood at Elmwood.

Early Loew Decree Held Unlikely

WASHINGTON, Oct. 7.—Attorneys from the Justice Department and the Loew company are in conference talks here Friday, a spokesman said that while progress was made, "don't look for a decree too soon."

Denies F. & M. Intervention

Vs. ABC - UPT

WASHINGTON, Oct. 7.—Federal Communications Commissioner George E. Sterling on Friday denied as "definitely premature" five applications by the Loew theatre companies—four of them affiliated with Fanchon and Marco—to intervene in the hearings on the proposed merger of United Paramount Theatres and the American Broad-
casting Co.

The F. and M. group immedi-
ately announced that it would appeal this decision to the full Commission. The Commission will pass on the case without hearing.

Sterling made his decision after hearing attorneys for the Commission staff oppose the intervention and Russell Hardy, for the F. and M. compa-

nies, support it.

More MGM Officials To Attend Meeting

Two more home office executives and two studio executives have been added to the list of those to attend the three-day M-G-M sales confer-

ence which will get under way Oct. 22 at the Ambassador East Hotel in Chicago, with William F. Rodgers, president, as one of the meeting's sessions.

They are William B. Zoellner, head of short subject and newsreel division, and Christopher B. Cameron, assistant to H. M. Richey, exhibitor relations chief; Dore Scharny, production vice-president, and Howard Strickling, studio publicity head.

Scharny will make the convention stopover on his way to New York, where he will be one of the speakers at the Allied States convention at the Roosevelt Hotel, starting Oct. 28. He will be at the Biltmore here at the Chicago meeting. Scharny and Strickling are expected to remain in New York for the remainder of the conference for the world premiere of "Quo Va-

dis" at the Astor and Capitol Theatres on Nov. 8.

Hurlberts Acquire 4 More Theatres

MINNEAPOLIS, Oct. 7 — Hurlbert brothers, who have operated the Cornell at Cornell and the Augusta at Augusta, Wis., have acquired four more theatres in the area.

New houses are the Valley, Spring Valley; Baldwin; Baldwin; Ham-

Wood, Hammonton, and the Elmwood at Elmwood.

Early Loew Decree Held Unlikely

WASHINGTON, Oct. 7.—Attorneys from the Justice Department and the Loew company are in conference talks here Friday, a spokesman said that while progress was made, "don't look for a decree too soon."

Denies F. & M. Intervention

Vs. ABC - UPT

WASHINGTON, Oct. 7.—Federal Communications Commissioner George E. Sterling on Friday denied as "definitely premature" five applications by the Loew theatre companies—four of them affiliated with Fanchon and Marco—to intervene in the hearings on the proposed merger of United Paramount Theatres and the American Broad-
casting Co.

The F. and M. group immedi-
ately announced that it would appeal this decision to the full Commission. The Commission will pass on the case without hearing.

Sterling made his decision after hearing attorneys for the Commission staff oppose the intervention and Russell Hardy, for the F. and M. compa-

nies, support it.

More MGM Officials To Attend Meeting

Two more home office executives and two studio executives have been added to the list of those to attend the three-day M-G-M sales confer-

ence which will get under way Oct. 22 at the Ambassador East Hotel in Chicago, with William F. Rodgers, president, as one of the meeting's sessions.

They are William B. Zoellner, head of short subject and newsreel division, and Christopher B. Cameron, assistant to H. M. Richey, exhibitor relations chief; Dore Scharny, production vice-president, and Howard Strickling, studio publicity head.

Scharny will make the convention stopover on his way to New York, where he will be one of the speakers at the Allied States convention at the Roosevelt Hotel, starting Oct. 28. He will be at the Biltmore here at the Chicago meeting. Scharny and Strickling are expected to remain in New York for the remainder of the conference for the world premiere of "Quo Va-

dis" at the Astor and Capitol Theatres on Nov. 8.

Hurlberts Acquire 4 More Theatres

MINNEAPOLIS, Oct. 7 — Hurlbert brothers, who have operated the Cornell at Cornell and the Augusta at Augusta, Wis., have acquired four more theatres in the area.

New houses are the Valley, Spring Valley; Baldwin; Baldwin; Ham-

Wood, Hammonton, and the Elmwood at Elmwood.

Early Loew Decree Held Unlikely

WASHINGTON, Oct. 7.—Attorneys from the Justice Department and the Loew company are in conference talks here Friday, a spokesman said that while progress was made, "don't look for a decree too soon."

Denies F. & M. Intervention

Vs. ABC - UPT

WASHINGTON, Oct. 7.—Federal Communications Commissioner George E. Sterling on Friday denied as "definitely premature" five applications by the Loew theatre companies—four of them affiliated with Fanchon and Marco—to intervene in the hearings on the proposed merger of United Paramount Theatres and the American Broad-
casting Co.

The F. and M. group immedi-
ately announced that it would appeal this decision to the full Commission. The Commission will pass on the case without hearing.

Sterling made his decision after hearing attorneys for the Commission staff oppose the intervention and Russell Hardy, for the F. and M. compa-

nies, support it.
YOUR MONEY BACK IF YOU DON'T ENJOY M-G-M's

"ANGELS IN THE OUTFIELD"

Yes, we feel so keenly that you and your family will enjoy it, that we make the above guarantee!

A picture like "Angels In The Outfield" is so far off the beaten track that you must take our word that everybody will love it. Such laughter, such emotional reaction (yes, tears too!) haven't been experienced in theatres since "Going My Way", "Bells of St. Mary's" and "The Stratton Story"!

We predict audiences will eat it up and we urge you to see it! Frequently our patrons hear about unusual pictures after they've gone and ask why we didn't insist that they see them. Make your plans now! Be sure to see it! WE GUARANTEE THAT YOU'LL ENJOY IT!

M-G-M presents

"ANGELS IN THE OUTFIELD"

starring PAUL DOUGLAS • JANET LEIGH

with KEENAN WYNN • LEWIS STONE • SPRING BYINGTON • BRUCE BENNETT
and Introducing DONNA CORCORAN • Screen Play by DOROTHY KINGSLEY
and GEORGE WELLS • Based on a Story by Richard Conlin
Produced and Directed by CLARENCE BROWN

THEATRE NAME

(Above is reproduction of the ad that ran 4 cols. x 235 lines. It is also effective in reduced size.)

This ad is getting big business!

Make it the basis of your whole campaign: in newspapers, in your lobby, and on the screen. Available shortly will be extra trailer footage with this message to add to the regular trailer.

"Hats off to LOOK MAGAZINE for its Nov. 20th issue out Nov. 6th. They've done a great job for our industry in a big 8-page section. Publicize it to your patrons."

P.S. M-G-M pictures are prominent in the LOOK forecast: Beautiful full color scenes from "An American In Paris" (¾ page display), "Quo Vadis" and "Show Boat." Also scenes from "Angels In The Outfield" and "Ivanhoe."
to every Hearst paper urging that they be run. The feature will be assigned to special feature writers to be assigned to cover “Movietime” activities by each of the paper’s chain. Other newspaper chains are said to be considering dual weekly features in similar fashion. The current look of Look magazine and others carry special motion picture fare.

Tours Continue Until Saturday

The Hollywood contingent which fans out to all exchange areas includes stars and featured players, writers, directors and producers. During the past ten years has worked with Samuel J. Briskin and Blum Blumstein on setting up the tours, it is hoped that this year’s pioneering achievement will bring Hollywood and U. S. A. closer together for their mutual interest. It must be remembered that never before has Hollywood been called upon to supply such a vast amount of talent as this purpose in such a short period of time.

O’Donnell left for Texas at the weekend, where Governor Allen Shivers will preside at the Movietime tour luncheon Monday.

Add Elizabeth Taylor To Today’s D.C. Event

WASHINGTON, Oct. 7—Elizabeth Taylor has been added to the list of Hollywood personalities who will be on hand for the local “Movietime, U. S. A.” drive tomorrow.

The minute addition of her name to the list will appeal local exhibitors, who had urged Counsel of Motion Picture Organizations head- quarters to include a larger group of names to the coming contingent to the nation’s capital.

The district commissioners have already named October, November and December as “It’s Movietime, Washington.”

Review

“As Close to My Heart” (Warner Brothers)

THE TRIALS and tribulations attendant upon a young couple’s adoption of a child form the dramatic basis of “Close to My Heart.” Much of the picture, with its measured introduction of crisis after crisis, has the relentless quality of a soap opera.

Gene Tierney plays the attractive wife of columnist Ray Mil- land. When it is discovered that she cannot have a baby, plans are made for the adoption of one. The couple soon learn that paternity is a necessary prequisite to adoption.

The early part of the story moves slowly, documenting the factual conditions of adoption. When Miss Tierney learns about an abandoned baby she is willing to adopt and after hurdles some obstacles are cast aside放在 aside. The question of the baby’s parentage as well as hereditary factors help bring about the couple’s adoption. The baby is a healthy and happy one.

At the end of the trail Milland and Tierney are left with the significance of environment in some tears and regrets. But the child is finally restored to the couple.

As a melodramatic piece, it is justly called “Close to My Heart.” Essentially, there are two plots. The first is the adoption, as it is handled in the courtroom and in the adoption agency. The second is the child’s relationship to the director of the children’s home and Mary Beth Hughes. It is the latter plot which provides a Keighley directed, from the screenplay produced.

Running time, 90 minutes. General release, Nov. 3.

Variety Membership Drive Urged by Wolf

Toroerro, Oct. 7—In a strong plea to all member theatres to start membership drives to bring in other branches of the amusement industry was made by Jack Berek, chairman of the Berek Barket and George Hooven, chairman of the Hooven Barket, at the mid-year conference at the Royal York Hotel here.

Following greetings from Jack Cashil, chief barker of the local host tent, mid-year reports were made by Jack Berek, first assistant Chief Barker and George Hooven, second assistant chief barker. Also reporting were George Eby, treasurer; Murray Weiss, property master and Chik Louis, property child. After a brief speech by Mayor M. Callum of Toronto, Col. William McLaughlin gave his report, including details of his recent trip on behalf of the “Movietime U. S. A.” Texas campaign, and urged all tents to take an active part in the national “Movietime” drive. Also greeted were Lt. Gov. Cliff Jones of Nevada and Jim Bander of Pittsburgh.

J. J. Fitgbrihans welcomed the visiting barker and officers and gave a detailed description of the manner in which the Toronto Tent successfully launched their Variety Village project and how they raised the money to back it up.

Ben Goefstein of Las Vegas gave the preliminary details of plans for the 1952 convention there and the housing plans for those who attend. At the weekend the entire group visited the Variety Village.

Wregge Resigns to Enter Own Business

Jack Wregge, who left the distribution company after 25 years, has purchased a restaurant in Rome, N. Y. and will move there with his family today.

Sept. Amusement Tax Is Up in Chicago

CHICAGO, Oct. 7—September collected for the amusement tax is almost $8,000 above the August collection. (On July theatre receipts), though down $104,668.93 from last year’s figure of $112,826.76 for the same month.

NPA Rejets (Continued from page 1)

Here are the other theatre and film industry projects turned down by NPA:

Philip W. Mader, Bloomfield, Conn., drive-in, estimated cost, $38,485; Dan DeFazio, Hollywood, Fla., theatre, $74,590; Martin Theatres of Fla., Inc., Panama City, Fla., theatre, $10,625; Stockton-Whitley Davin, Batavia, Fla., drive-in, price building, $30,000; Martin Theatres of Ga., Inc., Columbus, Ga., drive-in, $7,000; Davis, Augusta, Ga., drive-in, $7,000; A. D. Arnold, Alten, S. C., drive-in, $7,000.

Other Projects

Also: Anon L. Sanders, Lincoln, Neb., theatre, $6,875; Sam Pasqua, Gonzales, La., drive-in, $13,000; Tri-State Theatres, Magnolia, Ark., drive-in, $25,000; Citrus Square Inc., Tulsa, Okla., theatre, $83,472; Robert E. Coleman, Austin, Tex., theatre, $40,400; Colorado Amusement Co., Rapid City, S. D., drive-in, $31,800; Also: Tri-State Theatres, $45,000 drive-ins in Pittsburgh and Atlanta, Tex.; Atchison, Denver, Colo., theatre, $36,000; Northern Arizona Theatres Inc., Flagstaff, Ariz., drive-in, $25,000; and Otis L. Brand, drive-in, $35,000, San Diego, Calif., drive-in, $10,000.

Four Television Projects

The four television projects dis-approved were: a $1,150,000 television project for a drive-in theatre, by the National Labor Relations Board, in New York City; a $230,000 studio for CBS in New York City; a $69,200 studio for Ford Industry Co., in Detroit; and a $53,500 studio for the Vine St. Realty Corp. in Los Angeles.

Ticket Tax Bill (Continued from page 1)

The way for all sorts of “fly-by-night” operations. The Senate approved the House version of the Labor and Commerce Bill after changing the original Senate version to beef up the state provisions.

The conferences have not yet reached the photographic tax provision. This and other decisions are due this week. The conferences hope to have the tax bill completed by late this week.

Spellman Invited (Continued from page 1)

invitations to attend are Dorothy Schiff, Mrs. Otto O. Golf, Tug Boyd, Willard H. Goddard, Jr., Richard Berlin, Mrs. Wendell Wilkie, Maximilus Moss, Herbert B. Schipper, Mayor Mikey; Mayor Pasqua, the late Mayor Stanley, and Mrs. Mary Pasqua.

Hollywood personalities who are scheduled to attend the affair include Broderick Crawford, Robert Stack, Henry Fonda and C. P. Cotter.

The principal address will be delivered by Judge Harold R. Medina of the Federal District court here.
Round Table Meets To Spearhead TOA Grievance Program

Individual round table conferences among TOA Directors of America members in six regional areas are envisaged as part of the exhibitor association's gripe drive. A fast-rising trade practice complaints voiced by "smaller" TOA members, according to Giel Sullivan, TOA executive director.

The areas are defined by the locations of their pivotal cities, namely Atlanta, Denver, Boston, San Francisco, Salt Lake City, Chicago and New York. It is to these cities that a TOA executive committee convening in Chicago under the chairmanship of Mitchell Wolson, president; Charles P. Skouras, board chairman; Herman M. Levy, general counsel, and Sullivan will go to hear the complaints collated at the round table parleys.

The panel plan, which grew out of the expression of TOA members' complaints by "smaller" members at the TOA convention in New York last week, would require the four executives to take into consideration the complaints with distribution home offices or branches. The "little fellows" of TOA took the position at the convention that some solution of their problems had been offered by the annual parley and that TOA lacked machinery with which to help them during the year.

The first panel hearing probably will be held in Los Angeles when the TOA executive committee meets there in late winter or early spring. Every other month thereafter, the panel will convene in one of the other five cities until the complaints in all areas are handled.

Colosseum (Continued from page 1)

...Colosseum opened its doors for the first time in the nine years since the Jack Dempsey fight. A public opening was held by the National Boxing Association, Inc., the owners of the arena, the National Athletic Foundation, Inc., its sponsor, and the Daughters of the American Revolution, the national patron of the arena. The National Athletic Foundation, Inc., has a contract for the use of the Colosseum from the National Boxing Association, Inc., for a period of nine years, running from January 1, 1946, to December 31, 1954. The National Athletic Foundation, Inc., is a non-profit corporation formed to carry on the work of promoting boxing and other sports and amusements.

When the union and management negotiators reached the agreement, some 30 loges have sent delegates to the concave, which was to consider, in addition to the wage hike issues, the proposal that the Colosseum affiliate with a national labor organization such as the I. Lewis' Union of Mine Workers, or the AFL's Office Workers Union.

Carrying a average increase offer, which evolved from a number of heated negotiation sessions, is one for a $1 per day increase in on-the-road expense allowances which would bring the daily allowance to $9.

No Word On Contract Agreements Until Close of Sunday's Session

OMAHA, Neb., Oct. 7.—David Bezner, Colosseum general counsel, and organization officials presented reports at an executive board meeting as the national convention opened at the Fontenelle Hotel here Friday. Bezner said no word of possible contract agreements or other matters would be made until the close of the general sessions Sunday. About 80 delegates were guests of the Omaha Lodge in the Pompadour Room Friday night.

Review

"The Clouded Yellow"  
(Rank—Columbia)

A FLIGHT and chase mystery-drama, this J. Arthur Rank production embodies the general virtues and shortcomings of many British importations. The characterization, moods and settings are excellent; the pace is limited amount of note is enjoyed by the cast on these shores. Included is the lovely Jean Simmons, and the historically-capable Trevor Howard and Sonia Dresdel.

Howard plays a discharged British secret service agent who takes a job in a country estate and finds himself at the center of aContinued Page 5"

Bill to Simplify Govt. Hits Sutphen Decree Intervention

WASHINGTON, Oct. 7.—The House Ways and Means Committee has finished voting on a bill designed to simplify U. S. Customs rules and procedures for all items imported into the U. S.

Simplifies Exchange Conversion

The measure simplifies exchange conversion figuring, marking requirements, correcting errors, filling out documents and other custom procedures.

Clayman Doughton (D., N. C.) introduces a new bill which the committee-made changes, and that measure will then be formally reported to the House.

All controversial sections of the measure were eliminated in the committee, and the bill now stands a good chance of House action before adjournment.

Decca Deal (Continued from page 1)

Universal has more than a year to trim. Goetz will continue as head of production. Neither is an officer or director of Universal but Decca is expected to obtain representation on the Universal board coming into ownership of approximately 11 per cent of the outstanding Universal stock. It is one of the largest single blocks individually held, railed only that of J. Arthur Rank, British industrialist, who holds a sizable block. Spitz-Goetz received their stock in payment for their Internation-Decca assets, acquired by Universal in 1946.

Will Propose Merger Plan

It has been reported that Decca eventually will propose a merger plan with Universal.

Universal home office executives de-Continued Page 5"

Performers Aboard ITP Vessel

Thursday evening the ITP's vessel was visited by members of the St. Louis and Kansas City film industry, and they were given a tour of the ship and a brief talk by the captain. The ship is being used to carry performers to and from the various cities, and it provides comfortable accommodations for the performers. The ship is equipped with a theatre, lounge, and other facilities for the entertainment of the performers. The ship is scheduled to make several trips to various cities, and it is expected to make a significant contribution to the film industry by providing a convenient and efficient means of transportation for performers.
To All You Handsome Theatre-Owners

Darling, How Could You!

You couldn't help doing swell business with PARAMOUNT'S wonderful comedy that will give your customers the best laughing-time-of-their lives! It's the midnight affair that rocked Washington Square... all about a married gal (that's me), a fascinating bachelor and a blonde he hid in the closet.

Let's have a date soon!

Joan

And, darling, how could you delay dating all those other wonderful PARAMOUNT hits like "A Place In The Sun", "Here Comes The Groom", "Rhubarb" and "Crosswinds"!

A Mitchell Leisen Production

Produced by HARRY TUGEND
Directed by MITCHELL LEISEN
Screenplay by Betty Smith and Lesser Samuels
Based on the play, "As It Is In Paris", by James M. Barrie

Starring

JOAN FONTAINE
JOHN LUND
MONA FREEMAN
PETER HANSON

It's Movietime, USA
Michie Takes Over
N.Y.C. Today

Stars, Industry Leaders To 'Film Story' Luncheon

"Movietime U.S.A." will be man-ifest in New York City today on a grand scale.

This is the day the Organization of the Motion Picture Industry of the City of New York will be host to some 1,000 civic leaders at a luncheon at which the industry’s story will be told.

The affair will be held at the Waldorf-Astoria which thus will be become the scene of the round-off of several Hollywood stars to community centers around the Greater New York area—the five boroughs, Nassau, Suffolk and Westchester counties—where they will give emphasis to the "Movietime" campaign.

Among the stars scheduled to be present at the luncheon are: Dennis O’Keefe, John Payne, Joseph Cot-ten, Teresa Wright, Joan Fontaine, Ray Milland, Elizabeth Taylor, Irene Dunne, Jane Powell, Phyllis Kirk, and others.

Big $153,000 for
'American at Hall;
N.Y. Grosses Strong

A terrific opening week for "An American in Paris" at Radio City Music Hall this week is pacing New York first-runs where the display of strong product is being reflected in healthy box-office returns at most situations.

Factors such as the World Series and Sunday’s game, while influencing receipts, were felt to be of secondary importance compared to what most

Eady Plan May Give
B-L $1,000,000

LONDON, Oct. 8.—If British theatre attendance maintains its current pace, British Lion’s share of the Eady Plan this year will be approximately £800,000 (US$1,400,000), Harold C. Drayton, chairman, told the company’s annual meeting of stockholders.

Drayton termed this year the "test- ing time" for British Lion, and said

Set Programs for SMTE-TEDA Conventions

LOS ANGELES, Oct. 8.—The Theatre Equipment Dealers Association board will meet Wednesday at the Ambas-sador Hotel here, where the joint con-vention of TEDA and the Theatre Equipment Supply Manufacturers As-sociation will get under way on Thursday and extend into Saturday afternoon.

The activities on Thursday will open with a TEDA board meeting, and will include a TESA business meeting, an all-industry luncheon, a TESMA business meeting and special events for the wives of delegates, it was re-ported jointly by Oscar F. Neu, TESA president, and Ray G. Col-ten, TESA executive secretary.

Speakers on Friday at the business forum will include Otis Harvey, Rilca Laban, John Z. Gold and Peter Mole. A round table conference on the same day will feature Nash Neil, Ken Douglas, Tom Shear, Howard

Sales Heads Deny
'Movietime’ Gouging

SAN FRANCISCO, Oct. 8.—Seven of eight major company sales heads to whom Rotus Harvey, president of the Pacific Coast Conference of Indepen-dent Theatre Owners, relayed com-plaints of unreasonable sales terms being asked concurrently with the start of the "Movietime U.S. A." campaign, have responded with de-rials that their policies are unfair or have any relation whatever to the "Movietime" campaign.

Representatives of those companies attended the conference. A. M. Montague, Columbia; W. F. Rodgers, M-G-M; Robert Mochrie, RKO Pictures; W. J. Heiman, United Ar-

Pitts Will Coordinate
TOA ‘Roots’ Program

Dick Pitts, former motion picture editor of the Charlotte, N. C., Ob-server, yesterday was appointed ex-ecutive assistant to Gaal Sullivan, executive director of the Theatre Owners of America. Pitts, who be-gan his new duties yesterday, re-cently was editorial director of the Council of Motion Picture Organi-

Sullivan said Pitts will be in charge of public relations and programming, and added that his appointment is "to implement the declared national policy of TOA to strengthen its con-tact with the ‘grassroots’ areas. He be-lieves that the ‘final plans for estab-
lishing six TOA regional committees

Series Now on TV
In Denver House

DENVER, Oct. 8. — Capacity audi-
cences are packing the Broadway The-
eatre, Denver’s only theater in the na-
dation showing the World Series on its large-screen television system.

Approval of the theatre’s application came suddenly from Baseball Commissioner Ford Frick Saturday. With no home television in this city, the Broadway joined the city’s hotels which hooked up their TV sets for the Series. Television to the Broadway are being given away free and must be secured in advance at a local bank. This helps in keeping the crowds

Preliminary Test
For Skiatron Mon.

A technical test of the Skiatron subscription home television system is expected to be held here over station WOR-TV next Monday, Arthur Levy, Skiatron president, disclosed here yesterday.

The one-hour test, according to Levy, will be held between the hours of 11:30 A. M. and 12:30 P. M. and is designed to test the system as the equipment used will be located in one of the houses in the borough, will be used.

At the same time, Levy said that the visit of Rear Admiral Timothy J. O’Brien, a Skiatron director, to the Coast is being met with "a favorable reception." O’Brien is on the Coast seeking product for Skiatron’s planned

Pay Agreement
Is Approved
By Colosseum

Omaha, Oct. 8.—The Colosseum of Motion Picture Salesmen of America closed its national conven-
tion at the Hotel Fontenelle here yesterday after unanimously approving the new $7 weekly pay hike agreement and pledging itself to raise $100,000 for an emergency fund. The agreement provides also for a 51 per day increase in on-the-road expenses for the salesmen of the eight companies involved.

Ross Williams of Cincinnati was elected president of the salesman’s union. He said he will dedicate his efforts "to the consolidation of the strength of the Colosseum and toward its progress as a stabilizing factor in the industry."

Action on possible affiliation with a national labor organization such as the United Mine Workers or the IAATE

WASHINGTON, Oct. 8.—The film industry won another major tax victory when House-Senate tax conferees decided to exempt from Federal excise taxes all raw stock and other film and equipment used by Hollywood studios and other branches of the industry.

WASHINGTON, Oct. 8.—The Supreme Court today agreed to rule on whether and when Howard Hughes must sell his trustee RKO Theatres stock. The high court, in its first busi-

'Movietime' in N.Y.C.

(Continued from page 1)

Henry Fonda, John Carroll, Robert Stack, Vanessa Brown, Carlton Carpenter, Martin Beresford, Anthony Newley, Humphrey Bogart and Lauren Bacall.

Francis Cardinal Spellman will deliver the invocation and addresses will be made by Ned E. Deutch, president of the Council of Motion Picture Industry Executives, who is on the board of the 'Movietime' drive, and Fred J. Schwartz, chairman of the Organization Committee of the Motion Picture Industry, which appropriated $10,000 to pay for the luncheon.

In addition to the stars and speakers, the program will also occupy the luncheon dais: Albert Warner, Patricia Dean Smith, Horace MacMurtrie, Allen Stewart, Charles, Mrs. Ogden Reid, Ted Thacker, William B. Nichols, Mrs. Dorothy Schiff, William Randolph Hearst, Jr., Adolph Zukor, Frederick Schroot, Jack Cohn, Mrs. Mary King Patterson, Robert J. O'Donnell, Lee Clark, Louis G. Mayer, Samuel Goldwyn, Fred de Cordova, Allen Rivkin, Acting Mayor Joseph Sharyek, Judge Harold Medina, Leonard Seelig, and Harry Brant.

New England Gets New Program

Boston, Oct. 8.—A cavalcade of Hollywood stars and personalities headed by Dorothy Lamour arrived in Boston today to begin the five-day, single-star program in the "Movietime U. S. A." campaign.

Other personalities on the New England tour are: W. Paget, James Whitmore, Margaret Sheridan, Tom Brennan, Alfred Hitchcock, Oscar Broadbent and W. A. yay, who scheduled for this area were Jean Grae, George Murphy, Emmet Lavery and Oliver H. Garrett, but they were cancelled out over the weekend.

President Truman Starts Washington 'Movietime' Rolling

WASHINGTON, Oct. 8.—President Truman started the big "Movietime" tour rolling here today with a group of Hollywood personalities at the White House that movies have grown to be one of our great exports, in the advancement of information of entertainment and the president said he had some very vivid recollections of the first movies he had seen, when admission was five cents and you could stay as long as you wanted to. There were great comedians in those days, he said, as well as today.

Secretary of Commerce Sawyer and Federal Security Administrator Oscar Ewing headed the list of guests at the "Movietime: Washington" kick-off luncheon.

The Washington luncheon was presided over by local drive chairman A. D. Ormsby and Art Archibald of the Motion Picture Industry Council. The Hollywood contingent was also at the head table—Elizabeth Taylor, Randolph Scott and Mrs. Scott, Debbie Reynolds, Virginia Kellogg and John Ford.

Salt Lake City Postpones Its 'Movietime' Program

SALT LAKE CITY, Oct. 8.—Al ordained to open the Salt Lake exchange area's "Movietime U. S. A." drive has been postponed until November, because, according to Mayor George M. Cannon, he is "plaguing" the fall product and Mayor Earl J. Gladse made a public condemnation of the industry.

'Movietime' Program Is Curtained in Albany Area

ALBANY, N. Y., Oct. 8.—"Movietime U. S. A." tour of the Albany exchange area by Hollywood personalities has been cancelled, their only appearance here being today. New York and Buffalo are the other New York state cities to be visited. An insufficient number of available stars is giving the reason for the abandonment of the grass roots swing planned in exchange districts.

Sales Heads Deny

(Continued from page 1)

Newspaper publishers have heard similar protests, based on complaints from members of PCCITO affiliated organizations, to Robert J. O'Donnell, "Movietime" national director. O'Donnell replied that his own experience as an exhibitor led him to believe that sales policies on specific personalities had been set well before the "Movietime" campaign. He added that since COMPO could not intervene in trade matters, Harvey's complaints were being forwarded to sales managers.

Harvey said "Unless all major distributors cooperate and insist on a steady flow of product at "let-live" terms" many exhibitors will be unable to participate in "Movietime."

Canadian Variety Meeting A Success

TORONTO, Oct. 8.—Shorn of the accompanying excitement through the involvement of the Royal visit of Princess Elizabeth and Prince Philip, the latter being identified with the London end of the mid-year conference of Variety clubs International nevertheless proved to be a pronounced success.

International chief barker, Marc Woll and representatives of 28 tents fraternized with chief Barker Jack Chisholm, Toronto's Canadian founder, J. Fitzgibbons and bakers of the host club, Tent No. 28 in a series of functions, which included luncheons and farewell days in which Hiram McCallum extending a civic welcome.

Attending their first convention outside the United States, the delegates inspected the project of the Toronto Tent, the Variety Village Vocational Training School for Children and then attended the banquet at the Royal York Hotel where Federal Health Minister Paul Martin paid tribute to the humanitarian program of the Variety organization.

Martin said Canada was proud of the Toronto Tent which had proved in recent weeks it had again received the "Great Award" for its outstanding achievement in helping to raise money for the Variety Village under guidance of Fitzgibbons.

Martin pointed out that "Among other information, the members of Variety Clubs throughout the world raised and spent more than $2,000,000 for work among underprivileged children during the last year."

The 100 delegates, including wives of the visitors, enjoyed a whirlwind of sightseeing and a gala debutante party, buffet supper and dancing followed by a concluding rally and barbeque at the Circle "M" ranch near Toronto.

The barker des laid plans for the 1952 convention at Las Vegas, Nev., which will be attended by a group for which Marc Woll, Jake Kolozov, Wilbur Clark and Ben Goldstein will supervise.

The national film board presented a short subject for theatrical distribution which deals with the Variety Village School.
National Pre-Selling

**THEATRE ARTS**, oldest national magazine devoted to the legitimate theatre, with a large subscription and newsstand audience interested in the film industry, put out its first “Hollywood issue” and follows up with four motion pictures including this page out the new department of “Films of the Month.” The magazine is owned by John D. O’Brien, wealthy Chicagoean, president of the Bankers Life and Casualty Co., who is a brother of Charley McArthur, famous stage and screen performer. A daily, weekly, and Sunday, day, week, and month motion picture producer, director, and actor, is co-publisher. An increase of advertising rates even in 1952 is contemplated in the expansion program for the class magazine.

The October 23rd issue of *Look*, delivered to subscribers and on the stands today, with the feature story “Who Stole Hollywood’s First Star”, discussion of current and coming box-office product—carries a full-page, four-color ad of film adways, and a seven-page ad of film advertising. A seven-page piece on Red Skelton with one page in color, a men’s fashion ad with an introduction to the film “Earth Day Stood Still,” and a back-cover “co-op” ad from Chesterfield, for the last film adways—will be in addition to the regular Hollywood story by Jack Sayers.

An imposing list of tieups with national manufacturers will give MGM’s “Quo Vadis” an unprecedented sendoff in national advertising and local follow-ups. Preliminary reports on details of these promotions indicate a veritable “Quo Vadis” season in newspapers, with advertising in the form of newspaper ads, window and interior displays, counter and other point-of-sale devices. Publicity in the film is the tieup with Quality Bakers of America, which will result in the placing of more than 2,500 24-sheet posters in key daily newspapers and in magazines, in addition to other advertising accessories. Hundreds of exhibitors, along with members of the Quality Bakers in various parts of the country and those who have enjoyed previous experience know what is in store for them in valuable tieups for the big picture.

Millions of decorative stamps embossed with the personable “puss” of Rhubarb, the Richfield Co. have been commissioned, and will soon be flooding the country. Rhubarb, who co-stars with Ray Milland in “The Big Clock,” is Frank Binford’s portrait of a millionare cat that inhabited a baseball club, has been selected by the National Cat Foundation to appear on the cover of the National Cat Week stamp, to run Nov. 11-17. The stamps are similar in form to the separate art stamps which may be obtained free of charge from the National Cat Foundation, 1640 Esposito Exhibition, Los Angeles 7, California.

United Artists and the Ronson Lighter Co. have consummated a deal in behalf of Jean Renoir’s Technicolor hit, “The River,” which will

**Review**

**“The Longhorn”**

(Chorugraph()

WILD BILL ELLIOTT makes a most auspicious start in the Western entertainment field in this starter of his new series for Monogram. It is a tight tale and a trim one, dolled up with spurs and a lasso. Elliott has excellent support in his first outing, with Myron Healey as the heavy that changes over to the good side when the heat is on, and Phyllis Coates, as the girl in the case, particularly distinguishing themselves. The picture is a top-quality Western in every sense of the word, and appears to be an assured sequel.

Dan Ullman’s script casts Elliott as a Wyoming ranger intent on bringing overland from Oregon a herd of Hereford cattle to be crossed with his Texas longhorns. Healey, a crossed-river version, is taken along on the journey. Heel-stomping and stealing the Hereford herd on the return drive. When Healey’s life is saved by Elliott, after an ambush by Indians, he begins wavering in his allegiance, and in the final battle with Elliott’s side and is finally wounded in his defense. Miss Coates plays a plains cowgirl with whom Healey is in love but whose heart interest is Elliott. The production is by George H. Plympton, and the photography, an important factor in this instance, is by Ernest Miller.

Others in the cast are John Hart, Marshall Reed, William Fawcett, Lee Roberts, Patric Knowles, and Walter Baldwin.

**Binford Cuts Two ‘Bathsheba’ Scenes**

MEMPHIS, Oct. 8—Censor chairman John Binford of the Binford Adways, today, that two scenes, a dance and a love scene, running about five minutes, were censored out of “David and Bathsheba” here, and was allowed to open at Loew’s Palace.

Binford also “toned down” the advertising and counter displays for the picture for the opening of this picture.

Binford charges the producers “misused and country.”

He charged the picture made “Bathsheba a convincing adulteress” and the censor quoted the Bible (11 Samuel, Chap. 11 V-4) “David sent messengers and took her.”

Binford then said the picture had Bathsheba “a murderess at heart who declared she was glad he (her husband) was dead” and then the censor quoted the Bible (11 Samuel, Chap. 11 V-6) “and when the wife of Uriah her husband was dead she mourned for her husband.”

**$5,000 in Prizes to WB Men in Drive**

HARTFORD, Oct. 8—Prizes amounting to $5,000 will be distributed to Warner circuit managers in the New England zone in monthly and quarterly awards and the “New England Sweepstakes Drive,” which will cover an 11-month period.

Some of the awards in the Warner New England zone attending a kick-off meeting at zone headquarters heard talks by Harry Kalmini, general manager of Warner Theatres, Harry Feinstein, the circuit’s New England zone manager, and other WB executives.

enlist the cooperation of 80,000 Ron- son dealers and salesmen throughout the country, to be distributed through the cooperation with Ronson executives by UA special events director Lige Brien, will put counter cards and other display materials in every Ronson outlet, and will place “The River” as cover material on the company’s own publications, “Ronson Sparks,” which has a 100,000 circulation.

**Film Dividends Off in August**

WASHINGTON, Oct. 8.—Publicly reported cash dividends of the film division are expected to amount to $256,000, compared with $466,000 in 1950, the Commerce Department reports.

**Astor Gets 2 from Small**

R. M. Savini, president of Astor Pictures, and Edward Small, have consummated a distribution deal for two of the latter’s pictures, “The Last of the Mohicans,” and “Kit Carson.”

**NEWS in Brief . . .**

Robert Kingsley, who together with Jack Tobin founded Telenews Productions, Inc., has resigned from the company. Kingsley plans to operate as a producer and distributor of motion pictures, and Telenews will be sold for concerns using motion picture in television.

OTTAWA, Oct. 8.—Henry J. Simson, 40, assistant to the general manager of the Ontario Hydro Commission, has been appointed by the Canadian government to the Department of Defense Production as co-ordinator of materials for one division of the motion picture industry is interested.

TORONTO, Oct. 8.—The Canadian Odeon circuit, is launching a second annual showmanship contest, commencing Oct. 18, for 15 weeks for managers of more than 100 units across Canada on a quota basis, consideration to be given to box office receipts and candy sales as well as exploitation.

TORONTO, Oct. 8.—Confirmation has been made that distribution of two largest Hamilton, Ont., theatres, the Palace and Capitol, to Sybil Invest- ment, Ltd., by Samuel Lunenfeld, by Theatre Properties (Hamilton) Limited, Toronto, of which Paul L. Nathanson is president, was the sale price was not revealed.

Edith Pfaf, French chanteuse, will star in a motion picture to be made by the same American and French film interests which produced “The Amazing Monseur Fabre,” it is announced by Walter Futter, the group’s American producer. The new film will be titled, Pfaf’s first.

Warner Brothers has concluded a deal to produce, “Abbott & Costello Meet Captain Kidd,” co-starring the team and “The Big Clock.” The company announced here that the negative of the Superofficial fib will begin March 1. It will be the comedy team’s second film for the studio.

Frank Nemethy, a pre-war distributor and exponent of Technicolor, has formed Atlas Film Corp., here.

In association with Atlas, Nemethy and his associate, Lucile Weinberg, and Steven Milco, director of foreign films, will produce full-length films.

**Astral-Souvaine Deal For Canadian Release**

A deal has been consummated between Souvaine Selective Pictures and Astral Films, Ltd., of Canada, whereby Astral will have the exclusive distribution rights to all available Souvaine releases for Canada. The first picture on line will be Lou Bunin’s “Alice in Wonderland,” now being released for Christmas release.

Astral has also asked Souvaine to arrange Canadian distribution for one of four other pictures now being released by United Artists by Souvaine, namely “Her Panelled Dress,” “Gallopping Major,” “Front Line of the Wreath,” and “Days of Our Years.”
Colosseum

To Ship Eidophor Here Next Month

Main technical changes and the problem of erecting and booking transportation will delay the shipment here from Zurich, Switzerland, of 20th Century-Fox's Swiss Eidophor-CBS color theatre television equipment, which is now expected to arrive around the middle of next month. Public demonstrations, however, will be held before the end of this year as previously scheduled.

Skiatron Test

New York test in December, for which it still must get the approval of the Federal Communications Commission.

Eisenmann Sues Skiatron
For $250,000 Here

A suit for $250,000 has been instituted by Eisenmann Electric Corp. and Skiatron Corp. and Arthur Levy, president of the firm. The suit alleges infringement of patent rights of Adolph H. Roseblatt, an inventor of some of Skiatron's patents.

At the same time, Skiatron announced yesterday that it has served papers seeking a dismissal of the suit on the plaintiffs. The papers will be heard in court within a few days. Skiatron attorneys added.

Series in Denver

(Continued from page 1)

From "gumming" the theatre, which can only hold 1,500 persons.

The image, brought to Denver via the coaxial cable and a special hook-up, was nearly perfect on the Broadway-screen last Saturday.

N.Y. Grosses

New Doughfair Purchase

Robert Standish's 1949 best-seller, "Elephant Walk," has been purchased by Douglas Fairbanks, Jr. and Alexander MacDonald for the third film from their unit, Doughfair Corp.
the crowds are back thanks to

"DAVID and BATHSHEBA" - "PEOPLE WILL TALK" technicolor
"NO HIGHWAY IN THE SKY" - "THE DAY THE EARTH STOOD STILL" - "A MILLIONAIRE FOR CHRISTY" - "MEET ME AFTER THE SHOW" technicolor

You bet! It's another smash opening of "David and Bathsheba" at the Madison, Detroit.
Movietime' Takes Over N.Y.C. Today

Stars, Industry Leaders To 'Film Story' Luncheon

"Movietime U.S.A." will be manifest in New York City today on a grand scale.

This is the day the Organization of the Motion Picture Industry of the City of New York will be host to some 1,000 civic leaders at a luncheon at which the industry's story will be told.

The affair will be held at the Hotel Waldorf-Astoria which thus will become the site of the "sent-off" to several Hollywood stars to community centers around the Greater New York area—the five boroughs, Nassau, Suffolk and Westchester counties—where they will give emphasis to the "Movietime" campaign.

Among the stars scheduled to be present at the luncheon are: Dennis O'Keefe, John Payne, Joseph Cotton, Teresa Wright, Joan Fontaine, Ray Milland, Elizabeth Taylor, Irene Dunne, Jane Powell, Phyllis Kirk, and... (Continued on page 2)

Big $153,000 for 'American' at Hall; N. Y. Grosses Strong

A terrific opening week for "An American in Paris" at Radio City Music Hall this week is pacing New York first-runs where the display of strong product is being reflected in healthy box-office returns at most situations.

Factors such as the World Series and Sunday's game, while influencing receipts, were felt to be of secondary importance compared to what most... (Continued on page 5)

Eady Plan May Give B-L $1,000,000

London, Oct. 8—If British theatre attendance maintains its current pace, British Lion's share of the Eady Plan this year will be approximately £200,000 ($1,400,000), Harold C. Drayton, chairman, told the company's annual meeting of stockholders.

Drayton termed this year the "testing time" for British Lion, and said... (Continued on page 2)

Set Programs for SMPTE, TESMA-TEDA Conventions

LOS ANGELES, Oct. 8—The Theatre Equipment Dealers Association board will meet Wednesday at the Ambassador Hotel here, where the joint convention of TESMA and the Theatre Equipment Supply Manufacturers Association will get under way on Thursday and extend into Saturday afternoon.

The activities on Thursday will open with a TESMA board meeting, and will include TESMA business meetings, an all-industry luncheon, a TESMA business meeting and special events sponsored by a number of companies.

Speakers on Friday at the business forum will include Otis Harvey, Rita Dick, N. J. D. Golden and Peter Mole. A round table conference the same day will feature Neal Weis, Ken Douglas, Tom Shearer, Howard... (Continued on page 3)

Hollywood, Oct. 8—Theatre television, high-speed photography, color television, magnetic recording, three-color cinematography and stereo-projection are among the subjects scheduled for discussion by a score of expert technicians at the 70th annual convention of the Society of Motion Picture and Television Engineers in Hollywood Oct. 15-19, according to Boyce Nemec, SMPTE executive secretary.

Companies which will have speakers at the convention include RCA, American Broadcasting, Eastman Kodak, General Motors, Paramount Pictures, Columbia Broadcasting, Westrex, M-G-M, National Laboratory, General Precision Laboratories, 20th Century-Fox, National Broadcasting, Colosseum, etc.

Other speakers will come from the U. S. Navy, Stanford Research Institute, Pennsylvania State College, etc. (Continued on page 5)

Sales Heads Deny 'Movietime' Gouging In Denver House

SAN FRANCISCO, Oct. 8—Seven of eight major company sales heads to whom Louis Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, relayed complaints of uncessaneous sales prices being asked concurrently with the start of the "Movietime U. S. A." campaign, have responded with denials that the policy of no home exchange have any relation whatever to the "Movietime" campaign.

Replies were received from Abe Montague, Columbia; W. F. Rodgers, M-G-M; Robert Mochrie, RKO Pictures; W. J. Heinekem, United Artists;... (Continued on page 2)

Pitts Will Coordinate TOA 'Roots' Program

Dick Pitts, former motion picture editor of the Charlotte, N. C., Observer, yesterday was appointed executive assistant to Gaed Sullivan, executive director of the Theatre Owners of America. Pitts, who began his... (Continued on page 2)

Denver, Oct. 8—Capacity audiences are packing the Broadway Theatre, the only theatre in the nation showing the World Series on its large screen theatre television equipment.

Approval of the theatre's application came suddenly from Baseball Commissioner Ford Frick Saturday. He approved the theatre because it is the only television in the country which hooked up its TV sets for the Series. The Broadways are being given away free and must be secured in advance at a local bank. This helps in keeping the crowds... (Continued on page 5)

Preliminary Test For Skiatron Mon.

A technical test of the Skiatron subscription home television system is expected to be held here over station WOR-TV next Monday, Arthur Levy, Skiatron president, disclosed here yesterday.

The one-hour test, according to Levy, will be held between the hours of 11:30 A. M. and 12:30 P. M. and about six "simplified decoders," with one located in each borough, will be used.

At the same time, Levy said that the visit of Rear Admiral Timothy J. O'Brien, a Skiatron director, to the Coast is being met with a "favorable reception." O'Brien is on the Coast seeking product for Skiatron's planned... (Continued on page 5)

Pay Agreement Is Approved By Colosseum

OMAHA, Oct. 8—The Colosseum of Motion Picture Salesmen of America closed its national convention at the Hotel Fontenelle here yesterday after unanimously approving the new $7 weekly pay hike agreement and pledging itself to raise $100,-000 for an emergency fund. The agreement provides also for a $1 per day increase in on-the-road expenses for the salesmen of the eight companies involved.

Ross Williams of Cincinnati was elected president of the salesmen's union. He said he will devote his efforts to the consolidation of the strength of the Colosseum and toward its progress as a stabilizing factor in the industry.

Action on possible affiliation with a national labor organization such as the United Mine Workers or the IATSE... (Continued on page 5)

Conferees Lift the Excise Tax on Raw Film, Equipment

WASHINGTON, Oct. 8—The film industry won another major tax victory when House-Senate tax conferences decided to exempt from the Federal excise tax all raw stock and other film stock and equipment used by Hollywood studios and other branches of the industry.

The exemption will probably take effect Nov. 1, and will save the industry... (Continued on page 4)

Will Rule on RKO Stock of Hughes

WASHINGTON, Oct. 8—The Supreme Court today agreed to rule on whether and when Howard Hughes must sell his trusted RKO Theatres stock. The high court, in its first business session of the 1951-52 term, said it would hear Hughes' appeal from the decision of the New York state court requiring Hughes or the trustee to sell the theatre stock within a cer-
**Personal Mention**

PANDRO BERMAN left here yester-
day for the Coast.

B. BERNDT KREISLER, director of
MPPA’s advisory unit for foreign
films, moved to Columbia Monday
after a series of meetings in London, Madrid,
Venice and Paris, where he described
the aids afforded by the unit to for-
egn producers-distributors.

STEPHEN FALLO, executive produc-
er of “Jerry Lewis: Just for the
Artists” release, arrived in New York
yesterday from London.

HARRY COHEN, RKO Radio branch
manager in Montreal, is in New York
and will return to Montreal later this
week.

ADOLPH ZUKOR, Paramount Pic-
ture board chairman, will return
here today from Washington.

SAM ECKMAN, Jr., is celebrating his
25th year as M-G-M managing direc-
tor in Great Britain.

**Eady Plan May Give**

(Continued from page 1)

it should be able to show a profit in
April, according to Dr. Berney. Dr. Berney,
who received £350,000 ($1,002,000) from
American distribution and in the cur-
cent year has received £170,000. “Tales of
Hoffmann” promises to be a big
carrier for the company in America.

Reporting on production economies, Dr. Berney said: “A new crop of
movies has been installed on the
lot. From September, 1949, cost £377,000 ($1,
055,000), and the next 10, which
included “Tales of Hoffmann,” cost
around £209,000 ($585,200). Recent films
constitute an average £201,000, or a
reduction of 45 per cent per film.

**Pitts Will Coordinate**

(Continued from page 1)

In New York, Atlanta, Chicago, Dal-
al, Denver, and Los Angeles will be
completed within a few days.” Pitts
will “coordinate the Eady plan of
these cities” so that their pro-
grams will be of maximum benefit to
big and little exhibitors alike,” Sul-
ivan said.

**U.K. Theatres Balk**

At Eady Plan Terms

LONDON, Oct. 8—Exhibitor oppos-
tion to the working of the Eady Plan
is mounting throughout the country.
Opinion is being expressed by exhibitors’ association branches has hardened
against three main points:

- Decision of the general council of the
association to limit the scheme for three years of the Eady Plan, in
stead of one as desired by many; the
British Film Producers’ Association’s refusal to agree to the exhibitors’
proposals to increase the minimum
taxation levels from £35 to £50 and
£150 weekly gross, and the inability
of some independents to book the
British films which they are subordi-
nating through the Eady Plan.

**Motion Picture Daily**

Tuesday, October 9, 1951

**‘Movietime’ in N.Y.C.**

(Continued from page 1)

Henry Fonda, John Carroll, Robert
Stick, Vanessa Brown, Carlton
Carlin, John Houston, Lynn
Lamorry, Humphrey Bogart and Lauren
Bacall.

Frank Cardinal Spellman will de-
liver the invocation and addresses
will be made by Ned E. Depinet, president of the Council of Motion Picture
Order of the New York Archdiocese, with
Is on the board of the “Movietime”
drive, and Fred J. Schwartz, chairman of
the board of the Motion Picture
Industries of New York, which
appropriated $10,000 to pay for the luncheon.

In addition to the stars and spokes-
men, there will also be a big luncheon
day: Albert Warren, Pat-
ricia Dean Smith, Horace Mac-
Carty, Alan Stewart, Louis Fine-
child, Mrs. Ogden Reid, Ted Thack-
evry, William B. Nichols, Mrs. Dor-
othy Schill, Hearst, Jr., Adolph Zukor, Frederick
Schroct, Jack Cohen, Mrs. Mary King
Patterson, Robert J. O’Donnell, Lee
Cohen, Maxwell H. Gordon, Edmund
Sam Goldwyn, Fred deCordova, Allen
Rivkin, Acting Mayor Joseph
Sharkey, Judge Harold Medina, Leon-
ard, and Harry Brandt.

New England Gets New
Personality Line-Up

BOSTON, Oct. 8—A cavalcade of
Hollywood stars and personalities
headed by Dorothy Lamour arrived
today and will begin a six-day tour of
four New England states in the “Movietime
U.S.A.” campaign.

Other personalities on the New
England tour, which began in New York
tour are: Delores Page, James Whitneymore, Margaret
Sheridan, Tom Breen, Alfred Hitch-
cock, Oscar Brodkey and others.

Originally scheduled for this area
were Jean Crain, George Murphy,
Emmet Lavery and Oliver H. P.
Garrett, but they were cancelled out
over the weekend.

President Truman Starts
Washington ‘Movietime’ Rolling

WASHINGTON, Oct. 8—President
Truman started the big “Movietime”
roll here today with a preview for a
large group of Hollywood personalities
at the White House that movies have
been the mainstay of one of our great
assets in the dissemination of information
and entertainment.

The president said he had some
very vivid recollections of the first
movies he had seen, when admission
was five cents and you could stay as
long as you wanted to see the great comedians in those days, he said,
as well as today.

Secretary of Commerce Sawyer
and Federal Security Administrator Oscar
Ewing headed the list of guests at the
“Movietime” Washington kick-off
luncheon yesterday.

The Washington luncheon was
presided over by local drive chairman A.
Lee Benet, and the program included
the following: Adolph Zukor, Arthur
L. Mayer, Joyce O’Hara, Senators
Robert F. Wagner, District Attorney
of New York, Hon. John J. Tune, County
Commissioners John Russell
Young, Bernard L. Robinson and F.
Joseph Donohue, Judge Richmond B.
Beach, and Art Azinger.

Sales Heads Deny

(Continued from page 1)

ities: Al Lichtman, 20th Century; 
Fox; Charles Feldman, Universal, and
A. W. Schwabiger, Paramount.

Harvey said no reply had been re-
cived to date from Ben Kalmanson
of Warner.

The company previously had sent similar
protests, based on complaints from
members of PCITCO affiliated organ-
izations, to Mr. Robert J. O’Donnell, “Mov-
ietime” national director. O’Dell
replied that his own experience as an
exhibitor led him to believe that sales
people of specific pictures had been
set well before the “Movietime”
campaign. He added that since COMPO
contented itself in trade practice
matters, Harvey’s complaints were be-
ing forwarded to sales managers.

Others said that leading film dis-
tributors can assure exhibitors of a
steady flow of product at “let’s live in
terms” many exhibitors will be unable
to participate in due to price cuts.
Howard Hughes presents

Robert Mitchum
Lizbeth Scott
Robert Ryan in

The Racket

An Edmund Grainger Production
Directed by John Cromwell

Trade Showings

<table>
<thead>
<tr>
<th>Location</th>
<th>Theatre</th>
<th>Screenings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Atlanta</td>
<td>RKO Screen</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Boston</td>
<td>RKO Screen</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Buffalo</td>
<td>Motion Pic. Op. Scr. Rm.</td>
<td>Thurs. 10/11 3:30 P.M.</td>
</tr>
<tr>
<td>Charlotte</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Chicago</td>
<td>RKO Screen</td>
<td>Thurs. 10/11 2:00 P.M.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>RKO Screen</td>
<td>Thurs. 10/11 9:30 P.M.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 2:30 P.M.</td>
</tr>
<tr>
<td>Dallas</td>
<td>20th Century-Fox Sch. Rm.</td>
<td>Thurs. 10/11 3:30 P.M.</td>
</tr>
<tr>
<td>Denver</td>
<td>Paramount Scr. Rm.</td>
<td>Thurs. 10/11 3:30 P.M.</td>
</tr>
<tr>
<td>Des Moines</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 3:30 P.M.</td>
</tr>
<tr>
<td>Des Moines</td>
<td>Paramount Scr. Rm.</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Detroit</td>
<td>Blumenthals Scr. Rm.</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Indianoplis</td>
<td>Universal Scr. Rm.</td>
<td>Thurs. 10/11 2:30 P.M.</td>
</tr>
<tr>
<td>Kansas City</td>
<td>Paramount Scr. Rm.</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>RKO Screen</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Memphis</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 2:30 P.M.</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>Warner Scr. Rm.</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>New Haven</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>New Orleans</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>New York</td>
<td>RKO Screen</td>
<td>Thurs. 10/11 2:30 P.M.</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 2:30 P.M.</td>
</tr>
<tr>
<td>Omaha</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 2:30 P.M.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>RKO Screen</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>RKO Screen</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Portland</td>
<td>Star Screen</td>
<td>Thurs. 10/11 3:30 P.M.</td>
</tr>
<tr>
<td>St. Louis</td>
<td>RKO Screen</td>
<td>Thurs. 10/11 2:30 P.M.</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>Fox Screen</td>
<td>Thurs. 10/11 3:30 P.M.</td>
</tr>
<tr>
<td>Sioux Falls</td>
<td>Hollywood Theatre</td>
<td>Thurs. 10/11 10:30 A.M.</td>
</tr>
<tr>
<td>Washington</td>
<td>Film Center Scr. Rm.</td>
<td>Thurs. 10/11 9:30 A.M.</td>
</tr>
</tbody>
</table>

Screenplay by William Wister Haines and W. R. Burnett - Based on the Play by Bartlett Cormack
**National Pre-Selling**

**Theatre Arts**, oldest national magazine devoted to the legitimate theatre, has long been a subscription and newstand audience interested in the film adaptation of stage plays, has put out its annual fall preview number and follows up with four motion picture feature articles in October, including a column on the new films coming from the Texas longhorns. Healey, a supposed friend, is taken along on the journey, but Healey, however, is actually in league with outlaws who figure on stam peding and scalping so as to cross-board him. Healey’s life is saved by Elliott, after an ambush by Indians, he begins wavering in his allegiance, and in the final battle with the would-be cattle thieves he switches over to Elliott’s side. The jury’s still out on whether he is a determined film, Miss Coates plays a plume-courser with whom Healey is in love, but, upon a reconsideration of Elliott. The production is by Vincent M. Fennelly, the direction by Lewis Collins, and the photography, an important factor in this instance, is by Ernest Miller.


**Binford Cuts Two “Look” Calls Films “Bathsheba” Scenes**

**Entertainment Giant**

Despite a series of ghoulish obituary, the fact of the matter is that the movies are still very much the entertainment of choice throughout the world,” declares the current issue of Look Magazine radio. In its article entitled, “Why Says Hollywood Is Dying?” Look devotes seven pages, two in full color.

Written by Look’s Hollywood staff writer, Jack Sayers, the feature claims that film attendance is running at about ten per cent ahead of last year, motion-picture theatres are becoming more numerous and Hollywood is getting more money back from the sale of pictures abroad. The simple reason behind this record, observes Look, is a vastly improved product.

Banning the war, easy profits, lack of competition and worn-out techniques for the past drop in box-office attendance is cited. A little over a year ago, time there was a decided uneasiness on the sound stages. But, the article declares, the industry has taken its stick except the wartime boom, the industry still maintained a respectable position. And the good pictures made since the war have done well.

In the future, quality and entertainment will get the emphasis at major studios, and the Look article featuring 29 examples of the “improved product” demonstrates this determination. One of every four Hollywood films will be in Technicolor—a key part of the $285 million 1952 production budget.

**Will Rule on Stock**

(Continued from page 1)

The three-judge court order said that if Hughes himself had not sold the trusted stock by Feb. 20, 1953, the trustee would start looking for a buyer who would have to sell by Feb. 20, 1955.

Hughes had asked the court to review the case on the grounds that the Department urged the Justices to let him have his stock.

In asking the high court to review the case, Hughes argued that the District Court was not authorized to make any order that would have any effect on a determination of fact. The government agreed to the argument that there was no question that Hughes’s stock was held in trust and that a federal court had no power to interfere with the trust relationship. The government argued that the New York court order was not an amendment of the original consent decree but an order for the enforcement of the original consent decree. Without this provision, Hughes could continue indefinitely as owner of the trust stock. A rehearing and a rehearing in writ led to the government to control RKO Pictures in such a way as to prefer the RKO theatre company.
Colosseum

(Continued from page 1)

failed to materialize. David Beznor, Colosseum general counsel, reported that the 85 delegates in discussing the hall of the Colosseum included the "welcome mat" was out for any members who wished to return to the national Colosseum. The Chicago salesmen recently formed a separate union in protest against the terms of the new wage agreement.

Continue Lipper Negotiations

The convention went on record to order United Artists and Monogram a contract identical to the one approved for Columbia, M-G-M, Paramount, RKO Pictures, Republic, 20th-Century-Fox, Universal and Warners. Beznor was instructed to continue with Lipper Productions negotiations looking to the setting up of contract arrangements. Beznor will go to New York shortly for contract signings with the eight.

Atlanta was selected as the site of the Colosseum's 1952 convention.

In addition to Williams, the following were elected to serve as officers for the coming year: Ted Mendenhall, Des Moines, and William Bugie, Albany, first vice-presidents; Floyd Kinginsmith, 1st Scr. Madison, Wis.; Robert Zivin, Pittsburgh, 2nd Scr.; Thomas D. Koppenhaver, Arlington, Va., treasurer; and Frank St. John, Baltimore, 3rd Scr.

Zone Vice-presidents Elected

Zone vice-presidents elected were: Eastern, Leonard Appel, Boston; Central, N. Provencer, Milwaukee; Midwest, Robert H. Doerr, Des Moines, Iowa; Southern, T. P. Tifwell, Dallas; Western, H. J. Weaverling, San Francisco.

Named committee members were: Eastern, Keith Godfrey, Philadelphia; Central, Dave Chapman, Milwaukee; Midwest, Robert Zivin, Kansas City; Southern, Ray Wild, Dallas; Western, Ed Ashkins, Los Angeles.

TESMA-TEDA

(Continued from page 1)

Herbert, William Gedris and William Stober, New will be moderator.

The annual banquet will climax the Friday meetings. It will be preceded by a cocktail party sponsored by National Carbon Co.

On Saturday both organizations will hold final board meetings, which will be followed by a "Movie Ranch Party and Chuck Wagon Dinner."

SMPTE Meet

(Continued from page 1)

the National Film Board of Canada, and other civic, educational and cultural organizations.

An extensive program for the wives of delegates will run parallel to the general business sessions. An array of social events has been set up also for the delegates.

Colosseum

(Continued from page 1)

To Ship Eidorphi Here Next Month

Minor technical changes and the problem of crating and transporting, which will delay the shipment here from Zurich, Switzerland, of 20th-Century-Fox's Swiss Eidorphi-CBS color theatre television equipment. It is now expected to arrive in the middle of next month. Public demonstrations, however, are slated to be held before the end of this year as previously scheduled.

Skiatron Test

(Continued from page 1)

New York test in December, for which it still must get the approval of the Federal Communications Commission.

Eisemann Sues Skiatron

For $250,000 Here

A suit for $250,000 has been instituted by Eisemann Industrial Corp. of New York against the National Broadcasting Supreme Court here against Skiatron Electric & Televison Corp. of America, Skiatron Corp. and Arthur Levy, president. The suit is based on charges of infringement of patent rights of Adolph H. Essential, an inventor of some of Skiatron's patents.

At the same time, Skiatron announced yesterday that it has served papers dismissing suits against the plaintiffs. The papers will be filed in court within a few days, Skiatron attorneys added.

Reports No Boom in Cleve. Neighborhood

CLEVELAND, O. B. Horwitz, head of the Washington Theatre Circuit here, has taken exception to an article in Motion Picture Daily which reported on business improvement in Cleveland first-run downtown and out-of-town theatres. Horwitz asserts that the headline on the story and a statement that Cleveland exhibitors are "unanimous" in reporting business improvement are incorrect.

Horwitz states that his five theatres are typical of the average Cleveland neighborhood theatre and that business in four of the five was off about 10 per cent last month, compared with Sept., 1950. Improvement at the fifth house was slightly more than two per cent over a year ago. Horwitz states that since the article was published film terms quoted to him have been "out of line."

Motion Picture Daily's story of Oct. 2 on Cleveland theatre business covered only specific first-run theatres named in the article. It was not representative of all first-run theatres in the city and surrounding territory. Mechanical limitations made it impossible to go to state in the space available — Entron.

Fishbein in TV

Freda Fishbein, New York literary agent and play broker, serving both stage and screen, has added television to her organization. The new department will be headed by Orrin Marshall.

N.Y. Grosses

(Continued from page 1)

theatre executives considered as the prevailing strong product. The Music Hall pacer, plus a stage show, is expected to rack up $153,000 for the first stanza, a record for the house for this time of the year, with "Hollywood Back on Broadway" at the Million- aire for Christy," at the Roxy will register an extra $115,000 for its first week. Another outstanding office attraction is "A Streetcar Named Desire" at the Warner which is expected to do a robust $65,000 for its fourth week.

Holding up strong are "Flying Leathernecks" at the Paramount, "Brotherhood of the和社会" also features Loretta Young as his hand on stage, and "A Place in the Sun" for the Capital. A snappy $80,000 will be seen for the third week of "Leathernecks" and a good $45,000 is expected for the sixth week of "A Place in the Sun," compared to the corrected figure of $43,500 for the fifth week.

Dropping, but still doing well, is "David and Bathsheba" at the Rivoli where $31,000 is expected for the eighth week. "Here Comes the Groom" at the downtown, are doing an estimated $25,000 for the third week, considered quite satisfactory. A pick-up in business is noted for the second week of "The Thirty-Nine Steps" at Loew's as the West Side opening of "Texas Carnival" has been postponed from tomorrow to Friday.

Under the slowest week without much expected to do a fair $18,000, equaling the first week gross.

For its third week at the Mayfair is "The Day the Earth Stand Still," which is expected to gross $25,000, while "The River" at the Park Theatre is seen to hit another smash $14,000 for its fifth stanza.

At the Victoria, "Saturday's Hero," which will register about $1,000 for its fourth and final week, will bow for "Whistle At Eaton Falls" tomorrow. A fair opening stanza of $4,000 for "Carryin' On" is expected to be racked up at the Globe. Receipts at the Criterion, featuring "The Magic Carpet" for the second and final week, are dropping from a near $19,000 per week to a fair $12,500, "Mr. Lucky," bows there on Saturday.

Among the consistent good grossers, "Tales of Hoffmann" is doing an excellent $11,500 for its 27th week at the Bijou while "Oliver Twist" at Park Avenue is expected to hit a fair $8,400 for its tenth week.

Under the satisfactory category are "The Medium," at the Sutton, where $5,700 is seen for the fifth week, and "Kiss Lady" at the Trans-Lux 32nd Street where $4,500 is expected for the ninth week. A so-so $4,200 is seen for "Mr. Peck-A-Boo" in its third week at the Trans-Lux 66th Street.

Series in Denver

(Continued from page 1)

from "ganging" the theatre, which only hold 1,500 persons.

The image, brought to Denver via the coaxial cable and a special hook-up, is now nearly perfect on the Broadway's screen last Saturday.

New Dougfair Purchase

Robert Standish's 1949 best-seller, "Elephant Walk," has been purchased by Douglas Fairbanks, Jr. and Alexander MacDonald for the third film from their unit, Dougfair Corp.
the crowds are back thanks to
"DAVID and BATHSHEBA" - "PEOPLE WILL TALK

"NO HIGHWAY IN THE SKY" - "THE DAY THE
EARTH STOOD STILL" - "A MILLIONAIRE FOR
CHRISTY" - "MEET ME AFTER THE SHOW"

You bet! It's another smash opening of "David and Bathsheba" at the Madison, Detroit
US Trust Suit Indicts TV Sportscasters

Philadelphia, Oct. 9.—The Government today filed here a test anti-trust suit to determine whether football clubs, baseball clubs and other sporting leagues can agree among themselves to restrict broadcasting and telecasting of their sports events.

The suit made it clear the Government feels such agreements are illegal. The suit does not deal with cases where an individual promoter on his own decides to restrict the telecast of one event, but only where several promoters agree on a general pattern of restrictions. Nonetheless, the Government's stand here, taken together with the newly-announced New York Grand Jury investigation of (Continued on page 3)


Quantity production of the Lawrence-Paramount tri-color, direct-view color television tube can be expected by the first of next year, Richard Hodgson, president of Chromatic Television Laboratories, an affiliate of Paramount Pictures, reported here yesterday.

This and other information relating (Continued on page 4)

NPA Repeats Its Warning to File

Washington, Oct. 9.—National production Authority Administrator Manly Fleischmann again warns manufacturers they will face serious difficulties in obtaining steel, copper or aluminum during the first three months of 1952 if they have not already filed their controlled—materials plan applications with NPA, or if they fail to do so immediately.

Pointing out that many companies have so far failed to file, Fleischmann said that he could not urge too strongly that those who have not done so should get their applications in immediately.

Industry Would Save $3,000,000 Per Year on Film-Equipment Tax Cut

Washington, Oct. 9.—The film industry may save as much as $3,000,000 a year from the tax bill provision on film and photographic effects, an industry source estimated. Most of this would go to the studios.

The new tax bill exempts from the 15 per cent film tax and the 23 per cent equipment tax any raw stock, film or equipment which is used in business. Motion Picture Association of America president Leon A. Johnstone stated in 1948 that the 15 per cent film tax cost the studios about $3,500,000 a year. Industry officials believe the raw stock tax will now expire in the $1,000,000 range being paid on equipment in the major studios.

MPA Maps Program Aiding Foreign Films in U. S.

A two-fold program to aid and expand the exhibition of foreign films in the U. S. will be inaugurated shortly by the Motion Picture Association of America's division for foreign films, B. Bernard Kreiser, the unit's director, disclosed here yesterday following a seven-week tour of London, Madrid, Paris and Venice.

Beginning this fall, favorable reviews here of foreign films which receive the MPAA Code Seal will be reprinted by the unit and mailed out to the 300-plus specialized "art" houses in the U. S., universities and colleges was noted as a means of showing foreign films to circuit executives. The large circular, also containing the distributor's name, will carry the reviews appearing in such media as the New York Times, the Herald Tribune, the Post, and Time and New Yorker magazines.

Kreiser also disclosed that his department is preparing a book to guide producers abroad on the American market. The book, to be distributed only to MPEA members' foreign offices, will carry information dealing with such topics as import permits, distributors, specialized theatres, and the Production Code. It will be a manual for the proper presentation of foreign films in the American market, Kreiser explained, adding that it should be ready by winter.

In his task abroad, Kreiser re-(Continued on page 4)

Distributors File 4 Percentage Suits

Pittsburgh, Oct. 9.—Thomas A. Capuzzi was named defendant in four percentage actions filed here today. Suits were brought by RKO, Warner, 20th Century-Fox and Paramount, alleging under-reporting of receipts on percentage pictures exhibited at the Princess Theatre in Republic.

James R. Orr of the Pittsburgh law firm of Reed, Smith, Shaw and McClay represents the distributors, with Siroky and Stein of New York counsel.

Enthusiasm Grips U.S. as 'Movietime' Campaign Begins

The greatest enthusiasm ever to greet any motion picture event in history is reported from each of the regional key cities and state capitals in which "Movietime, U. S. A." star tours began their "invasion" of the country Monday, it was reported here yesterday by the Council of Motion Picture Organizations.

In addition to local activities already reported by Movietimes Daily, the following developments, as reported by Movietimes, also transpired:

Connecticut co-chairman Harry Shaw, reporting on the state-wide reception to the visiting "Movietimes," declared that the "Movietime" campaign has been like nothing (Continued on page 4)

Emergency Precludes Equipment Exhibit

Los Angeles, Oct. 9.—The Theatre Equipment Supply Manufacturers Association and Theatre Equipment Dealers Association joint convention, to be held here from Thursday through Saturday, at the Hotel Ambassador, will not feature any equipment and concession exhibit because members of the association have found themselves unable to arrange because of current emergency conditions.

At the same time a TESMA (Continued on page 4)

1,000 Leaders Launch N.Y. 'Movietime'

Judge Medina, Others, Cite Films' Influence

Nearly 1,000 leaders of the Metropolitan New York community joined with Hollywood personalities and motion picture industry leaders at a luncheon in the grand ballroom of the Waldorf-Astoria here yesterday, formally inaugurating New York's "Movietime" program and observance of the 50th anniversary of the motion picture theatre.

Judge Harold R. Medina, distinguished Federal jurist who presided at the trial which resulted in the conviction of Communist Party leaders, was principal spokesman for the community groups. He cited motion pictures as the "most (Continued on page 3)

Extend Air 'Plugs' For 'Movietime'

An extensive lineup of national network radio and television tie-ins has been set to "Movietime, U. S. A." throughout October and November, it was announced here yesterday by officials of the Council of (Continued on page 3)

Grosses Soar From 'Movietime' Ads

Detroit, Oct. 9.—The full-page "Movietime, U. S. A." newspaper ads are attributed by the industry here to be responsible for soaring downtown key theatre grosses.

"David and Bathsheba" at the Madison turned in $30,500 for a second week, its first week's take being a smashing $8,000. "His Kind of Woman" and "Chain of Circumstance" brought in a neat $22,000 at the Michigan and "Mr. Imperium" did a big $18,000 at the United Artists. Fox netted $27,000 with "Meet Me After the Show" and the Palms, with "Rhubarb" and "Tomorrow Is Another Day," brought in $18,500. The Adams drew $18,000 with "Texas Carnival."
Personal Mention

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio controller, will be in Hollywood from New York for studio conferences.

JOHN FARRAR, director, has been invited as a representative of the industry, to participate in a joint civilian organization program by Secretary of Defense Robert Lovett, to be held in Washington, Oct. 15-22.

MAURICE N. WOLF, field assistant to H. M. RICHIE, M-G-M exhibitor relations head, will speak before the Boston City Council at Worcester, Mass., Nov. 6.

JEAN HERSHEY has been made first honorary staff member of the new Los Angeles Cancer Detection Clinic, which will formally open with civic ceremonies in Los Angeles on Oct. 14.

E. K. O'SHEA, vice-president of Paramount's east coast sales, and JERRY PICKETT, advertising-publicity director, have returned here from Philadelphia.

SEYMOUR MOSE, managing director of M-G-M's organization in Holland, is in town for general business and pleasure visit.

LOUIS NIER, motion picture attorney, is among those who are honorary vice-chairmen for the "Night of Stars" benefit show.

JACK BRODER, president of Broder Productions, and Mrs. Broder have left New York for Hollywood.

Film Companies to Close on Holiday

Most film, theatre, equipment and related suppliers' offices here will be closed all or a half day on Friday, Columbus Day. RKO and 20th Century-Fox offices will be closed for a full day. Closed half-day will be Columbia, M-G-M, Monogram, Paramount, Screen Gems, Universal, Warner Brothers and are in the Motion Picture Association of America. Republic has not as yet made a decision on closing.

New N.Y. House to Open

New York's newest motion picture house, the Fine Arts Theatre, at 58th Street between Park and Lexington Avenues, will open Monday. Universal's "The Lavender Hill Mob," starring Alec Guinness, will be the initial offering. The picture is by a J. Arthur Rank production.

UK Election Delays Film

LONDON, Oct. 9—General Film Distributors, Ltd., is planning a new anti-Communist film which depicts a plot to sabotage Britain's docks and key industrial areas. It has postponed from Oct. 18 until after the Oct. 25 elections, to avoid "possible criticism of political bias."

F. & M. Files In UPT-ABC Hearing

WASHINGTON, Oct. 9—Fanchon and Marco today filed a formal notice of appeal from Federal Communications Commissioner Sterling's decision to deny the petition of the United Paramount Theatres-American Broadcasting merger hearings. The FCC Commission is expected to pass on the appeal without a further hearing.

Heavy Campaign for Popkid's 'The Well'

A heavy merchandising plan for the motion pictures "Popkin's The Well," United Artists release, will continue the world premiere engagement of the Clarence Greene-Russell Ronse film directly from Loew's State to the Brooklyn Paramount and then right onto the entire Loew's circuit in that city and New York, as was announced here by William J. Heineinan, sales vice-president.


The all-out advertising and publicity campaign, which launched "The Popkin's 'The Well'" at Loew's 46th Street, Max E. Youngstein, United Artists vice-president.

8 Additional Key Openings for 'River'

Jean Renori's Technicolor film, "River," now in the fourth week of its initial preme premiere engagements in the Paris Theatre in New York, has been set for eight additional major openings, bringing to 14 the total number scheduled so far, it was announced by William J. Heineinan, United Artists sales vice-president.

The eight new engagements all under the sponsorship of The Theatre Guild, are: World Theatre Minneapolis, Oct. 23; Varietys, Buffalo, Oct. 24; Art Theatre, Dayton, Oct. 24; Airdrome, Philadelphia, Oct. 24; Tally Film, New York; World, Columbus, Nov. 14; Playhouse, Washington, Dec. 23; and the Little Theatre, Baltimore, Dec. 23.

Paramount's engagement in Detroit, Michigan, others slated for "The River," are on a reserved-seat, twice-daily sched-

Para. Workers Meeting

Paramount Pictures' home office "paper" workers will meet at the Hotel Woodcliff tomorrow evening to formulate plans for coming negotiations between IA, SE Women Motion Picture Workers of America, and Paramount Pictures. The employees recently designated the "IA" local as their bargaining agent.

Leedwood in London

LONDON, Oct. 9—Jack Leedwood, production supervisor for Robert Lippert, have from Hollywood to study British production possibilities. Exclusive Films, in association with Lippert, will begin shooting shortly.

U.S. to Counter Belgium Proposal

American counter-proposals to an impending Belgian government decree which would put an import quota on motion pictures and limit film releases will be made shortly. It was learned here yesterday.

MPEA Discusses

The counter-proposals were discussed at yesterday's meeting of the International Motion Picture Radio have already been discussed. The proposal would lift the present unrestricted importation of American films and put an import quota of 20 per cent on foreign films. In addition to limiting remittances to 80 per cent.

The proposed action, according to an MPEA spokesman, stems from the Belgium government's dollar position rather than any animosity toward American film.

20th's Report Wins Financial Award

In the final ratings of the independent board of judges in the "Financial World Survey of Annual Reports." 20th Century-Fox was awarded a "Bronze "Oscar" for "Industry" for being presented to the company at the annual awards banquet in the Hotel Statler, New York, Oct. 29.

'Kon-Tiki' Holdover

In 18 'Art' Houses

Eighteen of the 22 New York art houses which opened the Sol Lesser-RKO Radio release "Kon-Tiki" last Wednesday are holding over for a second week, Robert Mohr, RKO Radio sales vice-president, reports.

The picture recently completed a standing engagement at the Sutton here. Switching usual distribution pattern through the circuits, Producer's Representatives, representing Sol Lesser, have arranged for "Kon-Tiki" to hold over for another week on national safety made in 1950-51.

McCullough to Chi. For Safety Meeting

John B. McCullough, director of the technical services department of the Motion Picture Association of America, was the industry's speaker at a meeting of the National Safety-Congress to be held here yesterday. The National Safety Congress is the director of the industry's construction activities, McCullough presented a safety report for the industry on national safety made in 1950-51.

Honor Harris, Thomas

San Harms, chairman of the Board of Directors of the Motion Picture Association of America, and Fred Thomas, editor, will be the honor guests at a reception tomorrow afternoon sponsored by the Motion Picture. McCullough, recently return the guarantee over the past 10,000 theatres in pre-Christmas bookings designed to boost the sale of the sales.

Newsreel Parade

4 EXHIBITORS everywhere will be glad to note that "Movietone U.S.A." developments are highlighted in current scors. Also covered are the establishment of the President of Iran's and the arrival in Canada of England's Princess Elizabeth. Full synop-
**Launch N. Y. 'Movietime'**

JANE POWELL opens New York's "Movietime" luncheon singing "The Star Spangled Banner" in the Grand Ballroom of the Waldorf-Astoria yesterday before a gathering of 1,000 community and industry leaders. Federal Judge Harold R. Medina is at Miss Powell's left. On the right are Fred Schurzart, chairman; Francis Cardinal Spellman and Irene Dunne. In the background may be seen Samuel Goldwyn and Jack Cohn.

(Continued from page 1)

**Extend 'Plugs'**

(Continued from page 1)

Motion Picture Organizations.

The shows, which will carry the "Movietime" message for a period of six weeks beginning at the end of this week, will reach an audience estimated at many millions each day. They are: "Okay, Mother," ABC-TV, which will carry 15 days of continuous plugs; "Bride and Groom," CBS-TV, set for six consecutive Tuesdays; "Movietime" promotions; "Take a Number," Mutual radio show which will promote "Movietime" both on its daytime program (for 15 consecutive days) and four successive Saturday night shows; "G. I. Chance of a Lifetime," ABC radio feature; "Give and Take," CBS radio program, heard Saturday noon; and "Ladies Fair," heard on the Mutual network.


---

**Correction**

RKO Radio Pictures trade showing of "HOT LEAD" for Cincinnati, at the RKO Screening Room, 12 East 5th St., is scheduled for Wed., Oct. 17, at 8:30 P.M. instead of 8:00 P.M.
First U. S. - Austrian Financing for Films

Arrowhead Production, which recently completed its first independent picture, "Chicago Calling," starring Dan Duryea, for United Artists release, has acquired its second venture, "The Girl from Astoli," to be filmed in Europe in January. The project represents the first cooperative effort between Viennese financier, Co-producer Kurt Hirsch leaves Hollywood for Europe on Oct. 20 to set up locations in Italy and Austria. Writer Herbert Kern, co-producer-writer, and director John Reinhardt will follow him abroad in late November.

Para. Color Tube

(Continued from page 1)

to the production of the new tube is contained in a question-and-answer summary prepared by Hodgson with a view to covering "salient points which may be helpful to be of the most pub-
lic interest."

Hodgson said it is anticipated that "now that television black-and-white and color under the present commercial standards will be available to the public at about the first of the year.

The Lawrence-Paramount tubes now are in process at Chatham, N. J., for shipment to St. Paul Conn., plant. The plant has been in production on black-and-white tubes and now is being converted to production of color tubes, according to Hodgson.

The president of Chromatic stated that it is impossible to cal-
timate accurately the ultimate list price of the color tube. He indicated, however, that the drug produc-
tion of the uniquely simple Lawrence-Par-
mount tube will not be substantially higher than the cost of producing a black-and-white tube of equal size.

In addition to the color tube, the set will require an adapter which has al-
ready been announced. The adapter costs $19.95 to the public. "Some minor circuit adjustments may also be neces-

The Lawrence-Paramount tube eliminates the need for the mechanical drum or disc now in use by the CBS systems.

The tube will receive color trans-
mision either under the existing com-
corder system by the United Federal Communications Commission, or any of the other presently produced systems for color television transmis-
sions.

The present commercial color stan-
dards are generally known as the CBS standards, as they are initially advocated similar standards.

Hodgson reported further:

The Color-All color TV system or another and can automatically receive either color or black-and-
white. It can be inserted into any good quality black-and-white receiving set.

New sets employing the tube will cost $375.

The emphasis of post color tube develop-
ment is in focusing and focusing prin-

cepts which, in turn, make possible design simplifications and economies in the standard television deflection cir-
cuits.

The only L.P. tube in existence at this time is one set by the Federal-

ated, he stressed the inter-depen-
dence of the world film market and the mutual benefit arising out of the showing of American films abroad and the exhibition of foreign films in the U. S. He addressed top government officials and executive officers and others on his trip.

Explained Code

One thing that baffled foreign pro-
ducers, he said, was the multiplicity of governmental and state and local au-
cor launched to the special code, after which they may think may hit censorship troubles so that a new scene could be dubbed in the film.

In his many meetings with foreign production executives, Kreisler said he advised them not to attempt to duplicate Hollywood in order to ex-
hibit in the American market but to make films which reflect their own country and their particular culture and art.

Emergency

(Continued from page 1)

spokesman points out that disturbed conditions in the industry have made it difficult to keep a lid on the usual importance because government controls dealing with the supply of production materials, which are in short supply, and is likely to call for even closer attention in the future.

Neu Won't Run

Oscar F. Neu of Neumann Pro-
ducts, Inc., New York, who is a member of TESMA for the past six years, announced some time ago that he would not be a candidate for the vacant position, declared, "is one more than enough for the president of any organization."

Golden Joins Halpern

Richard W. Golden has joined Theatre Network Television here, it was announced yesterday by Jonathan L. Halpern, network president. Golden goes to TNT from the promotion staff of the CBS television network. Before joining CBS, Mr. Golden was a producer-writer for Lester Lewis Associates, television program producer, and with Schwirin Research, television program analysts.

Wolf and Chisholm To Meet the Duke

INDIANAPOLIS, Oct. 9—Mark J. Wolf, chief banker of Variety In-
ternational, who has arrived home from the mo-mo-year conference in Tokyo, will attend the next Sunday to meet the Duke of Edinburgh.

The Duke, who is an honorary member of Variety’s London tent, ex-
tended the invitation to Wolf and John J. Chisholm, chief banker of the Toronto tent, and John J. Fitzgibbons, chief banker of the New York tent, through Charles Stein, Under-Secretary of State for Canada and head of the arrange-
ments committee. Chisholm has not yet received. Wolf will visit the London tent while abroad for the installation of the new Dublin Variety club on Nov. 1.

MFA Maps Program

(Continued from page 1)

Wolf, 51, is a native of New York City, member of the Wolf family of Russian-Jewish origin. He is one of the biggest people in television, president of the Public Relations Foundation, Inc., and is likely to call for even closer attention in the future.

Neu Won’t Run

Oscar F. Neu of Neumann Pro-
ducts, Inc., New York, who is a member of TESMA for the past six years, announced some time ago that he would not be a candidate for the vacant position, declared, "is one more than enough for the president of any organization."

Golden Joins Halpern

Richard W. Golden has joined Theatre Network Television here, it was announced yesterday by Jonathan L. Halpern, network president. Golden goes to TNT from the promotion staff of the CBS television network. Before joining CBS, Mr. Golden was a producer-writer for Lester Lewis Associates, television program producer, and with Schwirin Research, television program analysts.

Wolf and Chisholm To Meet the Duke

INDIANAPOLIS, Oct. 9—Mark J. Wolf, chief banker of Variety In-
ternational, who has arrived home from the mo-mo-year conference in Tokyo, will attend the next Sunday to meet the Duke of Edinburgh.

The Duke, who is an honorary member of Variety’s London tent, ex-
tended the invitation to Wolf and John J. Chisholm, chief banker of the Toronto tent, and John J. Fitzgibbons, chief banker of the New York tent, through Charles Stein, Under-Secretary of State for Canada and head of the arrange-
ments committee. Chisholm has not yet received. Wolf will visit the London tent while abroad for the installation of the new Dublin Variety club on Nov. 1.

MFA Maps Program

(Continued from page 1)

Wolf, 51, is a native of New York City, member of the Wolf family of Russian-Jewish origin. He is one of the biggest people in television, president of the Public Relations Foundation, Inc., and is likely to call for even closer attention in the future.

Neu Won’t Run

Oscar F. Neu of Neumann Pro-
ducts, Inc., New York, who is a member of TESMA for the past six years, announced some time ago that he would not be a candidate for the vacant position, declared, "is one more than enough for the president of any organization."

Golden Joins Halpern

Richard W. Golden has joined Theatre Network Television here, it was announced yesterday by Jonathan L. Halpern, network president. Golden goes to TNT from the promotion staff of the CBS television network. Before joining CBS, Mr. Golden was a producer-writer for Lester Lewis Associates, television program producer, and with Schwirin Research, television program analysts.
US Sports TV Suit Will Not Hit Theatres

"Could Still Buy Rights To Exclusive Telecasts"

WASHINGTON, Oct. 10.—Yesterday's Federal anti-trust suit against the National Football League, even if successful, would not in any way restrict the rights of an individual team or sports promoter to sell telecast rights to theatres rather than broadcasters, attorneys here emphasized today.

The suit would, however, upset any organized agreement to restrict any type of telecasting.

In filing the suit, the Justice Department emphasized that the main purpose was to permit each club to sell the telecast rights as it sees fit. Even if the suit were sustained, an individual club could still favor the

(Continued on page 7)

Chesnes, Hammer
In Para. TV Posts

Albert A. Chesnes has been named manager of Paramount's theatre television by Richard Hodgson, director of the company's television development. At the same time, Hodgson named Jack Hammer supervisor of theatre television film processing. He will also have charge of processing equipment design and operation.

Chesnes, who has been in charge of various aspects of the company's theatre television operations for the past three years, now assumes complete administrative and operational responsibility for Paramount's video recording service and installations of Paramount's inter-film theatre TV

(Continued on page 7)

Okay Paramount Telemeter Test

Washington, Oct. 10.—The Federal Communications Commission today gave Paramount Television Productions authority to test its "Telemeter" subscriber-visor system. The test period will run for 90 days and will be carried out over Station KTLA in Los Angeles.

Business Booms at N. Y. First-Runs

A sharp spurt in business was recorded yesterday by a number of New York first-runs, notably Radio City Music Hall and the Roxy. At the former, where "An American in Paris" shares the program with a stage bill, long lines of patrons contributed a mammoth $22,000 gross for the day, and the initial week, ended last night, amounted to a top-notch take of $137,000. Josephine Baker on stage and "Millionaire for Christy" on the screen, attracted a big $14,000 single-day gross at the Roxy.

Chilly, cold weather and the large number of out-of-towners who have come to New York for the World Series were credited with stimulating theatre business.

(Continued on page 7)

300 Register for TESMA-TEDA Meet

Hollywood, Oct. 10.—Registrations for the joint TESMA-TEDA convention at the Ambassador Hotel here tonight were nearing the 300 mark, according to TESA executive director Ray G. Colvin, presiding over a registration desk surrounded by card- carriers, platers, cement mixers engaged in remodelling the lobby. Despite the hullabaloo, which arriving delegates accustomed to confusion accompanying theatre equipment installations took in stride, indications to

(Continued on page 7)

DECOMPOSED CELLULOSE NITRATE FILM CAN IGNITE

WASHINGTON, Oct. 10.—The government had discovered that cellulose nitrate motion picture film can ignite spontaneously when the heat is in an advanced stage of decomposition.

It was previously believed that nitrate film would not ignite spontaneously at ordinary temperatures in a film vault. However, tests made by the government's National Bureau of Standards, in cooperation with the National Archives, show that this does not hold for decomposed film.

The Bureau said it felt its tests have provided the necessary information to prevent recurrence of severe fire losses experienced in recent years. It cited in particular numerous fires which occurred in New York City and adjacent areas during the abnormally hot summer of 1949, resulting in substantial property loss. The Bureau said its engineers, in studying storage conditions, found no evidence that the fires were due to the negligence of personnel or the careless use of matches, but rather originated through the spontaneous ignition of deteriorated film. This theory was confirmed in a series of tests, the Bureau said.

One solution, the Bureau said, is to keep relatively low temperatures in film vaults, which will not only decrease the possibility of spontaneous fire but also will preserve the film better. The other answer, it declared, is "the removal of all film showing

(Continued on page 7)

MOVETIME STARS WINNING AMERICA

Election Today Will Set 'Collarite' Showdown Date

Another showdown between the two rival unions which have been struggling for supremacy among the distributing home office "white collar" workers will take place soon in the form of a National Labor Relations Board election.

This time the stake is a particularly big one—the 350 clerks, stenographers and messengers employed at Columbia Pictures and Columbia International. NLRB official Jacob Lazarus today will conduct in New York a hearing for representatives of the two unions, IATSE, official Charles Baker, next week.

The personality tours will be completed on Saturday, with additional hundreds of towns to be visited in the meantime. Reports already received from the field at Council of Motion Picture Organizations' headquarters are quite clear that public enthusiasm for Hollywood and its personalities is being reanimated on a national

(Continued on page 2)

Nominate German To Head N. Y. Tent

William German has been nominated to be chief Barker of the Variety Club of New York. Tent No. 35, Fred Schwartz, the previous chief Barker.

The nominating committee, headed by Henderson Richley, and composed of Bert Sanford, Morton Sunshine, Leon Baumberger and Si Fabian, has placed in nomination the following additional names:

First assistant chief Barker, Ira

(Continued on page 7)

UPT-ABC Merger Hearing Jan. 15

WASHINGTON, Oct. 10.—January 15 was set today as the starting date of Federal Communications Commission hearings on the proposed United Paramount Theatres-American Broadcasting merger and on whether Paramount Pictures, UPT and related corporations should be allowed to stay in the radio-television field in view of their past anti-trust records.

The hearings will be before an FCC hearing examiner.
Personal Mention

RUSSELL DOWNING, managing director of Radio City Music Hall, has left New York for Hollywood where he will prepare new product with a view to future Music Hall bookings...

HERMAN RIPS, assistant to John P. Byrne, M-G-M's Eastern sales manager, is pinch-hitting for the latter while he is recuperating from illness...

GENE PLESHETTE, manager of the Brooklyn Paramount Theatre, will be a guest lecturer at Long Island University...

MOREY GOLDSTEIN, sales vice-president of Monogram-Allied Artists, is due to arrive in Hollywood today from New York.

JOHN STEIN, former publicist for Irving Ackerman's Theatre in San Francisco, is scheduled to head to that city from a trip to Paris...

CHARLES MEGGS, Monogram-Allied Artists advertising art-director, has returned to Hollywood from the East Coast...

ROBERT MONTGOMERY, producer and film star, will be one of the two guests speaking at the Republican Preparedness Dinner in Boston...

ROBERT M. SAVITT, president of As- tor Pictures, has left New York to visit his exchanges in the South...

FRANCES LANE has joined M-G-M's exploitation department here to handle Fashion ti...[truncated due to length limitation]...

Harry Brandt, head of Brandt Theatres, has accepted the invitation of the Variety Clubs-Will Rogers Memorial Hospital to serve as 1951 New York regional chairman of the organization's "Christmas Salute" fund-raising drive which gets under way Nov. 1. Harold Rinzel of Randorf Amusement Corp., will serve as co-chairman with Brandt.

Brandt, Rinzel Head Rogers Drive Locally

Scale and with sufficient impetus to sustain it far into the future.

The joint committee of the COMPO said yesterday, were unanimous in praising the spirit with which the Hollywood exhibitionists took part in the tours and their willingness to attempt to meet the grueling schedules which kept most on the move and before the public for 15 to 16 hours daily, and which will continue to do so throughout the remainder of the week.

Columbus, O., Sees Lasting Impression Made by Stars

COLUMBUS, Oct. 10.—“Hollywood's representatives to Ohio for the ‘Movietime, U.S.A.' campaign created a forecast of the consumer impression form and the industry as a whole,” said Harry Schreiber, co-chairman of the Columbus, O., “Movietime” committee in summing up the results of the campaign there.

The group that arrived in Columbus included Jeanne Crain, Geraldine Brooks, Keele Brussel, George Macready, and Ernest Pascual, writer. John Rish, Frye Farley, and Mayor James Rhodes of Columbus greeted the Hollywood personalities at a luncheon at the Columbus Plaza, which is the city's most prominent citizens, Chet Leng, radio commentator, presided as master of ceremonies and made an address on behalf of the Hollywood group.

The group made appearances on two TV stations, WBNS and WVLW, and three radio stations, WBNS, WHKC, and WCOL, and appeared at a rally attendance was through the roof.

In the evening the Hollywood personalities and Columbus exhibitors gave a dinner at a dinner at the Yassoof, a leading local hotel. From Columbus, the group went on a tour that included Springfield, Dayton, and Cincinnati, with stop-overs at several towns along the route.

Personalities Do Good Job for Iowa Towns

DES MOINES, Oct. 10.—“The tour of Hollywood personalities as part of the Movietime celebration in Iowa has been something of a surprise to hundreds of thousands of persons who never imagined that one from Hollywood and the results of the campaign were marvelous,” said Harry Brandt, president of Tri-State Corp., chairman of the tour for this area.


They were greeted at a luncheon here by Governor William S. Beardsley, who divided them into three groups for appearances in 85 towns in various parts of the state.

Virginia Tours off To Good Start

RICHMOND, Oct. 10.—Paced by a successful luncheon and dinner here the Movietime campaign in Virginia is proceeding according to schedule, with a delegation from Richmond, consisting of Mr. and Mrs. Randolph Scott, Karl Tumberg, president of the Virginia Theatres Guild, Miss Dorothea Dunc Jane Nigh and Edwin Knopf, producer.

Governor John Stewart Battle at ten o'clock this morning here. Under the direction of Carlton Davies, "Movietime" campaign director for the state, the group of prominent Virginians spending the week on a tour of its principal towns.

Charlotte Area Being Thoroughly Covered

CHARLOTTE, Oct. 10.—"If results in other parts of the country have been like those in North and South Carolina, the 'Movietime, U.S.A.' campaign has been a 100 per cent success," said Everett Olsen, chairman of the publicity and personality tour committee for the Charlotte exchange area. The Hollywood delegation includes Penny Loorti, Mrs. Harold Ferris, and Miss Isabel Dawn, writer. After radio and newspaper appearances and public appearances here they began a tour of key towns throughout the area.

Pennsylvania Delegation Embarks on Thrilling Week

PHILADELPHIA, Oct. 10.—Typical of reports received from Movietime, U.S.A. chairmen in all parts of the nation is a wire received from Frank L. Martin, executive Movietime director for the Philadelphia territory from Sam Gilman and Jerry Wollaston. The report was sent to co-chairmen in Harrisburg, Pa.

Reporting on the personal appearance of Harry Syria which included Crawford, Vera-Ellen, Philip Reed, Judith Braun, Roddy McDowall and William Liveley, writer, co-chairmen Gilman and Wollaston wired McNamee: "Visit of Hollywood personalities over the Movietime circuit has been a sensational stunt of this kind ever seen in this city. Visit preceded and accompanied by unprecedented newspaper, radio publicity. Movietime radio of radio stations, all newspapers and news services interviewed Hollywood personalities as a special morning feature.

Luncheon given by Governor John S. Fine of Pennsylvania attended by 200."

Del, South Jersey Troupe Keeping on the Move

Delaware and South Jersey exhibitors agree that a skillful public relations campaign has been conducted by the Movietime troupe sent out by Philadelphia, according to advice received by COMPO headquarters yesterday.

The troupe, consisting of Beverly Tyler, Wayne Morris and Devitt Bodine, a writer, was greeted by thousands of people at stops in a number of Delaware and South Jersey towns and Governor Vell of Delaware at a luncheon in the state capital, Dover, attended by 50 media leaders. Therefore, the troupe visited 12 Delaware towns and went on to Camden and Trenton. A visit to Governor Driscoll of New Jersey is also on the schedule. The troupe will tour towns in Southern New Jersey this week by way of Fox, winding up the tour in Atlantic City Friday night.

Northern California Group May Participate in Drive

SAN FRANCISCO, Oct. 10.—L. S. Hamma, president of the California Theatres Association, has called an emergency meeting of the board of directors for tomorrow. It is believed the meeting is for the purpose of setting up a definite program for participation in "Movietime U.S.A."

Illinois Allied Bows To 'Movietime, USA'

CHICAGO, Oct. 10.—Allied of Illinois has dropped its radio program, "Movietime Mills," because in the mail response during its 13 weeks on the air over local station WCLF, was allowed to lapse temporarily because local directors of Allied felt that all promotional efforts should be made through "Movietime U.S.A." at this time. The meeting of the program at the conclusion of the "Movietime" celebrity is a definite possibility, it is reported.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Columbus Day, a legal holi-day.
That runaway *Streetcar* is now in **Philly and Pittsburgh** and getting the same long lines and lobby holdouts as New York and L.A.!!!

WAIT! HERE'S MORE!
Reports just in on all the new openings tell the same standing-room story!!!
(Milwaukee, Frisco, Hartford, Washington D.C.)

It's 'Movietime U.S.A.'—Now and Every Day!
Albany Editorial Cites Public Reaction
To 'Movietime' As Proof of Films Vitality

Albany, Oct. 10.—The Times-Union today ran an editorial captioned “Movietime, U.S.A.” in which the Hearst publication frankly discussed what it believed to be the mistakes and problems of the film industry and declared, “This is a proper time for celebration of the theaters’ golden anniversary.” It was the first press reaction here to the current campaign.

Referring to Monday’s “Movietime” reception at which Ray Mil- land, Teresa Wright, Leonard Spiegelglass and Fred De Cordova spoke, it said: “It was a gala affair and typical of the movies—flashlights and autographs, interviews, and the enthusiastic mob of feminine fans. It was living proof that the movie industry is far from dead, and leaves a casual observer to remark there is nothing wrong that common sense and good pictures will not cure. It is the proper time to respond to the hitherto discredited figures in the industry, and these people are making up for the mistakes and problems of the past by recognizing the industry through its good and popular features. It is the Hollywood of all America and it should be better known. You will see better entertainment in the months and years to come, for Hollywood’s back on its toes.”

“For some time the masterminds of Hollywood have sat in their ivory towers and directed the kind of pictures they thought the public should have. They have continued to promote stars long past their zenith and have forgotten that the public is the thing. They have failed to discipline those who brought disrepute and disgrace to the industry. They have filled the screens with reissues and so-called double features of low quality. As a result, there has been a public rebellion,” the editorial concluded.

Sawini, Rank Close Deal

Contracts have been concluded for Astor Pictures Corporation, headed by H. M. Sawini, to release two features produced by the J. Arthur Rank Organization, "Captain Boy," starring Stuart Granger, and "The Snugglers," in Technicolor, starring Michael Redgrave, it is reported.

Hollywoodites at Forum Here Today

Teresa Wright, screenwriter Leonard Spiegelglass and director Fred De Cordova will represent Hollywood on a forum with six high school students from the High School of Performing Arts here in the school auditorium, 120 West 46th Street, today at 2:20 P.M. Representatives of all New York City high school publications will be in attendance. The topic of the forum will be "Vocational Possibilities in the Motion Picture Industry."
LIKE BIRDS... men must fly—soar higher, ever higher—on the wings of their imaginations.

This of itself would be reason enough for motion pictures of increasing insight and originality. But to the constant spur of men's imagination must be added the inspiration of new technics, new equipment and materials.

With this trend toward greater imagination in studio and laboratory has come greater opportunity for the manufacturer to cooperate. The Eastman Kodak Company, for example, as a part of its service to the industry, maintains the Eastman Technical Service for Motion Picture Film. Here, representatives aid the industry in the selection and exposure of film, black-and-white or color... help establish higher standards of quality and economy in processing... work with exchanges and theatres, helping make sure that each foot of film gets best possible screening.

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

Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
“Two Tickets to Broadway”  
(RKO Radio)  
THE BACKSTAGE life of a group of showpeople trying to get a break on Radio is detailed in familiar fashion in this Technicolor musical. What gives it a novel twist is that the show they would like to get across is not the customary Broadway theatrical but a one-night television spectacle. The picture has a splendid array of songs, dances and production numbers. It also boasts good name performers and a satisfactory balance of comedy and drama. 
This Howard Hughes presentation features such talent as Tony Martin, Janet Leigh, Gloria DeHaven, Ann Miller, and the old vaudeville team of Joe Smith and Charles Dale. As an added premium, Bob Crosby appears long enough to cut across a song and help unravel a dramatic complication.

Miss Leigh appears as a small-town girl who is given a rousing send-off as she heads for Broadway. Presently she meets singer Martin and before long they are in love. Bracken, a well-meaning, fast-talking agent, promises the stars to the kids, plus a trio of showgirls. When his promises fall Short, he invents a story about Bob Crosby wanting them for his television show. Thus the little troupe rehearses while Bracken tries desperately but futilely to get Crosby interested. Eventually Miss Leigh hears of the hoaxes and heads for home. When hope is at its lowest ebb, a series of events happen, culminating in Crosby really wanting the troupe.

What ensues is a frantic effort to get the show and retrieve Miss Leigh from a horned-off bound bus. The villain (a big Theatre con man) has bells ring for Martin and Miss Leigh, and Bracken and Miss DeHaven.

Smith and Dale as a pair of delicatesen store proprietors, infuse the proceedings with their special brand of delicatesen animation. Martin’s voice is in excellent form, and the same applies to the dancing of Miss Miller and Miss Leigh.

There are songs in bountiful measure. Among them: “Manhattan,” “There’s No Tomorrow,” the prologue from “Pagliacci,” “Let’s Make Comparisons,” “You Are a Beautiful Dream,” “The Closer You Are,” “Baby, You’ll Never Be Sorry,” and several others.

James V. Kern directed, from the screenplay by Sid Silvers and Hal Kanter. Running time, 106 minutes. General audience classification. For November release.

Mandel Herzman

“Gold Raiders”  
(Seabury Productions—United Artists)  
THE TRADITIONAL Western form is invaded by a trio of zany comics in Jack Schwartz Productions’ “Gold Raiders.” Whoever conceived the idea of turning the Three Stooges loose on the range deserves applause. They play havoc with the form. The picture meets the customary requirements of the Western and has the added entertainment of the Three Stooges’ slapstick. George O’Brien plays an insurance agent who is bent upon protecting gold shipments from robbery. Since nobody would ever think of entrusting the Stooges with a shipment, O’Brien does just that. Unfortunately the Stooges’ only experience with trains is to by Lyle Talbot learns that the Stooges are to convey the shipment and in no time he raids them.

There is the customary allotment of gunplay and fisticuffs before O’Brien safely retrieves the gold and gives the laughs their just desserts. Sheila Ryan, the maniacal bandit, has a非常的 idea. The Stooges’ mania is her downfall.

Moe Howard, Shemp Howard, and Larry Fine are the Stooges. An example of their antics: when surrounded by outlaws who are firing at them furiously, they defend themselves with exploding oil barrels.

A Jack Schwartz production, it was produced by Bernard Glasser and directed by Edward Bernds.

Running time, 56 minutes. General audience classification. M. Herbsten

Break Into 2 Theatres  
Boston, Oct. 10—Two motion picture theatres in Everett, Mass., were broken into last night. Reporting for his first day’s work as manager of the former Capitol Theatre, William Osterloh found three holes, punched in the safe’s top, its door hinged sawed thru and a drawer containing no money as Anthony Forte, assistant manager had deposited the day’s receipts at a safe deposit box at a nearby bank. Money was taken by smashing vending machines at the nearby Park Theatre.

Schneider Promoted  
Sam Schneider has been named editor-in-chief of Motion Picture Magazine by Ralph Daugh, Editorial Director of Fawcett Publications. Schneider has been with Fawcet in an editorial capacity for the past eight years, and before then he was a New York newspaper reporter. He replaces Maxwell Hamilton, who has resigned.

“Pandora and the Flying Dutchman”  
(Dorothy-Romulus Films—MG-M)  
A STRANGE, eerie tale, based on the legend of the Flying Dutchman, is unfolded in this M-G-M release which headlines James Mason and Ava Gardner against the lush Technicolor background of the Spanish Mediterranean coastline. While the credibility of some theatre patrons may be challenged in this adaptation, the film offers the compensation of a hair-raising and frightening episode and a tense-packed auto racing scene. Because of the off-screen narration and the centuries-old character portrayed by the usual vitriolic Mason, the film is no stuffer. Perry King is a casual hero which does to lose itself in a legendary tale, the film should prove satisfying.

Redemption through love and sacrifice is the theme, for the Flying Dutchmen have been sentenced to endlessly sail the seven seas for an age of his innocent wife and his blasphemy against God. His one hope to end this curse is to find a woman who loves him enough to give up her life for him. For that search, James Mason as Hendrick van der Zee, is allowed every seven years to land and live among mortal men for a short time.

Mason’s ghost ship takes him to an out-of-the-way Spanish seaport where a colony of foreigners live, among them selfish, beautiful, Pandora (Ava Gardner), and archetypologist Harold Warrender (Gregg Fielding), who first detects Mason’s true identity. Miss Gardner impetuously swims out to the ghost-ship, a graceful schooner, and finds Mason painting a portrait of her—

a woman he had never before seen. From there on, both are magnetically attracted to each other through many twists and turns of the plot which ends with Miss Gardner offering her life by drowning to redeem Mason.


Murray M. Horowitz

“Drums in the Deep South”  
(RKO Pictures)  
CREDIT the King Brothers with bringing to the screen the vigor, fire, noise and confusion of battle action, as well as the color and panorama of a bygone era. Dramatic conflict and Drama. The King’s masterwork produced from a screenplay by Philip Yordan and Sidney Harmon. Color is SUPERCINEMO and not too satisfactory.

“This story has James Craig, the Southern romantic forever in love with marional Barbara Payton, plantation mistress. War, much less her husband, separates them for a time. Craig leads a raiding party to her location. His mission: to seize a nearby mountain, and with four artillery pieces, destroy the Sherman’s train of supplies. When Miss Payton, at her plantation, signals him when trains come. The Confederates destroy two trains. Then the Northerners bring a railroad gun. Craig and his men decide to attack too. Basic drama has entered by now because things well, but they have achieved them without a heavily populated cast. Our guess is that this offering will enjoy a good return at the box-office, particularly below the Mason and Dixon Line, since the story’s sympathies lie with the Confederates.

The effects seem to have been wrought through the excellent direction of William Cameron Menzies, a designer, aided by competent camera work, and the insistent story-telling of Frank King. Produced from a screenplay by Philip Yordan and Sidney Harmon. Color is SUPERCINEMO, and not too satisfactory.

This story has James Craig, the Southern romantic forever in love with marional Barbara Payton, plantation mistress. War, much less her husband, separates them for a time. Craig leads a raiding party to her location. His mission: to seize a nearby mountain, and with four artillery pieces, destroy the Sherman’s train of supplies. When Miss Payton, at her plantation, signals him when trains come. The Confederates destroy two trains. Then the Northerners bring a railroad gun. Craig and his men decide to attack too. Basic drama has entered by now because things well, but they have achieved them without a heavily populated cast. Our guess is that this offering will enjoy a good return at the box-office, particularly below the Mason and Dixon Line, since the story’s sympathies lie with the Confederates.

The effects seem to have been wrought through the excellent direction of William Cameron Menzies, a designer, aided by competent camera work, and the insistent story-telling of Frank King. Produced from a screenplay by Philip Yordan and Sidney Harmon. Color is SUPERCINEMO, and not too satisfactory.

This story has James Craig, the Southern romantic forever in love with marional Barbara Payton, plantation mistress. War, much less her husband, separates them for a time. Craig leads a raiding party to her location. His mission: to seize a nearby mountain, and with four artillery pieces, destroy the Sherman’s train of supplies. When Miss Payton, at her plantation, signals him when trains come. The Confederates destroy two trains. Then the Northerners bring a railroad gun. Craig and his men decide to attack too. Basic drama has entered by now because things well, but they have achieved them without a heavily populated cast. Our guess is that this offering will enjoy a good return at the box-office, particularly below the Mason and Dixon Line, since the story’s sympathies lie with the Confederates.

The effects seem to have been wrought through the excellent direction of William Cameron Menzies, a designer, aided by competent camera work, and the insistent story-telling of Frank King. Produced from a screenplay by Philip Yordan and Sidney Harmon. Color is SUPERCINEMO, and not too satisfactory.

This story has James Craig, the Southern romantic forever in love with marional Barbara Payton, plantation mistress. War, much less her husband, separates them for a time. Craig leads a raiding party to her location. His mission: to seize a nearby mountain, and with four artillery pieces, destroy the Sherman’s train of supplies. When Miss Payton, at her plantation, signals him when trains come. The Confederates destroy two trains. Then the Northerners bring a railroad gun. Craig and his men decide to attack too. Basic drama has entered by now because things well, but they have achieved them without a heavily populated cast. Our guess is that this offering will enjoy a good return at the box-office, particularly below the Mason and Dixon Line, since the story’s sympathies lie with the Confederates.

The effects seem to have been wrought through the excellent direction of William Cameron Menzies, a designer, aided by competent camera work, and the insistent story-telling of Frank King. Produced from a screenplay by Philip Yordan and Sidney Harmon. Color is SUPERCINEMO, and not too satisfactory.
N. Y. Variety

(Continued from page 1)

Meinhart: second assistant chief Barker, William F. Rodgers; property master, Edward Lachman; doug guy, Saul Trauner.

The following canvassmen have been nominated:

Harry Brandt, Russell Downing, Jack Ellis, Ed Fabian, Harold J. Klein, Martin Kornbluth, Chick Lewis, Robert Winter, Abe Montague, Jerry Pickman, Walter Reid, Jr., Herman Robbins, Bert Sanford, Cy Seymour, Murray Skornik, Dick Walsh, Max Wolf.

Election Meeting Nov. 15

Nominations may also be made when endorsed with the names of not less than 10 members of the Tent if delivered to the property master at least seven days prior to the annual election meeting, which will be held on Nov. 15 at the Hotel Astor. The committee appointed to conduct the election is composed of Jerome J. Cohen, Leslie R. Schwartz and Monrose Kaplan and they will have the ballot box open from 12:00 noon to 6:00 P.M.

Leslie R. Schwartz, house committee head, reports that the club quarters at now prepared to accommodate members and their guests for luncheon and dinners, both social and business. The present location is on the Mezzanine Floor of the Hotel Astor.

Drawing on Nov. 29

The New York Tent will hold its “1951 Variety Club Welfare Award” drawing on Nov. 29. On that evening a banquet will be held in conjunction with the drawing of and dinners, both social and business. The present location is on the Mezzanine Floor of the Hotel Astor.

US TV Suit

(Continued from page 1)

sters over broadcasters as long as there was no organized agreement, it was pointed out.

The D. of J.’s anti-trust division has reported it is studying the whole question of exclusive theatre telecasts. This could be the subject of later action but it is not directly involved in yesterday’s suit.

Chesnes, Hammer

(Continued from page 1)

system. He served as a manufacturing engineer for three and one-half years with Westinghouse Electric Corp. at East Pittsburgh, Pa.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

“TWO TICKETS TO BROADWAY”

[Technicolor]

CHICAGO
Avalon Theatre, Thursday, Oct. 18, 9:00 P.M.

DALLAS [Revised Date]
Palace Theatre, Monday, Oct. 29, 6:00 P.M.

PORTLAND
Paramount Theatre, Friday, Oct. 19, 8:30 P.M.

BUFFALO
20th Century Theatre, Friday, Oct. 19, 8:30 P.M.

PUBLIC WANTS MUSICALS, COMEDIES, ADVENTURE, REPORT PINE AND THOMAS

Salt Lake City, Oct. 10—“It is important that the American public not get down on Hollywood. It is vital that all branches of the industry cooperate to see that this does not happen.

This was the message given to a group of Utah, Idaho and Montana exhibitors and distributors in Salt Lake City yesterday by producer William Pine and William Thomas who stopped in the city for one day on their tour of the nation.

At a luncheon at the Variety Club, the producers told the "listening tour" which they are taking to find out what exhibitors believe the public wants. Pine and Thomas said that musicals, comedies and adventure are the top desires in the way of film fare. They said they do not see how anyone can tell moviegoing tastes by imports from New York to Hollywood with a stop in Chicago. They believe the people must be sounded out on their film tastes.

The discussion ranged over advertising, publicity, film costs and forthcoming product. Pine and Thomas were accompanied by Bob Quirk, the Lake field representative for Paramount, who has been transferred to the studio.

EISEMANN CHARGES DENIED BY SKIATRON

The $250,000 damage action filed in New York Supreme Court by Eise- mann Electric Corp. against Ski-atron Electric and Television Corp. and Sphycon Corp. of America of absol- utely without foundation. The defendants have already moved to dis- miss the complaint." Skiatron declared in a statement here yesterday.

The suit alleges infringement of patent rights of Adolph H. Rosenthal, des- cribed in the complaint as an in- ventor of some of Skiatron’s patents.

Skiatron asserted yesterday that “this action by Eiseumann does not in any way involve the patents of this company . . . . Also there is no action or claim of any kind by Rosenthal against this company relating to the actual use of the patents. Any statement by Eiseumann to the effect that the patents of this company are involved are completely untrue.

TESMA-TEDA

(Continued from page 1)

night were that the organizations would experience one of the most suc- cessful conventions to date.

TESMA’s board of governors was in session tonight, with the outcome of the election of officers scheduled for announcement tomorrow. TEDA, which conducts its elections in camera, is expected to announce its new of- ficers tomorrow afternoon, following an all-industry luncheon.

'U' Will Meet

(Continued from page 1)

sales manager is presiding at the meet- ings with procedures being outlined by P. T. Murray, head of branch operations, C. J. Maffronte, assistant to Murray, and Irving Weiner, in charge of home office reserve prints. The fourth and final meeting is scheduled for the Ambassador Hotel in Los Angeles on Oct. 19 and 20.

VARIETY DAY HIKE DUES

ALBANY, N. Y., Oct. 10—A proposal raising the annual dues from $20 to $35 will be discussed by the Albany Variety Club at a meet- ing tomorrow. Chief Barker, Len Rosen said the annual "Denial Day" drive to collect money for the club's summer boys' camp, and other club projects will be considered. A general meet- ing to take action on these questions is scheduled Monday night.

NLRB Ruling

(Continued from page 1)

ica, with a view to setting a date for a Columbia employees election. Victor E. Moss, executive vice- president of the "IA" local, said yes- terday that District No. 65, which in- herited members of the former Screen Office and Professional Employees Guild at Columbia, has indicated to the NLRB a desire to withdraw from the ballot. However, he explained, the Board informed No. 65 that an elec- tion is inevitable even if the with- drawal is decided upon, and "65" must indicate at today's hearing its final decision with respect to withdrawal.

Moss claimed his union has made further inroads into former SOPEG territory with the enrollment recently by Hol of all of "white collar" workers at the Monogram exchange here. NLRB, he said, will call an election there shortly too.

NITRATE FILM

(Continued from page 1)

signs of deterioration.” The Bureau outlined guides for recognizing and disposing of decomposed film.

COYNE ON AIR FOR DRIVE

Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, was interviewed by W. B. Condon on the "Movietime U. S. A." campaign on the "Family Hour" radio program yesterday afternoon over station WJZ here. The program was carried on the entire ABC network.

Color by Technicolor

A Paramount Picture
The Lady Played Games with a Gambler...

She's s'posed to be my teacher but Pop's doing all the homework!

She didn't have the money... but she had the cutest collateral in town!

I.O.U.
7 weeks of my life—Evie

with Virginia FIELD

Universal-International presents

Linda DARNELL
Stephen McNALLY
"The Lady Pays Off"

Gigi PERREAU

Directed by DOUGLAS SIRK • Produced by ALBERT J. COHEN

U-I... THE BIGGEST THING IN BUSINESS TODAY!!
$85-Millions Approved for Overseas Use

Expects Film Industry Will Get $11,803,000

WASHINGTON, Oct. 14.—House Senate tax conferences have agreed to give $85,000,000 to the Senate Department's overseas information program for the current 12 months, through next June 30.

The Administration had asked for $115,000,000. Of the original $115,000,000, the film division was to have received slightly over $15,000,000, with no indication of how much of the $85,000,000 would be allotted to the film program, but it certainly is expected to be very close to the $11,803,000 it had in the 1950-51 fiscal year.

The conferences stipulated that no part of the total appropriations is to be used to buy radio sets for free distribution overseas.

Reports Still Hail 'Movietime' Tours As Huge Success

Congratulatory reports on the success of the "Movietime U.S.A." campaign continue to pour into the offices of the Council of Motion Picture Organizations here.

Comments such as "the 'Movietime' tour in New England at all times had the excitement of a Hollywood premiere," made by Martin J. Mullen, of the New England Theatres, and co-chairman of the area's drive, are typical. Added Mullen: "We are proud of these Hollywood personalities and..."

Rosenfield, 20th's Ad Head, Resigns

The resignation of Jonas Rosenfield, Jr., as advertising manager of 20th Century-Fox here, effective Nov. 2, was announced at the weekend. Rosenfield said he will take a brief vacation before announcing his future plans.

Rosenfield, with 20th since 1941 except for service in the Navy during World War II, was appointed advertising manager of Twentieth Century-Fox here in 1953.

FERSTENBERG, GILMAN AND KESLER QP AWARD - WINNERS

For the first time in the balloting for the Motion Picture Herald's "Managers Round Table" Quigley Showmanship Awards, there are three first place winners for the third quarter:

Sam Ferstenberg, of the RKO Castle Hill Theatre, in the Bronx, New York; Sam Gilman, of Loew's Regent Theatre, Harrisburg, and Walter Kessler, manager of Loew's Ohio Theatre, Columbus.

The overseas winner is Geoffrey Bargste, manager of the Metro Theatre in Johannesburg, South Africa, who won for his campaign on "The Great Caruso."

A gross of $1,284,400,000 for theatres in the U.S., including drive-ins, is predicted for 1951 by the International Motion Picture Almanac, 1951-52 edition, published this week. The total is some $49,000,000 higher than the previous year. The Almanac also reports that some 550 theatres have been built in the United States since 1948, bringing the total of permanent theatres (those open more than three years a week and more than three months a year) to 16,880. The world total is 90,017.

There were some 3,000 drive-ins in the United States and Canada, with an average capacity of 500 cars operating in June of this year. Production costs continue to rise, despite recent emphasis on economy. The inflationary spiral will result in a record production investment of $500,000,000 in 1951, the Almanac estimates.

Wages and salaries in the industry (Continued on page 4)

Canadian Industry Will Stage Its Own 'Movietime' Next April

Montreal, Oct. 14.—A Dominion-wide promotional campaign similar to the "Movietime U.S.A." effort will be launched by the Canadian Industry in April, 1952, sponsored basically by the Motion Picture Industry Council of Canada. The promotion committee is headed by J. Arthur Hirsch, president of Consolidated Theatres.

Proposed plans for the project include: 1. Placing a series of newspaper ads; 2. A cross-country tour of a mobile exhibit depicting the history of motion pictures; 3. A nationwide poll with the public voting for the best pictures and stars of 1951; 4. Climax of the campaign will be a nationally-broadcast dinner with the winning producer and stars in attendance to receive their Canadian awards.

Blumberg Seen Co-Principal In Decca Deal

Reported Seeking Joint Controlling 'U' Interest

Nate J. Blumberg, Universal president, is regarded in usual well-informed industry quarters as a co-principal with Milton Rackmil, Decca Records president, in current negotiations for purchase of large blocks of Universal stock and warrants.

According to this version, Blumberg is not selling his 32,100 warrants and 15,000 shares of Universal common held by members of his family, but instead is committing them to a joint pool with Rackmil's acquisitions. The latter include stock bought in the open market and approximately 100,000 shares from Leo Spitz and William Goetz.

Blumberg reportedly will undertake to acquire additional large blocks of (Continued on page 4)

Rank's Circuit Out Of Britain's CEA

In Tax Policy Feud

LONDON, Oct. 14.—Climaxing the long-smouldering feud between J. Arthur Rank's Circuit Management Association and W. R. Fuller, general secretary of the Cinematograph Exhibitors Association, all of Rank's 555 theatres have withdrawn from membership in the CEA.

The feud originated in the feeling among Rank's theatre officials that Fuller had favored independent exhibitors (Continued on page 4)

Daff to London For CEA Meet

Alfred E. Daff, director of world sales for Universal Pictures, who left here at the weekend for London, will be the guest speaker at the three-day meeting of the Cinematograph Exhibitors Association at Harrogate, which opens tomorrow.

While in London, he will confer with executives of the J. Arthur Rank Organization, including John (Continued on page 4)
Hoff Is Elected to Succeed Neu as TESMA President

Hollywood, Oct. 14.—Theatre Equipment Supply Manufacturers vice president J. R. Hoff was elected president succeeding Oscar F. Neu; board member L. E. Jones was elected vice president; Roy Boomer was re-elected as secretary-treasurer at the joint TESMA-TEDA convention at the Ambassador Hotel here.

Nashua, N. H., Oct. 14.—When Dorothy Lamour arrived on the New England "Movietime" personality tour the welcoming committee presented her with a carload of mask chains by "the boys".

At Breckton, Mass., she and Alfred Hitchcock had been targets for thrown lines after they stepped off the train, and a "no autographs" rule was imposed.

Reports of criticism by patrons and newspaper editors of increased admissions prices, with increased distributors' sales terms for special releases were forwarded by E. C. Grainger, general manager of the Shea theatres, to Quigpubco, executive director of COMPO. In a letter last week Grainger mentioned that the theater's board of directors called to his attention during a recently completed tour of Shea theatres in New York, Ohio and Pennsylvania. He explained that he had brought them to COMPO because newspaper editors and critics had pointed out that increased admissions at theatres were creating public resentment at a time when the industry, through costly institutional advertising and other "Movietime, U. S. A." activities, is endeavoring to create goodwill.

'tMovietime' Tours (Continued from page 1)

on behalf of exhibitors I want to say that we are truly grateful for the way in which you waged your battle and so effectively presented the story that we want put across to the people.

In Portland, Oregon, the Hollywood contingent completed a whirlwind tour of the state by attending the Washington-Oregon football game Saturday. The players were introduced to the sports fans and spectators assembled in the Portland Stadium.

Success From Every Angle

In Omaha, Ralph Blank, of the Admiral Theatre, and chairman of the Nebraska "Movietime" publicity committee, commented that "the tour of the nation's personalities was a terrific success from every angle." The visitors from Hollywood created state-wide interest of the kind that never had seemed a movie star and the enthusiasm of record-breaking crowds along the way reflected by the pages and pages which newspapers devoted to the event.

Similar reports of Hollywood cooperation came from Cleveland, when the chairman of the "Movietime" committee, Ted Barker, of Loew's State Theatre in that city, described Jeanne Crain, Keely Brasselle and writer Ernest Pascal who, he said, maintained a breathing schedule to visit as many cities and towns as possible.

Next Toss Will Find Dot Lamour Ready

of Motion Picture Daily

Tax Bill May Be At White House by Wed.

Washington, Oct. 14.—The 1951 tax bill may be at the White House by Wednesday.

The House is scheduled to take the bill up Tuesday, and the Senate is slated to pass it either late Tuesday or Wednesday.

The conference reached final agreement late Thursday, making a series of changes in the admissions or photographic excise provision, which went into effect Nov. 1 if the president signs the bill by Oct. 21; otherwise, they'd go into effect Dec. 1.

American Legion Hits Theatre TV

Albany, N. Y., Oct. 14.—The Albany County American, in a resolution aimed at stopping boxing events being held exclusively in theatres, declared "many of our disabled comrades currently laid in Veteran's Administration or military hospitals are being deprived of the pleasure they receive by attending major sporting events by reason of the fact private interests have purchased exclusive radio or telecast rights."

The resolution, unanimously approved, "deposes this condition which would prevent blacking out such events in the theatres where veterans or present members of our Armed Forces are hospitalized."

Decision Reserved On Sulphen Appeal

Washington, Oct. 14.—After spirited questioning, the U. S. Supreme Court has taken up the appeal of Sulphen Estates, Inc. from a New York Statutory Court decision which in effect conferred the right to intervene in the Warner consent decree.

$5,200 for 'The Well'

"The Well," United Artists release, raked up the biggest opening-day business of the year at the Brooklyn Paramount Theatre yesterday, topped only by the debut of Dean Martin and Jerry Lewis in "That's My Boy," it was announced by Eugene Pleshette, managing director of the theatre, and William J. Heimann, USA vice-president for advertising.

The first day's gross is understood to have hit $5,200.

Hoffman, Guinan, 57

Thomas Guinan, RKO Radio home office representative, who had been covering Southern branches since last spring, died suddenly in Dallas on Monday. Guinan died of a heart attack, the news story reported here. He was a widely known veteran of the industry and had been in charge of exchanges in various capacities. Surviving is the widow, Mrs. Mable Guinan.

$2,000 for 'The Well'

"The Well," United Artists release, raked up the biggest opening-day business of the year at the Brooklyn Paramount Theatre yesterday, topped only by the debut of Dean Martin and Jerry Lewis in "That's My Boy," it was announced by Eugene Pleshette, managing director of the theatre, and William J. Heimann, USA vice-president for advertising.

The first day's gross is understood to have hit $5,200.

Hoffman, Guinan, 57

Thomas Guinan, RKO Radio home office representative, who had been covering Southern branches since last spring, died suddenly in Dallas on Monday. Guinan died of a heart attack, the news story reported here. He was a widely known veteran of the industry and had been in charge of exchanges in various capacities. Surviving is the widow, Mrs. Mable Guinan.

$2,000 for 'The Well'

"The Well," United Artists release, raked up the biggest opening-day business of the year at the Brooklyn Paramount Theatre yesterday, topped only by the debut of Dean Martin and Jerry Lewis in "That's My Boy," it was announced by Eugene Pleshette, managing director of the theatre, and William J. Heimann, USA vice-president for advertising.

The first day's gross is understood to have hit $5,200.

Hoffman, Guinan, 57

Thomas Guinan, RKO Radio home office representative, who had been covering Southern branches since last spring, died suddenly in Dallas on Monday. Guinan died of a heart attack, the news story reported here. He was a widely known veteran of the industry and had been in charge of exchanges in various capacities. Surviving is the widow, Mrs. Mable Guinan.

$2,000 for 'The Well'

"The Well," United Artists release, raked up the biggest opening-day business of the year at the Brooklyn Paramount Theatre yesterday, topped only by the debut of Dean Martin and Jerry Lewis in "That's My Boy," it was announced by Eugene Pleshette, managing director of the theatre, and William J. Heimann, USA vice-president for advertising.

The first day's gross is understood to have hit $5,200.

Hoffman, Guinan, 57

Thomas Guinan, RKO Radio home office representative, who had been covering Southern branches since last spring, died suddenly in Dallas on Monday. Guinan died of a heart attack, the news story reported here. He was a widely known veteran of the industry and had been in charge of exchanges in various capacities. Surviving is the widow, Mrs. Mable Guinan.

$2,000 for 'The Well'

"The Well," United Artists release, raked up the biggest opening-day business of the year at the Brooklyn Paramount Theatre yesterday, topped only by the debut of Dean Martin and Jerry Lewis in "That's My Boy," it was announced by Eugene Pleshette, managing director of the theatre, and William J. Heimann, USA vice-president for advertising.

The first day's gross is understood to have hit $5,200.

Hoffman, Guinan, 57

Thomas Guinan, RKO Radio home office representative, who had been covering Southern branches since last spring, died suddenly in Dallas on Monday. Guinan died of a heart attack, the news story reported here. He was a widely known veteran of the industry and had been in charge of exchanges in various capacities. Surviving is the widow, Mrs. Mable Guinan.
The screen's supreme salute to heroism that made history!

The magnificent exploit of a handful of men who held up Sherman's March to the Sea...and the beautiful girl who dared death and dishonor in a desperate gamble for love!

"We'll blow the lid off Devil's Mountain...and not leave a man alive!"

Drums in the Deep South

Starring JAMES CRAIG • BARBARA PAYTON • GUY MADISON

Produced by MAURICE KING and FRANK KING • Production Designed and Directed by WILLIAM CAMERON MENZIES

Screenplay by PHILIP YORDAN and SIDNEY HARMON • Based on the Story by HOLLISTER NOBLE • Music Composed & Directed by DIMITRI TIOMKIN

Color by SUPERcineCOLOR

KING BROS. PRODUCTIONS, INC. presents
NEWS
in Brief . . .

Actorita Teresa Wright, director Fred de Cordova and writer Leonard Bightis, members of the Holly-
wood contingent now touring the country in behalf of "Movietime USA," appeared at a group on "The Commercial Opportunities of the Motion Picture Industry," at the weekend in the High School of Per-
forming Arts, attended by over 500 students, many editors of city high school papers, in addition to reporters representing newspapers and maga-
zines.

* * *

DETROIT, Oct. 14.—The first interna-
tional television broadcast to be seen by American televisioners, center-
ing the visit of Princess Elizabeth and her husband, Philip, Duke of Edin-
burgh, to Windsor, Ontario, will be presented by the ABC television net-
work today from 10:45 to 11:15 A.M., EST.

* * *

HOLLYWOOD, Oct. 14.—Howard Ross has been promoted from booking man-
ger in the Kansas City branch of Monogram-Allied Artists to booking manager in the Denver exchange, effective Oct. 21. Harold Wirthwein, Western sales manager for the com-
pany announced. Ross takes the place of the late Howard DeWeese, and Ross's place has been taken by Mar-
guerite Levy, Paramount booker here for 23 years.

Name QP Awards
(Continued from page 1)

York: Raymond Bell, public rela-
tions executive for Columbia Pictures in New York; and Paul Ackerman, director of advertising, publicity and sales promotion for Paramount Interna-
tional.

Indicating the general improvement in showmanship efforts since the "Mo-

The Almanac" theme was launched, the judges reported that the overall quality of the scores of campaigns submitted was high instead of the frankly可怜 quality previously reported in judging other campaigns for QP Awards.

‘Almanac’ Predicts
(Continued from page 1)

have more than doubled in the last two decades.

The Almanac is published annually by Quigley Publications in New York. The 23rd edition, some 80 pages larger than last year's book, is the most comprehensive and complete Almanac in its history. It contains 928 pages of facts and figures on every aspect of motion picture production, exhibi-
tion and distribution in this country and overseas. The television section, added last year, has been expanded to keep pace with the growth of that industry.

"The 23rd edition of the Almanac appears as the motion picture industry con-
tinues to adjust itself, economically, structurally and competitively to changed and changing conditions," Martin Quigley writes in a foreword to the new edition. "Never was there a time when the demand for authori-
tative information and statistics was greater, more urgent. The world of entertainment is being re-shaped and so, too, the fabric of the institution of the motion picture."
U.S. Pressing RKO Theatres Board Changes

Election of 2 Fails to Side-Track Court Case

Despite the election of William J. Wardland and Leland Hayward to the board of directors of RKO Theatres Corp., to fill two vacancies, the government on Thursday will purse its move in Federal Statutory court here to have J. P. Dreibilms removed as a director.

This was made known yesterday by a Department of Justice spokesman, who said that Thursday’s hearing will be held as scheduled, unless the Department receives word of Dreibels’ resignation beforehand. He, along with Maurice H. Bent and James T. Brough, who have resigned as directors, were named as Howard Hughes’ representatives by the government. Their removal was sought in line with the RKO divestment depriving Hughes of control of the theatre company.

Meanwhile, a spokesman for Wall Street financial adviser, David J. Greene, who has been leading a stockholders fight against alleged Hughes’ (Continued on page 2)

Newcomb Is RKO Circuit Comptroller

O. R. Mcmahon has resigned as comptroller of RKO Theatres Corp, and is replaced by H. E. Newcomb, it was disclosed here yesterday by Sol A. Schwartz, president of the company.

Mcmahon started in the theatre business 32 years ago with the Orpheum Circuit which became part of RKO Theatres in 1928. He has held various executive positions with RKO and will continue in an advisory capacity until the end of the year when he will retire. Newcomb has been with RKO Theatres for 22 years (Continued on page 2)

Air Mail Edition Out Tomorrow

The Air Mail Edition of Motion Picture Daily will be published tomorrow (instead of today), at which time an announcement of expanded service will be made.

Print Shortage Now ‘Worse Than Ever,’ Allied Charges

Allied States Association regards the print shortage as “worse than ever” and will decline to accept at its forthcoming annual convention the explanations for the shortage which chairman, declared here yesterday.

One of the principal arguments to come from distributors as an explanation of the shortage is that the moving up of clearances has created it to a great extent. “They will have to show us that this is a fact,” Snaper said.

On the other hand, distributors have pointed out that they have increased the number of prints to the limit of economic ability. Allied’s reply to this, Snaper said, is that the shortage never has been as critical as it is today.

This subject, together with an ever-growing number of complaints against alleged availability failures will absorb the greater part of the “film clinics” which will be held in conjunction with the convention which opens on Oct. 29 at the Hotel Biltmore here and continues through Nov. 1, the convention chairman said. Even more than the previously estimated

Chevitz Resigns, Mills to Succeed

WASHINGTON, Oct. 15.—Edward T. Chevitz will resign his post as assistant to the president of the Motion Picture Association of America, effective Nov. 1.

Chevitz, who was in the MPAA’s New York office, will take over Chevitz’s duties in connection with television and theatre television. Chevitz, who has been studying law at night for some time, is resigning to devote full time to his law (Continued on page 2)

Coast Meet Hears Of Theatre Uptrend

HOLLYWOOD, Oct. 15.—A glowing report on the upward theatre trend was given to delegates to the joint convention of the Theatre Equipment Supply Manufacturers Association and the Theatre Equipment Dealers Association, held at the Ambassador Hotel here, by Rotuba Harvey, president of the Pacific Coast Conference of Independent Theatre Owners.

The TESMA-TEDA delegates heard how good news and bad at their meetings, but wound up steady.

(Continued on page 3)

500 At Opening of SMPTE Convention

HOLLYWOOD, Oct. 15.—Theatre television was the top topic of the first day of the Society of Motion Picture and Television Engineers’ 70th semiannual convention, at the Hollywood Roosevelt Hotel, with nine papers on the subject read at the afternoon session. More than 500 were on hand for the week-long meeting when President Peter Mole opened the convention at a get-together luncheon at the Blossom Room.

President John announced the new officers, to serve two years terms be

(Continued on page 2)

Cites Tours as Greatest ‘P.R.’ Film Effort

O’Donnell Sees Record Goodwill from Drive

The “greatest public relations achievement in the history of our industry” was accomplished through the visits of Hollywood personalities to nearly every section of the country in connection with the “Movietime U. S. A.” campaign efforts last week, it was declared in a statement issued here by Robert O’Donnell, national director of the campaign.

“Nothing the motion picture industry has ever done,” O’Donnell said, “has won such goodwill for our industry as these personalities accomplished in one week by their appearance among

National Leaders Fly to Memphis Meet

MEMPHIS, Oct. 15.—Three national leaders in the motion picture industry were flying here tonight for the formal opening tomorrow of the first joint Tri-State (T.O.A.) and Mid-South Allied convention at which “Movietime, Mid-South” will be

(Continued on page 3)

N. Y. Exhibitors to Coast in Few Days

The contingent of four or five New York exhibitors, headed by Fred J. Schwartz, of which has planned a visit to Hollywood studios to make arrangements for the 50,000 industry exposition scheduled for the Grand Central Palace here in the spring, will leave for the Coast late this week or early next, it was indicated yesterday.

The group is expected to set a definite departure date today or tomorrow.
HARRY FELLERMAN, sales head of the U-1 special films division, will leave here today on a tour of exchanges in the Midwest and South.

GEORGE HUBBELL, president of Harrell Productions, a subsidiary of Walt Disney Productions, and Hal Abelquist, Disney studio editor, arrived in New York yesterday from Hollywood.

DOUGLAS FAIRBANKS, Jr., has ar- rived in Hong Kong for a personal appearance, which he will make in the United Defense Fund Drive, of which he is national chairman.

LIGE BRIEX, United Artists special events director, will leave here to-night for Cincinnati.

SMPTE Convention

SMPTE Convention (Continued from page 1)

HARRY FELLERMAN, sales head of the U-1 special films division, will leave here today on a tour of exchanges in the Midwest and South.

GEORGE HUBBELL, president of Harrell Productions, a subsidiary of Walt Disney Productions, and Hal Abelquist, Disney studio editor, arrived in New York yesterday from Hollywood.

DOUGLAS FAIRBANKS, Jr., has ar- rived in Hong Kong for a personal appearance, which he will make in the United Defense Fund Drive, of which he is national chairman.

LIGE BRIEX, United Artists special events director, will leave here to-night for Cincinnati.

CITES TOURS

Cites Tours (Continued from page 1)

Lasky Hails Texas 'Movietime' Tour As 'Great Stimulation' for State's Theatres

Dallas, Oct. 15.—The "Movietime, Texas" Hollywood personality tour was described by Jesse Lasky as a complete success and "a great stimulant for the theatres of Texas" as well as of new interest for the motion picture.

The Texas tour was made by John Wayne, Keenan Wynn, Jeff Chandler and Mrs. Chandler, Agnes Christie Johnson and six members of Paramount's Golden Circle players, and Lasky. The tour covered 1,000,000 miles in 26 cities, including 22 towns in Texas.

An estimated 750,000 persons attended the meetings scheduled for the group. Some municipal officials said the Hollywood personalities appeared before the largest crowds ever assembled in their cities. Each member of the group made 27 talks.

Lasky said the success of the tour was made possible "by the good co-operation and co-operation of the appearances by local groups of exhibitors" in the centers visited.

Changes Made in 20th, Para. Decrees

WASHINGTON, Oct. 15.—The Justice Department has revealed two divorce developments in connection with the 20th Century-Fox and Paramount companies.

The development affecting 20th-Fox deals with a decree provision requiring that when a movie theatre must be sold and where the purchaser is to have the choice of the theatre. The company would have control of the towns, Mont- rose and Walsenburg, Colo., and Santa Paula, Cal.

Justice has also consented to a change in the Paramount decree involving New Jersey theatres.

Universal Says

A study made of bookers' analyses of all accounts which Universal serves. Feldman stated that for the past two weeks, while Universal clung to the "run" situation throughout the country, bookers were instructed to de- velop these studies with the idea of assuring that the most efficient service could be rendered to all theatres playing Universal pictures.

Newcomb of RKO

Newcomb of RKO (Continued from page 1)

and during the galler part of this time he will be the executive vice-president of the company, and is the general manager of the company, and is the general manager of the company.

Universal Pictures

Universal Pictures (Continued from page 1)

a study made of bookers' analyses of all accounts which Universal serves. Feldman stated that for the past two weeks, while Universal clung to the "run" situation throughout the country, bookers were instructed to de- velop these studies with the idea of assuring that the most efficient service could be rendered to all theatres playing Universal pictures.

Newcomb of RKO

Newcomb of RKO (Continued from page 1)

and during the galler part of this time he will be the executive vice-president of the company, and is the general manager of the company, and is the general manager of the company.

Universal Pictures

Universal Pictures (Continued from page 1)

a study made of bookers' analyses of all accounts which Universal serves. Feldman stated that for the past two weeks, while Universal clung to the "run" situation throughout the country, bookers were instructed to de- velop these studies with the idea of assuring that the most efficient service could be rendered to all theatres playing Universal pictures.

Newcomb of RKO

Newcomb of RKO (Continued from page 1)

and during the galler part of this time he will be the executive vice-president of the company, and is the general manager of the company, and is the general manager of the company.

Universal Pictures

Universal Pictures (Continued from page 1)

a study made of bookers' analyses of all accounts which Universal serves. Feldman stated that for the past two weeks, while Universal clung to the "run" situation throughout the country, bookers were instructed to de- velop these studies with the idea of assuring that the most efficient service could be rendered to all theatres playing Universal pictures.

Newcomb of RKO

Newcomb of RKO (Continued from page 1)

and during the galler part of this time he will be the executive vice-president of the company, and is the general manager of the company, and is the general manager of the company.

Universal Pictures

Universal Pictures (Continued from page 1)

a study made of bookers' analyses of all accounts which Universal serves. Feldman stated that for the past two weeks, while Universal clung to the "run" situation throughout the country, bookers were instructed to de- velop these studies with the idea of assuring that the most efficient service could be rendered to all theatres playing Universal pictures.

Newcomb of RKO

Newcomb of RKO (Continued from page 1)

and during the galler part of this time he will be the executive vice-president of the company, and is the general manager of the company, and is the general manager of the company.

Universal Pictures

Universal Pictures (Continued from page 1)

a study made of bookers' analyses of all accounts which Universal serves. Feldman stated that for the past two weeks, while Universal clung to the "run" situation throughout the country, bookers were instructed to de- velop these studies with the idea of assuring that the most efficient service could be rendered to all theatres playing Universal pictures.

Newcomb of RKO

Newcomb of RKO (Continued from page 1)

and during the galler part of this time he will be the executive vice-president of the company, and is the general manager of the company, and is the general manager of the company.

Universal Pictures

Universal Pictures (Continued from page 1)

a study made of bookers' analyses of all accounts which Universal serves. Feldman stated that for the past two weeks, while Universal clung to the "run" situation throughout the country, bookers were instructed to de- velop these studies with the idea of assuring that the most efficient service could be rendered to all theatres playing Universal pictures.

Newcomb of RKO

Newcomb of RKO (Continued from page 1)

and during the galler part of this time he will be the executive vice-president of the company, and is the general manager of the company, and is the general manager of the company.
Shortage

(Continued from page 1)

rated 60 per cent of the convention tickets will be given over to examination of trade practice problems. Snapper said.

Snapper declared that it could not be determined at this time whether the availability failures he referred to were the result of error and negligence, lack of workers at exchanges, or whether they were created on purpose. They have, however, the effect of lengthening clearances, he contended. The convention will demand action to correct them, he added.

Will Hold 6 ‘Film Clinics’

Snapper said six ‘film clinics’ will be held. They will be open to all convention registrants, and will be staffed as follows with moderators: Problems relating to theatres in towns under 5,000 population, H. A. Cole (chairman), Charles Niles, John Moltke and Jeff Haggard; towns under 25,000 population, Ray Branch (chairman), Ed Johnson, Arthur Dr, J. B. Franklin and William Carroll; large cities, Nathan Yamin (chairman), Ben Berger and John Woldberg; key neighborhoods and urban areas, Charles Frolics, Ed Smith, Morris Klein and Lauritz Garman; outdoor theatres: O. F. Hubbard (chairman), C. Elmer Nolte; Circuit buyers and bidding; Jack Kirsch (chairman), Ben Marcus, Abe Berenson and Irving Dollinger.

Ind. Allied in 25th Anniversary Meet

INDIANAPOLIS, Oct. 15.—The silver anniversary convention of Allied Theatre Owners of Indiana will be held at the Hotel Lincoln here on Nov. 14 and 15. W. F. Rodgers, vice-president and general sales manager of Loew’s and the Rev. William Alexander Oldham, chairman of the “Movietime U.S.A.” speaker, will be among the convention’s guests.

The program, which will provide an experience with the Hollywood personality tour, the convention will be devoted in large part to continued the “Movietime” campaign efforts and translating them into business-building activities, Indiana Allied states.

Monogram Reports $1,061,648 Net

HOLLYWOOD, Oct. 15.— Consolidated net profit shown by Monogram Pictures for the year ended June 30, 1951, was $1,001,648, compared with a net loss (restated) of $605,242 in the preceding fiscal year, it was disclosed in the company’s annual report. The net profit includes $260,000 for federal Taxes were incurred in the 1951 fiscal year because of loss carryforwards.

Gross income in 1951 was $9,311,900, compared with $9,225,800 in 1950.

Steve Brody, president, declared in the report that “This is the most successful year in the history of Monogram and Allied Artists we will be able to deliver to exhibitors one color picture every month for the next 12 months.

N.Y. Grosses

(Continued from page 1)

such as “Showboat” and “Sunset Boulevard” did a bit better during their initial weeks, they were shown during the fourth week.

Holdovers predominated along Broadway which will see six new films bowing this week. At the Warner, “A Streetcar Named Desire” is holding up excellently with another $85,600 forecast for the fourth week. Still going strong are “Decoration,” “Flying Leathernecks,” with Louis Prima and his band at the Paramount where it is expected to hit near the $40,000 for the fourth and final week. “The Mob” opens there tomorrow.

Following the seventh week run, “A Place in the Sun” bows out of the Capitol tomorrow and a nice $40,000 is seen for the final week compared to the $15,000 set at the Criterion which opened last Saturday is expected to hit a satisfactory $15,000 for its final week. A new opening has been set for $25,000 is seen for the first stanza of “Texas Carnival” at Loew’s State.

The opening week of “Whistle at Eaton Falls” at the Victoria is expected to rack up a fair $10,000, while “Captured” at the Criterion which opened last Saturday is expected to hit a satisfactory $15,000 for its final week.

The “Desert Fox” bows there tomorrow, while “Brass” at the Criterion which opened last Saturday is expected to hit a satisfactory $15,000 for its final week. Another consistent grosser is “David and Bathsheba” at the Rivoli which is expected to hit $20,000 for its fourth week.

The opening week of “Texas Carnival” at Loew’s State.

The “Desert Fox” bows there tomorrow, while “Brass” at the Criterion which opened last Saturday is expected to hit a satisfactory $15,000 for its final week. Another consistent grosser is “David and Bathsheba” at the Rivoli which is expected to hit $20,000 for its fourth week.
This is the **NEW** policy

**Exhibitors Insurance Policy**

*In Color by Cinecolor*

**NEW for ’52**

This great **COLOR** schedule is but one of the highlights of the big **NEW** Monogram and Allied Artists program of 45 features for 1952!

**MONOGRAM ALLIED ARTISTS Guarantee**

We guarantee to deliver a **TOP COLOR PICTURE** to the **EXHIBITOR** every month.

We further guarantee that the first five productions listed in this policy are **COMPLETED**, and that these and all others will be outstanding entertainment for your best customer—the American family.

**REGULAR AS**... **GOOD AS**... **SOLID AS**
of the company with the NEW outlook!

**THE HIGHWAYMAN**
Color by Cinecolor

**FLIGHT TO MARS**
Color by Cinecolor

**ALADDIN and His Lamp**
Color by Cinecolor

**FORT OSAGE**
Color by Cinecolor

**RODEO**
Color by Cinecolor

**HIAWATHA**
Color by Cinecolor

**YELLOWKNIFE**
Color by Cinecolor

**WAGONS WEST**
Color by Cinecolor

**FLAT TOP**
Color by Cinecolor

**QUEEN OF THE UNIVERSE**
Color by Cinecolor

**WILD STALLION**
Color by Cinecolor

**LITTLE SHEPHERD OF KINGDOM COME**
Color by Cinecolor

*Today's best boxoffice insurance is color!*

...fresh as a 🌸...That's Monogram-Allied Artists!
it's Free!

Showman's Campaign Book to Help Sell Merchants' Greeting Ads!

A Positive Plan...
for Extra Cash Profits during the Holiday Season!

National Screen Service

Get your copy of the campaign book from your NSS salesman — or write your NSS exchange. Completely illustrated, printed in two colors, contains everything you need for extra holiday profits! Get it today!
RCA Shows Its Color Video For Theatres

Hues Brilliant, Clear in Demonstration Here

By MURRAY M. HOROWITZ

An impressive demonstration of the Radio Corporation of America's compatible color television system for theatres was held here yesterday at the Colonial Theatre, where press representatives and others viewed the pictures in both color and black-and-white on a 9-by-12-foot screen.

The hues of the show, which originated in National Broadcasting's studios here, were brilliant, varied, and clear, and should satisfy the color demands of theatre patrons, although outside definitions at times appeared not as good technically as such processes as Technicolor.

In addition to the NBC studio-originated show, an outdoor program (Continued on page 6)

WASHINGTON, Oct. 16.—The NLRB ruled today that actors employed by TV networks for television films should be a separate unit, for collective bargaining purposes, from other talent of the networks. The ruling was a victory for the screen actors guild and a setback for the Television Authority.

WASHINGTON, Oct. 16.—Twelve of the country's 39 largest cities collected $9,070,000 last year in special local admission and amusement taxes, the Census Bureau reports. This compares with $10,- 244,000 collected by 10 cities in 1949 and $10,- 204,000 collected by nine cities in 1948.

TOA Regional Arbitration Units Planned

MEMPHIS, Oct. 16.—Plans for the development of a voluntary arbitration system by the TOA are being discussed today by Mitchell Wolfson, TOA president, in an address before the joint convention here of Mid-South Allied and the Tri-States регионал of TOA.

Wolfson told the delegates that TOA's objective this year is to set up arbitration districts where TOA, exhibitors and distributors can sit down together and iron out differences. Cozy lawsuits, he added, leave scars.

On the television front, Wolfson said that "exhibitors are planning for..." (Continued on page 10)

DISCIPLINE UNITY

RENEGADES: MYERS

Industry's 'Lone Wolves' Scored at Memphis Meet; Raised Rentals Attacked

MEMPHIS, Oct. 16.—Distribution's and exhibition's "satsraps and lone wolves" who line themselves against united efforts intended to benefit the industry as a whole were scored today by Abram F. Myers, general counsel and board chairman of Allied States Association, in an address before the joint convention of Mid-South Allied and the Tri-States regional of the Theatre Owners of America.

Myers suggested that methods may have to be devised for disciplining "those who wilfully jeopardize the interests of the whole industry for no good reason." Some way must be (Continued on page 10)

Says Sales Managers Unit 'Won't Tolerate Forcing'

MEMPHIS, Oct. 16.—The Sales Managers Committee of the Motion Picture Association of America "will not tolerate the illegal practice of forcing pictures by any salesman or committeeman chairman, has advised Allied States Association, the latter today told the opening session of the joint convention of Allied Independent Theatre Owners of the Mid-South and Theatre Owners of America's Tri-States unit.

This reaffirmation of the Sales Managers Committee's position was imparted in a letter which urged that any complaints of forced selling be forwarded to national Allied which in turn could bring the matter to the attention of the sales managers, Rembusch reported.

In a lengthy address in which he raised Allied leaders Abram F. Myers, G. H. A. Cole, Beason, and Nathan Yamins for their contributions to Allied and the industry as a whole, Rembusch also discussed several other trade practice problems.

He declared he knew of one city where Paramount "has a particularly illogical approach to bidding" and where Paramount is staying with its so-called old customer and refusing

WASHINGTON, Oct. 16.—A description of a new color television reproducing method differing from the Columbia Broadcasting, Radio Corporation of America, and the Geer systems, was perhaps the outstanding development today's session of the Society of Motion Picture and Television Engineers.

Harry Lubcke, who pioneered the development of television at the Don Lee experimental station and now is an independent television consultant, delivered a paper on the new method, which he described as "producing a multicolor image within the fluorescent screen itself, with phosphors selected, treated, and influenced that..." (Continued on page 10)

New RKO Board 'Unacceptable' To Greene Group

A continued battle for proxies and recourse to the courts, if necessary, by the David J. Greene group for greater representation on the board of directors of RKO Theatres was seen on the eve of tomorrow's hearing on the government's move to have J. P. Dreibeliss removed as a director. The recent election of William J. (Continued on page 10)

Judy Garland Debuts As Palace Headliner

Judy Garland last night made her debut as the headliner of an "All-Star Variety Show" as the Palace Theatre here returned to straight vaudeville policy. Miss Garland, whose act occupies the entire last half of the Palace show, tops a number of vaudeville acts featuring Smith & Dale, Max
News recall

CURRENT news recall is packed with highlights, among them: Korean President E. Rhee tours the U.S. and addresses the U.S., Elizabeth and Philip in Canada, football classics, Legionnaires’ meeting in Miami, Kiner and Chafetz are化肥 to a fine. Complete contents follow:


NEWS OF THE DAY, No. 214 — Allies press on to bomb Berlin, Princess Elizabeth thrilled by Niagara Falls, Birds in the World's Fair, Smokey the Bear, Olympic Games.


UNIVERSAL NEWS. No. 500 — Moses, deghat states Iran’s case to the U.S. Royal couple at Disneyland. German train attack. Legionnaires parade in Miami Beach, Ralph Kiner, Nancy Chafetz wedding. Princeton vs. Penn, SMU vs. Notre Dame.


Top Grosses for ‘The Desert Fox’

Twentieth-Century-Fox’s “The Desert Fox” proves to be a soaring favorite with the audience at Warner’s movie theater based in London. The picture grossed $7,000 in its first two days, against a nationwide average of $4,000. The film is based on the life of Field Marshal Erwin Rommel, the German military leader who served in Africa, France, and Italy during World War II. The movie features the legendary actors Henry Fonda and Clare Boothe and is directed by the acclaimed filmmaker Howard Hawks.

Radio and television: The series of 20th Century-Fox’s popular weekly radio program, “The Desert Fox,” continues to be a hit with listeners across the United States. The show features the voice of Henry Fonda as Field Marshal Erwin Rommel, the German military leader who served in Africa, France, and Italy during World War II. The series is produced and directed by Howard Hawks.

FLA LOPERT, president of Lopert Film Distributing Corp., left here by plane yesterday for conferences in London with Alexander Korda.

WALTER L. TITUS, Jr., Republican district manager, will leave Memphis today for stopovers in New Orleans, Jacksonville and Charlotte.

GILBERT KANOUR, film critic for the Baltimore Evening Sun, is recuperating at St. Vincent’s Hospital in New York, following hospitalization.

ARTHUR LEWIS-WHITE, manager of RKO Radio’s St. John’s, New Brunswick exchange, is in New York for a home office conference.

LOU J. KAUFMAN, Warner Theatres home office executive, has returned here from Maryland.

GEORGE CAYE, sales vice-president for the Technicolor is in New York with his wife from Hollywood.

East, West Get 1st Compo Air Program

PHILADELPHIA, Oct. 16, — Certain church forces in Pennsylvania have organized a Sunday showing of church Sunday School films in the state. Pennsylvania’s “Blue Laws” ban Sabbath showings which are scheduled to be held by community in each locality. Sunday School communities are scheduled to ballot on Nov. 6 on the Sunday School film issue.

Stop-overs in the Lord’s Day Alliance, which has focused special attention on drive-in theaters, according to Rev. Melvin M. Forney, general secretary of the Alliance, the large number of communities that held to decisions on the question is due largely to the “popularity of the drive-in theatre.”

Top Grosses for ‘The Desert Fox’

Twentieth-Century-Fox’s “The Desert Fox” proves to be a soaring favorite with the audience at Warner’s movie theater based in London. The picture grossed $7,000 in its first two days, against a nationwide average of $4,000. The film is based on the life of Field Marshal Erwin Rommel, the German military leader who served in Africa, France, and Italy during World War II. The movie features the legendary actors Henry Fonda and Clare Boothe and is directed by the acclaimed filmmaker Howard Hawks.

Radio and television: The series of 20th Century-Fox’s popular weekly radio program, “The Desert Fox,” continues to be a hit with listeners across the United States. The show features the voice of Henry Fonda as Field Marshal Erwin Rommel, the German military leader who served in Africa, France, and Italy during World War II. The series is produced and directed by Howard Hawks.

FLA LOPERT, president of Lopert Film Distributing Corp., left here by plane yesterday for conferences in London with Alexander Korda.

WALTER L. TITUS, Jr., Republican district manager, will leave Memphis today for stopovers in New Orleans, Jacksonville and Charlotte.

GILBERT KANOUR, film critic for the Baltimore Evening Sun, is recuperating at St. Vincent’s Hospital in New York, following hospitalization.

ARTHUR LEWIS-WHITE, manager of RKO Radio’s St. John’s, New Brunswick exchange, is in New York for a home office conference.

LOU J. KAUFMAN, Warner Theatres home office executive, has returned here from Maryland.

GEORGE CAYE, sales vice-president for the Technicolor is in New York with his wife from Hollywood.

Services for Erroll

HOLLYWOOD, Oct. 16—Funeral services were held yesterday afternoon at the Church of the Recessional at Fort Lauderdale, where Erroll, who died last Friday from a heart attack.

Charles R. Scelina

Charles R. Scelina, 65, cameraman and director in the early days of the industry, died last Saturday, Oct. 14, according to reports reaching here from Florida. Scelina is survived by his wife and two children.

G.O.P., Democrats Reject House Tax Increase Report

WASHINGTON, Oct. 16.—A surprising coordinated action by Republicans and “CIO Democrats” today rejected in the House the conference report on the $572,000,000 tax increase bill. The bill would make changes in the photographic and admission excise tax provisions, and several other provisions of existing tax laws.

May Be No Tax Bill Till ‘91’s Time

The House vote raised the possibility of no tax bill this year, and those congressional leaders who would hazard a guess predicted the conference would meet again, work out another bill, and that this would pass. The admission and photographic excise tax provisions are certain to remain in the present bill, unless they were in the previous conference bill.

One result of the House action may be to forestall, at least temporarily, tax rate increases in the proposed excise tax provisions of the bill. The probable changes would go into effect as soon as legislation is completed. The President would probably be forced to sign a bill by Oct. 21 for the bill to go into effect on Nov. 1, so today’s action may put this date off until Dec. 1.

U. K. Officials Will Visit MPAA Offices

LONDON, Oct. 16.—Sir Henry Fletcher, producer of Great Britain’s Film Producers Association, and Reginald Baker of the Korda Foundation, will visit the MPAA offices in Washington and London during the latter part of November to confer with Motion Picture Association of America officials on the new film service for aiding in the marketing of British films in America.

British officials were described to producers here recently by B. Bernard Kreisler, who heads the new foreign films division, following which Joseph Breen, MPAA vice-president, urged British industry officials to visit America to discuss the service more fully.

O’Donnell in Film Deal with RKO

HOLLYWOOD, Oct. 16.—Sparked by the personal appearances of Macdonald Carey, Joyce MacKenzie and Robert Wagner, 20th Century-Fox’s “Let’s Make Love” will open in the 175-seat Lincoln Theater tomorrow morning before being launched in a 175-theater saturation engagement throughout New England area.

From this city, the star junct will tour eight more cities in the area on a 10-day tour, supporting the “Movietime USA: A tour.”

Charles R. Scelina

Charles R. Scelina, 65, cameraman and director in the early days of the industry, died last Saturday, Oct. 14, according to reports reaching here from Florida. Scelina is survived by his wife and two children.

Services for Erroll

HOLLYWOOD, Oct. 16—Funeral services were held yesterday afternoon at the Church of the Recessional at Fort Lauderdale, where Erroll, who died last Friday from a heart attack.

Charles R. Scelina

Charles R. Scelina, 65, cameraman and director in the early days of the industry, died last Saturday, Oct. 14, according to reports reaching here from Florida. Scelina is survived by his wife and two children.

Services for Erroll

HOLLYWOOD, Oct. 16—Funeral services were held yesterday afternoon at the Church of the Recessional at Fort Lauderdale, where Erroll, who died last Friday from a heart attack.

Charles R. Scelina

Charles R. Scelina, 65, cameraman and director in the early days of the industry, died last Saturday, Oct. 14, according to reports reaching here from Florida. Scelina is survived by his wife and two children.
"There’s been an awful lot of competition recently, the World Series, the opening of the football season and what not. But I wasn’t worrying about business. The reason: ‘AN AMERICAN IN PARIS’."

"Look at the Music Hall. It’s doing ‘Show Boat’ biz and that ain’t hay—it’s diamonds! Same in first 4 spots!"

"Newspapers, magazines, radio . . . they all say ‘AN AMERICAN IN PARIS’ is ‘the best Technicolor musical ever made.’ How’d you like my campaign? It was costly, but what coverage! Everybody wants to see ‘PARIS’!"

"No wonder people are saying: ‘Gee whiz, M-G-M’s got the pictures.’ They’re right."

"‘ACROSS THE WIDE MISSOURI’ is off to a flying start."

"Keep your eye on ‘WESTWARD THE WOMEN’ and ‘THE WILD NORTH’ (Ansco color). Two really tremendous action and adventure shows that could only be made by the ‘King Solomon’s Mines’ company!"

"I think people want lots of comedy in these times too, and from the audience hysterics at the previews of ‘CALLAWAY WENT THATAWAY’ and ‘TOO YOUNG TO KISS’ you can safely promise your folks two of the season’s top laugh hits."

"And for future musicals take this tip: you ain’t seen nothing until you’ve seen ‘SINGIN’ IN THE RAIN,’ Technicolor T.N.T.”

"Wanna keep high-flyin’? Stick to the Lion!”

"That’s me! Happy grosses, boys!"

(Signed) Leo ♥️
For the Next 6 Mon
A Major Paramount M
Cover Itself with Boxo

October
WORLD PREMIERE,
FOX-WILSHIRE,
LOS ANGELES—
OCTOBER 24th

“A Goldmine!” — Boxoffice

November
KEY OPENINGS WILL
INCLUDE EXTENDED
BROADWAY ENGAGEMENT,
NEW YORK CITY

“Sure-Fire!” — Variety

January
IT WILL BE HIGH
IN ANNUAL HONORS
AND ON THE
10-BEST LISTS

“Potent Boxoffice!” — Showmen’s T.R.

February
NATION’S EXHIBITORS
WILL CASH IN
ON FAME OF AN
ALL-TIME GREAT FILM

“Loaded With Mass Appeal!”
— Hollywood Reporter

Detective St
FROM THE SMASH STAGE SUCCESS!

Produced and Directed by WILLIAM WYLER • Screenplay by
and ROBERT WYLER • Based on the play by SIDNEY
December

HUNDREDS OF DATES WILL BE ADDED TO THE BOXOFFICE EVIDENCE

"A Winner!" — M. P. Herald

March

LOOK FOR IT IN THE HEADLINES AGAIN DURING "OSCAR" MONTH

"Big Pay-Off!" — Daily Variety

PRAISE-WINNING PRIZE-WORTHY PERFORMANCES

unmatched by any picture since Wyler made "The Best Years of Our Lives"

MARY McLEOD . . . the beautiful wife who was more woman than angel.

UNLICENSED DOCTOR . . . his stock in trade — babies of unwed mothers.

LT. MONAGHAN . . . who wanted the truth . . . no matter who it hurt.

THE SHOPLIFTER . . . stamped "bad" . . . but just a girl who was confused.

THE KILLER . . . a four time loser . . . now he had a gun and nothing more to lose.

FIRST OFFENDER . . . a nice kid who takes a wrong step . . . for a wrong girl.

DETECTIVE JIM McLEOD . . . a conscience so great . . . it crowded out his heart.

DETECTIVE BRODY . . . tough . . . but he knew when to give a guy a break.

SUSAN . . . in love . . . and willing to pay any penalty for her boyfriend's mistake.
Announcing
a new
department...

TELEVISION
and RADIO
in
Motion Picture Daily

Commencing October 24, 1951 a Television and Radio department will be published in Motion Picture Daily. It will appear every Wednesday.

In concise style the department will express its opinion on the entertainment values of TV and Radio programs and talent, based on the observations of our reviewers.

The department will also comment briefly on aspects or developments in the TV and Radio fields that are of significant interest.

Additional news highlights concerning TV and Radio will continue to appear in the news columns of Motion Picture Daily on the other days of the week.

An annual summary, related to the new department, will appear in the TV and Radio sections of FAME — along with the coveted annual popularity awards for which FAME has continued to be the most widely quoted of all annual publications.

Review

"Love Nest"
(Twentieth Century-Fox)

THE ADVENTURES and headaches of a young married couple trying to operate a broken down apartment house has been turned into a pleasing film of general appeal. William Lundigan, the husband, plays an ex-G.I. who arrives home to find that his wife, June Haver, has invested the family bank account in the old house.

Others in the cast include Frank Fay, Marilyn Monroe, Jack Paar and the well-remembered Leatrice Joy. There is a quality of confinement to the production, almost as though it were a photographed play. Lawrence D. Diamond, the script writer, has cooked up a number of amusing, if obvious, comic inventions. There is the matter of a shapely ex-Wac whom Lundigan keeps overseas and who arrives to reside in the house. As Miss Monroe, she provokes the expected domestic misunderstanding between Lundigan and Miss Haver. Then there is the matter of the mysterious but charming new tenant, Fay. Fay presently falls in love with another tenant, Miss Joy and in time wedding bells are ringing for them. Subsequently, however, the past catches up with Fay. It appears that in his day he was quite a Don Juan and had a penchant for wangling savings from love-lorn women. Fay is arrested, and Lundigan's troubles grow more complicated as events move at a quickened tempo.

What counts is that in the finale all things are happily resolved. The dilapidated house, which was on the verge of demolition and remodeling, has paid its debt to society, is now the proud father of twins. As for landlords Lundigan and Miss Haver, they just love the house and its tenants.


Mandle Herbstman

RCA Color TV
(Continued from page 1)

from Palisades Amusement Park, New Jersey, was televised, showing the brightly colored hues of Scottish clansmen on parade.

Compatibility Shown

As to its compatibility, the same RCA colour TV equipment was used for black-and-white portions of the program. In addition, an early morning color show was not only seen on the theatre screen, but was broadcast by NBC throughout the metropolitan area for black-and-white home TV. At the same time, the program was sent to Washington, D. C., over radio relay and coaxial cable.

David Sarnoff, chairman of the RCA board of directors, in presenting the engineers for their achievement, noted that the brightness and clarity of the large-screen color television pictures were achieved within present black-and-white broadcast standards. He pointed out that because of this compatibility it was possible with the RCA colour theatre television equipment to receive and project transmissions in either color or black-and-white, without changing the apparatus.

He also declared that such transmissions can be taken from on-the-air broadcasts of local stations, or over coaxial cable or radio relay.

Apparatus shown at the Colonial Theatre consisted primarily of an RCA tri-color receiver-projector, developed under the direction of Dr. U. S. Herbstman. Although the receiver-projector was mounted in the orchestra section for the current demonstration, subsequent models will be designed for a longer projection throw, permitting installation on theatre balconies. It was further explained that there is no reason why the RCA receiver-projectors cannot be made to project pictures on full-size theatre screens up to 18-by-24 feet.

The showing of the theatre system will continue throughout the week at the Colonial, with three tests daily.

Judy Garland Debuts
(Continued from page 1)

Bygraves, Doodles and Spider and others.

Charles Walters, M-G-M director, staged and directed Miss Garland's act. She is accompanied at the piano by Hugh Martin. Among those invited to the "first night" were: Marilyn Dietrich, Gloria Swanson, Marlon Brando, Jane Froman, Jimmy Durante, Milton Berle, Red Ed. Depinet, Harry Hershfield, Howard Dietz, Lou Walters and scores of other celebrities.

Mexican Producers Ask Gov't Loan

MEXICO CITY, Oct. 16.—Declaring upon a policy of top quality pictures only, the Association of Mexican Motion Picture Producers and Distributors will ask the government for a $3,400,000 loan to assure the making of at least 100 good pictures a year. Hector Fernandez, association manager, has disclosed.

Of the 352 feature pictures imported last year, 280 were American, 28 were French, 16 each were Italian and Spanish, five Argentinian, four British and one each from Portuguese, Swedish and Venezuelan. Feature distribution as a whole in 1950 totaled 395, which means that there were 43 Mexican features in distribution.

Cut Cellulose Chemical

WASHINGTON, Oct. 16.—The defense Production Administration today ruled that, starting Nov. 1, firms producing cellulose film can use only 90 per cent as much sulfur acid as they did in 1950. This is one point in a comprehensive program to conserve sulfur supplies by restricting usage.

Shupert Leaves Parav. TV

George Shupert has resigned as vice-president of Paramount Television Productions, effective Friday. He will depart on Monday for the Coast where he will announce his future plans. No successor has been named as yet.
Without exception, in every engagement to date, playing time has been extended and extended and extended again!

It's 'Movietime U.S.A.'—Now and Every Day!
Reviews

“The Unknown Man”  
(Metro-Goldwyn-Mayer)  

WILLIAM PIGEON and ANN HARDING co-star in this quietly exciting drama dealing with the legal profession. Their sold and competent performances are matched by those of an excellent supporting cast, which includes Barry Sullivan, Keeve Brasselle, Lewis Stone, Edward Franz, Richard Anderson, etc.

The screenplay of Ronald Miller and George Froeschel focuses on Pigeon, a famous corporation counsel, who is duped into defending a murdering man he believes to be innocent. Pigeon allows his own conscience and a sly attorney to trick him into pleading the defense in court. The murderer goes free, whereupon Pigeon encounters circumstances that leave him with little doubt that he saved a guilty man from the electric chair. He later has a hunch to inculpate the client who so brazenly played him for a fool.

Before the plot completes its labyrinthine course, Pigeon discovers the identity of the killer. He then finds this murder neatly pinned on his former client. Pigeon himself then willingly meets death at the hands of the now erroneously accused man on a visit to the latter’s prison cell.

A cross between a courtroom drama and a detective story, “The Unknown Man” should find more or less easy acceptance among devotees of either. Equally, it is an emotional drama, drawing such reserve from the interpersonal relationships of Pigeon and his gentled, understanding wife, Miss Harding; Pigeon and Brasselle, the client; Pigeon and Franz, a crime commissioner, and Pigeon and Sullivan, the district attorney. It is to filmgoers who find entertainment in drama of this second category that this film holds the key.

It was produced by Robert Thomson and directed by Richard Thorpe.

Running time, 80 minutes. General audience classification. Release date, not set.

—Charles L. Frank

“The Lavender Hill Mob”  
(J. Arthur Rank-Univalter-International)  

A LIVELY, humorous film which bubbles with good-natured pokes at the inefficiency of modern police methods has been fashioned in this J. Arthur Rank production, starring Alec Guinness. “The Lavender Hill Mob” should do especially well in “art” houses, the audiences of which have already seen the film.

The film concerns a meek, modestly paid bank employee, played by Guinness, whose daily task is to supervise the transportation of millions of dollars worth of gold bullion to the Bank of England, Bat Guinness, although eminently fitted for this work, is so taciturn that he is never able to impress his subordinates. The two then must make their way back to London and try to retrieve the evidence. What follows is one of the most hilarious scenes in British comedy with Guinness adhering to the old tradition of the English London police force. The winning, crooked, nonstardom Guinness is apprehended finally, to be sure, but after a year of luxurious living in Brazil. The film contains many witty bits, often brought to the foibles of the present day society.

Others in the cast include Sidney James, Alfred Butt, Marjorie Fielding, Eddie Martin, John Salew, Ronald Adam and Arthur Hambling. Michael Balcon produced and Charles Chilton directed, from a screenplay by T. E. B. Clarke.

Running time, 82 minutes. General audience classification. October release.

—Murray M. Horowitz

Keath, MacNamara, Wald and Krasna to Attend Premiere

OTTAWA, Oct. 16.—Stuart Keath of Victoria, British Columbia, Arthur MacNamara of Montreal, and Jerry Wald and Richard Krasna of New York, co-stars in “Rand in the Blue Veil,” were here to take part in the premier here tonight at the Odeon Theatre, after having seen 5808 miles on the road. The film was produced by M-G-M, which, for $5 million, is an all-star production.

The forthcoming issue of Look, on the stands next Tuesday, has a two-page story on “Decision Before Dawn,” the popular motion picture. The magazine has a weekly feature with reverse twist which makes a compelling movie that German soldiers deserted in one of the most exciting scenes in Hollywood reviews, and a full-page on “Rand in the Blue Veil” with a "Top Ten" ad from Lux.

—Walter Brooks

John Jenkins, 55

DALLAS, Oct. 16.—Funeral services were held here Tuesday afternoon for John Jenkins, 55, head of Jenkins and Bourgeois, Astor Pictures’ franchise distributor in Texas and Oklahoma. Jenkins died Saturday after a short illness. Survivors include the widow and a daughter.

Ward and Krasna to Attend Premiere


Looking forward to the public acceptance of the picture is the RKO Radio release, which is seeking to hold its performance for the 7th annual campaign of the United Hospital Fund of New York with 100 per cent of the proceeds going to the fund.

—Walter Brooks

NEWS in Brief...

A final public hearing on proposed revisions in the Confectionery Industry Minimum Wage Order has been held here last weekend by a New York State Wage Board. The board, which is now up to State Industrial Commissioner Edward Corso to hold the hearings, was recommended preparatory to putting the order in force. Motion picture theater operators and important retailers of confections.

Major revisions which have been under consideration by the board include the minimum wage, hourly rate in the industry from 57 1/2 cents to 75 cents for full time work, some classes of employees, those working up to 32 hours a week, would receive a minimum hourly rate of 80 cents.

BUFFALO, Oct. 16.—Dipson Theatres of Batavia, N. Y., will take its anti-trust case against six distributors to the U. S. Supreme Court.

Last July, the Circuit Court of Appeals in New York upheld a decision of the board that the anti-trust laws were not violated by the defendants—Warner, Loew’s, Fox, RKO, General and Century-Fox and United Artists, and Buffalo Theatres. Now the high court will be asked to review the decision.

Distributive, Processing and Office Workers of America (District No. 46) has withdrawn from the NLRB election which was held on Oct. 22 at Columbus’ home office to determine the collective bargaining agents for the company’s “white collar” workers, Russell L. Moss, executive vice-president of IATSE Motion Picture Home Office Employees Local No. 663, reported yesterday. The ballot will provide a choice between H-63 and “no union.”

HOLLYWOOD, Oct. 16.—Jack L. Warner has been awarded the American Cancer Society’s 1951 Award for his contributions to the war effort, presented at the Warner studio. The citation, signed by William J. Donovan, chairman of the board of the American Cancer Society, recognizes “his assistance and cooperation in the fight to conquer cancer.”

MILWAUKEE, Oct. 16.—Warner’s downtown Alhambra Theatre here, one of the oldest houses in the country, is cooperating with the Midwest première of “A Streetcar Named Desire.” The Alhambra will continue to play first-run film.

DENVER, Oct. 16.—Five new drive-in theatres are under construction in this territory, some of them to start operating this fall. The new enterprises are setting up drive-ins at Belt, Gallup and Denning, all in New Mexico. A drive-in has also been built, a new P.M. Enterprise at Grand Junction, and John Roberts is building at Ft. Morgan, the latter two in Colorado.

Plans for the distribution of UA’s “The Big Night,” will revive a good deal around a personal appearance of the star, who is in the star of the vehicle. It is planned to have him visit key spots and appear extensively on radio and television programs.

Wednesday, October 17, 1951
AIRMAIL Edition of
Motion Picture Daily

to be published
FOUR days each week—
—to be issued every Monday, Tuesday, Wednesday and Thursday (except holidays) commencing Monday, October 22. The regular edition will continue to be published every week-day for the New York area, and sent by usual “Second Class” mail to those out-of-town subscribers to whom two to three days’ delay in receiving the spot news reports of the industry is satisfactory for their purposes. Complete details will be mailed to all subscribers.

One year ago the first AIRMAIL Edition of any trade paper was introduced by Motion Picture Daily, on a once-a-week experimental basis. It was undertaken in recognition of the growing need for a fast news service for alert-minded “Pace-makers” of the industry throughout the nation — executives who are keenly aware of the importance of keeping posted promptly, nowadays, on all happenings which might have a bearing upon decisions for effective action.

Never in the 36-year history of Quigley Publications (in introducing almost all of the new forms of service which have since become standard in the motion picture trade paper field) has any innovation met with such immediate and enthusiastic approval from so many of the exhibition Pace-makers. Expressions of thorough endorsement also were received from the major executives in the Production and Distribution fields.

During the 12-months’ period to date, requests for daily publication of the Airmail Edition have been many and frequent. The number of instances where prompt receipt of the Tuesday news report has been importantly beneficial has left no doubt that this industry now needs the fastest practical means of keeping its leaders properly informed on trade news developments from day to day.

In its public relations, too, the industry has been aided by the Airmail Edition. It has helped in keeping columnists of key city newspapers beyond the New York area reliably and promptly informed. The Airmail Edition frequently has been the source for an undistorted concept of the current conditions of the industry. It has often been quoted on specific, up-to-date points. The expanded service, in more frequently bringing columnists “news while it is news” for their purposes, will be of expanded value to the industry.

Motion Picture Daily wishes to express to all who have urged more frequent publication of the Airmail Edition its appreciation for their progressive attitude during the past 12 months. In entering upon the second year of the Airmail Edition, and expanding it to four successive days per week, the widespread assurance that this is both needed and desired is our guidance in providing this improved service to the industry.
Walsh Anticipates a 'Good' Studio Deal

Hollywood, Oct. 16.—Richard F. Walsh, 1ATSE international president, who, after the past 10 days has been spearheading local negotiations with major producers for wage increases on all prevalent contracts, said he anticipates no trouble in getting agreement with the four studios. Walsh was among the dais guests at the Society of Motion Picture and Television Engineers' convention luncheon here today.

Walsh said he could not estimate how long it would take to reach an agreement, but “I am quite sure we will emerge with a good deal.”

Coast Tent Elects New Barkers

Hollywood, Oct. 16.—Variety Club Tent No. 25 last night elected a new slate of barker to serve the 1952 term, and will elect officers at an unspecified date next week. Elected were Ezra Serna, Howard Stubbin, Lew Rosen, Morton Scott, Herb Turpel, and Howard Serna. The recently resigned E. McCarthy, Lloyd Owenby, William Sierra, Chilly Wills, with Harry Melissa Ben Pesky and Barley Ardell as alternates. Present officers, most of whom have served several years, declined renomination.

Legion of Decency

Lists 3 in Class B


Tells SMTE

(Continued from page 1)

the electron stream having three speeds of traverse, produces proper colors at each instant image formation.

Russell, Powell to UK

Hollywood, Oct. 16.—Participation of Hollywood stars in the British Royalty film show has been confirmed here, with Jane Russell and Jane Powell the first two personalities to announce their trip as members of a unit to be organized and accompanied by Duke Wales, secretary-treasurer of Stoth Publicity Directors Committee.

Quo' Cleveland Policy

CLEVELAND, Oct. 16.—A "mixed" policy is the view of "Quo' Vadis" at Loew's Stadium Theatre here starring Nov. 20 has been announced here by the Cleveland theatre authorities. A continuous policy will be offered from 9:30 A.M. to 11 P.M. At that time the box-office will close to open for an 8:30 reserved seat showing, with only one evening performance.

Myers Scores Renegades

(Continued from page 1)

found, he said, "to point the industry's collective finger of scorn" at the renegades.

In an address in which he undertook to define the areas of conflict and the areas of agreement in the motion picture business, Myers told the Memphis meeting that "selfish, opportunistic efforts to pull the rug out from under the designated leaders in order to salvage their own vanity are a menace to the industry." He said "outcroppings of this selfishness and obstinacy have impeded the formation and development of Council of Motion Picture Organizations and are handicapping the present AMFaC campaigns.

Cites Examples of Counter-Activity

Myers cited two examples of counteractivity by "sabarps and homewolves": "During the first (anti-tax) campaign and just at a time we were making real progress toward securing repeal of the entire admission tax, a freight executive took it upon himself to release information to the effect that it was not from his district that he was well-satisfied with the House action in the problem. The resulting reduction in the receipt to 10 per cent and asserted that I was impairing the industry's goodwill by insisting upon it. There has been chairman of the taxation and legislative committee of the COMPO. Again, he continued, in the (anti-tax) campaign just closed another executive—a film executive, this time—saw fit to write letters to those who were backing the admission tax for symphony orchestras, in which he took a position directly contrary to that taken by me in my brief and in my oral argument. You can imagine the speed with which copies of those letters were forwarded to the leaders in the American Motion Picture Association—and the symphony orchestras were exempted while the movies still groan under the admission tax." In the long run, Myers said, these few irreconcilable is of little consequence; their futile fight of the march of progress merely rouses King Canute trying to sweep back the tide." But Myers un- derlined the possible need for disciplining them.

One Big Exhibitor Organization

Myers took the occasion of the joint convention to make observations with respect to the oft-repeated theory that what theatre men need is "one big exhibitor organization." "I have been somewhat astonished by the expressed desire of certain film distributors to have the creation of Allied and TOA into one great exhibitor organization," he said. "I posit that hopes were expressed to me by the general sales manager of one of the major companies within the past week. Hopes were present and so I suppressed them by asking whether he hoped the amalgamated organization would adopt the aggressive policies of Allied, the aggressive policies of TOA. Alternatively—you will note I say traditional—you will note I say policies of TOA, and its spokesmen have been the Misfits. Regardless, I could not resist telling him that if such a merger should take place, and this brought about the condition that he doubts less in mind, a new exhibitor organization would be formed over night—and it would be a dangerous organization.

Myers spoke of Allied's beginning and its achievements. Its founders, he said, did not believe, and still do not believe, the exhibitor organization which exists mainly as a social club, meeting once a year for a good time. He said "the small business, is worth maintaining. They that felt any organization to be worth while will be richly rewarded and ready to cope with any danger that might threaten its members."

Exhibitor Counter-barrage

Myers held that "it is proper that home office propaganda urging him to get higher film rentals, more percentage engagements, more preferred playing time, etc., it seems to me proper and necessary that the exhibitor associations should lay down a counter barrage."

He provided insight into the extent to which the forthcoming national Allied Film Exposition of this week will be involved with trade protection problems. "First, the exhibitors will study the reports and compare notes and experiences in the successful shows in Canada. If things have improved in the meantime, that will be reflected in the reports and resolutions which will then be formulated at the convention, and if conditions have not improved, and tempers continue to run high, we can easily imagine the nature of resolutions that will be presented on the floor." He added: "Those messages will cite facts, name names, and contain a clarion call for stubborn resistance by all exhibitors to efforts by the distributors to treat the industry as a group, our revenues at the exhibitors' expense at a time when box-office receipts are at a low ebb."

Deplores Film Rental Hike

Myers deplored the increasing of nine-tenths by two companies during two years to the film salesman by charging 10 per cent of box-office receipts. He predicted that "Movietime." He bit 'particularly the lowering of the split figures, bringing into play the 50-50 division at a much lower scale. The consensus is that the plan to increase rentals was conceived and put into operation before "Movietime" got underway, it is nevertheless ill-timed, Myers said.

He predicts it appear that the distributors are afraid to await the expected box-office revival and are out to get what's theirs, regardless of the campaign at the campaign he held. This he termed the greatest obstacle to "Movietime."

"There is reason to hope, even to believe, that effective and realistic conflict will diminish and the exhibition branch of the industry will become more and more integrated and organized, and not, "he said, the greatest obstacle to "Movietime."

"There is reason to hope, even to believe, that effective and realistic conflict will diminish and the exhibition branch of the industry will become more and more integrated and organized." He added that it was his belief that "Movietime" will win the battle; the members of both organizations will work for the success of the drive. He said he believes "Movietime" will win the battle.

Touching on the "areas of agreement," Myers added that the industry "must not form the time when television will be as professional a medium of programming as those short subjects are now." He predicted that professional fights, football games, and even broadband legitimate performances will be the greater role in the future theatre TV picture. Regarding the costs of the TV set, Myers said "we are trying to get TV manufacturers to greater belt-line production so costs will be lowered, allowing more theatres to purchase TV equipment.

Frank Ahlgren, editor of the Connecticut Appeal, who was present, informed the audience in general, saying that censorship—"if not stamped out at its first point of origin—would spread as a danger to our industry, and that to the theatre film will be even more serious as it does its work in the home, making the theatre appreciate the value of the theatre, and so it will continue to live."

"Won't Tolerate" (Continued from page 1)

to allow other exhibitors to bid for its pictures. "Yet in another city where United Paramount operates a theatre, Paramount Distributing Co. insists that their old customer bid for the pictures against United Paramount. Once the UPT house usually gets the picture even though its theatre is much smaller than the independent theatre," Rumbusch told the gathering.

Reinbold said "a majority of the smaller communities of this country will never have television coverage of any kind" and theatre TV is the only means that can provide any kind of TV service to these TV—barren communities.

RKO Board Changes

(Continued from page 1)

Wardall and Leland Hayward to the board was termed "unacceptable" by a spokesman for Greene, who owns a controlling stock at the company. He said the Greene group would be represented by counsel at tomorrow's meeting of the RKO board. We believe, however, that would decide then whether to support the direction of Justice's move to out Drebrhelz as a representative of the government. The two groups are the only remaining directors of the three sought to be removed by the government in line with the consent decree depriving Hughes of control of the theatre company. The other two directors would not be

look for miracles of accomplishment until we have learned to discipline ourselves and are better schooled in the techniques of cooperation." He defined the area as embracing public relations, the stimulation of theatre attendance and "all the matters affecting the welfare of the industry in which there is not conflict of interest." He said he feels "we have only scratched the surface of our potentialities as partners of beneficial cooperative action."

The national Allied convention slogan, he said, undoubtedly will be, "We will be better when we can, fight if we must."
No matter where their favorite perches may be, women leave them in droves to rush down to their local theaters for the latest Companion-approved movies. They do it so often—that's why the movie-makers have invested more money in the Companion during the past five years than in any other monthly magazine.*

*Except of course the fan magazines!

Currently advertised in the Companion:

"Westward the Women"—Metro-Goldwyn-Mayer
"Angels in the Outfield"—Metro-Goldwyn-Mayer
"A Place in the Sun"—Paramount Pictures Corp.
"The Blue Veil"—RKO Radio Pictures
The crowds are back thanks to "David and Bathsheba". The crowds are back thanks to "People Will Talk".

The crowds are back thanks to "The Day The Earth Stood Still". The crowds are back thanks to "A Millionaire For Christy".

The crowds are back thanks to "Meet Me After The Show". The crowds are back thanks to "Mr. Belvedere Rings The Bell".

The crowds are back thanks to "The Secret Of Convict Lake". The crowds are back thanks to "The Frogmen".

The crowds are back thanks to "Take Care Of My Little Girl".

NOW! 
THE CROWDS ARE BACK THANKS TO
THE DESERT FOX

There's No Business Like 20th Century-Fox Business
**MOTION PICTURE DAILY**

**VOL. 70. NO. 76**

**NEW YORK, U.S.A., THURSDAY, OCTOBER 18, 1951**

**TEN CENTS**

---

**Sign US-UK Pact at D.C. Ceremonies**

O'Hara, Arnall, Lee Make New Agreement Official

**WASHINGTON,** Oct. 17.—The new Anglo-American film agreement was signed in brief ceremonies here today at the headquarters of the Motion Picture Association of America.

MPAA vice-president Joyce O'Hara and Society of Independent Motion Picture Producers president Ellis Arnall signed for the American film industry, while Sir Frank Lee, permanent secretary of the British Board of Trade, did the job for the British Government.

The actual signing ceremonies were "so brief they were over before they started," according to an MPAA official. However, a lengthy luncheon preceded the signing. Secretary of the Treasury Snyder, MPAA president Eric Johnston, Lee's president Nicholas M. Schenck and other film in—

(Continued on page 7)

---

**Agenda Completed For St. Louis Meet**

St. Louis, Oct. 17.—Tom Edwards, president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, today disclosed a basic eight-point program for the organization's forthcoming annual convention, to be held in the Chase Hotel here on Nov. 5-6.

There will be full-dress discussions on what "Movietime U. S. A." can do for exhibitors in the months ahead.

(Continued on page 7)

---

**Commends Industry For 'Movietime'**

**WASHINGTON,** Oct. 17.—Senator Alexander Wiley (Rep., Wis.) one-time reporter for "Movietime" magazine, today inserted in the Congressional Record a lengthy statement praising films and television, and calling "Movietime U. S. A." especially—

Declarating that "this is a visual age as well as an atomic age," Wiley

(Continued on page 6)

---

**CDA Shaping Up A Test to Determine Cost of Theatre TV for Defense Plan**

Washington, Oct. 17.—The Civil Defense Administration will use an upcoming test of theatre television to determine the exact costs of employing the new medium for training purposes.

Officials of the agency said that the second test of theatre TV is now tentatively set for the end of November or the beginning of December. They reported they have not been too successful so far in figuring out exact costs of using theatre TV as a training agency, and that they hoped both the theatres and themselves would be able to develop such figures from the forthcoming test.

Cost will be a major consideration in any CDA decision on how widely to employ large-screen theatre television in its training program.

---

**Lightman, Jr., Mohrstadt Elected at Memphis Meet**

MEMPHIS, Oct. 17.—M. A. Lightman, Jr., Malco Theatres official of Memphis, was re-elected president of Allied of the Mid-South.

These two rival exhibitor organizations, meeting jointly in Memphis today, are scheduled to launch "Movietime U. S. A." held separate sessions for the elections.

Other officers elected were:

Tri-States Theatre Owners: Gordon Hutchins, Corning, Ark., Nathan Flexer, Waverly, Tenn., and Mrs. R. B. Cox, Batesville, Miss., vice-presidents; Leon Ronald, Holly Springs, Miss., secretary-treasurer; W. F. (Bill) Rumf, Jr., Covington, Tenn., national representative to the TOA board, and T. E. Williams, Clarksville, Miss., regional vice-president of the TOA board.

Arkansas directors elected: Don Landers, Harrisburg; Mrs. Jesse Howard, Hoxie; and W. L. Little Rock; Sam Kirby, Kirby Rock. Mississippi directors: E. W. Clinton.

(Continued on page 7)

---

**Korean Forces Get Kinescoped Shows**

WASHINGTON, Oct. 17.—Five kinescoped television shows have been sent to Korean bases for troop entertainment within the past few weeks, according to the Army and Air Force Motion Picture Service. Additional shows will probably be sent over soon.

Many spokesmen stress the fact that the shows, which will be seen by forces aloft as well as on land, are an all-star supplement picture shows rather than replace them. The kinescopes will not be shown, they

(Continued on page 7)

---

**UPT Again Cancels Eleven Games on TV**

For the third consecutive week, United Paramount Theatres' Midwest television circuit will not carry a tele—

(Continued on page 6)

---

**Sees Backseat For Sports in Theatre Video**

**Fabian Tells Film Board Of Medium's Prospects**

Sports, which today play the most significant role in theatre television programming, will have only a minor part in the future of the theatre TV, S. H. Fabian, president of the National Exhibitors Television Committee, yesterday forecast in an address before a meeting here of the New York Film Board of Trade.

"Our theatre television programing," Fabian told the gathering of industry executives, "will be limited not only by the showmanship and imagination of the people within the indus—

(Continued on page 6)

---

**$1 ADMISSION TO KEY SKOURAS HOUSE FOR AN ENTIRE FAMILY**

Skouras' key Jamaica Theatre, Jamaica, Long Island, has adopted a "Family Night," once weekly, on Friday, during which an entire family will be admitted for the low-budget price of $1. This, according to William A. White, general manager of Skouras Theatres, is an effort to war—

(Continued on page 7)

---

**11 from 20th-Fox In Last Quarter**

With the addition of "I'll Never Forget You," in Technicolor, starring Tyrone Power, Ann Blyth and Michael Rennie to the December release schedule, 20th-Century-Fox will have 11 features going out during the three months ending Dec. 31.

The revised release schedule for November follows: "Let's Make It Legal," starring Claude Rains, and a first-run picture.

(Continued on page 7)
Personal Mention

Sponable Gets Two Awards at SMPTE Coast Convention

Hollywood, Oct. 17.—The presentation of two awards for outstanding contributions to technical advancement in the motion picture industry and marking the first time one man has been given the two awards at a Society of Motion Picture and Television Engineers function, was held at the annual convention banquet here, which was attended by 250, in the Blossom Room, Roosevelt Hotel, Sunday afternoon. The Samuel Warner Memorial Award and SMPTE’s Progress Medal, The Journal, Oct. 17. — The awards were presented by W. A. Stanton and J. P. Weiss, and honorable mentions were given C. E. Ives, C. J. Kunz, F. H. McIntosh, and I. S. Zeitz.

A report by Philip Cowett, U. S. Navy, on the present quality of 16MM release prints, which furnish the Navy with its principal entertainment, proved the outstanding event on the day’s agenda, when engineers attending the session received McCowett with constructive suggestions to Cowett’s largely critical remarks.

Motion Pictures, rapidly succeeding film-makers in Hollywood studios, will be the principal topic of tomorrow’s session.

To Honor Schary, Pirosch for ‘Broke’

Hollywood, Oct. 17.—Dore Schary, vice-president in charge of M-G-M production, and industry, writer-editor, will be honored by the Los Angeles County Conference on Hollywood, M-G-M’s “Go for Broke!” Awards will be made Oct. 27 at George Pepperdine College. Schary will be in New York for the world premiere of “Quo Vadis” at the Capitol and Astor theatres and the award for him will be accepted by Pirosch.

20th SPG Members To Demonstrate

A demonstration by members of the Screen Publicists Guild, at 20th Century Fox’s home office is slated to be held tonight in front of Broadway’s Rivoli Theatre, now playing 20th’s “David and Bathsheba.” The slated action is in protest against the company’s alleged refusal to give assurances that it will not eliminate the 27 employees in its advertising copy and art departments if and when 20th’s transfers the work to an outside advertising agency.

Judy Garland Packs RKO Palace Here

The RKO Palace, now headlining Judy Garland for its return to a two-a-day vaudeville policy, is virtually sold out for every given two performances for the next seven days, the management reported here yesterday. Two performances—$1.25 to $4.25.

Yesterday’s matinee duplicated last night’s sell-out.

S oh wBiz’ Out Nov. 7

“Show Biz” (From Vade to Vaudeville) by Josephine Laurie, Jr., will be published on Nov. 7 by Henry Holt and Co.

Prince Philip Receives $1,000 for Home Tent

Toronto, Oct. 17.—In behalf of Famous Players Canadian Corp., of which he is president, J. J. Fitzgibbons, managing director, has presented $1,000 to his Royal Highness Prince Philip in honor of the Toronto Variety Tent, the moving picture department of the Variety Club of the London England Variety branch, which is the representative of the British and European fields, was destroyed playing fields for juveniles in Great Britain. Prince Philip, now on tour in Canada with his father, the Duke of Edinburgh, is chairman of the Playing Fields Association of Britain and as such held honorary membership of the London Tent.

RCA’s Kreuter Sees Good Business Ahead

Hollywood, Oct. 17.—The Radio Corporation of America will "stake more millions" on greater future film business. Boston, president of RCA engineering department, told 30 Hollywood studio officials Oct. 17, that RCA, today at the Brown Derby, Kreuter said RCA will greatly expand its facilities in Hollywood, with the key personnel, and headquarters of more of its key people in its Los Angeles office.

Two-Part Drive For Albany Variety Club

Albany, Oct. 17.—The Variety Club of the city has decided to hold the eight annual drive for its Heart Fund and Variety-Albany Boys Club summer camp into two parts. A Big Brother campaign, spearheaded by second assistant chief breaker Harold Gabrilove, will start about Nov. 1 to solicit individual contributions. The public appeal will start April 1, this being time to coincide with the annual meeting of the Albany Variety Restaurant and Liquor Dealer Association makes to raise money for the camp. The association has cooperated in this for two years.

Sandel Klinger Services

Cleveland, Oct. 17.—Funeral services were held Monday at the Memorial Funeral Home for Sandel Klinger, former owner of the Ritz and Ambassador Theatres of Cleveland who operated in partnership with Morris Berkowitz and Oscar Stoter. Klinger died Monday of a heart attack. Two daughters survive.

Abraham Harrison, 59

New Orleans, Oct. 17.—Abraham Harrison, noted motion picture pictures in the South, died Monday at the DePaul Sanitarium. He had been inactive for the past year because of ill health.

MOtion PICTURE DAILY

Thursday, October 18, 1951

Motion Picture Industry

2nd Industry Exhibit To School Tours

The second in a series of continuing motion picture industry exhibits, sponsored by the Motion Picture Industry of New York in cooperation with the Board of Education as a part of educational drive for high schools, has been opened at Thomas Jefferson High School, Brooklyn. The exhibits consist of costumes and props used in M-G-M’s “Quo Vadis,” and Universal-International’s “The Golden Horde,” in addition to photographic synopses of the two productions. The exhibit will remain at the school for two weeks and will then travel throughout the high school’s of the Metropolitan area at two week intervals.

Dollor Figures Big For ‘Missouri’

“Across the Wide Missouri,” which has opened in 16 Loc’s, is said to be outgrowing M-G-M’s “The Great Caruso,” “Kim” and “Father’s Little Dividend.”

In 12 comparable engagements, it grossed $61,929 against $45,887 for “The Great Caruso,” while in 11 comparable situations, it grossed $60,663 against $50,552 for “Kim” and $50,552 against $40,809 for “Father’s Little Dividend.”

Gilford and Angelo Will Produce Three

Hollywood, Oct. 17.—Max G. Gilford, attorney and California chairman of the Committee on the Film Associations of America, has temporarily retired from law practice for the purpose of producing features under the corporate name of Pegasus Productions, with Edmond Angelo as his partner.

HARRY M. KALMINE, presi- dent and general manager of Warnier Brothers Theatres, accompany Warner Gorun, publicity and advertising director, and Nat Fellman, circuit film buyer, are in work today from here for a meet- ing with the district and general manager in that zone. They will attend similar meetings in Washington and Chicago next week.

Ben Barb, Paramount’s national manager of promotion, will leave here today for Chicago and will then head for Detroit.

Charles Boasberg, RKO Radio, North-South division manager, is in Atlanta today, and will next go to Charlotte and Jacksonville.

Arthur C. Bromberger, president of Monogram-Affiliated Artists Southern exchange in Atlanta, is visiting Mem-phis and Florida.

Charles Deardourff, former M-G-M field publicity man, and his wife recently celebrated their 50th wedding anniversary.

Davis Opens a 3-Day British CMA Meet

London, Oct. 17.—John Davis, manager of the J. Arthur Rank organization, yesterday opened at Harrogate, Yorkshire, a three-day Circuit Management Association con- vention attended by Gaumont and Odene managers from Northern England and Scotland.

During the three days, ideas and ideals, with emphasis on showmanship. Among representatives of the Ameri- can industry who are attending the meeting are Al Daff, director of world- wide sales for Universal-International.

Gurian Managing Monogram Exchange

Cincinnati, Oct. 17.—Milton H. Gurian, who resigned as manager of the Monogram exchange here a year and a half ago to become local Lipp- ter manager, again has taken over the Monogram branch following the company’s acquisition of the franchise from George B. West and W. Ray Johnston. West operated the ex- change. Gene Turinik, formerly a local film salesman, but later appointed Lippert manager in Indianapolis, has returned here to succeed Gurian.

"U" Engages Mosher

Paul Mosher, television and radio consultant, engaged by "U" to work with the company’s Eastern ad- vertising-publicity department on a coordinated radio and television pro- motion campaign for “Meet Danny Wilson.”

$186 Columbia Division

Columbia Pictures’ board of directors has declared a quarterly dividend of $1.06 per share on the $4.25 preferred stock, payable Nov. 15 to stockholders on record Nov. 15 to stockholders on record Nov. 1 to stockholders on record.
We hope you were at the Trade Shows of Warner Bros. "Close to my Heart"

Everyone who attended knows this one is a big one — You’ll feel great because it will make your audiences feel great!

National Release

November 3rd!!!

RAY MILLAND and GENE TIERNEY

DIRECTED BY

FAY Bainter WILLIAM KEIGHLEY

Produced by WILLIAM JACOBS

Written by JAMES R. WEBB From his story in Good Housekeeping Magazine  Music by Max Steiner

It’s 'Movietime U.S.A.' — Now and Every Day!
Only the Waterfront Shadows Knew Their Secrets!

ONLY THE ANGRY SEA MATCHED THE PASSIONS

THE RAGING

UNIVERSAL-INTERNATIONAL presents

Starring

Shelley WINTERS • Richard CONTE
    as "Connie", of the waterfront
    as "Bruno", the fugitive

Stephen McNALLY • Charles BICKFORD
    as "Kelsey", the hunter
    as "Hamil", the fisherman

Alex NICOL with John MCINTIRE
    as "Carl", the sailor

Screenplay by ERNEST K. GANN • Directed by GEORGE SHERMAN • Produced by AARON ROSENBERG

U-I MAKES THE PICTURES
THAT STORMED THEIR LIVES!

"When a man's looking for trouble—there's always a woman to show him the way!"

WITH THE BUILT IN PROFIT!
**Coming Events**


Oct. 19-20—Universal sales meeting, Ambassador Hotel, Los Angeles.

Oct. 20—Monogram-Allied Artists regional sales meeting, Ambassador Hotel, Los Angeles.

Oct. 22-23—Motion Picture Exhibitors of Florida annual meeting, George Washington Hotel, Jacksonville.


Oct. 28-Nov. 1—Allied States Association board meeting and national convention, Biltmore Hotel, New York.

Oct. 31—National Television Film Council meeting for nomination of officers, New York.

Nov. 6-7—Kansas-Missouri Theatre Association annual convention, Hotel President, Kansas City.

**Theatre Video**

(Continued from page 1)

try and the people without the industry who are taking an interest in the-atre television."

The board of Fabian Theatres termed the quality of the present the-atre TV picture "not good enough for entertainment purposes, although probably adequate for sporting events." This limitation in quality he cited as one of three "roadblocks" to development of television.

Optimistic of Improvements

He was optimistic, however, of im-provements in quality. He maintained that such improvements were being made and that he favored the "in the scientific age in which we live I am firmly of the opinion that our scientists and engineers will cor-ret prevailing flaws."

The other "road blocks" cited were: (1) At the present time the limited number of citizens to which the coast describes and the limited number of cables and the limited amount of time available for these cables is something which must be resolved before installations will be made at a rapidly in-creasing rate; (2) The prices of present set are too high to warrant widespread use of the sets, all types of theatre areas; and it is believed that competitive forces, such as competition among manufacturers es-sentially, will rectify this road block shortly."

The meeting, at which Sol Trauner, board president, presided, heard Fa-bian assert that "theatre television began to move forward with great rapidity after the success achieved by the Louis-Savoit fight. The results of that fight," he said, "brought an avana-lanche of orders to set manufacturers, notably RCA, and it is estimated that more than 100 sets will be in opera-tion before the end of this year."

He cited the three road blocks which have been retardation of the rate of growth of theatre TV, and said that it would be predicated on the ability of the set manufac-turers to produce next year.

In his main content, the speaker said that one of the greatest advancements in theatre television, "is to secure the TV channels for which application has been made to the Fed-eral Communications Commission. The channels, he said, would remedy to a great extent the quality of the picture."

"The future in my opinion is very rosy, with a combination of theatre and television to supplement what Holly-wood can produce for us. Theatre TV will not replace motion pictures, but theatres have always had add-uctions such as presentations, or-chestra, vaudeville, bank night, great show business."

Theatre TV, he said, will be "an added chip to make our entertainment attractive to the public."

**Video in Denver Theatre, Hotels, But Not in Homes**

DENVER, Oct. 17—Denver will soon become the only city in the country with television in hotel rooms as well as on a theatre screen at the Broad-way, but without it in homes. The Brown Palace and Cosmopolitan hotels, which showed television to thousands during the world series, will add television to a total of 35 hotel rooms. The Brown Palace will add television to 19 rooms that were re-modelled in 1937, to which conduits were placed for coaxial cables. The Brown will also put television in four of its semi-public rooms that are used for luncheons, conventions, etc. At the Cosmopolitan all of the 160 rooms in its forthcoming addition will have television.

The Broadway, which placed the house, for house, for four games of the world series, expects to telescreen foot-ball hames this fall, but with paid ad-missions. The theatre has joined Eastern theatres in bidding for rights. Also, negotiations are on for the showing of New York and Hollywood produced telecasts.

Denverites had their appetite whetted for television during the series, and the hotel rooms are expected to be in wide demand during telecasts.

KFEL brought in the world's theatre of television on a closed circuit.

**N. Y. Circuit Leaders To Coast in Mid-week**

New York circuit executives Fred Schwartz, Joseph Vogel, Sol Schwartz, Leonard Goldenson and Max A. Cohen have tentatively set the middle of next week for their departure for the Coast where they will confer with theatre executives on plans for the $400,000 industry exposition slated for New York's Grand Central Palace in the spring.

If there is mutual agreement at the Coast conference that the project would be feasible, it is expected that the Motion Picture Association of America will provide the $400,000 which it will cost to put on the show.

**UPT Cancels Games**

(Continued from page 1)

vision is going ahead with plans to televise the Pittsburgh-Youth Dare-Devil game on Saturday for theatres in the East. The number of theatres and their location has not yet been dis-closed by TNT.

**Shupert Joins Small, Lesser in TV Firm**

George Shupert, who has resigned as vice-president of Paramount Tele-vision Productions, will join producers Edward Small and Sol Lesser in es-tablishing a firm for the production and distribution of films for television.

Shupert will leave here Monday for the Coast where he will confer with the principals of the new venture.

**'Movietime' TV, Lucky Bet**

The "Movietime U. S. A." radio program line-up on the Los Angeles stations of the Liberty Broadcasting System in all parts of the nation. The line-up of talent follows: To-day, Erzo Pinza and Edwin Knopf, writer-producer of M-G-M's "Mr. Imperium;" tomorrow, George Stevens, director of Paramount's "A Place in the Sun;" Monday, Peggy Dow, starlet, and Bob Palm, casting director of Universal's "Bright Victory;" Tuesday (to be set): Wednesday, Gigi Perreau, child star, and Mrs. Gladys Hoens, studio school teacher; Oct. 25, Gene Kelly and Vincent Minnelli, director of M-G-M's "An American in Paris," Oct. 26, Moon Mullins and Peter Hanson, stars of Paramount's "Darling, How Could You?"

To TV Army-Navy Game

This year's Army-Navy football game will be carried on a Coast-to-Coast television hookup for the first time. National Broadcasting an-nounced here. The game, scheduled for Dec. 1, will be sponsored by Gil-lette.
**US-UK Pact**

(Continued from page 1)

industry and U. S. and British Government officials attended the luncheon.

The agreement provides for a continued basic remuneration of $17,000,000 annually, plus 50% of gross production, set at 33 per cent, and a $4,000,000 guarantee from Eady Plan revenue. It has been agreed that with good pictures and continued high attendance, the Americans may be able to take a few more weeks during the first year of the two-year pact.

The guest list also included: SMPP vice-president James Medley, Universal executive; John O'Connor, Paramount International president George Welter, and K. H. Hawkins, assistant manager of RKO, Assistant Secretary of State George Perkins was the top man of four State Department officials at the luncheon, while other guests came from the Commerce Department, British Information Service and the British Embassy.

**Korean Forces**

(Continued from page 1)

say, any place where there are motion pictures playing for paid admissions.

The kinescopes were passed by the Armed Forces Television Selection Committee, which consists of representatives of AAIB, and NAB, and Motion Picture Service. In addition, they were cleared by ASCAP, RMI, the AFM and the Television Authority.

The kinescopes are available to the Armed Forces by the sponsors, who pay the cost of editing and cutting out all advertisements except for a sponsors credit at the beginning and end of each film.

The five shows already sent over are Lucky Strike's Hit Parade and Man Hunt, Camel's Man against Crime, Pepsi-Cola's Faye Emerson Show and Autolite's Suspense.

82 Shows Are Ready

For U. S. Forces Abroad

Eighty-two professional companies will be sent halfway around the globe to entertain U. S. Armed Forces, starting Nov. 1, it was announced here by USO Camp Shows. The proposed programs call for the production of one new show every three weeks to be sent to some of the most distant outposts. In addition, special units made up of Hollywood stars and other guest celebrities will be scheduled for various tours.

**For St. Louis Meet**

(Continued from page 1)

and on television operation; also, on improved airport personnel. How to obtain greater returns from concessions is another subject. Slated importantly on the agenda is the subject of the "personal touch in public relations."

An open forum will feature an exchange of ideas with industry representatives and a complete report will be made by organization delegates on the proceedings at the recent New York convention of the Theatre Owners of America. Legislative problems and taxation are also down for discussion.

There will be a trade exposition of equipment and related items, two luncheons, two receptions and the usual annual banquet.

**Reviews**

"The Taming Tide"

(Continued from page 1)

As a GANGSTER-TYPE melodrama "The Taming Tide" has its point of novelty in that its main locale is not the usual teeming Metropolitan area but a small fishing boat on the high seas. Richard Conte plays a thug who kills an underworld rival and then uses the little craft skippered by Charles Bickford as a hideaway.

The picture was fashioned along smart lines of popular appeal and shownmen can be assured that the general customer will be absorbed throughout.

As in the picture, the others are Shelley Winters, Conte's tough-talking sweetheart; Stephen McNally, the patient detective who tracks Conte down, and Alex Nicol, Bickford's son who takes, and gives to the fishing routine and gets in on the easy money.

Once Conte ships out on the insurance number of things happen. First he offers a job to the willing Nicol as a collector of gambling debts. Conte then uses Nicol as a bearer of messages to Miss Winters, a decision which backfires. Conte also finds himself slowly undergoing the regenerative influences of Bickford's religious-minded outlook.

In the time the breaching hostility between Nicol and Winters flares into the open, a couple of new complications. With the police closing in on Conte, he hits on the scheme of clearing himself by framing Nicol. A turbulent storm at sea produces a change in Conte, however, and he goes down rescuing Nicol. Thus at the finale, it is wedding bells for the latter and Miss Winters. Aaron Rosenberg produced and also George Sherman directed, from a screenplay by Ernest K. Gann.

Running time, 93 minutes. General audience classification. For November release.

Mandel Herbertman

"Slaughter Trail"

(Continued from page 1)

LIVELY, fetching tunes add new dimensions to this fast-paced Cinecolor Western which should please both action fans and the large American audience which enjoys folk music. Musical director Darrel Calker uses the many ballads and songs effectively to advance the plot which runs along standard lines with plenty of gun-play and Indian fighting.

"Slaughter Trail" finds Brian Donlevy as the rugged Captain of a frontier fort near the Arizona border where Indians are on the war path as a bandit trio, Virginin Grey, as Lorabelle Larkin, is in caboots with the bandits, led by handsome, tough Grey Young, as Vaughn. But after finding a sanctuary in the fort, Miss Grey undergoes a change of heart, being won over by Donlevy's little daughter and by the captain himself. The film ends with a wild Indian attack on the fort and with the bandit trio killed off. In true Western style, Donlevy doesn't clinch with Miss Grey in the closing scene but bids her a rather stonic farewell.

The comic relief is supplied by Andy Devine and the vocal honors go to Terry Gilkyson who also composed some of the melodies, as Trooper Singalong. One of the tunes, "I Wish I Wuz," by Syd Keller and Lynn Murray is already on the Hit Parade. "Hobobeat Serenade" and "Ballad Bandelier," also by Keller and Murray, are two number titles especially for the film. Other catching tunes include "Everybody's Crazy 'Ceptin' Me," by Gilkyson and Keller, and "Jittery Deer-Feet Dan," by Gilkyson.

Others in the cast include Robert Hutton, Lew Bedell, Myron Hesley, Ken Koutnik and Eddie Parks. It was produced and directed by Irving Allen, from a screenplay by Sid Keller.


Murray M. Hodowitz

**Lightman**

(Continued from page 1)


Mid-South Allied elected the following additional officers: Grady Cook, Pontotoc, Miss.; Edward Cullins, Union City; Roy L. Cochran, Little Rock, Mo., and Rifle Monterey, Sanith, Whyte Bedford, Hamilton, Ala., all vice-presidents; Arthur Rush, Housto, vice-president of the board; Dwight Bishop, Okolona, Miss., secretary-treasurer.

Directors elected were: Tom Ballas, Memphis; Jim West, Memphis; Robert West, Centerville, Tenn.; Guy B. Anis, Lexington, Tenn.; Mrs. Clara C. Davis, Drew, Miss.; T. M. Jordan, Iuka, Miss.; C. W. Tipton, Manila, Ark.; Lawrence Landers, Batesville, Ark.; Gene Higginbotham, Leachville, Ark., and John Mohrstadt.

**11 From 20th-Fox**

(Continued from page 1)


**$8,000 for 'Desert Fox'**

The biggest opening day business in three years for a week-day box was reported yesterday by the Globe Theatre here where 20th-Fox's "The Desert Fox" grossed an excellent $8,000 for its first day, yesterday.
The box-office goldrush is off to a great start at the Paramount Theatre, New Haven; Strand, Manchester, N. H.; Paramount, Springfield, Mass.; Cataract, Niagara Falls; Broadway, Portland, Oregon; Wisconsin, Milwaukee

...and these are just the first of the 408 theatres whose engagements of “The Golden Horde” were nationally advertised in Look and Life magazines.

Stake your claim now at your U-I Exchange!

UNIVERSAL-INTERNATIONAL presents “THE GOLDEN HORDE” Color by TECHNICOLOR

Starring ANN BLYTH • DAVID FARRAR with George MacReady • Richard Egan and Peggie Castle

Screenplay by Gerald Drayson Adams • Directed by George Sherman • Produced by Howard Christie and Robert Arthur
RKO Theatres Board Wins Court Tilt

Bid to Remove Dreibelbis From Directorate Fails

The Government's move to force the resignation of J. P. Dreibelbis from the board of directors of RKO Theatres Corp. was rejected here yesterday by the Federal Statutory Court which held there was no merit in the government's contention that Dreibelbis represented Howard Hughes on the RKO board.

The court, presided over by Judges Augustus N. Hand, Henry W. Goddard and Alfred C. Cotte, also dismissed a second government motion seeking to place certain restrictions on the voting rights of the Irving Trust Co. as trustee of Hughes' RKO Theatre Corp. stock. The rejected U. S. petition sought

Senate Gives New Tax Bill to House

WASHINGTON, Oct. 18.—The Senate late today passed a new compromise tax bill, and the fate of the bill was left to House-Senate conference today, and as far as admissions and photographic excise provisions and other

RCA's Elliott Links Theatre, Home TV

PHILADELPHIA, Oct. 18.—In an address before a bankers' meeting here, Joseph B. Elliott, vice-president in charge of Consumer Products, RCA Victor affiliate, said:

"I should like to end the rumor that home television interests are currently building up a war chest to battle theatre TV." Elliott said.

"Quite the contrary. The Radio and Television Manufacturers Association has appointed a committee to work out a plan under which theatre TV and home TV interests can operate to their mutual benefit."

Compo Bids Member Groups Form Nominating Committee

The Council of Motion Picture Organizations has asked each of its 10 charter member organizations to appoint a member to the Compo nominating committee which will serve the all-industry agency during

'Movietime' Air Programs Click

"Movietime U. S. A." the half-hour radio program which today ends the first week of its 13-week schedule as one of the features of the national "Movietime U. S. A." campaign has scored a hit with radio audiences and exhibitors in all parts of the country, it was reported yesterday by H. W. Bumpas, vice-president of the Liberty Broadcasting System.

"I have not yet received official notices from station managers as to

P.A. TOURS MUST END CRITICISM OF THE INDUSTRY: PAUL SHORT

DALLAS, Oct. 18.—The personal appearance tours of Hollywood stars for "Movietime U. S. A." must mark the cessation of criticism of the motion picture industry and its people," declared Paul Short, National Screen Service executive here, at an executive committee meeting of Texas Council of Motion Picture Organizations shownmen.

Short expressed himself frankly and vehemently in regard to the "quick critics" of Hollywood, basing his statements on the results of the tours.

The recent personal appearances of Hollywood stars in Texas must mark the cessation of criticism of the motion picture industry and its people, the executive secretary declared.

"Why do I say must?" he asked.

"The very fact that this group of actors, actresses and personalities, representing Hollywood, comported themselves in such a manner that

441 Features in 1951, 96 Productions Are in Color

U. S. exhibitors will have had at their disposal in 1951 the high total of some 441 feature productions, a record number of 96 of them in color, representing 22 per cent. Last year, when 376 new domestic features were made available, there were 69, or 18 per cent, in color. The films include only those coming from major producers, the smaller studios and independents and do not embrace a great many reissues, foreign films and others offered on the market during the year.

Motion Picture Herald survey

Rule Republic Can't Sell Rogers' Films

HOLLYWOOD, Oct. 18.—Federal District Court here today dismissed the suit of Republic Pictures Corp. against William H. Hall for the alleged violation of a settlement in the suits between Republic Pictures and the Motion Picture Association of America.

The settlement, which expires tomorrow, requires Republic Pictures to cease making and releasing new films until the case is finally decided. Republic Pictures asked the court to enjoin Hall from opposing the sale of the studio's assets to the William Morris Agency.

Republic Pictures, which is controlled by William H. Hall, has been at odds with the MPAA over a number of issues, including the studio's rights to release films in foreign countries and its relationship with the Screen Actors Guild.

The court ruled that Republic Pictures' claims were not sufficient to warrant an injunction against the sale of the studio's assets and dismissed the suit.

United Paramount Theatres' consolidated earnings for the first nine months of this year are estimated at $7,403,000, compared to $7,943,000 for the corresponding period of 1950. Leonard H. Goldenson, company president, reported yesterday.

The latest figure includes $3,583,000 of capital gains, while the earlier one included $1,465,000 of such gains.

Goldenson, who noted that "an encouraging improvement in our busi

Court Upholds Ban On 'The Miracle'

ALBANY, Oct. 18.—The Court of Appeals in a 5-2 decision today upheld the authority of the Board of Regents to ban public exhibition of "The Miracle" as sacrilegious, and to revoke a license that had been granted by the motion picture division of the State Education Department. It also

12 Industry Shorts Available for $100

The series of 12 industry shorts prepared by the Motion Picture Association of America and released under the general title of "The Movies and You" is now available to any theatre or group of theatres for exhibition and general promotion. The series—produced at a cost of $900,000—can be had for $100 for all 12. Circuits, individual theatres and theatre groups should get in touch with Taylor Mills, MPAA, New York, to place orders.
Rogers Heads for Chicago Meeting

With William F. Rodgers, vice-president and general sales manager, leaving for Chicago today an M-G-M home office party will be held for the sales conferences there Sunday night. The sales contingent leaving here Sunday will be topped by E. M. Williams, assistant sales manager, while the advertising, publicity and exploitation groups will be headed by Horace V. Smith, assistant president, and include Silas F. Seadler, Dan S. Terevell and John J. Joseph.

Additionally from the sales department will be John P. Byrne, Eastern sales manager, and his assistants, Herman Ripp and Paul J. Richrath. Also, William D. Kelly, head of the print department; Richard A. Harper, circuit sales representative; Harold Postman, assistant to Alan F. Cummins, in charge of exchange operations; William B. Zoellner, in charge of bidding; Maurice N. Wolf, field assistant to J. M. Collins, on exhibitor relations; William G. Bremner, in charge of checking; George Maurer, sales department; and William J. Lavern, special New York representative; Saal Gottlieb, New York district manager; Lou Allerhand, Metropolitan; Frank Doane, New York; Phil Gravitz, New Haven manager; Benn H. Rosenwald, Boston manager; Lou Forman, Los Angeles manager for office assistants Leonard Hirsch, Irving Helfort, Charles F. Deessen, William Levine and Sidney Liekoff. Jack Goldberg, Albany manager, will board the special when it reaches his city.

"U" Coast Meet on Print Problem Today

Los Angeles, Oct. 18.—The fourth and final regional meeting of Universal Esther books and office managers to help formulate a coordinate plan to relieve the print problem throughout the nation will take place at the Ambassador Hotel in Los Angeles tomorrow and Saturday with personnel from Los Angeles, Denver, San Francisco, Portland and Seattle attending.

Irving Sochin, assistant to Charles J. Feldman, Universal's sales manager, will preside at the meeting, with procedures being outlined for the handling of branch operations; C. J. Malafrente, assistant to Murray and Irving Weiser, in charge of home office re.

Mono. Meet Will Hear Of 7 Films Scheduled

Hollywood, Oct. 18.—The Monogram-Alloyed Artists regional sales meetings here Saturday and Sunday over by Murray Goldberg, will be told that the studio will start production on seven features, one in Cinecolor, between now and Christmas, with execueutive producer Walter Mirisch disclosed today. Harold Mirisch, vice-president of all production, the convention delegates at a barbecue dinner Friday night preceding the meeting.

Personal Mention

CECIL B. DEMILLE will arrive here today from Florida to discuss the release of his "The Greatest Show on Earth" with Paramount executives.

EDWARD L. HYMAN, United Paramount Theatres vice-president, accompanied by his assistant, Bernard T. Dow, will leave over the weekend for a trip that will include U.P.'s territories in the Far West.

PHIL WILKS, March of Time executive, left here last night for Springfield, Mass., to address a public gathering there.

WALTER LANTZ, cartoon producer, will arrive here from Hollywood over the weekend, and will stay for about a week.

NAT LEVY, RKO Radio division sales manager, will return from a trip to a business trip to Philadelphia and Pittsburgh.

ANAELA LITVAK, producer-director, will return here from Europe on Tuesday.

42 Special Dates For 'Streetcar'

In addition to the special engagements already opened on "A Streetcar Named Desire," the all-studio film will be released in New York, New York, Jersey City, Paterson, Passaic, Albany, Buffalo, Rochester, Syracuse, Boston, Providence, Springfield, Mass.; Worcester, Fall River, Portland, Me.; Bridgeport, Cleveland, Youngstown, Akron, Canton, Columbus, Dayton, Indianapolis, Louisville, Baltimore, Atlanta, Miami Beach, New Orleans, Dallas, Houston, Wichita, Kansas City, Chicago, Detroit, Kansas City, Des Moines, Omaha, Portland, Ore.; Seattle, Salt Lake City and Charlotte.

Projectionists Open Wage Negotiations

Hollywood, Oct. 18.—LATSE projectionists local No. 150 here will open negotiations tomorrow with circuit-operated theatres for contract revisions embracing whatever wage increase the Wage Stabilization Board will authorize, and other improvements along the lines of general and specific modification of the present vacation clause so as to include preparatory time.

Universal Dividend

The board of directors of Universal Pictures, at a meeting yesterday, declared a quarterly dividend of $0.06 per share on the four and one-quarter per cent cumulative preferred stock. The dividend is payable on Dec. 1 to stockholders of record on Nov. 15.

Milwaukee Theatre Prices Are Higher

MILWAUKEE, Oct. 18.—Some downtown theatres here are now charging over $1 after six P. M. on weekend evenings, 18 cents representing this tax. The three Fox downtown houses now have weekday prices of 70 cents to six P. M., and 98 cents thereafter. The Strand has the same price on weekends.

The Riverside now charges a $1.10 for stage shows, The Warner and Towne theatres have a 95-cent top throughout the week and the Oconomowoc house, which dropped its 44-cent to one P. M. price.

Roadshow prices are higher. The Strand recently had a $1.20 top for "David and Batsheba," it did very well. The Fox-Douglas charged $2.40 top for "Tales of Hoffmann." The Warner Bros. house, has reopened and will play first-run pictures when available. Top price will be 90 cents. At present it is charging a $1 top for "A Streetcar Named Desire," which is pulling very heavy grosses.

Strong producers' good prices have gone up. The first-run suburban Fox houses now have an 85-cent top on week nights but charges 92 cents on Saturday nights. Others are five cents less.

Prices have increased because of mounting expenses and costs, according to theatre people here.

New TV Code To Be Presented

CHICAGO, Oct. 18.—The new regulatory TV code of standards is one of the major topics on the agenda of the National Association of Radio and Television Broadcasters conference which will get underway here tomorrow at the Hotel Stevens.

The code committee, it is understood, has already completed its draft for presentation to the conference.

NEW YORK THEATRES

Radio City Music Hall

Rockefeller Center

"an American In Paris"

To The Music Of GEORGE GERSHWIN

and Introducing

GENE KELLY * LESLEY CARON

Colin Clive

in L. M. M. Picture

plus spectacular stage presentation

Kornbluth with Levin

Representation in the New Haven area was established yesterday by Jack H. Levin Associates, national survey, research, and checking company with the appointment of David Kornbluth to the New Haven territory.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Subscriptions: New York, N. Y., Telephone: central 2-7200. Cable address: "Charnwood", New York. Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Robert V. Bects, Advertising Manager; Gus J. Faust, Production Manager, Hollywood Bureau: 9110 W. Sunset Building, William R. Weaver, Editor, Chicago Bureau: 130 South LaSalle Street, Urban Farley, Advertising Representatives, P. 6-204, Washington, J. J. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WII; Hope Burnup, Manager; Peter Burnup, Editor of "Londoner", "Quoipron, London." Other Quigley Publications: Motion Picture Herald, Better Theatres and Theatre Sales, each published 15 times a year as a section of Motion Picture Herald. International Motion Picture Almanac. Fame. Entered as second-class matter, Sept. 21, 1926, 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. 
A BIG PICTURE IS ONE THAT makes BIG PROFITS and delivers the BIG PROFIT-PICTURES.

UNIVERSAL-INTERNATIONAL the Company that has been delivering the Industry's most talked-about product will continue to deliver BIG PROFIT-PRODUCT during "MOVIE TIME: U.S.A."
Shelley WINTERS • Richard CONTE
Stephen McNALLY • Charles BICKFORD • Alex NICOL
The RAGING TIDE
with John McIntire

Arthur KENNEDY
Peggy DOW
Bright Victory
with James EDWARDS
Will GEER

Mark STEVENS
Peggy DOW
Gigi PERREAU
Reunion in Reno

Howard DUFF
Mona FREEMAN
Josephine HULL
The Lady from Texas
color by Technicolor
with Gene LOCKHART

ANN
BLYTH
DAVID
FARRAR
The GOLDEN HORDE
cast by Technicolor

Linda DARNELL • Stephen McNALLY
Gigi PERREAU
The Lady Pays Off
with Virginia FIELD

Macdonald CAREY • Alexis SMITH
with Edgar BUCHANAN • Victor JORY
CAVE OF OUTLAWS
color by Technicolor

Charles LAUGHTON • Boris KARLOFF
Sally FORREST • Richard STAPLEY
The Strange DOOR
And... there's even MORE for you in '52 from U-I!

GREAT COMPANIONS
Color by Technicolor

Dan DAILEY

There's nothing like money

Irene DUNNE

SON OF ALI BABA
Color by Technicolor

Tony CURTIS
Piper LAURIE
Van HEFLIN
Patricia NEAL
Gigi PERREAU

with Virginia FIELD

Week End with Father

The Fighting Story of the Great COCHISE!

John LUND
Jeff CHANDLER

The BATTLE AT APACHE PASS
COLOR BY Technicolor

Frank SINATRA
Shelley WINTERS

co-starring Alex NICOL with Raymond BURR

Meet DANNY WILSON
TO THE TOP-STARRING, TOP-BUDGET PRODUCTIONS
THAT WILL MAKE 1952 a year 'round profit jubilee!

Ann SHERIDAN
John LUND
Howard DUFF

Ma and Pa KETTLE
at the FAIR

Marjorie MAIN
Percy KILBRIDE

Flame of ARABY

Maureen O’HARA
Jeff CHANDLER

with Lon CHANEY
... and **U-I** has even **MORE FOR YOU** in '52

James STEWART
Arthur KENNEDY

**BEND OF THE RIVER**

co-starring Julia ADAMS - Rock HUDSON

Gregory PECK
Ann BLYTH

**Rex Beach's WORLD IN HIS ARMS**

Anthony QUINN - John MCKINLEY - Carl ESMOND - Andrea KING - Eugene LEDNICKICH

Errol FLYNN
Maureen O’HARA

**AGAINST ALL FLAGS**

Keep Looking Ahead with **U-I**!
The **BIG MONEY** pictures— are **U-I** pictures!
TOP BUDGETS, TOP NAMES FOR UNIVERSAL'S NEW SEASON'S SCHEDULE OF 36 FEATURES

Reflecting its steady growth over the past several years, Universal-International has embarked on the most ambitious production program in its history, the company announces. The new production schedule of 36 pictures will be highlighted by an important group of top budget productions featuring outstanding box office personalities, plus a more varied line-up of the type of box office attractions with which the company has recently been identified.

Final planning of the production program was completed at the recent series of studio meetings between Nate J. Blumberg, president, Leo Spitz, executive head of production, William Goetz, in charge of production, and Alfred E. Daff, director of world sales.

The production plan as outlined at these meetings is designed to provide the company with a series of pictures of greater scope than anything it has heretofore attempted. In line with this policy, one-half of the entire output next year, 18 pictures in all, will be in Technicolor, the record for a single season.

With the addition of the group of top budget star pictures, the company’s 1951-52 production outlay will be the greatest in its history. The pictures will be backed by record promotional budgets in the plans set by David A. Lipton, vice-president in charge of advertising-publicity.

In the world market, Daff stated, the new program provides the diversity and star power to attain the greatest possible public. America abroad, foreign sales manager, has been conferring with foreign sales supervisors on specialized plans to cover the handling of the new product abroad. On the domestic scene, Charles J. Feldman, domestic sales manager, points out that the company’s new program is aimed at the general good, which will Universal has won during the past several years as a result of the steady flow of box-office product it has provided.

Most Diversified Personalities

The decision to add top star names comes at a time when Universal has developed some strong new personalities and the combination will provide it with its most diversified personality list. Highlighting the line-up of stars who have been signed for the pictures planned or presently in production are James Stewart, Gregory Peck, Irene Dunne, Errol Flynn, Ann Sheridan, Dan Dailey, Maureen O’Hara, Frank Sinatra, Shelley Winters, Van Heflin, Ann Blyth, Peggy Dow, Audie Murphy, Donald O’Connor, John Lund, Stephen McNally, Jeff Chandler, Josephine Hull, Linda Darnell, William Powell, Tony Curtis, Scott Brady, Piper Laurie, Arthur Kennedy, Howard Duff and Charles Laughton.

The group of top budget productions featuring outstanding box-office personalities are:

**TOP STARS IN UNIVERSAL’S FIRMAMENT.** On its new schedule of 36 productions, half of which will be in Technicolor, Universal will have starring vehicles for some of Hollywood’s best known names, among them, top row, left to right; Gregory Peck, James Stewart, Errol Flynn and Dan Dailey; at right, Ann Sheridan and Irene Dunne.

In addition to the important production program mapped for the coming 12 months, Universal has a backlog of 19 pictures.

11 Releases in 4 Months

In addition, pictures in the cutting rooms and in various stages of completion include “Battle At Apache Pass,” in Technicolor, starring John Lund and Jeff Chandler, “Son of Ali Baba,” in Technicolor, co-starring Tony Curtis and Piper Laurie; “Bronco Buster;” in Technicolor, starring John Lund, Scott Brady and Joyce Holden; “The Cimarron Kid,” in Technicolor, starring Audie Murphy and Beverly Tyler, and “Ma and Pa Kettle At the Fair,” starring Marjorie Main and Percy Kilbride.

Tentative planning calls for the release of these 11 pictures during the Nov.-Feb.: For November, “Cave of Outlaws,” in Technicolor, starring MacDonald Carey and Alexis Smith; “The Lady Pays Off,” starring Linda Darnell, Stephen McNally and Gigi Perreau, and “The Raging Tide.”


For February: “Here Comes the Nelsons,” starring Ozzie and Harriet Nelson; “Finders Keepers” and “Bend of the River.”


Among other features which will go into production during then next 12 months are: “There’s Nothing Like Money,” starring Irene Dunne; “All American,” in Technicolor, with Tony Curtis heading the cast; “Great Companions,” written by Gene Markey, starring Dan Dailey, in Technicolor; “Red Ball Express,” with Jeff Chandler and Alex Nicol heading the cast; “Sally and Saint Ann,” starring Ann Blyth; “Hair Trigger Kid,” in Technicolor, with Audie Murphy, “Oh, Money, Money,” in Technicolor, starring Charles Coburn, Piper Laurie, Gigi Perreau and Rock Hudson, and “Hear No Evil,” in which Tony Curtis, Jan Sterling and Mona Freeman are starred.

Record Backlog of 19

Other properties slated for production include “Yankee Buccaneer,” “Mississippi Gambler,” “The Wild Bunch,” and “Pantang,” all in Technicolor, Major films scheduled for filming in black and white are “The City and Jason Edwards,” “Bombay Mail,” and “A Husband for Mama.”
Motion Picture Daily

Friday, October 19, 1951

Motion Picture Daily Feature Reviews

“The Racket” (RKO Pictures)

EXHIBITORS HAVE many pegs on which to hang exploitation efforts for many a story of widespread corruption in which a few honest policemen pit themselves against a city machine that ranges from the never-seen “Old Man” at the head of the ring down to an assortment of trigger-happy hoods who terrorize all who get in the way of the syndicate. The recent widely-publicized court hearings ought to make this one a natural. Produced by Edmund Grainger, the picture stars Robert Mitchum, Lizbeth Scott and Robert Ryan, all good names for the marquees. Miss Scott is not bad, but her part is nothing. Her performance is that of an aggrovated incorruptible police captain whose faculty for interfering with racketeers has caused him to be transferred several times by “higher ups.” A killing in his newest district is the spark that ignites his determination to persuade Robert Ryan, the gang boss, diretly responsible for most of the violence in the city as well as for the captain’s series of transfers. With the help of William Talman, an honest young patrolman in his district, Mitchum stirs things up to such an extent that Ryan, incurred at being hoodwinked, at last turns his kill Talman and the hunt is on. Finally brought in for murder, he is tricked into a confession by Lizbeth Scott, erstwhile girl-friend of his younger brother. Ryan is shot in the back by another member of the syndicate as he escapes, thereby making the one implication that will been implied in the only “Old Man.” But this precipitation seems vain as the crime commission investigators arrive at this point with proof and some embarrassing questions. Strong fare up to this point, the screenplay by William Water Haines and W. R. Burnett, now from a play by Bartlett Cormack, leaves it a trifle vague at the fade-out and the audience is not quite sure whether the “Old Man” will be brought to justice or not—a rather serious doubt, morally, perhaps.

Under the able direction of John Cromwell, the acting is on a consistently high level. Performances by Mitchum, Ryan and Talman are particularly noteworthy. Ryan’s supporting roles are handled professionally by Ray Collins and William Conrad.

Running time, 88 minutes. General audience classification. October release.

DOROTHY ALTSMANN

“The Family Secret” (Columbia)

AN EXCELLENT portrayal of a respected lawyer, played with restraint by Robert Ryan of Columbia’s “The Cherokee Trail.” The picture is about a young man who accidentally kills his friend while defending himself against a drunken attack. The young man is John Derek, son of Cobb, and acting on wild instinct, he flees from the scene of the crime. Thus a tortuous tale of conscience and malfeasance is spun.

The best effects of the picture are weakened by a sluggishness of pace. Derek at first tries to keep his crime a deep secret but Cobb is too shrewd an observer to have anything to her on. There is a sort of heated deliberation of opinion on what action to take but Derek wins out on the decision to remain quiet about the deed.

To hold a further plot of irony and coincidence, another man is accused of the murder and Cobb is called upon to defend him. The screenplay, by Francis Crockwell and Andrew Solt, fills in the sufficient formula with a romantic angle woven around Jody Lawrence and Derek. Throughout the proceedings a mood of impending doom prevails. In defending his client Cobb digs up enough evidence to clear him, but while on the stand, the accused drops dead of a heart attack. The case is thereby closed and Derek is exonerated. But conscience finally takes the man and he decides to pay his debt to society with Miss Lawrence promising to wait.

A Santana Production, it was produced by Robert Lord and directed by Henry Levin. Henry S. Keeler was associated producer.

Running time, 88 minutes. General audience classification. For December release.

M. H.

“Calling Bulldog Drummond” (Metro-Goldwyn-Mayer)

WALTER PIGEON makes his debut as the noted sleuth, Bulldog Drummond, in this British-made “Calling Bulldog Drummond.” Also, Hayes as the detective in M-G-M’s British production head, Ben Goetz, bows in as a producer. The picture offers satisfying entertainment and it easily should keep the armchair sleuths contented and engrossed.

It is a gang of gangsters who use radar equipment and work with commando-like precision that Pigeon has to contend with. To better get a line on the group Pigeon teams up with a lady detective, Margaret Leighton, and both pose as an underworld pair. Thus they are able to infiltrate the gang and get to its inner members.

Victor Saville’s direction keeps things moving suspiciously. Just as Pigeon has the trap set for the outlaws, it closes on himself and Miss Leightnon. This unexpected happening is the result of his identity being discovered by the underworld overlord. A cruel end is mapped for the captives, but in a series of melodramatic occurrences, Pigeon overtures his guard and proceeds to capture the secret leader of the gang and a whole tribe of guns and fiends.

Cast members include: Robert Beatty, Basil Radford, J. G. Cooper, Trevor Howard, and Peggy Evans. The screenplay is by Howard Emmett Rogers, Gerard Fairchild and Arthur Wimperis was based on a story by Fairchild.


M. H.

“Anne of the Indies” (Twentieth Century-Fox)

FOUR INGREDIENTS about piracy on the high seas are turned into a lusty adventure film in “Anne of the Indies.” There is little in it to excite the enthusiasm of the discriminating filmgoer but the general patron will find it to his appeal. George Jessel produced the film in Technicolor with a cast that includes Jean Peters, Louis Jourdan, Debra Paget and Herbert Marshall.

Miss Peters, an able woman with a sword, plays the feared captain of a British merchant ship and finding Jourdan aboard in chains, decides to make him a member of the crew. In due time Miss Peters falls in love with Jourdan. One day however she is informed by her old friend and mentor, the beauceraming Thomas Gomez, that Jourdan has been double crossed. As a result they have a violent exchange with Gomez and breaks with him completely. Presently Miss Peters learns that Jourdan is a traitor and that he has a wife to boot, played by Miss Paget.

A fishing sword, intrigue and a treasure lend tempo and development to the story. By way of reprisal Miss Peters kidnap Miss Paget and then captures Jourdan in a sea battle. As a means to slow torture she leaves them to die on an abandoned, sun-parched little island. Remorse finally overtakes Miss Peters and she sets them free again moments before she and her ship are blasted by the vengeful guns of Gomez vessels. Marshall is waited in a secondary role as a ship doctor. Jacques Tourneur directed, from the screenplay by Philip Dunne and Arthur Cohn.


“The Kid from Avarillo” (Columbia)

THE TICKLISH CHORE of unmasking a gang of silver smugglers is taken up by Charles Starrett in this one. Once again he doubles as the popular Durango Kid and on hand to help him as well as provide the comic touches is Smiley Burnette. After discovering a treasure burnette opens up his bag of disguises which should have the younger set howling.

Fred F. Sears plays the wily head of the outlaws. To get closer to the workings of the gang, Federal agent Harry Lauter poses as an outlaw and manages to worm his way into their group. In time the agent’s Lauter’s identity, and also capture Burnette. A close shave follows, but Starrett manages to rescue them and give the culprits their just due.

Running time, 56 minutes. General audience classification. October release.

MABEL HERBSTMAN

“The Galloping Major” (Sourcine)

TYPICAL of the better British comedies, “The Galloping Major” has its full share of chuckles and inherently comic situations and lovers of whimsey will find it entertaining throughout.

Humphrey Paget is one of the necessary ingredients of its classification. On hand to provide some vocal interludes are the Cass County Boys. The screenplay, devised by Barry Shipman, has the customary allotment of brawls, gunplay and hard riding. By way of a novel touch it has the smugglers haul in the silver by converting it into chains and dabbing them with black paint. Ray Nazarro directed.


M. H.

Coastal Charity Has $661,587 Backlog

HOLLYWOOD, Oct. 18.—With one week remaining before the start of its industry-wide campaign, the Perma-

nent Coastal Charity Picture Industry has a backlog of $661,587 in subscriptions against a goal of $1,350,000.  Dore Schary is chairman.

Green, Freedman to Aid Film

Walter Green, president of National Theatre Supply Co., will head the supply dealers’ committee of the Foun-}

dation of Motion Picture Pioneers.  The group will conduct a fund-raising “Midnight Frolics,” and Al Freedman of DeLuxe Labora-}

tory, who heads the film laboratories committee.
End Criticism

(Continued from page 1)

they have commanded the respect and admiration of the entire State of Texas for a tour as a stuntman and omissions a physically exhausting one; but the hardships were always accepted with gracefulness and with an obvious devotion to the purpose of the trip. It is my conviction that Hollywood’s support of Texas will no longer permit any unfair criticisms of such personalities as John Wayne, Gary Cooper, John Wayne, Denley, Chill Wills, Keenan Wynn, Jesse L. Lasky, George (Dink) Templeton, Mr. and Mrs. Jeff Chandler, Mary Murphy, Joani Taylor, Virginia Hall, Laura Elliott and Robin, Agnes Christine Johnson and Peter Haas.

Meanwhile, a perfect example of the “terrible impression” being created by the extended “Movietime U.S.A.” tour into west Texas was graphically illustrated at Andrews yesterday. The town’s population is 2,000, and the auditorium with a 2,500-seat capacity was jammed while several hundred grade school pupils were given separate programs at that school. This is typical of the receptions accorded the troops at Odessa, Seminole, Lubbock, Brownfield, Ta-

Air Programs

(Continued from page 1)

then they will be confused by the choice of the name for this new industry. The motion picture industry, at any rate, has existed for more than 25 years, and until a few years ago it was thought that the industry would continue to grow and prosper. The motion picture industry is now in a state of transition, and it is possible that the new name will be adopted.

With respect to the question of whether the new name will be adopted, it is probable that it will be. The reason for this is that the motion picture industry has always been a dynamic industry, and it is likely that the new name will reflect this dynamic character.

Lively Papers Read
At SMPTE Meet

Hollywood, Oct. 16.—The lively discussion marking today’s meetings of the Society of Motion Picture and Television Engineers in its convention was precipitated by a paper read by Loren L. Ryder of Paramount Studio, which contended that moving the 35mm magnetic sound-track to a single track about 15 units from sprocket-holes, instead of 50 as in present practice, would yield an improvement in sound quality.

Responses from three quarters, including Walter Muller of the Motion Picture Research Council, opposed the proposal, maintaining that the change would affect films now in and awaiting release, which Ryder denied, without producing the improvement claimed for it.

At the morning session, RCA’s Kurt Singer described a new magnetic recording unit, on display at the convention, which, using 17½ instead of 35mm film and travelling half as fast, reduces the cost 37 per cent and cuts down weight and space factors proportionately.

Ance color, Eastman color, Super- cinecolor, Caspar color and Truicolor processes were demonstrated tonight at the convention session held at Republic Studios.

Thirteen papers, including two on third-dimension processes, will occupy the final day of the convention tomorrow.

Rogers’ Films

(Continued from page 1)

with respect to both the television and picture industry future, the jurist said Rogers had full right under his contract to protection against the use of his name or likeness for commercial purposes, and stipulated that the ruling pertains to sustaining programs as well as sponsored shows, since even when shown as a sustainer any Rogers picture would be, in effect, advertising the television station or network televising it.

Asked $100,000 Damages

The Hall decision stated that Rogers, who had asked $100,000 damages, had in fact been damaged, according to the evidence, but that the evidence did not reveal how much damage and damages therefore could not be awarded.

Republic attorney Meyer H. Levenstein said Republic would appeal the decision.

Rogers Present in Court

Rogers, present in court, where the case has been in progress five weeks, expressed great satisfaction at the verdict.

The Screen Actors Guild, which is opposed to the sale of theatrical films to television, did not take issue to the decision, but the actors, hailed the decision as highly favorable to its position.

Trade opinion is that the decision will halt all negotiations for the sale of old pictures to television, temporarily at least, and may result in the filling of a large number of similar suits by players Situated as Rogers was with respect to pictures made by studios with which no longer have contract relationship.

Whether players in films already sold to television can utilize the Rogers decision as a basis for action against their producers was subject to widespread and varied speculation.

New Tax Bill

(Continued from page 1)

Universal Pictures will seek to expand its efforts during the coming year on behalf of its new release schedule, David A. Lipton, vice-president in charge of advertising, publicity, reported.

In view of shifting trends in film attendance which, in Universal’s experience has seen sub-key situations held a much greater proportion of film revenue than before, greater emphasis will be placed on promotion selling to aid these theatres. Lipton said, “Every device and promotional facility will be utilized to help sell Universal’s product down the line to the grass roots,” he said.

Patterns of Promotion

At the same time, he declared that the patterns of promotion which have paid off successfully for exhibitors in all situations will be intensified. These patterns include the utilization of personalities in key and sub-key situations for advance promotion through newspapers, radio and television and personal appearances to theatres.

During the 18-month period between Oct., 1949, and April, 1951, Universal sent 70 different stars, featured players and personalities alone or in groups to 117 different key and sub-key cities and towns to support 29 different pictures. This extensive promotional activity which has continued at the same pace during the past six months, will be intensified further during the coming year, Lipton said.

KTTV Purchases 25 Small Films

Hollywood, Oct. 18. — The Los Angeles Times Station KTTV announced that Fox had purchased the right to 25 feature pictures produced by Edward Small, from Fearless Television Productions, Inc., the studio’s general manager, Richard A. Moore announced.

The films listed in the purchase announcement include some produced as late as early 1948, and include such films as “T-Men,” “My Son, My Son,” “Corinna,” “The Big Clock,” “Tobin Bed” and “Douglas Fairbanks, Jr., Joan Bennett, William Bendix, Randolph Scott, Joan Fontaine, Dennis O’Keefe, are among the stars featured in the films acquired. KTTV will begin televising the films Nov. 7.
ness in the third quarter has been "general throughout the industry," announced estimated consolidated earnings for the three months amounted to $4,688,000, including $2,-
297,000 of capital gains, as compared to consolidated losses of $414,000 of capital gains, for the same quarter in 1950.

Goldenson explained that the consolidated earnings this year included the results of 73 subsidiaries which became wholly-owned after the third quarter of 1950 through the purchase of a controlling interest of co-owners. He pointed out that the effect of this was to increase consolidated operating profits and render the share of undistributed earnings for the 1951 period in comparison with those for 1950.

Goldenson pointed out that the consolidated earnings, including capital gains, amount to $1.44 per share for the third quarter and $6.48 per share for the first three months of 1951, compared with 78 cents, and $2.24 per share for the corresponding periods of 1950, $1.30, and $2.28 for the nine months of 1951, compared with 95 cents and $2.97 for the corresponding periods of 1950. These are higher than at any time since 1946.

"There is a widespread feeling of confidence that the industry will be able to meet and surmount the challenge of changing competitive and economic conditions."

According to Goldenson, the building of theatre attendance is attributable to two factors, "The first," he stated, "is the gradual improvement in the motion picture industry which has continued past several years which reached a new high level during the third quarter and in numbers of admissions and their appeal. Not only the highest-grossing pictures but even many of the films of modest cost have been doing well at the box-office. As we are in business 52 weeks of the year, good bread-and-butter films are vital to our success."

"Of equal importance with improved film product," continued Goldenson, "is the effect of changing economic conditions resulting from increased tempo of defense mobilization. While the increase in national income has been maintained, conversion to war production and stricter credit regulations have reduced consumer expenditures in the industry and have freed the public with more money for recreation and entertainment."

Goldenson added that the Federal Communications Commission has set Jan. 15 as the date for hearings on the application of American Broadcasting in to United Paramount Theatres.

Charles Darby Promoted

Providence, Oct. 18—Charles R. Darby, who has been manager of the Avon Cinema for six years, has been promoted to district manager for Lockwood and Gordon, Boston theatre concern.

RKO Board Decision

(Continued from page 1)

RKO Radio Set 3

World Premieres

RKO Radio has scheduled three major productions for world premieres between Oct 25 and Nov. 1, it was announced here yesterday by Robert Mochrie, RKO radio division head. The three productions are "Alai_"

Edmund Grainger's "The Rabbit" will have its world premiere at the RKO Theatre, Philadelphia, on the 25th, with a special guest, the world famous singer, Krasna's "The Blue Veil," on the 26th, at the Criterion, New York, in a preview of the annual campaign of the United Hospital Fund, and, "Two Tickets to Hollywood," a new musical, at the Hillstreet and Pantages theatres, Los Angeles, on Nov. 1.

May Film "The Lip"

Hollywood, Oct. 18—Producer Abner J. Greeshler is negotiating with Leo Durocher, manager of the New York Dodgers, to have the star on the set of his film, "The Lip," to co-star him in a biography of "The Lip." Greeshler has signed Al Wolf, Los Angeles Times sports writer and friend of Durocher's, to write the script.

Ban on "Miracle"

(Continued from page 1)

RKO Radio Studios, Inc., has been the most important rendered in recent years so films are concerns in New York State.

Judge Charles W. Foressell, who has been appointed to the U. S. Supreme Court if the Court of Appeals determination were adverse. It has attracted nationwide publicity.

"If the petitioner's interpretation of the education law were to be adopted," he wrote, "it would be, I think, the most indubitable, ob- scene, immoral, sacrilegious or depraved presentation might be made through the medium of a motion picture film, provided only there was some slip, inadvertence or mistake on the part of the reviewer, leaving his superiors, the courts and the public generally powerless to correct the situation. It would simply mean this statutory plan to protect the public would be defeated if its license for general exhibition under Section 122 rests entirely upon the judgment of the film reviewers. On the face of it seems to give the public complete control of the motion picture division, whose favorable determination in the first instance is necessary for the license to continue. On such a derelict basis public policy in these matters as to be unthinkable.

TV Tribute to Terry

Paul Terry, founder of Terrytoons, will have the audience of "We, the People" in his studio tonight, when the TV program pays tribute to him as the first man to start his 1,000th entertainment film.

Ewans with Ad-Film

Reg Evans has been named vice-president of the newly-formed Ad-Film Distributors, Inc. Evans was formerly assistant president of General Screen Advertising, Inc.
Allied comes to New York

NATIONAL CONVENTION
and
TRADE SHOW
ALLIED STATES
ASSOCIATION
of
MOTION PICTURE EXHIBITORS

A meeting — important to every independent exhibitor . . .
We invite your attendance!

Address your correspondence to the Host Unit
ALLIED THEATRE OWNERS OF NEW JERSEY
234 West 44th Street • New York 18, N. Y.

HOTEL BILTMORE, OCT. 30th-31st and NOV. 1
NEITHER SLEET, NOR RAIN, NOR GLOOM OF NIGHT, NOR DI MAGGIO, NOR DUROCHER CAN KEEP THOSE MOBS FROM LINING UP FOR "THE MOB"

"1ST IN 4 YEARS TO BE HELD FOR 3rd WEEK!"

STANTON, PHILADELPHIA

THE MOB

starring BRODERICK CRAWFORD with Betty Buehler • Richard Kiley • Otto Hulet • Matt Crowley

Screen Play by WILLIAM BOWERS • Based on the Collier's magazine story, "Waterfront" by Ferguson Findley • Produced by JERRY BRESLER • Directed by ROBERT PARRISH
THE WASHINGTON POST

MOTION PICTURE DAILY

VOL. 70, NO. 78
NEW YORK, U.S.A., MONDAY, OCTOBER 22, 1951
TEN CENTS

U.S. Moves To Halt Color Video

Theatre TV Likely to Be Hit As CBS Complies

WASHINGTON, Oct. 21.—Further large-scale development of color theatre television may soon have to be put "on ice" for the duration of the emergency.

This was indicated in a statement by the Office of Defense Mobilization issued Friday, requesting Columbia Broadcasting System to suspend manufacture of color TV sets for home use.

Meanwhile, OD M director Charles E. Wilson issued a call to all TV manufacturers to a meeting here this week to discuss possible suspension of "all further development of color TV." The call came just as the Radio (Continued on page 4)

New Tax Measure Is Passed: Lifts Levy on Equipment

WASHINGTON, Oct. 21.—The House on Friday passed the new tax increase bill, and President Truman was expected to sign the measure late tomorrow.

The bill would grant some admission tax exemptions to opera, symphonies and other non-profit groups, but would keep the tax on all film showings, even by non-profit groups. The measure would also exempt all film and equipment used by Hollywood studios and other branches of the entertainment industry.(Continued on page 4)

Para.-CBS Aim to TV Paris UN Meet

A deal for televising the forthcoming Paris meeting of the United Nations' General Assembly is now being negotiated by Paramount Television Productions, Inc.

Under the contemplated deal, television films of the proceedings would be flown to the United States for exclusive showing by the CBS-TV network.

The Paris sessions open Nov. 6 and (Continued on page 4)

UP Movietone News Bows Here Today

The new United Press-Movietone News service will make its bow here today over station WJZ-TV under the banner of "John Daly with the World News," from 7:00 to 7:15 P.M. The sponsor is Pontiac Motors.

Under the exclusive deal with American Broadcasting, similar newscasts are slated for the network's WXZ-TV station in Detroit and KECA-TV in Los Angeles, among others.

"Quo Vadis" Pivot Of MGM Meet Today

CHICAGO, Oct. 21—With "Quo Vadis," the pivotal theme of a three-day conference, 75 M-G-M field and home office executives will gather at the Ambassador East tomorrow morning for the opening session to be presided over by William F. Rodgers, sales vice-president, Rodgers will keynote the initial session with an outline of the program.

The "Quo Vadis" theme will be pursued by Dore Schary, production vice-president, who arrives tomorrow with Howard Strickling, studio publicity head.

Schary will discuss film projects (Continued on page 4)

ELC Films Now In UA-Carriers Pact

United Artists has concluded with National Film Service Corp. of New York, film carriers and inspectors, an arrangement which brings product which had been scheduled by the defunct Eagle Lion Classics into the same shipping contract that covers UA product, it was reported here yesterday by Albert E. Bollenbacher, UA treasurer.

Bollenbacher provided this information (Continued on page 5)

Record 468 Dates For 'Desert Fox'

A total of 468 simultaneous dates, largest in the history of 20th Century-Fox, broke over the weekend on the company's production "The Desert Fox" across the United States and Canada.

Largest concentration of the day-and-date saturation was in the Western area, with 135 theatres participating.

"Us" United World Will Make and Sell Product for Video

United World Films has concluded plans for the extensive production, distribution and sale of tele-vision pictures, it was disclosed here at the weekend by James Franey, president of the company, which is a 100 per cent-owned subsidiary of Universal Pictures.

Faney states that the physical facilities of Universal—International's studio in Universal City will be utilized here, but that Universal contract players would appear in any of the films.

The large-scale plans will include (Continued on page 4)

Klieiman Offers Plan To Halt Twin Bills

PHILADELPHIA, Oct. 21.—Calling for elimination of "the double feature evil that only breeds interior pictures," Paul Klieiman, general manager of W. and R. Theatre Enterprises here, at the weekend offered the industry a comprehensive plan for the setting up of "a well-balanced unit show developed to provide 2½ hours of variety and wide appeal material."

Klieiman: "The greatest era of prosperity in the history of the motion picture industry is close at hand. It is but for our leaders, if they are...

(Continued on page 4)

Three RKO Films at Paramount in a Row


Jerry Wald and Norman Krasna's "Belle of the Brawl" will open Oct. 31. This will be followed by "Two Tickets to Broadway," co-starring Janet Leigh and Tony Martin, and Edmund Grainger's "The Racket," with Robert Mitchum, Robert Ryan and Lizabeth Scott. Grainger's "Flyway to Canada" has just completed a four-week run at the Paramount, the third picture to hold that long this year. The other two were Martin and Lewis films.

'TA' Raise to Cost Studios $11,000,000

Wide Benefits in New Pact Effective Thurs.

HOLLYWOOD, Oct. 21.—Major studios' annual production labor costs will be increased about $11,000,000 in consequence of wage adjustments granted to IATSE unions at the weekend, according to a responsible estimate, and it will go higher if the living-cost index rises sufficiently to put a newly-increased escalator clause into operation.

Adjustments, representing a compromise between IATSE demands and studio position, become effective on Thursday and will run for a two-year period.

The agreement, negotiated in a 40-hour session between Association of Motion Picture Employees vice-president Charles Boren, IATSE (Continued on page 5)

Hollywood to Ask Salary Board to Keep Present Plan

WASHINGTON, Oct. 21.—Hollywood producers and talent guilds are expected to join forces on Tuesday to ask the Salary Stabilization Board to permit them to continue customary salary policies for talent employees.

They will appear in New York before a special Salary Board committee which has been appointed to make recommendations on salary control policies for talent workers.

The studios are now operating under a special "letter of interpretation" (Continued on page 5)

Sir Sidney Clift, 66, Dies Suddenly

LONDON, Oct. 21.—Sir Sidney W. Clift, 66, one of the United Kingdom's best known exhibitors and widely active in exhibitor organization affairs, collapsed and died in the Birmingham Railway Station at the weekend.

Clift was chairman and managing director of Clifton Cinemas and its associated companies, which have headquarters at Birmingham. He was (Continued on page 5)
Motion Picture Daily
Monday, October 22, 1951

Personal Mention

STEVE BRODY, Monogram, Allied Artists president, and Nor-
on V. Ritchey, head of Monogram International, have arrived in London from New York. Talks with Associated British-Pathe officials. They plan to visit Germany before returning to the U.S.

Dore Schary, M-G-M, vice-presi-

dent in charge of production, accom-
panied by Walter K. Reilly, his

executive assistant, and Howard
Steckling, studio publicity head, are

due here from England in a few days after making a stopover today in Chi-

cago.

Mel Dannheiser, head of the RKO

Radio foreign statistics department, and assistant to R. K. Hawkinson, and his wife announce the birth of a son, Robert Lane, to the Horace Hardin-

ing Hospital in Queens, N.Y.

Kurt Hirsch, producer, arrived in

New York over the weekend for

Hollywood with William J. Heiney, and Max E. Youngstein, United Artists vice-presi-

dent.

Fred S. Kogod, head of K-B The-

atres in Washington, will on Thurs-
day have his life dramatized over

NBC's "Hall of Fame" radio pro-

gram.

G. I. Woodham-Smith, director of the J. Arthur Rank Organization, and his wife returned Wednesday from London on the S.S. Queen Mary.

Manny Pearson, M-G-M field pro-

motion representative, is in town from Cleveland for conferences with Dan S. Terrell, exploitation head.

Bob Moscow, general manager of the Kaitlo Theatre Corp. in Atlantic City, has returned home after a business trip in New York.

George Roth, Fine Arts Films gen-

eral sales representative, has returned from a business trip through the South-

territory.

Warner S. American Sales Meet Nov. 18

The annual meeting of all of War-

ner Brothers' South American sales executives will take place in Buenos Aires during the week beginning Nov. 18, according to Wolfe Cohen, the company's general foreign manager. Karl Deimling, formerly of Warner Brothers International, will accompany Cohen to the meeting.

Gulf States Allied Meet

NEW ORLEANS, Oct. 21— Allied Theatre Owners of Gulf States' board members and directors will meet on Tuesday night at the Hotel Orleans. Hopes here for discussions in preparation for the forthcoming national convention in New York.

Panel Discussion to Feature KMTA Meet

KANSAS CITY, Oct. 21— A panel discussion and a ques-

tion-answer period will be a feature of the annual convention of the Kansas- Missouri Theatre Association. The panel named by the executive board for meet-

ing Oct. 17 includes Elmer Bills as chairman, Homer Street, Tom Edwards and Daniel G. Reilly, president of the Association.

All others are former producers who will particularly discuss is what more the association can do to help exhibitors.

Chi. Neighborhood Business Sags

CHICAGO, Oct. 21— "Movietime UK.A."

notwithstanding, outlaying branches in doldrums here as neighborhood theaters perilously close to the lows they hit during the early months of this year. Almost certain to be left behind by the "Movietime" committee in putting over the star tour and the Street parade, a large number of local exhibitors are not giving the campa-

ign even token cooperation, with many theaters, including several downtown, refusing (or neglecting) to put up banners, valances, streamers, or any of the other accessories avail-

able for publicizing "Movietime."

The board was giving some restiveness among the exhibitors who have gone all-out to support the campaign as much as they feel that their efforts are being nullified by the failure of the industry to present a united front. In contrast to the lag-

ging box-office in the subsequent runs, the first runs are holding up quite well with many strong pictures, and the board in Toronto run "American in Paris," "The Day the Earth Stood Still," "A Streetcar Named Desire," and "No Highway in the Sky," all said to be "fair" open here shortly. With "David and Bathsheba" moving into the outlying drive-ins very successfully, the run, neighborhood exhibitors are hopeful that it will mark the beginning of a pickup in business, with other strong product to follow.

J. Pickett joins UA as Foreign Dept. Head

Arnold Pickett on Friday left his post of vice-president of Columbia International and this week will join United Artists as foreign department head. Columbia disclosed Pickett's de-

parture and a UA spokesman reported Pickett was very happy.

It has not yet been determined, the UA official said, whether Pickett will receive an officership, such as vice-

president or manager. His post in New York has served as trade paper and syn-
dicate contact and, most recently, has been in charge of national tieups.

Promote Goldberg to Newspaper Contact

Fred Goldberg has been promoted to the position of Paramount's New York newspaper contact, according to an announcement by Herk Stein-

berg, home office publicity manager.

Goldberg has been with Paramount since August 1948, when he joined the company. Before that, he has served as trade paper and syn-
dicate contact and, most recently, has been in charge of national tieups.
A SENSATIONAL INNOVATION IN ACTION ENTERTAINMENT! Music, songs and ballads pacing terrific thrill drama! Songs include that top hit tune "I WISH I WUZ".

A ROARING SAGA OF REDSKIN VENGEANCE...AND OF THE TINY CAVALRY OUTPOST THAT DEFIED IT!

"SLAUGHTER TRAIL"

Color by CINECOLOR

starring
BRIAN DONLEVY · GIG YOUNG
VIRGINIA GREY · ANDY DEVINE
ROBERT HUTTON

and introducing TERRY GILKSYON,

composer of "Cry of the Wild Goose," singing: "HOOFBEAT SERENADE."
"BALLAD RANDELIER."
"THE GIRL IN THE WOOD."
"EVERYONE'S CRAZY"
"CEPTIN' ME" and "JITTERY DEER-FOOT DAN"

Produced and Directed by IRVING ALLEN

Screenplay by SID KULLER
Kliean
(Continued from page 1)

Review

“Let’s Make It Legal” (20th Century-Fox)

ROBERT BASSLER has produced, Richard Sale has directed, and F. Hugh Herbert and I. A. L. Diamond have scripted a light, gibb domestic comedy that makes no particular demands upon the talents of stars Claudette Colbert and MacDonald Carey. Doubtless, the players manage their roles with easy grace and aplomb, but they are frequently quite casual about the comic developments surrounding the pending divorce of a pair of young grandparents. The sun total is a breezy film that should give audiences a wholesome 74 minutes of joyful fun. The strong marquee names should serve the picture well box-officewise.

When the screenplay—based on a story by Mortimer Braun—opens it is but a matter of hours before Miss Colbert and Carey become final. It appears that the source of their disagreement was Carey’s uncontrollable mania for card-playing, dice games, horse betting and other forms of gambling. Sometimes, and for no real reason, Carey makes the fact that he still loves her and the rosebushes he had so tenderly attended on their front lawn, he wants their marriage to continue. It is apparent, too, that Miss Colbert still loves her husband, but that his gambling (at which he seldom loses) has made his partnership impossible for her. Into this situation enter several complications. Scott, a rival in their high school days for Miss Colbert’s heart, arrives in town a celebrity and at once sees again the lovely lady he had longdesired to marry. The couple’s daughter and son-in-law, who long had been at odds over the question of whether to continue living with Miss Colbert or move into a place of their own, find themselves in a trap. While Miss Colbert and Scott announce their engagement, Carey’s desperation accelerates to greater comic heights. Ultimately, the divorced pair are reunited for a happy finish. The capping joke, incidentally, is the disclosure that in the old days Carey’s gambling losses were filled nicely by Barbara Bates, Robert Wagner, Marilyn Monroe, Frank Cady, Jim Hayward and others.

Running time, 77 minutes. General release.

U’s United

(Continued from page 1)

the production of color pictures in addition to those in black and white. The entire program is designed expressly for the requirements of television. Franey emphasized that United World’s television pictures would not compete with the full-length motion pictures which Universal produces for exhibition theatres.

Names George Bole

To accelerate the production plans, Franey stated that George Bole, assistant studio manager of the “U,” will be appointed corporate vice-president for the studio and United World. United World Films, since its inception, has been primarily engaged in the sale of films for use on television, but essentially the company specialized in the production and distribution of pictures for non-theatrical and home consumption.

S$50,000 ‘Frisco Deal

SAN FRANCISCO, Oct. 21—A half-million-dollar deal was closed here between Louis Kaliski, long-time operator in Alameda and later in Oakland, and San Francisco theatre operators Carol Nathan and Edward Hwang. Kaliski, who was engaged in the sale of films for use on television, used his personal property payments. Kaliski includes a post-office building, the Marina Theatre building, store buildings and the El Presidio Theatre Building.

Press Unit Cites ‘Well’

A special mid-season citation, the second ever voted by the Foreign Language Film Critics, was awarded to the producer, director, author, players and technical staff of “The Well,” current United Artists release, it was announced by Sigmund Gottlieb, executive secretary of the circle.

Maryland Census Report

Baltimore, Oct. 21—During the past fiscal year, the Maryland Census Bureau reviewed 2,393 original features and short subjects, including 799 dramas, 538 comedies, 581 news-

U.S. Moves

(Continued from page 1)

Corporation of America unveiled its colour television equipment for the first time in New York. In addition, other companies, such as 20th Century-Fox, the Edgerton system, and Paramount Television, Inc., which recently demonstrated its new television tube, would most likely be affected.

Immediately after receiving the ODM request, CBS’ president Frank Stanton announced that he would comply. In addition, Stanton announced that “CBS television would also suspend its regular schedule of color broadcasts in view of the fact that there will not be a sufficient number of color receivers in the hands of the public to warrant such service.

ODM director Charles E. Wilson said the critical material shortage in the current defense emergency required suspension of all plans for new products using scarce materials and not absolutely essential to the defense effort.

ODM officials would not say officially whether large-screen color TV was involved, but Mr. Stanton did say that “it uses scarce materials, doesn’t it.”

Stanton’s statement added that CBS, within the limitations which may be imposed by the Defense Mobilization office, would continue experimental and development work along the manufacturing suspension, with particular attention to the development of a tri-color tube.

New Tax Measure

(Continued from page 1)

industry from Federal, excise taxes, at an estimated saving of about $5,000,000 a year.

If President Truman signs the bill late today, the excise changes would go into effect.

The measure would also boost the corporate tax rate from 25 per cent to 30 per cent on the first $25,000 of corporate income and from 47 per cent to 52 per cent on the rest. Changes in the corporate tax ceiling, excess profit, loss-carryover and other corporate regulatory laws are also in the bill.

Ten Openings for “Horse”

Snader Productions’ “The Wooden Horse” will be booked in 10 Metropolitain New York day-and-date engagements starting Wednesday in the Ethel St., Gracery, Lido, Midtown, Alpine, Trans Lux 85th St., Colony in White Plains, Parkway in Mt. Vernon, and the Beacon and Austin in Queens.

‘Carol’ Opens Nov. 28

“A Christmas Carol,” the Charles Dickens classic, directed by Alastair Sim as “Scrooge,” will have its American premiere at the Guild Theatre in Rockefeller Center Dec. 28, it was announced by William J. Heineman, United Artists distribution vice president.

Lopert-Louwendaal Deal

I. E. Lopert, president of Lopert Films Distributing Corp, has closed a deal with Louwendaal Productions, whereby his firm will handle the domestic distribution of “The Medium,” produced by Walter Louwendaal.

Para.CBS Deal

(Continued from page 1)

if the deal now being negotiated between Paramount Television and a U.S. committee is consummated, Richard H. Klieman, executive vice-president of the French capital to film the event.

Josephine Baker Dated

CHICAGO, Oct. 21.—Josephine Baker, who appeared here a few months ago, has been booked into the Chicago Theatre for a weekend engagement during the week of Nov. 2. Lauritz Melchior is tentatively scheduled to follow her, for a two-week run in appearance at the Chicago starting Nov. 9.

Alaska Theatre Fire

PORTLAND, Ore., Oct. 21.—Partial detail of a fire in downtown Cordova, Alaska, report losses upward of $50,000, with the Cordova Theatre among the buildings burned.

Wilcox Signs Brook

Herbert Wilcox, British producer, has signed Peter Brook to direct “Peggar’s Opera,” forthcoming technicolor film to be produced in England by Wilcox-Neagle Productions, the W-N New York office reports.

men of ability, foresight, showmanship and sincerity, to adopt this plan as quickly as possible.”

Sets Up 4 Requirements

The “unit show” plan sets up four requirements: (1) A Grade A feature with at least two or more established stars who possess good marquee strength. Running time between 75 and 90 minutes. (2) A featurette of opposite appeal to the main feature, with at least one marquee star and one or more new or unknown stars who have the ability and interest if in picture. Running time to average 30 to 40 minutes. Featurette have to appeal for women if main feature has male appeal. The opposite in all categories to hold true for featurettes. (3) A 15 to 20 minute public relations subject dealing with the following: Racial and religious of positive nature, short stories, Biblical stories, and screamers “The beatniks,” which are unlimited and published monthly in dozens of magazines or any subject which may have personal interest if of interest to 10 per cent or more of the population. (4) A color cartoon of excellent comedies, pictures for both adult and juvenile appeal.

Kliean envisioned a widened scope of potential new audiences with the following scheme. He declared it a desperate method of recapturing the lost audience and creating avenues to the vast untapped market of people who are awakening subject material of interest to them. The plan should be supplemented by “far reaching showmanship campaigns to be added.

Monday, October 22, 1951
‘TA’ Raise

(Continued from page 1)

president Richard Walsh, International
union’s representative Roy Weaver,
and officials of the IATSE locals here,
provides an increase of 24 cents per hour
or 10 mills per day in every case greater,
up to a maximum of $18.50 per week.
The living-cost escalator clause pro-
vides for a one cent per hour increase
for every eighth-tenths point advance in
the index, but goes into effect only if the index rises five
points, and each year after, on a
downward trend in the index, pro-
viding the reduction does not go be-
low the present level.

Additionally, studios will pay five
cents hourly on all straight time into
a jointly-administered health and wel-
fare fund, and will pay daily workers
for six holidays observed annually by
the studios. A pension and retirement
fund asked for by the IATSE was not
granted.

The IATSE agreement is the first
in a series confronting the majors
and doubtless will set the pattern for
agreements to be reached with minor
and independent companies. Screen Ac-
tors Guild negotiations for increases
and other benefits, which were held in
abeyance pending completion of “TA”
meetings, are next on the majors’ agenda.

‘Command’ Openings
Get Navy Go-Ahead

Twenty-one day-and-date key situ-
ation openings plan to create for the
audit of Paramount’s “Submarine
Command” will be held with the full
cooperation of the Navy. It was re-
voted today by A. W. Schwalbarg,
President of Paramount Film Distri-
buting Corp.

After the big premiere at the Nor-
folk Naval Base on Oct. 23, for the
benefit of the Naval Relief Fund, there
will be twenty-one day-and-date kick-off at the following cities:
Washington, D. C., Baltimore, Rich-
mond, Va., New London, Conn., San
Diego, Calif., Portsmouth, N. H.,
Chicago, San Francisco, Oakland,
Calif., Corpus Christi, Texas, Boston,
Portland, Me., Providence, R. I.,
Newport, R. I., Pensacola, Fla., Jack-
sonville, Fla., Key West, Fla.,
Charleston, S. C., New York, Mem-
phis, and New Orleans.

Dressler to Chromatic

The appointment of Robert Dress-
er as director of research and de-
velopment for Chromatic Television
Laboratories, Inc., has been an-
nounced by Richard Hodgson, presi-
dent. Dressler for the past five years
has been in charge of various aspects
of television research for Paramount
Pictures Corp.

Kraska Opens Office

Boston, Oct. 21.—George Kraska,
former manager of the Beacon Hill
Theatre here, will open a public
relations office here this month.

Review

“Jungle Manhunt”
(Columbia)

A GENEROUS AMOUNT of action and suspense is contained in this
latest Jungle Jim film, starring Johnny Weissmuller. The youngsters
former contained the maximum quite the Key
deal a H., “IA” stood speaking
mond, cooperation premiere Portland,
Chicago, Die-

The picture, filmed in sepia tone, has Sheila Ryan as a free lance photog-
grapher forced to find and save a hero-African football player who has been
missing since a World War II bomber mission. She meets Weissmuller
and he agrees to help in the search. Soon enough, however, there are com-
plications in the form of a tribe of savage natives attacking and burning
the presents.

The natives are led by Lyle Talbot, a white scientist who plans to exploit
the natives for his synthetic diamond scheme. It isn’t long before Bob Water-
field, the ex-football player, is discovered, living happily with a friendly
tribe whom he has started to educate in civilized living. At the end, after
the evil-doers are brought to justice, the football player refuses to go back
to America and the girl stays with him.

Others in the cast include Rick Vallin, Lyle Talbot and William P. Wilker-
son. Sam Katzman produced and Lew Landers directed, from a screenplay
by Samuel Newman.

Running time, 60 minutes. General audience classification. October release.

UA-Carriers Pact

(Continued from page 1)

when queried about a report from
Cleveland that NFSC made a deal
with UA whereby the distributor is
guaranteed to receive $35,000 between
Jan. 1, 1952 and Oct. 31, 1955. If it
was reported, would accrue from dis-
counts on UA’s weekly film service
bills of five per cent and 20 per cent.

Figure Can’t Be Verified

Bolkinger said the $35,000 was a
figure that “cannot be verified.” The
Cleveland dispatch said film service
organizations in the field objected to
the deal and plan to challenge the
authority of the NFSC directors who
are said, according to the report, to
have made the deal without consult-
ing its member organizations.

The UA treasurer explained that
since ELC, which was purchased by
UA from Pathé Industries, no longer
operates “we have merely verified a
deal with NFSC under which we
brought the product of both companies
under one contract.” The terms of
the UA contract, as it stood before
the arrangement, were more favorable
from a distributor’s standpoint than
those of the old ELC contract,
bolesinger said.

Snader Names Three
To Sales Force

Herbert Bregnsten has been named
Western sales manager of Snader
Productions and Robert L. Kronen-
berg sales representative for the Los
Angeles district. Harold Wiesenthal,
formerly with Universal and Eagle
Lion Classics, has become Midwest
and Inter-mountain sales manager, it
was disclosed here at the weekend
by Oliver A. Unger, Snader’s na-
tional sales manager.

Snader is the U. S. distributor for
some British films, including the Sir
Alexander Korda program.

Set Busy Speaking
Schedule for Wolf

Maurice N. Wolf, special M-G-M
field exhibitor representative,
has, a speaking engagement on
Oct. 29 before the Rotary Club at
Winthrop, Mass. On the previous five,
has a speaking engagement on
Oct. 29 before the Rotary Club at
Winthrop, Mass. On the previous five
day schedule, he plans to do a similar stint at the Rotary Club at
Newburyport, N. H. In November,
he has scheduled five dates already

Hollywood

(Continued from page 1)

tions” from the Wage Stabilization
Board, which had the effect of per-
mitting the continuation of traditional
salary policies for actors, directors,
writers and other talent. Officials of
the Association of Motion Picture
Producers, the Screen Actors Guild,
Screen Writers Guild and the Screen
Directors Guild are expected to make
a joint presentation before the gov-
ernment committee on Tuesday, and
their stand will probably boil down
to a request for the continuation of
the Wage Board “interpretation.”

The special “talent workers” panel
of the Salary Stabilization Board is
supposed to make recommendations
to the main board.

Panel Meets Tomorrow

Tomorrow, the panel will meet with
officials of the National Association
of Radio and Television Broadcasters,
CBS, ABC, the Radio and Television
Directors Guild, Associated Actors
and Artists of America, American
GUILD of Musical Artists, and the
Authors League of America.

Sir Sidney Clift

(Continued from page 1)

national chairman of the Cinemato-
graph Exhibitors Association in 1944-
45, and was chairman and president
of the Birmingham and Midland
Trade Benevolent Fund. He practiced
law before entering the motion picture
business. Sir Sidney was knighted in
the King’s June Birth Honors List in
1947.

this is a teaser!

she dances!

YVONNE DE CARLO
starts in “Hotel Sahara”

And she’s got the figure for those

top B. O. figures thru UA
Your First Big Dividend on that
MONOGRAM
ALLIED ARTISTS
Guarantee of a
TOP COLOR HIT EVERY MONTH!

...MOTION PICTURE DAILY

The
Allied Artists
presents

Highwayman
Based on the Immortal Classic by ALFRED NOYES

starring
PHILIP FRIEND • CHARLES COBURN • WANDA HENDRIX

with Scott Forbes • Virginia Huston • Dan O'Herlihy • Henry Morgan • Albert Shappe • Alan Napier

Color by CINECOLOR

"A moneymaker... loaded with exploitation angles. Should click off neat grosses in all situations."
...INDEPENDENT FILM JOURNAL

"Tops all the swashbuckling stories produced in color lately."...HARRISON'S REPORTS
Nation Is Now Pro-Hollywood Mayer Asserts

Takes Stock of COMPO's Achievements in Year

Taking stock currently of the achievements of the Council of Motion Picture Organizations as the all-industry agency concludes its first year of actual work, Arthur L. Mayer, COMPO executive vice-president, has observed that the industry in that time has made enormous advances in terms of improved public relations.

In consequence, the "Movietime U.S.A." campaign, he said, the newspapers of the nation are reflecting a decidedly pro-

(Continued on page 5)

Republic Sells 174 Films to Television

CHICAGO, Oct. 22—Exclusive first-run television rights in the Chicago area to 174 Republic Picture films for two years have been obtained by WGN-TV, it was announced here today by Elizabeth Bain, film director for the station.

This represents the first actual release of films to television by Republic. Through WGN-TV film capabilities more major feature pictures are said to have been introduced to

(Continued on page 5)

TV. Radio Broadcasters Adopt Production Code

CHICAGO, Oct. 22—The National Association of Radio and Television Broadcasters meeting at the Stevens Hotel here have adopted a code of self-regulation embodying the following rules among others for TV broadcasting:

(1) Scenes depicting violence or vulgarity, details of crime and anything which might encourage gambling or immorality are prohibited.

(2) Only six minutes maximum of any theme of Class A time used for advertising and advertising messages should be presented with courtesy and good taste.

(3) Television broadcasters have an affirmative responsibility to provide coverage of public events consonant with the ends of an informed and enlightened citizenship.

(4) Sex perversion or any reference to it is forbidden.

(5) Divorce is not to be treated casually nor justified as a solution for marital problems.

(6) The costuming of all performers shall be within the bounds

(Continued on page 5)

MGM's Sales Future Is the Brightest to Date: Schary

'Mob,' 'Fox' Bow
Strong; B'way
B.O. Still Healthy

Strong openings for "The Mob" at the Paramount and "The Desert Fox" lead the week's grosses at New York first-run theatres, where strong product continues to draw in the crowds.

A very good $110,000 is seen for the opening stanza of "The Mob" at the Paramount, while "The Desert Fox" is expected to hit a big $55,000 at the Globe.

"An American in Paris" plus a stage show, is still packing them in.

(Continued on page 5)

Vote on New Status For TVA in Dec.

At the second annual convention of the Television Authority, to be held here for three days beginning Dec. 7, a decision will be made whether its five constituent talent unions shall surrender their autonomy in the interest of converting TVA into a new and independent union under the juris-

(Continued on page 5)

Amend Para. Decree On Ga. Dispositions

Further modifications in the Paramount divestiture decree are ordered in an amendment which has been signed in U.S. District Court here by Federal Judge Augustus N. Hand.

These three theatres in Georgia. The amendment stipulates that United Paramount Theatres shall not

(Continued on page 4)

See Fewer, But Better Films Made

Wald, Krasna Say Video Spells End of 'B's'

A prediction that major studios in the near future will limit the number of pictures and utilize the talent and money thus saved on "big" quality pictures was made here yesterday by producers Jerry Wald and Norman Krasna.

In line with what they called the trend made necessary by the competition of home television, Wald and Krasna said they have reduced the number of pictures that they will make for RCA from 12 a year to four to six a year. They said that Howard Hughes, principal stockholder in RCA Pictures, was in accord with their plans.

According to Wald and Krasna, the day of the "squirting A," picture and the wobbly "B" film is fast due to the large selective audience which has cropped up since the advent of home television. "I think TV has drained away people who just want to see average films," declared Wald.

(Continued on page 4)

New Tax Changes Effective Nov. 1

WASHINGTON, Oct. 22—Nov. 1 is the official date for the changes in excise rates and coverages contained in the new tax bill. That became official when President Truman signed the bill over the weekend.

Come Nov. 1, then, taxes will be tax-free. On reduced-price tickets, the tax need be computed only on the amount actually charged, rather than the regular established price.

Another change will be that civic

(Continued on page 5)

Dipson Appeals to The Supreme Court

WASHINGTON, Oct. 22—Dipson Theatres, Inc., today asked the Supreme Court to review the New York Circuit Court of Appeals decision which threw out its anti-trust suit against Buffalo Theatres, Inc., and six major distributors.

The distributors involved are Loew's, Paramount, RKO, Warner

(Continued on page 4)
Personal Mention

HERBERT YATES, president of Monogram Studios, arrived from the Coast over the weekend and will be here about 10 days.

STEVE BRODY, Monogram-Allied Artists president, is scheduled to leave London today on route to New York. He is a British citizen and manager, leaves London for Hamburg.

WILLIAM BARNETT, president of Barnett International Forwarders, Inc., returned here from Europe on the SS "Ile de France" yesterday.

ARTHUR JARRETT, managing director of British Lion, has arrived in New York from London on a brief business trip.

MRS. HAZEL PARKER, president of the J. P. Parker Theatres which operate in Oregon, is in New York on a month's visit.

JAMES R. GRAINGER, Republic Pictures executive vice-president in charge of sales, will leave here today for Cleveland, Ohio.

CHARLES FELDMAN, Universal-International domestic sales manager, left here yesterday for Chicago, and will return Thursday.

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for St. Louis.

MORGAN HURDING of the M-G-M studio publicity department will be in Pittsburgh today and will visit Des Moines and St. Louis later.

CHARLES LEMARE, executive director of the 20th Century-Fox wardrobe department, will arrive here from Hollywood today.

SAMUEL FULLER, 20th Century-Fox writer-producer-director, has arrived here from the Coast.

RICHARD DAY, art director for Samuel Goldwyn Productions, will arrive here from Hollywood tomorrow.

Select 'Decision' for Academy Forum

Hollywood, Oct. 22. — Twentieth Century - Fox's "Decision Before Dawn" has been selected by the Academy of Motion Picture Arts and Sciences for its open forum showing and discussion at the Academy Theatre here on Oct. 29.

The picture will be previewed for Academy members at that time with a panel discussion to follow. On the panel will be producers Anatole Litvak and Frank McCarthy, as well as the film's director, M-G-M's Frank B. F. Groom, and Litvak's technical staff who assisted in filming the picture in Germany.

Darryl F. Zanuck, production vice-president for 20th Century-Fox, is also expected to serve on the panel.

Picker Expected to Hold Stock in U.A.

Arnold M. Picker, who yesterday joined United Artists as vice-president in charge of foreign distribution, following his resignation last week as executive vice-president of international, will receive a stock interest in UA as is the case with other officers, including his brother, William J. Heineman, distribution vice-president; Max E. Youngstein, vice-president and ad-publicity director, and S. J. Solomon, general counsel. Matthew Fox, it is understood, will be vice-president of Columbia Pictures from a position hereafter, yet undetermined.

The UA foreign department had been under the supervision of Benjamin B. Zimbalist. The appointment of Picker, Benjamin sevred all connection with the department, whose previous official head was Arthur W. Kelly.

At Lowe meanwhile has resigned as UA foreign sales head. It will be replaced, according to sources familiar with the situation, by director of assistant UA foreign department head. Krim is scheduled to return to New York today from Mexico City.

Services Held for William Mchale

Funeral services were held here yesterday at the Riverside Memorial Chapel for William J. Mchale, advertising copy chief for Columbia Pictures.

Mchale, who died last Saturday at 58, first joined Columbia as a copy writer in 1937. He left in 1942 for Associated Screen Office, where he was named chief of the copy department. He is survived by his widow, the former Phyllis Beveridge; a stepson, William Beveridge; four half-sisters, Mrs. Edgar L. Newhouse; Mrs. Frances Markovitz; Mrs. Henrietta Bremer; William Bruff; and a half-brother, John McHale.

Finkel to Head Pittsburgh Tent

PITTSBURGH, Oct. 22 — William (Bill) Finkel has been elected chairman of the Variety Club No. 54. Carl Doser is vice-president and Norman Mervis is second assistant. Alfred Weilinger is director.

Al Weilinger was retained as secretary-treasurer. On the board are Kimmelman, Harold Land, Elmer Eckler, Manny Trautenberg, Dave Silverman and Joe Hiller. The Club's annual banquet has been set back from Dec. 12 to Jan. 20.

Dublin Tent Delayed

Dublin, Oct. 22 — Date of the Dublin of Dublin's Variety Tent has been delayed at the request of International Chamber Barker Mc Leith who is bringing a party over from England, and will now continue in Dublin from the original date. The new date has now been set for Nov. 23. The Dublin ceremony will be attended by British and Irish bakers and by C. J. Lattuada, a London contingent.

Col. Workers Pick "IA" and DPOWA

"White collar" workers at the Columbia Pictures and Columbia International home offices voted at a National Labor Relations Board-sponsored union election yesterday, voting 127 for "IA" and 90 for DPOWA. The distribution, processing and office workers involved were 172 for "IA" to 18 for "No union."

At the same time, the publicity of those home offices elected their bar- gaining representatives for the Distribution, Processing and Office Workers of America. The vote was 188 for DPOWA to seven for "No union."

Neither union was opposed by a jurisdictional rival, D. A. V. A. having withdrawn from the "white collar" lot and "IA" deciding not to contest the publicists election. Screen Publicists Guild once was in control of the Columbia publicists and Screen Office and Professional Employees Guild at one time represented the employees of the "white collar" workers. Both of those unions were absorbed by DPOWA, District No. 65.

3 More Elections Are Set For N. Y. "White Collar" Workers

The National Labor Relations Board here yesterday set three more dates for elections at which film home office and executive "white collar" employees will decide on collective bargaining representation. Oct. 29 was set for RKO Service Corp. home office, Oct. 30 for RKO New York office, and Nov. 4 for United Artists' New York exchange.

In each of these elections the choice will be between IAESTE Motion Pictures Union and the IAESTE Union. No. 6-63 and "No union," it was indicated yesterday by Russell M. Moss, executive vice-president of the "L.A." local. He reported that District No. 65 of the Distributive, Processing and Office Workers of America, which represents the film offices, its representatives did not appear at the NLRB hearing held here yesterday.

Mexican Franchise Deals Resell by Krim

Arthur B. Krim, United Artists president, has renewed the company's distribution franchise agreements in Mexico.

He is scheduled to return here to- day from Mexico City.

Cleveland Advanced Scale


NEWS in Brief

TORONTO, Oct. 22. — F. C. Dillon has resigned as executive secretary of the Canadian Motion Pictures Distributors' Association, effective Nov. 5. Named as his successor is Clare J. Appel, exploitation manager of Marcus Loew's Canadian branch.

Wide, president of Motion Pictures Theatre Association of Ontario, was named by other Chairman of the American National Board of Film Censors, John Paul Quigley. A native of New York City, Mr. Quigley will be called "Quigpubco, London." Other Quigley Publications: "Motion Picture Herald," "Made in Foreign Film Literature," "International Motion Pictures Almanac." From the second-class mail matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign, single copies, 10c.
Reviews

"Cave of the Outlaws"
(Universal-International)

All the trappings that contribute to the success of the conventional outdoor adventure drama are provided in "Cave of the Outlaws." Among these are Technicolor, effective scenery, lots of action and a good cast. The story deals with gold and the lust it brings out in men.

Elizabeth Wilson, who did the screenplay, saw to it that there was no dearth of action. The story opens with a train robbery, following which the culprits are tracked down in a cave, and all but one killed by the pursuing posse. Then only one escaping death is a youth who is sent to prison.

It is now 15 years later and the youth, in the person of Macdonald Carey, is released. Since a fortune in gold was hidden in the cave, Carey goes back to find it. In the course of his acting chores Carey finds himself a sort of human punching bag, for he becomes the victim of mysterious assaults time and again. The one glittering aspect to his post-prison life is Alexis Smith who is trying to raise funds to operate the newspaper which her mysteriously-vanished husband owned. Carey helps her launch the paper, but finds a romantic rival in the town's copper tycoon, Victor Jory. Jory is a sinister villain who maintains a surface charm while hiring low thugs to do his dirty deeds. After some probing and a little fistfights Carey learns that Jory is killed Miss Smith's husband just as he came upon the hidden gold which again disappeared into the dark silence of the cave. This time Carey's search is rewarded with the long-lost gold which he turns over to a Wells Fargo detective.

The showdown fight and gun battle in the cave will keep action fans well satisfied. With the reward for finding the gold assured to Carey he has a future of peace and security to look forward to with Miss Smith. Leonard Goldstein produced and William Castle directed.

Running time, 75 minutes. General audience classification. For November release.

Mandel Herrnstan

"The Whip Hand"
(RKO Pictures)

The fanciful assumption that a Soviet laboratory for the cultivation of disease germs for use in bacteriological warfare against the U.S. could be established in this country in complete secrecy is the mainspring of a story by Roy Hamilton which has been converted into a screenplay by George Brackett and Frank L. Mosley and produced by Lewis J. Rachmil and designed and directed by William Cameron Menzies. "The Whip Hand" emerges as a distinctly exploitable number with a pulp fiction gait that should please to the hilt film-goers who delight in heroes that are unqualifiedly heroic, villains whose facial features reveal their sinister purposes, and romance that is not overemphasized.

Since the cast of II has only one or two names that will be recognizable, it is obvious that this picture, whose stars are Carla Balenda and Elliott Reid, with its plot designed promotion to achieve box-office rewards. The plot, which becomes increasingly transparent as it unfolds, has Reid, a vacationing magazine writer come to the realization that the Midwest ghost town near where he had been fishing had become a seat of the Communists' germ warfare planning.

With a view to revealing his discovery in an article for his publication, Reid undertakes an investigation on his own. His only ally is Miss Balenda, sister of Edward Barrier, a doctor caught in the Red plot. That they solved it ultimately in outwitting the mad bacteriologist, Otto Waldis, and bringing about the capture of him and cohorts Raymond Burr and Lewis Martin should surprise no one. The sets, including the laboratory situated on an island in a wilderness lake, reveal imagination and originality on the part of decorators Darrell Silvera and James Altwies.

Running time, 82 minutes. General audience classification. Release date not set.

Charles L. Franke

"Hot Lead"
(RKO Pictures)

A pretty much alright Western with the satisfactory Tim Holt-Richard Martin pair supplying the usual quota of gunplay, hard-riding and knuckle-busting, all enhanced by a bit more romantic material than Westerns of this grade contain. The romance is between Joan Dixon and Ross Elliott.

William Lively wrote the screenplay, which has Holt and Martin working as cowhands for ranch-owner Miss Dixon, a mighty pretty heroine.

Determined to apprehend the killer of a co-worker, Holt persuades Miss Dixon to hire Elliott, who appears to have some connection with the suspected killer. As Elliott warms to Miss Dixon, he becomes less secretive about his past and reveals that he was once innocently involved with the killers and paid for his mistake with a prison term. To trap the gang and their leader, John Dehner, Elliott agrees to join the gang and lead them into ambush. Things appear too pat for Dehner. His suspicions ruin Holt's carefully laid plans. The gang traps Miss Dixon and Elliott and is about to eliminate them when Holt and Martin arrive for the rescue. Herman Schlomi produced and Stuart Gilmore directed.

Others in the cast are Paul Marion, Lee MacGregor, Stanley Andrews, Paul E. Burns, Kenneth MacDonald and Robert Wilke.

Running time, 60 minutes. General audience classification. Release date not set.

Charles L. Franke

WHAT A JOY

For 2,500,000 readers of seventeen...

AN AMERICAN IN PARIS

Selected by the editors as November's picture-of-the-month... tops for teens everywhere!

seventeen

the entertainment magazine for young women in their teens.
Motion Picture Daily
Tuesday, October 23, 1951

National Pre-Selling

LESTER GRADY, editor of J. Fred Henry Publications, reports that the October issue of Silver Screen, which contains the Russell cover, is the largest-selling magazine in the publisher's history. Results of the Russell cover have touched off a new demand for color cover shots of the star. Issue which the Russell cover nudged, in place, is the previous month's issue of Silver Screen, which featured Farley Granger and Shelley Winters playing the part of the murderous brothers. The buyers know what to expect on the inside, so covers constitute the major selling approach.

The arrival of Jean Peters and Louis Jourdan in New Orleans marks the opening of the largest national magazine advertising campaign for 20th Century-Fox's "Anne of the Indies" which has its premiere October 29 at Loew's Florida Theatre in that city today. A saturation run in 155 theatres over three states will spring from the opening. Mayer, Ivan T., and R. DeLuca will be host to the visiting Hollywood stars. Press and radio will pin-point participation throughout Louisiana, Mississippi and Alabama.

Ernest V. Heyn has been appointed editor of the American Weekly, oldest and largest of the Sunday newspaper magazines in the United States. Mr. Heyn was formerly vice-president and editor of Fuller's Saturday Evening Post. He will join the American Weekly of today, relieving Kenneth McCabe, editor of the Sunday Mirror magazine, who has been holding down both jobs temporarily during the past few months.

Metro's "An American in Paris" is getting an exceptional break in current theatre advertising. "An American in Paris" is now being released in eight-page fashion layout, the November Redbook giving it top rating in a review with a half-page ad on the cover. The November Holiday has high praise for the picture, Seventeen for November selects it as the picture of the month. Woman's Home Companion for November says it's delightful, and the Oct. 15 issue of Vogue gives it special hand- liling.

With 154,198,164 readers, M-G-M claims for "An American in Paris" the largest sale of any advertising campaign ever attained for a single picture. Magazines included are American, Jehovah's Witness, Sunday Evening Post, McCol's True Story, Ladies Home Journal, Modern Screen, Parents' Magazine, Movieland, Screen Guide, Motion Picture, Cosmopolitan, Seventeen, Redbook, Good Housekeeping, McCall's, and Woman's Home Companion. Major suburban and small-town newspapers and local and national radio stations are also being used.

Walter Brooks

National Pre-Selling

MGM Future

(Continued from page 1)

also stressed that the selling of film is like a chain reaction, beginning with the writer's original idea and continuing on to word-of-mouth by the individual patrons.

Speaking before 75 M-G-M home office executives, sales managers, district managers and advertisers, Schary stated that out of 117 films announced by the company during the past 32 months, a record number of productions—35 of them—are finished, five are in production now and eight are starting in the near future.


Schary announced that one of the most important film projects on M-G-M's future schedule will be "The Making of a Marine," based on the recently completed U. S. Marine training. The picture will be produced by Schary with William A. Horwitz, who will serve as a co-producer and who made "Battlefield." The story is to be written by Charles M. Regan, sales executive, and H. M. Rickie, exhibiton representatives, who will head, with complete field force before Schary spoke.

M-G-M Will Hold Convention at Inter-American Hotel

CHICAGO, Oct. 22—M-G-M's International sales force will hold a sales conference of its own next March in New York. The meeting of foreign executives will attend an early discussion of the "Oso Vadis." Rome was selected as the site for the gathering because the film will be completed in its entirety just outside the city.

The sales policy for worldwide distribution and release of "Oso Vadis," in Canada, will be set in Rome.

Autry Hit at Press

Gene Autry gave a cocktail party for the press yesterday in the Hampshire House, here.
Big $47,500 for Garland at Palace

The RKO Palace in the first week of its two-a-day vaudeville policy, now headlining Judy Garland, ran-up a $47,500 for the fourth week. An excellent $10,000 is seen for the fifth week of "A Streetcar Named Desire" at the Warner. Among those in the opening week, a robust $14,500 is forecast for "The Barretts of Wimpole Street" at the Trans-Lux 52nd Street. The initial stanza of "Angels in the Outfield" is expected to take a shade over $32,000 a bit low, but still considered satisfactory.

Vote on TVA Status

The Associated Actors and Artists of America, AFL, has the five unions are Actors' Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Musical Artists and American Guild of Variety Artists.

An alternative plan is for the amalgamation of all unions under the Four A's, and the affected members of the Four A's. The resulting mergers of TVA and SEG would be invited to work together if there should be any definite indication between now and July 7 that the second plan would be seriously considered.

Many actors belong in two or the same time to not more than one of the five TVA unions.

Republic Sells 174

The Chicago television audience for the first time than any other station.

Included in the Republic package are 26 features which will be given their first television presentation on Channel No. 9. The package also includes several Red Ryder productions for children, short features starring Wild Bill Elliott, Rocky Lane, Gabby Hayes, Bobby Blake, The Three Mesquiteers, Don Barry and Sunset Carson appear in their frontier and western features. Other cowboy pictures star Johnny Mack Brown and Bob Steele.

Discuss Color TV

Of modesty and shall avoid exposure of any nature. The code sets up a Television Code Review Board made up of members of the NARTB. Any TV station will be eligible to subscribe to the code and will receive from the NARTB seal of Approval display, which will indicate that the station is following policies which do not violate the code. Failure to follow the code will result in withdrawal of the seal.

New Tax Changes

The new tax cut will leave $20,000 a year in the hands of the nation. All raw stock, film and equipment used by the industry as a "cost of doing business" will be exempted.

Radio, TV Code

Movies Have Nothing To Worry About

Hollywood, Oct. 22. — "As one of the Hollywood personalities who went out on the 'Movietime U.S.A.' tours to spread the word that movies are better than ever, I made a most important discovery—movies have nothing to worry about because the people of this country love the movies, and the people are better than ever." This is the report that William Demarest will make to radio audiences next Friday when he appears on the 30 stations of the Liberty Broadcasting System as guest commentator on the "Movietime U.S.A." program.

Pro-Hollywood

Yvonne De Carlo stars in "Hotel Sahara"

And she's got the figure for those top B.O. figures thru UA.
"The Desert Fox"* in city after city is on the march to history-making grosses... and the crowds are back thanks to "David and Bathsheba" and "People Will Talk" and "The Day the Earth Stood Still" and "Meet Me After the Show" and "The Frogmen" and "Take Care of My Little Girl".

*Second Day, Globe Theatre, New York!
Talent Pay is Already Firm, SSB is Told

‘A Strong Point,’ Prober For Board Acknowledges

The fact that there is a record of stable payrolls for Hollywood talent back to at least 1948 is a “strong point” in favor of the bid by producers and talent guilds for continuance of customary salary policies for talent employees, Roy Hendrickson, chairman of a special committee of the Salary Stabilization Board, observed here yesterday.

The committee concluded in New York yesterday that two days of hearing on the conditions relating to the salaries of screen, radio, stage and television employees who come under the board’s jurisdiction. The committee’s task is to help the board decide whether ceilings should be put on salaries of talent employees.

Film industry representatives told the committee that since 1948 Hollywood’s payroll for talent has continued at $80,000,000 yearly, with 

MGM Meet Hears Of Ad Promotions

CHICAGO, Oct. 23.—Promotion plans for “Quo Vadis” in all fields of advertising, publicity and exploitation were outlined in detail by Howard Dietz, vice-president and director of advertising-publicity; John Joseph, publicity head; Dan S. Terrell, promotion manager, and Silas F. Sadeck, advertising manager, as the second day of the three-day M-G-M sales conference drew to a close at the Ambassador East Hotel here, Dietz was introduced by William F. Rodger.

Balaban, Howell to Paramout TV Posts

The appointment of Burt Balaban as director of Paramount Television Productions, Inc. programming and production, and Edward Howell as director of sales and merchandising was announced here yesterday by Paul Rabourn, president.

At the same time Rabourn announced the resignation of George T. Shupert, former director of commer-

New TV-Radio Dep’t In This Issue

A new Television and Radio department makes its appearance with this issue of Motion Picture Daily. A column of comment and opinion, it will be published every Wednesday, in addition to regular daily coverage of television and radio news highlights. The new department appears on page four.

‘IA’ Radio - TV Unit Member Fees Set

Conditions under which applicants for membership in the IATSE’s new Radio and Television Department may join were discussed here yesterday by the “IA” executive board, as one of the “IA” executive board, provides that delegates to the union’s international convention shall be elected by the membership of the new department on the following basis: one delegate for the department, plus one delegate for membership up to $400, plus another delegate for membership from $400.00 to $400.00 and one additional.

Delay U, UA Suit Until December

Hearings in the Department of Justice’s move to amend the “Little Three” decree, preventing Universal and United Artists from having common officers or directors with other motion picture companies and obliging UA to put up for sale Eagle Lion Pictures assets, have been postponed. Instead of the hearings taking place as scheduled, tomorrow, they will

Mayer Proposes Shorts To Aid Compo Financing

JACKSONVILLE, Fla., Oct. 23.—At the next meeting of the executive board of the Council of Motion Picture Organizations to be held in New York in mid-December, Arthur L. Mayer, COMPO’s executive vice-president, will propose the granting of public relations short by the industry, as a means of financing future operations of COMPO. Mayer disclosed his intentions today in an address to the convention of the Motion Picture Exhibitors Association of Florida.

Mayer’s announcement was made as part of his report on the outstanding success scored by the recent “Movie-time U.S.A.” star tours, during which he declared that “in spite of cancellations and disappointments the ‘Movie-time’ personality tours have been the

Para. Decision Challenged In Dipson Plea

Washington, Oct. 23.—Unless the New York Circuit Court of Appeals decision in the Dipson case is reversed, the U. S. Supreme Court decisions in the Jackson Park and Paramount anti-trust cases will have no binding effect in the Second Circuit, Dipson Theatres, Inc., claims in a petition asking the high court to review the New York ruling.

Dipson is appealing the second New York Circuit Court’s decision to dismiss its antitrust suit against Buffalo Theatres, Inc. and six major distributors.

“There end result of the Circuit Court’s opinion is to deny recovery (Continued on page 3)

Get 29,000 Shares of Paul G. Brown Estate

N. J. Blumberg, Universal president, and Milton Rackmil, president of Decca Records, were reported in usually reliable quarters yesterday to have completed the purchase of an estimated 29,000 shares of Universal common stock from the estate of Paul G. Brown, former president of the Universal board of directors, whose personal holdings of the stock have been the largest of any individual member of the board at one time.

Acquisition of the Brown estate’s Universal stock holdings is in addition to other purchases of large blocks of stock and option warrants either in negotiation or for which arrangements have been completed. In the latter category is a deal for the estimated minimum 150,000 shares at $15 per share held by William (Continued on page 4)

N.Y. Theatres Plan An Air Raid Drill

Plans for Metropolitan New York theatres here to participate in the city-wide air raid drill which will be held during the week of Nov. 23 are now being formulated, D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association, reported yesterday.

Preliminary plans, according to Civilian Defense officials, call for audiences to remain in the house during the drill, which will be held during (Continued on page 4)

Says Autry Now Will File Suit vs. Republic

Hollywood, Oct. 23.—Gene Autry will file suit against Republic Pictures on his return from a personal appearance tour early in November, seeking an injunction similar to that obtained by Roy Rogers last week, to prevent Republic from releasing pictures he made for the company to television, according to his counsel, Martin Gang. Autry made fifty-four Westerns for Republic during his employment by that studio, and attorney Gang said he feels he has an even better case than Rogers had.
Personal Mention

J. ARTHUR RANK is expected here from London early next month.

GAEI SULLIVAN, executive director of the Theatre Owners of America, will arrive in New York today from Jacksonville, Fla.

MORYE GOLDSTEIN, Monogram-Al lied Artists vice-president and general sales manager, has left Hollywood for San Francisco en route here.

SHE ALEXANDER KORDA and CAROL REED are in New York from London.

American Legion Commends Industry

The American Legion has officially commended the motion picture industry on the occasion of its "Golden Jubilee" as a significant time-period marking 50 years of American progress.

The official commendation was made by way of telegraphic address of the American Legion at its recent convention in Miami, with the presentation of a Legion scroll to the industry. With its initial telecast over WJZ-TV on Oct. 30, from 10:00 to 10:30 P. M. (EST), "Crusade in the Pacific," a 60-minute production of the Paramount Picture Corporation, will be presented at the Roxy Theatre here on Nov. 16.

Honor Rosenfeld Today

A luncheon honoring Jonas Rosen- field, Jr., retiring advertising manager of 20th-Century-Fox here, will be held today at the Du Mide Restaurant. Also attending will be a group of Rosenfield's co-workers at 20th-Fox, are expected to attend. Rosenfeld's resignation will take effect on Nov. 2.

24 Features from Mutual in '51-52

CHICAGO, Oct. 23—Mutual Productions has announced that John D. Jack Dietz, J. J. Forder and Hal E. Chester—will have a program of 24 features in 1951-52, instead of the 16 announced a few weeks ago. The disclosal at a sales convention held here and attended by exchange representatives from the U. S. and Canada, Production executives Dietz and Chester announced that the first production, "Virginia Island Mutiny," will be released by Christmas. The company will have four features in color: "War Dance," "Robinson Crusoe," and the "Masked Cavalier.

Other Titles


Foreman-Kramer Service Award

HOLLYWOOD, Oct. 23—Stanley Kramer and Stanley Kramer Productions, Inc., sealed Carl Foreman's connection with both companies, in which he was partner and treasurer, at board meetings held last night. All parties bound themselves to secrecy regarding terms of financial settlement.

The only continuing link between Foreman and his former corporate associates consists of a formula governing ultimate payment for his share in earnings of films produced by Stanley Kramer Productions, according to United Artists, which films are still in distribution.

Reassertance of Foreman's connection with the companies was decided upon following his appearance before the Un-American Activities prober.

District Committee for Rogers Drive

Robert J. O'Donnell, president of the Motion Picture Industries Associa tion, has announced that the Hospital, Charles J. Feldman of Universal is national distribution chairman, with James T. Robinson, Robert Mohr, RKO, as vice-chairmen.

1951 'Christmas Salute'

The 1951 'Christmas Salute,' whereby everyone in the amusement industry is asked to solicit and contribute to the Hospital Fund, will open nationally on Nov. 1. The National Distribution Committee is composed of the following branch managers:

Nate Dickman, Monogram, Albany; Horace Goldberg, Universal; Hatton Taylor, RKO, Boston; Dave Miller, Universal, Buffalo; Al Duren, Columbia, Los Angeles; Nicholas Ullan, RKO-Fox, Chicago; Joseph, George Pidgeon, Irving Pollard, Republic, Cleveland; Mark Sheridan, Columbia, Detroit; Charles Davis, RKO-Hill, Columbia, Denver.

Also Gerald McGlynn, Loew's, Des Moines; Wm. Zinman, Columbia, Detroit; G. R. Frank, Paramount, Indianapolis; Russ Bor, Warner, Kansas City; Mel How, Warner, Los Angeles; Norman J. Corrin, Columbia, Memphis; Jack Lorentz, 20th-Fox, Milwaukee; C. J. Dressel, RKO of Canada; C. A. Johnson, Universal, New Haven; George Peltes, United Artists, New Orleans. Also J. Wm. Ahern, New York City; Ralph B. Williams, RKO, Oklahoma City; L. M. Weiner, Uni- versal, Los Angeles; E. I. Krasner, Republic, Philadelphia; J. Judah Kumbia, Pittsburgh; Al Oxtoby, Warner, Portland; Harry Haas, Para mount, St. Louis; Clifford Davison, RKO, Salt Lake City; Neil East, Paramount, San Francisco; Sam S. Cohen, Charlotte; Jerry Adams, Loew's, Washington; Robert Dunbar, Warner, Jacksonville; Harold Larr, Republic, Tampa.

Stars Take Part in 'Command' Premiere

Los Angeles, Oct. 23—Saluting "Navy Day," two stars of Paramount's "Submarine Command" will participate in events in connection with premières of the film on the West Coast for the benefit of the Navy Relie F Fund.

William Bendix will appear at the Southern California premiere at the Fox California Theatre in San Diego on Thursday, while Don Taylor, producer Joseph Sistrom and director John Farrow will join in festivities at the Northern California premiere at the Paramount, San Francisco.

Press

Neighborhood News

Newsreel Parade

FIGHTING in Korea and Princess Elizabeth in Canada mark current highlights. Other items include sports and fashions. Complete contents follow:


Schatz Cites Views On Reds Here

Reformed ex-Communists, barring those who "should be given every opportunity to rejoin their fellow Americans in the stand against communism," in the opinion of Dore Schary, vice-president in charge of M-G-M studio operations. Schary made known his views as a member of the Defense Photo Tribune Forum panel discussion on "Why Do Americans Join the Communist Party?" at the Wald-or-Factoria Hotel here.

AMPA Meeting Will Hail O'Donnell

The Associated Motion Picture Advertisers in the season's first meeting Thursday, Nov. 1, at the Hotel Pic- cadilly here, will pay tribute to Robert J. O'Donnell for the job he has done as national director of the Council of Motion Picture Organizations "Mot- viete U.S.A." drive. Ned E. Dein- copr president, will pay pub- lic tribute to him. Also attending will be Sam Harris, publisher of Cinema Magazine, the trade daily in London.

Services for Phil Rosen

Hollywood, Oct. 23—Funeral ser- vices will be held tomorrow for Philip Rosen, who died on Saturday night at his home here. He began his film career in 1912 as cameraman for the Edison Co., and directed films for the Paramount, Metro-Goldwyn-Mayer, the industry since.
Coming Nov. 8
ASTOR
Reserved Seats
M-G-M's
Technicolor

Coming Nov. 8
CAPITOL
Continuous Performances

Now Playing
TRANS-LUX 52nd ST.
M-G-M's
"RED BADGE OF COURAGE"

Now Playing
RADIO CITY MUSIC HALL
M-G-M's
"AN AMERICAN IN PARIS"
( Technicolor )

Coming to Broadway
CAPITOL
M-G-M's
"ANGELS IN THE OUTFIELD"

Now Playing
STATE
M-G-M's
"TEXAS CARNIVAL"
( Technicolor )

THE BRIGHT LIGHTS SPELL M-G-M!

First in the First Runs on Broadway!
And it's the same all over the nation!

Press Time Flash!
"ACROSS THE WIDE MISSOURI" is sensational! First 11 spots only 10% under terrific "Show Boat" grosses.
The time Government utilize is Big Britain. belief. That ruled CBS-TV one all Rogers with tours posters to areas. conceivable greatest raid Sam Briskin and Y. Frank Freeman as among those who had made every conceivable effort to be of assistance. Mayer concluded by urging that in the future, all Hollywood personality tours be staggered over a longer period of time so that an adequate number of personalities be available for each exchange area.

Air Raid Drill
(Continued from page 1)

the latter part of the week of Nov. 25 and in the morning hours. The theatres, a defense official explained, are considered safer than out-of-door areas.

Theatres are expected to utilize trailers and public address systems to inform the audience that an air raid test is being held. In addition, posters are expected to be prominently displayed in all theatres to inform people of the test.

Will your Will work?

Will your final wishes fail to be realized because you've made a faulty will? Technical flaws, a misused word, the absence of a few important elements, all can invalidate your obvious intent.

If there is uncertainty in your mind, please accept a copy of this new booklet, "Make a Will That Will Work" is a handy reference guide to every phase of will making problems. Your copy is waiting for you at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today — while you’re thinking about it.

Mayer
(Continued from page 1)
greatest and most successful public relations program in the history of the motion picture industry."

In defending Hollywood against some few unfounded rumors of lack of cooperation, Mayer declared that studio executives had contributed outstanding service to the "Movietime" campaign. He particularly singled out Sam Briskin and Y. Frank Freeman as among those who had made every conceivable effort to be of assistance. Mayer concluded by urging that in the future, all Hollywood personality tours be staggered over a longer period of time so that an adequate number of personalities be available for each exchange area.

Air Raid Drill
(Continued from page 1)

the latter part of the week of Nov. 25 and in the morning hours. The theatres, a defense official explained, are considered safer than out-of-door areas.

Theatres are expected to utilize trailers and public address systems to inform the audience that an air raid test is being held. In addition, posters are expected to be prominently displayed in all theatres to inform people of the test.

Will your Will work?

Will your final wishes fail to be realized because you've made a faulty will? Technical flaws, a misused word, the absence of a few important elements, all can invalidate your obvious intent.

If there is uncertainty in your mind, please accept a copy of this new booklet, "Make a Will That Will Work" is a handy reference guide to every phase of will making problems. Your copy is waiting for you at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today — while you’re thinking about it.

Bank of America NATIONAL TRUST & SAVINGS
Member Federal Deposit Insurance Corporation

Television--Radio
Comment and Opinion


I took the threat of Congressional action to force the issue, but now it looks as if television is to get a Code of Ethics at long last. It’s overdue.

With the National Association of Radio and Television Broadcasters’ members endorsing the Code at their Chicago meeting, there is little doubt that the NARTB board will act on it at its Washington conclude Dec. 3.

On paper, the Code looks good and Robert D. Swezey and his code committee deserve high praise for their part in drafting the original document. The motion picture industry learned the value of self-imposed limitations a long time ago. Now it’s television’s turn.

Neither CBS nor the FCC could have asked for a better break than Defense Mobilizer Charles E. Wilson’s sudden letter asking CBS to end production of color receivers. Wilson insists it’s all for the good of the defense effort, but few take his statement at face value.

Whatever the politics behind it, the lid has been clamped on the future development of color TV, outside the laboratory at least. Neither CBS nor RCA have great cause to regret this. Competitive pressure means out of the lab. Eventually the FCC will again hold hearings.

Competition is fierce between American and British firms intent on capturing the growing TV equipment market throughout the world. Latest figures show TV stations operating in 15 countries, with 12 more planning to go on the air soon.

Argentina has just opened a transmitter (with guess-who as the first “star”) and a station has begun operating in Denmark. In practically all cases, TV broadcasting is government-subsidized and operated. Anyone talk to a British viewer lately? Stuffy is the word for the BBC programs.

AT RANDOM: That court decision in favor of Roy Rogers could spur the production of television films. If Judge Hall’s ruling sticks, some film companies can start reappraising the reins in their vaults . . . American radio participating in UN Day, which happens to be today . . . Might be a good idea to re-title the documentary “The Search” which has been shown around. Lots of people confuse it with the Metro picture of the same title . . . Robert Dressler named director of research and development for Chromatic Laboratories. What’s going to happen to their color tube now . . . CBS-TV introducing its new network symbol, used during station breaks. It’s shaped like an eye and set against cumulus clouds. The plain letters were better . . . Big preparations by the radio networks to cover the British elections. And TV making arrangements to film the UN Paris sessions.

ON REVIEW: “Hallmark Presents Sarah Churchill,” CBS-TV, Sundays.—Miss Churchill got off to a good, lively start a couple of weeks ago, with Mrs. Roosevelt on her program. Since then, the show has deteriorated, and even her trip to England, where she filmed pre-election interviews, hasn’t saved it. The blame may be partly laid at the door of Joel O’Brien, the director. There is a lack of continuity and spontaneity there. Miss Churchill’s apparent unfamiliarity with most subjects doesn’t help either. Unlike other media, TV demands more than just a pretty face and an illustrious name. A tighter script, better memorized, might help.

—Fred Hfft

‘U’ Stock Buy
(Continued from page 1)

Goetz and Leo Spitz, Universal studio executives.

Goetz reportedly purchased 5,000 shares from the Brown estate earlier. These, incidentally, are included in the deal by which his and Spitz’s holdings pass to Blumberg and Rachmil. In addition, the latter has been acquiring shares in the open market and, with Blumberg, has been looking into the possibility of option warrants outstanding, which can be converted into common at a price of $10 per share up to April 1, 1956. Blumberg holds 32,000 warrants and an estimated 15,000 shares of common owned by members of his family are understood to be pooled with the newer acquisitions.

See Aim For Control

Financial circles regard the principal aim of the Blumberg-Rachmil purchases as one for control of Universal. A merger of Universal and Decca at a later date is ruled a possibility.

Among the large-scale acquisitions being explored is that for J. Arthur Rank’s 134,375 shares of Universal common. Reportedly, only tentative approaches have been made thus far but it is believed that a full-scale discussion will be held during the current visit here of G. I. Woodham-Smith, Rank’s financial expert, who arrived in New York from London this week. Rank is expected here in about two weeks.

It is reliably reported that Rank some time ago gave Blumberg a verbal commitment that he could have first call in the event Rank decided to sell his Universal stock. A sale of the stock would not affect Rank’s distribution of Universal pictures in Britain. His General Film Distributor holds a contract which has an 18-year stay clause. The Universal stock has been paying no dividends in recent years and Rank could not find anyone who would proceed from its sale for retirement of heavy bank obligations of his British companies.

However, Universal’s recent and current earnings, low financial quarter to believe that common dividends may soon be resumed. That could affect Blumberg’s asking price for his “U” shares.

MG M Meet Hears
(Continued from page 1)

ers, sales vice-president and general sales manager, who is presiding at the session.

Dietz leveled on pre-selling pictures by advance publicity and national advertising and cited the fact that of the past 20 leading film grossers in 1950, M-G-M tallied eight, and for the year before, garnered nine of the 20 boxespace leaders. In each instance, he pointed out, the 20 pictures were advertised nationally.
More Coast Unions Open Wage Talks

Hollywood, Oct. 23—Studio Basic Agreement Unions—teamsters, electricians, plasterers, utility men, janitors—today opened talks with major studios for adjustment of wages and working conditions under their contracts.

Expectation is they will receive terms equivalent to those granted in IATSE last week, including increases of 24 cents per hour or 10 per cent, whichever is greater, up to a maximum of $15.50 a week, and other benefits.

Talent Pay

(Continued from page 1)

only "slight" variations of a "few million dollars" three-year to year.

The committee, whose other members are: Neil Agnew, former president of Selznick Releasing Organization and at present president of Motion Picture Sales Corp., and Philip F. Stif, a former member of Selznick International and United Artists, was informed by Hollywood talent spokesmen that 95 per cent of the actor’s damage before costs, under $10,000 per year in earnings, and that some 90 per cent of these earn under $5,000 a year.

Hendrickson, who said the committee received this information, commented that such facts were news to him.

The talent industry in general is "formless, patternless insofar as salary scales are concerned," Hendrickson told the press in a post-hearing interview. Many actors, writers and directors, he reminded, function as "independent contractors," and yet are "employees" technically. He said that the committee expects to be prepared to submit its recommendations to the board "in less than a month," after digesting the hearing record and reports which have been and will be submitted.

During the two days of hearings before the committee at the Federal Building on Tuesday here were here 20 groups, represented by more than that number of spokesmen, presented arguments in behalf of "no restrictions."

The spokesmen included Jack Dules, Jr., Screen Actors Guild; William Hume, Association of Motion Picture Producers; Richard Murphy, Screen Writers Guild; George Rice, Screen Directors Guild; Adrian McNally, Artists Managers Guild, and others from the American Guild of Variety Artists, Television Authority, American Federation of Musicians and General Tele-Radio.

The hearings which ended yesterday were closed. No public hearings will be held. There will be no need, Hendrickson said, for the committee to go to Hollywood.

INDEPENDENT FILM EXCHANGE

Express delivery and storage of American and foreign films, in New York metropolitan area, as well as in Boston, Chicago, Atlanta, Baltimore, etc.

Call or write
Jack Bellman, Resident Film Exchange, 630 W. 48th, New York City. Telephone Circle 8-1177.

Review

"The Lady Pays Off"

(Continued from page 1)

A representative midtown New York audience responded very satisfactorily to the unfolding of the plot which, while not new basically, is enacted through many novel twists. It places McPherson as Dallin, a gambling man, and Emich as the lady who wins him in a gambling house because of her debt. She agrees to work out payment by teaching McNally’s motherless daughter, young Gigi. The teacher refuses, but McPherson persuades her to take the task, wins the affection of Gigi, in turn, maneuvers her father and McPherson in a climactic happy romantic ending.

Balaban, Howell

(Continued from page 1)

\[ \text{Dipson Plea (Continued from page 1)} \]

... to persons injured by anti-trust law violations, no matter how explicitly the anti-trust suit is connected, plaintiffs should have a right to the benefit whatever from principles established by the court.

The IATSE’s decision is in the so-called Emich case, and holds that private anti-trust suits against corporations should have no benefit from principles established by the court. It conflicts with the Supreme Court’s decision in the Paramount case.

The Circuit Court “erred in instructing the jury to find for the distributors’ refusal to deal” with Dipson for the runs licensed to Buffalo Theatres.

The lower court decision “in suggesting that additional injury from bad management and unfair competition by others could excuse an injury resulting from anti-trust law violations.”

Delay, UA Suit

(Continued from page 1)

... be held here in Federal Statutory Court early in December. It was learned yesterday that the postponement was due to incomplete government interrogatories and prior commitments of defense counsel.

This is a Teaser!

she dances!

she sings!

she makes love!

YVONNE DE CARLO stars in "Hotel Sahara"

And she’s got the figure for those top B.O. figures thru UA

IA’ Board to Meet Here November 12

A regular meeting of the general executive board of the IATSE will be held at the union’s New York headquarters on Nov. 12. It was announced yesterday by IA international president Richard F. Walsh. Whether the meeting will run for more than one day will be determined by the volume of business to be handled.

Walsh has invited all locals to submit to the board before it convenes all matters requiring attention.

IA’ Radio-TV Unit

(Continued from page 1)

delegate for every additional 1,000 members or major portion thereof, based upon the average membership for the period between conventions.

The applicants for membership in the department must be employed in or capable of obtaining employment in any craft, classification, trade, position or occupation in the radio and television industry.
'No three words ever meant so much to so many people...'

I WANT YOU

...from Samuel Goldwyn!

"I WANT YOU" WILL BE TRADE SHOWN AT:

<table>
<thead>
<tr>
<th>CITY</th>
<th>Theatre/Location</th>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY</td>
<td>Grand Theatre</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>ATLANTA</td>
<td>RKO Scrn. Rm.</td>
<td>Tues.</td>
<td>10/30 2:30 P.M.</td>
</tr>
<tr>
<td>BOSTON</td>
<td>Astor Theatre</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>BUFFALO</td>
<td>Century Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>CHARLOTTE</td>
<td>Manor Thea.</td>
<td>Tues.</td>
<td>10/30 9:00 P.M.</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>Varsity Thea. (Evanston)</td>
<td>Thurs.</td>
<td>11/1 9:00 P.M.</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>Palace Thea.</td>
<td>Tues.</td>
<td>10/30 9:00 P.M.</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>Shaker Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>DALLAS</td>
<td>Fox Proj. Rm.</td>
<td>Tues.</td>
<td>10/30 2:30 P.M.</td>
</tr>
<tr>
<td>DENVER</td>
<td>Broadway Thea.</td>
<td>Tues.</td>
<td>10/30 8:00 P.M.</td>
</tr>
<tr>
<td>DES MOINES</td>
<td>Orpheum Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>DETROIT</td>
<td>Adams Thea.</td>
<td>Tues.</td>
<td>10/30 8:45 P.M.</td>
</tr>
<tr>
<td>INDIANAPOLIS</td>
<td>Circle Thea.</td>
<td>Mon.</td>
<td>10/29 8:15 P.M.</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>Missouri Thea.</td>
<td>Thurs.</td>
<td>11/1 8:30 P.M.</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>Pantages Thea.</td>
<td>Mon.</td>
<td>10/29 8:30 P.M.</td>
</tr>
<tr>
<td>MEMPHIS</td>
<td>Strand Thea.</td>
<td>Tues.</td>
<td>10/30 8:00 P.M.</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>Century Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>MINNEAPOLIS</td>
<td>Pan Theatre</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>NEW HAVEN</td>
<td>Roger Sherman Theatre</td>
<td>Tues.</td>
<td>10/30 8:00 P.M.</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>Orpheum Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>Paris Thea.</td>
<td>Tues.</td>
<td>10/30 10:30 A.M.</td>
</tr>
<tr>
<td>OKLAHOMA CITY</td>
<td>Center Thea.</td>
<td>Thurs.</td>
<td>11/1 8:30 P.M.</td>
</tr>
<tr>
<td>OMAHA</td>
<td>State Thea.</td>
<td>Fri.</td>
<td>11/2 7:30 P.M.</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>Aldine Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>Fulton Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>PORTLAND</td>
<td>21st Ave. Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>ST. LOUIS</td>
<td>Tivoli Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>SALT LAKE CITY</td>
<td>Centre Thea.</td>
<td>Thurs.</td>
<td>11/1 9:00 P.M.</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>Golden Gate Theatre</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>SEATTLE</td>
<td>Liberty Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
<tr>
<td>SIOUX FALLS</td>
<td>Hollywood Thea.</td>
<td>Mon.</td>
<td>11/5 9:00 P.M.</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>Keith Thea.</td>
<td>Tues.</td>
<td>10/30 8:30 P.M.</td>
</tr>
</tbody>
</table>

Distributed by RKO RADIO PICTURES, Inc.
Industry-Wide Deals Due for 'Collarites'

Separate Talks Disliked By 'IA' and Companies

So large and sprawling has become the IATSE's jurisdiction in the film home office "white collar" field that both management and the union that has made the gains are convinced that bargaining hereafter must be handled on an industry-wide basis.

The switch of bargaining from the company level to an industry-wide level would benefit equally management and the union, it is held.

Distribution labor relations executives point out that such a change would relieve any one company of the risk of making a wage raise deal which the union could accept as a pattern for other companies to follow.

IATSE Motion Picture Home

Frisch Tops Jewish Charities Drive

Emanuel Frisch of Rainforce Theatres has been named chairman of the amusement division of the Federation of Jewish Philanthropies in New York's current drive to raise $30,000,000, Milton Weil, Federation president, announced here yesterday. In addition, Mr. Weil announced the appointment of Barney Balaban, Paramount Theatres president, and Simon H. Fabian, president of Fabian Theatres, as division co-chairmen.

In making the announcement, Weil cited the three industry figures for their many years of leadership in behalf of philanthropic and civic causes.

Loop Extension for 'American in Paris'

Chicago, Oct. 24—Balaban and Katz's petition to be allowed to bid for an extended run of six weeks at the State Lake Theatre on "An American in Paris" has been granted by Federal Judge Michael L. Igoe. Stating that the picture merits a longer first-run than the two-week limitation imposed on B. and K. by the Jackson Park decree, Judge Igoe granted B. and K. the opportunity to bid for extended playing time in spite of opposition to the petition by representatives of the Jackson Park and Orinental theatres.

Greene Preparing Proxies for Tilt

Proxy literature is being prepared by the David J. Greene group outlining its bid for "stockholders' representation" on the RKO Theatres board of directors, a spokesman for Greene disclosed here yesterday. The said literature will be submitted to the Securities Exchange Commission for approval before distribution is made in preparation for the annual stockholders' meeting in December.

Despite the recent court-set back which disallowed the government's move to remove J. P. Dreibleis from the board.

Record 500 Reservations For Allied's Convention

Washington, Oct. 24—A record of over 500 exhibitors and their accommodations for next week's Allied States Association convention was announced by Abraham F. Myers. "An all round swing," he declared.

Myers pointed out that, in addition, the convention would be attended by distributor representatives, equipment men, plus exhibitors from the New York area who do not need hotel accommodations.

Competitive bidding, arbitration and "distributor demands for increased film rentals" will top the issues up for discussion at the convention, Myers said.

These issues are "ripe for discussion" and exhibitors' views would be sought on them, he added. In a pointed jibe at the recent Theatre Owners of America convention, he added that "there will be no showing ofafilnsual manufacuring and broadcasting on an even greater scale.

Meeton Status Of Color TV

Washington, Oct. 24—Some indication of whether the government will clamp down on large-screen color television may come tomorrow at a meeting with government and industry officials.

The meeting is being held with the Office of Defense Mobilization. It concerns primarily home set color TV but may run over into allied fields.

Top government officials to attend were split on the question. An ODM official said that all commercial production of new color TV equipment—television, home, industrial—should be suspended on the ground that the public appetite for colored TV will not be whetted for the new product and thus use up more scarce materials.

Lippert Makes Deal For Foreman Films

Hollywood, Oct. 24—Robert L. Lippert and Carl Foreman, in separately issued statements, today disclosed the consummation of a deal under which the former will finance and release three pictures to be produced, written and directed by the latter.

Foreman's association with the Stanley Kramer Co. and Stanley Kramer

Wolfberg Sees Ad-Sponsored Theatre Video

Commercials Acceptable, Denver Exhibitor Holds

The generally-held concept that commercial advertising should not accompany theatre television programs is due to be reversed, John Wolfberg, owner of the only theatre to carry large-screen presentations of the recent World Series baseball games, declared here yesterday.

Wolfberg is in New York from Denver where his Broadway Theatre has shown the sponsored Series video programs, is located. His mission in New York is to arrange for more large-screen sports programs for the Broadway, regardless of whether those programs are slated primarily for home TV set consumption. There is no television receptive.

Brown's 'U' Shares Were Bought Early

The purchase of approximately 30,000 shares of Universal common stock from the estate of Paul G. Brown, former member of the Universal board of directors, reported yesterday by Motion Picture Daily, actually was accomplished prior to the current buying activity of the Nate J. Blumberg-Milton Rachnlim pool, it was learned yesterday.

However, since Blumberg and William Goetz, among others, were the

CBS Will Confine Color TV Activity

Chicago, Oct. 24—Columbia Broadcasting today disclosed plans to confine its color television broadcast programming to medical, medical and industrial fields in light of the national emergency.

This was revealed by Adrian Murphy, president of the CBS laboratories division, in an address before the National Electronics Conference at the Edgewater Beach Hotel here. He pledged that after the emergency is over CBS color television will return to manufacturing and broadcasting on an even greater scale.

List 'I'A' Assets At $829,182

Assets of $829,182 and liabilities of only $8,510 are disclosed in the latest financial statement prepared for the IATSE.

The statement lists total cash disbursements for the last fiscal year at $564,300. Total cash receipts amounted to $674,937. Disbursements for the most recent "I'A" convention totalled $85,985, and convention receipts amounted to $111,893.
Johnston Returns 'Around Dec. 1'

Washington, Oct. 21. "Around Dec. 1" is now the best guess for the date that John Johnston will return to his desk at the Motion Picture Association of America, an Associated Press dispatch here today. His leave from his MPAA presidency post technically runs until Dec. 29, but Johnston has reportedly promised President Truman to remain as Economic Stabilizer for several more weeks.

MGM Will Announce 'Quo' Selling Plans

Chicago, Oct. 24. — The selling plans for M-G-M’s "Quo Vadis," will be announced at the agent trade show here tomorrow or about Nov. 15, William F. Rogers, vice-president and general sales manager, stated today at the conclusion of the three-day sales conference at the Ambassador East here.

This marks the first time in the history of the industry that all details of the merchandising of one of its pictures will be published in advertisement form. The usual routine is for the Harness, recipients of the largest of the 7 million dollar production, it is felt that the industry should be informed officially and without any question of a doubt as to what the company’s intentions are in the exhibition of the film.

Two New Theatres For Crescent Group

Nashville, Oct. 24. — Crescent Amusements, new theatre, the Ten- nessee, constructed as a rear section of the Sudekum Building, is scheduled for a Thanksgiving Day opening, according to Charles F. MacMillan, who estimate the cost of the new house at $1,000,000. At present, S. Nathan and Son, the Pollk, new 1250-seat Crescent theatre, has opened. The Pollk replaces the Prin- cess, destroyed by fire in 1949. A. E. Shockey, president of the Crescent, is manager.

Feldman Names Donohue

Hollywood, Oct. 24. — Joe C. Dono- hue, radio and TV program executive, has been appointed the head of the TV and radio department of Famous Artists Corp., here by Charles Feld- man, president of the organization. Donohue was formerly head of radio for the Myron Selznick Agency.

Margolin Is Promoted

Irving N. Margolin, has been promoted to head the motion picture de- partment of Samuel Hacker and Co., industry certified public accountants. Margolin was a special assistant of Hacker’s motion picture department for the past two years. Previously he was assistant to the president of the Javen Theatres Corp.

Personal Mention


Roy Feinker, United Artists sales manager in San Francisco, has re- signed to open a restaurant. He is succeeded by Frank Harris, a for- mer salesman.

LkO SAMUELS, Walt Disney sales executive, will fly to Mexico from here on Monday to meet with Mike Havas, RKO Radio Latin-American head.

ARThUR GREENBLOCH, motion picture executive for the Motion Picture Exhibitors of New York, will return to New York from a business trip to Paris.

GEORGE J. SCHAEFER will leave here for the Coast tomorrow for a 10-day visit.

D AVID OPOCHINSKY, vice president of Tira Film Laboratory, will leave here Saturday for the Near East.

HYMAN KING of King Brothers Theatres, is in New York from the Coast.

ALEX GORDON, New York publicist representing Gene Autry, has returned here after a 20-city tour.

JACK FOLLY, Golden State booker in San Francisco, has announced the birth of a son.

PAUL HENKEL returned here from Hollywood tomorrow.

AUBREY TOTTER has returned to Hollywood following a USO trip.

SAMUEL GOLDWIN is expected to leave here for Hollywood on Tuesday.

R o d e o S p o n s o r s ' M o v e

HITS INDIA FESTIVAL

ROME, Italy, Oct. 24. — The first joint move of world producers proved successful here when the International Federation of Producers Associations invited its members not to join the India festival scheduled for Jan. 24 in Bombay unless the festival is formed according to the Venice resolution.

Most of the important members, including the Motion Picture Association of America and the British, French, Spanish, Italian and Israel associations, agreed.

Para. Switches Opening

Because "Desert Fox," a 20th Cen- tury release, is expected to have a long life in New York’s Globe Theatre, "Detective Story," William Wyler’s Paramount production, will have its New York premiere at Brandt’s Mayfair Theatre on Tuesday, Nov. 6.

 Reception for Litvak

There will be a press reception for Samuel Litvak, former producer of 20th Century-Fox’s "Decision Before Dawn," this afternoon at the St. Regis Hotel here. Litvak has just returned from Europe.

Charles Skouras to View Eidophor

Charles P. Skouras, president of National Theatres, who arrived here from the Coast yesterday, plans to go to Zurich, Switzerland, to view the 20th Century-Fox Eidophor color television sys- tem. N.T. parent company, 20th, has an 80 per cent interest in the system.

Also arriving from the Coast was Decem- ber 21, at the NT division pres- ident, while Elmer Rodden, another division president, is expected here today in Los Angeles. Both, along with Mr. Skouras, will accompany the NT president to Europe.

$4,113 for ‘Streetcar’

Boston, Oct. 24.— Warner Brothers’ "Streetcar Named Desire" opened very well at the Astor here for a gross of $4,113, which is a record, is understood. The picture is playing here at advance prices of $1.20 instead of the usual 90-cent top.

Pleas for Korean Aid

Douglas Fairbanks, Jr., as national chairman of American Relief for Korea, last night addressed the New York Motion Pictures Welfare Forum.

Babb to Charlotte on ‘Collide’ Promotion

Ben Babb, Paramount’s national coordinator of promotion for George Pal’s "Wings of Desire," will arrive here today for Charlotte on the second of a series of key-city tours. He stated that he will coordinate the company’s special exploitation representatives to set promotion plans for the film.

From Charlotte, Babb will go to Atlanta, Dallas, Kansas City and Chicago, where he will meet Pal and ac- company him on a four-city itinerary here Oct. 30. The world premiere of "When Worlds Collide" will be held at the Paramount Theatre in Buffalo, N. Y.

President HEPBURN., "I’m the greatest actress in the world"

Helen Hayes, who will open the New York run of "I’m Not at All Sorry," last night said: "I think I’m the greatest actress in the world."
Soon! Soon! The Star-Spangled Salute to Uncle Sam’s heroes!

Warner Bros.
joy-propelled
story of the
Caravan of the skies that flies Hollywood to our G.I.'s!

It's 'Movietime U.S.A.'—Now and Every Day!
Wolfberg Sees

(Continued from page 1)

tion in Denver other than that provided by the Broadway Theatre which hooks into the coaxial-radio relay cable connecting both Coasts.

In Wolfberg's opinion it matters little if advertising accompanies a theatre video program, even if the presenting theatre is located in an area where home television sets are offering the same program. It was obvious that he believed there would always be potential theatre customers who would be drawn to such programs shown in conjunction with regular film presentations.

Will Confer With Halpern

Wolfberg will confer here with TV network executives and with Nate Halpern, head of Theatre Network Television, which has been arranged for exclusive theatre TV presentations. The Colorado-Nebraska football game, commercially sponsored by Westinghouse Corp., which will be played in Lincoln, Neb., on Nov. 17, is one which Wolfberg is particularly eager to present on the Broadway's large screen. Should he arrange for it, he said, he would charge admis-
sions as high as $2.40, notwithstanding the Westinghouse advertisements which would accompany the presenta-
tion.

The Denver exhibitor pointed out that if theatres generally presented on their large screens sports programs that also were received by home sets reasonable financial terms could be obtained by the exhibitors.

Review

“Ten Tall Men” (Columbia)

A N ENGAGING time is assured from “Ten Tall Men,” an exuberant, outdoor action drama in color by Technicolor. It is a story of the French Foreign Legion and it abounds in derring-do, swordplay, intrigue and exotic women.

The drama is trotted out to the specifications of formula, but what gives it a special flavor is a delightful evening of self-satire.

This Norma Production presents Burt Lancaster as a strapping Legion sergeant with a disdain for trouble and a love of women. As a matter of fact, Lancaster is in trouble right at the beginning of the film, when his superior officer's girl. In prison he learns of an impending Riff attack on the city of Tarfa, Lancaster persuades his superior to allow him and a group of fellow prisoners to go out on the dangerous mission of diverting the Riff forces until reinforcements arrive.

An assortment of peppy exploits have been conceived for Lancaster and his men in the screenplay by Roland Kibbee and Frank Davis. When Lancaster learns that two Riff factions are going to unite in the marriage of the villainous Gerald Mohr to a Sheiki's daughter, Jody Lawrence, Lancaster forthwith kidnaps Miss Lawrence, Flight and pursuit bob and flow while Miss Lawrence's hatred for Lancaster slowly turns to love.

The picture derives its name from the ruse Lancaster uses by propping 10 dummies up on horseback to divert the enemy.

Good exploitation angles can be found in abundance in the picture. In the finale Lancaster eliminates the treacherous Mohr, National by reason to the Riffs' desire for war. A medal is pinned on Lancaster which he promptly pins on his love, Miss Lawrence. Mari Blanchard is seen briefly but effectively as a flirt. Others in the cast are Gilbert Roland, Kieron Moore and George Tobias. Harold Hecht produced and Willis Goldbeck directed.

Running time, 97 minutes. General audience classification. For December release.

Greene Prepares

(Continued from page 1)

as a representative of Howard Hughes, the Green group was reported to be going ahead with plans to gain board representation. Greene controls a block of 300,000 stock shares.

Meet with ODM

(Continued from page 1)

the upcoming program should apply to many TV sets, as involving the major use of critical metals.

Another question still to be settled is whether limited experimentation in large-screen color TV could still be carried on, even though receivers could not be produced for commercial sale.

The television committee of the Radio and Television Manufacturers Association met here today, but there was no official announcement. A spokesman said the industry was willing to go along with any reasonable government demand, but that there was considerable question whether the current demand was reasonable.

See NPA Giving Radio, TV Stations Better Break on Materials

Washington, Oct. 24.—Radio and television stations will shortly be given a better break in getting scarce steel, copper and aluminum as construction, the National Association of Radio and Television Broadcasters said today.

Word From NPA

It announced that it had received word from the National Authority that radio and TV stations would be reclassified as “industrial” projects, which would permit builders to self-certify up to 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum each quarter. NAB said the NPA would make the change official within the week.

TV Sport Films to ‘Vet’ Hospitals

American Red Cross units in the 37 television cities where “Football This Week” is carried will be presented with prints of the film sports program for showing to hospitalized veterans, it was announced here by Walker of Stuart, president of Station Distributors, Inc., which is selling the program throughout the country.

‘Collarites’

(Continued from page 1)

Office Employes Local No. H-63 has been accepting as a pattern whatever deal it made first in a new-contract season. Thus, if, for example, it concluded a deal with Warner Brothers for a $4-per-week pay increase, Universal, Republic and others would be confronted with the $4-an-hour hike pattern. Rarely has such a pattern been rejected by companies in subsequent negotiations, although it has been something to keep the company's lawyers busy with a number of cases that originally set the pattern to be criticized for it by the others.

The local has demanded that it be a collective bargaining unit, a demand that the company has not agreed to.

The local's demands include some of the features of the pattern and will be added to its jurisdiction as the “white collar” workers at Columbia's home office. A short time previous it was joined by both “collarite” and publicists of Paramount's home office. All of these additions resulted from the Internal Labor Relations Board—sponsored elections. Next week the NLRB will conduct its final election among home office employees at RKO Pictures and RKO Service Corp. and at United Artists' New York exchange by a local for many years has been representing the “collarites” at the Warner, Universal, Republic and United Artists home offices. It appears virtually certain that H-63 will win next week's election and will be opposed by any other union on the ballots. Other elections at other companies are indicated for the future.

H-63's expansion has been at the expense of District No. 65 of the Distributive, Processing and Office Workers of America, which absorbs the Screen Office and Professional Employees Guild, with which the workers involved were identified.

Now it has become necessary for H-63 to move to larger quarters. The move is expected to be made in the near future.

This week the union will meet separately with Republic, Universal and Warner Brothers to negotiate new contracts. If the industry-wide method is adopted, it would be used for the first time by the unions probably two years hence. Lately, the most union contracts in the industry have been written to cover two-year periods.

Reade Leases Arcadia

Walter Reade, head of Reade Theatres, has leased the Arcadia Theatre here from the Lyric Theatre Corp. through Brener and Lewis. The 480-seat house is at Third Avenue and 59th Street.

Mrs. John D. Maxwell

London, Oct. 24.—Mrs. John D.
Maxwell, widow of the late John D. Maxwell, one of London's most influential British Pictures, died at her home in Scotland following a short illness.
TO THE STUDIOS . . .
IT MEANS

BETTER MOVIES!

TO THE THEATRE OWNER . . .
IT MEANS

BIGGER BOX OFFICE!

It's the NATIONAL CARBON ARC'S BIG 5

The "National" carbon arc is an indispensable tool—both to the studios which make movies and to the theatre owner who exhibits them. Why? The "National" carbon arc's BIG FIVE:

- SMALL SOURCE SIZE
- HIGH BRIGHTNESS
- GREAT POWER FROM ONE UNIT
- WHITE LIGHT
- MINIMUM HEAT PER FOOT CANDLE

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N.Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
In Canada: National Carbon Limited, Montreal, Toronto, Winnipeg

For the studio, small source size insures sharp, dramatic shadows, better simulates one-source lighting, creates a perfect "follow-spot". High brightness penetrates deep sets, gives high light levels without excessive heat. White light matches outdoor shooting conditions, lends itself perfectly to color movies.

For the theatre owner, the carbon arc provides the "brightest spot in the world"—gives him the dazzling power he needs to get diamond-sharp pictures, vivid color and keeps his box office booming.

The "National" carbon arc is tops.

YOU CAN'T SKIMP ON STUDIO LIGHTING WITHOUT RISKING BOX OFFICE!
Lippert Deal

(Continued from page 1)

Productions, Inc., was terminated at board meetings of these companies Monday night. The conferences which eventuated in the deal announced today were held Tuesday. The termination of Foreman's long-time association with Kramer followed the declaration by the latter that he was out of sympathy with Foreman following his testimony before the Un-American Activities Committee. Lippert said in today's announcement, "I have known and admired Carl and his work for a long time, and there is not the slightest doubt in my mind as to his loyal Americanism."

Foreman's statement revealed that Gary Cooper, I. H. Prinzmetal, Soddes Cohn, Henry C. Rogers, are among the shareholders in Carl Foreman Productions, papers for which are being filed in Sacramento, with Foreman as major stockholder. Prinzmetal and Cohn are Los Angeles attorneys, Rogers is an independent publicist. The Foreman statement said in part, "I am remaining in independent production at this time because it affords me the fullest creative and economic satisfaction."

It has been said that the new short film series produced by Lippert is to associate myself with Lippert because I consider him one of the most dynamic and forward-looking men in the industry today."

Foreman said he will take a short vacation and business trip to New York before announcing his first production, which will be shortly after the first of the year. The deal with Lippert is non-exclusive.

Honors Sought for Herbert Philbrick

Boston, Oct. 24—The Massachusetts Senate has passed a resolution calling upon Governor Dever to issue a proclamation designating Nov. 27 as "Herbert A. Philbrick Day" in honor of the man who posed as a Communist for nine years as an undercover agent for the Federal Bureau of Investigation. Philbrick was assistant advertising-publicity director of Mullin and Pinnski New England Theatres while acting as the FBI agent and was a star witness at the trial of the 11 Communists held in New York which led to their conviction.

London Tent Seeks Stars for Benefit

Loxos, Oct. 24—Hollywood stars are being sought by Frank Sinatra for appearances at the London Variety Club's Dec. 10 "Midnight Matinee" at the London Coliseum. Princess Elizabeth and the Duke of Edinburgh will attend the show, proceeds of which will go to the National Playing Fields Association, of which the Duke is president.

Numerous operatic and theatrical celebrities will participate in addition to the Hollywood personalities who will arrive here by plane Dec. 5, from the U.S. Walter Reade, Jr., while occupying the rostrum at the TWA convention, sought a few chances of occasion to "off the record" much of what transpired.

Tuesdays will be "Presidents' Day," Myers said, and all but two of the film company chiefs have indicated they will be present. On Wednesday afternoon, the chief purchasing managers of the film companies will take part in a panel discussion on film problems. MGM studio head Howard Hughes has agreed to address the convention on production problems, Myers added, and Screen Actors Guild president Ronald Reagan has also promised to be on hand, if possible.

Convention sessions will be held each afternoon, leaving the mornings free for the Allied "film clinics." Myers praised Wilbur Snaper and other members of the convention committee for "well-nigh perfect arrangements."

The convention will open with a luncheon on Oct. 30. Among the honored guests will be Cardinal Spellman and Reverend Patrick J. McGovern, executive secretary of the National Legion of Decency. The "keynote" address will be given by Myers. Addresses will also be given by "Mr. and Mrs. Hollywood president, Marc Wolf and presidents of the film companies.

The Billy Rose Hotel, where the convention will be held, has ceased taking reservations from other than Allied convention delegates until after next Thursday, the final day of the meeting.

Cameramen's Unit to Celebrate 25th Year

New York Cameramen's Local No. 644, IATSE, on Nov. 13 will celebrate the 25th anniversary of its charter as a unit of the "IA." The celebration will be marked on that evening with a dinner-dance at the Waldorf-Astoria Hotel here.

The occasion is regarded as one of special significance because the establishment of Local No. 644 a quarter of a century ago marked the beginning of the organization of cameramen into autonomous "IA" unions. Local No. 659, Hollywood, was chartered 21 months later on Aug. 1, 1928, and Chicago's Local No. 66 came into being the following year.

Simons Starts Firm For Industry Worker

Nate Simons has resigned as supervisor of theatres for the Skouras Theatres Corp., after 20 years with that organization. Among his duties was the organization of Simons will work as a consultant to Simons, who will operate both as a licensed New York film industry employment agency and on a national basis.

Harris Gets Theatre

A long term lease controlled by Greeneview Theatre, Inc., which is a local circuit operated by Harry Brandt, for the Star Theatre here has been sold to Harris Theatrical Enterprises. The agreement was made by Harry A. Harris, report Berk and Krongold, real estate brokers. This 14th addition to Harris' circuit is in Harlem and has a capacity of 2,300 seats.

DAILY 'Movietime' Plug in 'JOURNAL'

Following an inquiry into the details of the 'Movietime' U.S.A. campaign and the results to date of this national promotion, The New York Journal-American has inaugurated the daily use of the following eight-column window box in its amusement section:

"It's Movietime U.S.A."

For relaxation, for recreation, for relief from the excesses of the day, go to a movie tonight. Choose adventure, humor, romance from the movies advertised in the Journal-American. Follow Rose Pelswick's reviews and Louella Parsons' Hollywood column."

Brown's 'U' Stock

(Continued from page 1)

principal purchasers of the stock, it is now being added to the list of shares being acquired by Blumberg and the Decca Records president. Goetz and Blumberg agreed to sell their entire Universal and Decca holdings, estimated at a minimum of 150,000 shares, to Blumberg and Rackmil at $15 per share. Blumberg and Rackmil, in turn, have agreed to sell the stock for $15 per share to Blumberg-Rackmil, for whom he will operate both as a licensed New York film industry employment agency and on a national basis.

The Altec Service Man and the organization behind him

The Altec Service Man

161 Sixth Avenue, New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

INDEPENDENT FILM EXCHANGE

equipped to distribute new American and British films, in the New York metropolitan area, as well as in a national basis.

Call or write

Jack Ballain, Racket Film Exchange, 630 3rd Avenue, New York City.

Telephone Circle 6-717.
LIKE BIRDS . . . men must fly—soar higher, ever higher—on the wings of their imaginations.

This of itself would be reason enough for motion pictures of increasing insight and originality. But to the constant spur of men’s imagination must be added the inspiration of new technics, new equipment and materials.

With this trend toward greater imagination in studio and laboratory has come greater opportunity for the manufacturer to cooperate. The Eastman Kodak Company, for example, as a part of its service to the industry, maintains the Eastman Technical Service for Motion Picture Film. Here, representatives aid the industry in the selection and exposure of film, black-and-white or color . . . help establish higher standards of quality and economy in processing . . . work with exchanges and theatres, helping make sure that each foot of film gets best possible screening.

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

Motion Picture Film Department
EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
DIRECTOR OF ADVERTISING wanted for one of the leading companies...

WRITE BOX 467
MOTION PICTURE DAILY
1270 Sixth Avenue New York 20, N. Y.
Arbitration
Put on Allied
Board Agenda

Will Consider TOA’s
Plan for Joint Action

Decisions on a dozen major topics, ranging from renewal of Allied States Association’s membership in the Council of Motion Picture Organizations to a stand on film prices and other trade practices, are scheduled to be made by Allied’s board of directors at meetings in the Baltimore Hotel here Sunday and Monday, preceding the three-day Allied national convention.

Arbitration and competitive bidding are on the board’s agenda, but it is possible the board may just discuss these and leave a final decision to the convention itself. Other matters up for action include television. Allied’s views on “Movietime U. S. A.” and the possibility of a joint convention next year with equipment manufacturers and dealers.

The agenda for the board meeting discloses two new aspects of Allied’s
(Continued on page 2)

‘U’ Stock Sales Not
On Davis’ Agenda

John Davis, managing director of J. Arthur Rank’s British motion picture enterprises, is scheduled to arrive here from London on Nov. 19. Rank will not accompany him.

Davis’s visit is described as his customary one to New York at this time of year and sale of Rank’s 134,375 shares of Universal Pictures common stock to the Nate J. Blum
(Continued on page 4)

8 More Percentage
Suits Are Settled

Baltimore, Oct. 25.—Eight percentage actions brought by distributors against Diamond Globe Corp., and the estate of Lee W. Traylor, have been concluded upon stipulation of counsel for all parties. The order ending the litigation indicated that each action had been satisfied, all costs to be paid by the defendants.

The actions had been filed by
(Continued on page 4)

E. Pa. Approach to
Allied Board Seen

Philadelphia, Oct. 25.—Indication that the Allied States board at its meeting in New York tomorrow will be called upon to consider the reinstatement of Allied of Eastern Pennsylvania as a regional member in good standing was seen today in the report that Sidney E. Samuelson, head of the Pennsylvania regional, has made a reservation to attend the board meeting and the convention which will follow Tuesday through Thursday.

O’Brien Sees Wide
Theatre Video
Use in Off-Hours

The wide employment of theatre television for “non-entertainment” programs such as civil defense, national conventions and sales meetings in off-hours of theatre attendance was discussed here yesterday by Robert H. O’Brien, secretary-treasurer of United Paramount Theatres.

Addressing the American Television Society luncheon meeting at the Hotel Roosevelt, O’Brien joined the other speaker, Paul Raibourn, vice-president of Paramount Pictures, in declaring there was a community of interest between the motion picture and television industries.

Raibourn, who is also chairman of the board of International Telemeter Corp., spoke on subscription-television
(Continued on page 4)

TOA’s First Trade
Practice Hearing
Planned for Nov. 18

Charlotte, Oct. 25.—Plans for holding the first regional grievance hearing under Theatre Owners of America’s new plan during the annual convention of Theatre Owners of North and South Carolina here Nov. 18 are nearing completion.

The TOA grievance panel consists of Mitchell Wolfison, president; Charles Skouras, board chairman; Charles Sullivan, executive director, and Herman Levy, general counsel. It was scheduled to hold sessions to hear and endeavor to resolve trade practice complaints of the smaller TOA members, convening every other month successively in Atlanta, Dallas, Los Angeles, Salt Lake City and Chicago.

Although Charlotte was not among the cities designated as meeting places for the panel, it was felt that the convention of the Carolinas’ affiliate
(Continued on page 2)

RKO, Loew’s Supply
Data in Pathe Suit

Pathé Industries’ $15,000,000 triple-damage anti-trust action against Loew’s and RKO Theatres is expected to go to trial in U. S. District Court here this winter, according to advice received by William C. MacMillen, Jr., Pathé president, from the company’s attorneys.

The suit, filed jointly on Oct. 3, 1950, by Pathé and Eagle Lion Classics, alleged that the two circuits have by their persistent collusion
(Continued on page 2)

U. S. Okays Large-Screen
TV Color Experiments

Washington, Oct. 25.—The government will permit large-screen color television development to go ahead for the time being.

This was made clear at a meeting held here today where television sets makers agreed to a government request to end production of home color TV sets until materials are more abundant.

Both Defense Mobilizer Wilson and Defense Production Administrator Fleischmann said the whole question of color TV in theatres has just not come up yet, and that there certainly are no plans now to prevent this.
(Continued on page 4)

TV Metals Supplies
Status Liberalized

Washington, Oct. 25.—The National Production Authority today officially reclassified television and broadcasting facilities as “industrial” rather than “commercial” projects, permitting builders of these facilities to self-certify much larger amounts of steel, copper and aluminum

Skouras Plans
Color TV for
All NT Houses

Would Produce Programs
In Own Key Studios

By MURRAY HOROWITZ

A large-scale color theatre television program encompassing the production of special shows in regional studios to be piped into the theatres was outlined here yesterday by Charles P. Skouras, president of National Theatres, on the eve of his departure for Zurich, Switzerland, to view the 20th Century-Fox-Swiss Eidophor-CBS color television systems.

Skouras said that studios for theatre TV production were envisioned in Denver, Kansas City and Salt Lake City
(Continued on page 4)

Says NFL Suit Vital
For Theatre Video

Washington, Oct. 25.—The outcome of the government’s anti-trust suit against the National Football League will “have the greatest impact” on the legality of the National Collegiate Athletic Association’s relocation of the telecasting of college football games, according to the government’s top trust-buster.

Assistant Attorney General H. Graham Morrison said that he
(Continued on page 4)

State of Israel
To Honor Skouras

Spyros P. Skouras, president of 20th Century-Fox, will be honored by the State of Israel at a dinner to be given at the Hotel Astor here on Wednesday, Dec. 12, it was announced here yesterday by Max A. Cohen, president of Cinema Circuit and dinner chairman.

The dinner will climax the amusement division drive for State of Israel
(Continued on page 2)
Personal Mention

P. T. DANA, Universal Eastern sales manager, will leave here tonight for Detroit.

DOROTHY A. KIRSTEIN, secretary to MARTIN QUIGLEY, Jr., editor of Motion Picture Herald, will be married on Saturday at 3 O’clock at the Hotel Pierre here. They will spend their wedding trip in the Virgin Islands and Puerto Rico.

HUGH OWEN, Paramount’s Eastern and Southern division manager, will leave here over the weekend for Jacksonville.

JERRY FAIRBANKS of Fairbanks Productions has arrived in Chicago from Hollywood.

ERIC JOHNSTON will be interviewed on the NBC-TV Kate Smith Hour on Wednesday at 4:00 P. M.

File Supplemental Statement with SS

WASHINGTON, Oct. 25—Representatives of Hollywood producers and Guilds will probably file a supplemental statement with the Salary Stabilization Board here today in an effort to clear up “a few minor points” raised at the meetings in New York earlier this week, an industry spokes- man said.

Pathe Suit

(Continued from page 1)

practices continued to virtually exclude independently-produced pictures from the New York market.” ELC was dropped as a plaintiff when Pathe sold that subsidiary this year to United Artists.

Mr. Sullivan said here yesterday that Pathe’s attorneys this week re- ceived from the plaintiffs details regarding the theatre circuits. Mr. Sullivan also denied that any plaintiffs had broken the circuits in the past three years and the grosses on all such pictures. The court, he explained, had ordered the defendants to supply these details.

‘I Want You’ Premiere

The world premiere of Samuel Goldwyn’s “I Want You” has been set for New York’s Criterion Theatre, it was announced here yesterday by James A. Malvey, president of Samuel Goldwyn Productions. Charles B. Moss, managing director of the Criterion, who negotiated the deal with distribution officials of RKO Pictures, said that the production will be the theatre’s Christmas attraction.

Jacocks in New Post

HARTFORD, Oct. 25.—PurdJacocks, who resigned recently as chief film buyer for Connecticut’s New England Zone, has been named head of the newly-opened Daytz Theatres Enterprises office in New Haven. The Connecticut service is operated by Al and Mickey Daytz, both formerly with Warner.

Allied Board Agenda

(Continued from page 1)

stand on competitive bidding and arbitration: that Abram Myers, Allied chairman and general counsel, has gotten nowhere with the distributors in trying to persuade them to consider changes in competitive bidding along with arbitration, and that Allied is at present discussion with the owners of America for a joint exhibitor committee to discuss arbitration with distributors.

Agenda Discusses Negotiations

On these subjects the agenda reads: Should the general counsel open negotiations with the film companies on arbitration notwithstanding their refusal to have joined? Should the subject be pursued, should negoti- ations be limited to film companies? Or should Allied adopt the proposal of the Theatre Owners of America for a joint group to be formed within Allied to “insure reduction of cost and a guarantee of programs after installa- tions have been made.”

Other items on the agenda include: possible decision on when and where to hold the 1952 convention; discussion of newspaper advertising rates which discriminate against theatres; discussion of progress in using safety films; a decision on the time and place of the next Allied meeting and the formulation of a detailed program for the convention sessions.

Judges Are Named For RKO’s Fabiola

Chet Balm of Film Daily, Sherwin Kane of Motion Picture Daily, and Mel Konnen of the Exhibitors Herald, have been named by Arthur Freed, President of RKO pictures, to judge Fabiola. The Fabiola is the first Fabiola of the year 1934, and will be the Fabiola of the United Artists, producer Jules Levey and the Home Lines for “Fabiola.” It was announced by Max Youngstrom, United vice-president and director of advertising-publicity.

Shopping for Films

ABROAD SAYS LITVAK

Here from Germany where he co- produced and directed 20th Century-Fox’s “The Street Before Dawn” Ampho- tole Litvak declared yesterday that audiences in Europe are shopping for film entertainment just as discrimina- torily as Americans audiences.

Assorting that Europe again is a great market for American pictures, he advised that careful heed be paid to it. He pointed out that restrictions are breaking down and that “we are getting more money out of Eu- rope.”

He said “Decision Before Dawn” cost $1,800,000 and that it cost four times as much to make in Hollywood.

TOA’s 1st Hearing

(Continued from page 1)

filiate, which customarily draws large numbers of exhibitors from the entire Southeast, would provide a conven- ient locale and occasion for the first session. Moreover, its first meeting is in the next month and no ex- hibitor gatherings are scheduled for Atlanta in November.

TOA’s First Attempt

Skouras is not expected back from a European trip in time for the meet- ing. The trip was arranged, he said, by some other TOA officer or by regional officials from this area. The TOA is, he says, the first and censure into the field of trade practice complaints and efforts to resolve them.

NEW YORK THEATRES

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

“AN AMERICAN IN PARIS”

To the Music of GEORGE GERSHWIN and Irv KERN

GENE KELLY • LESLIE CARON

Color by TECHNIRAMA

plus STAGE PRESENTATION OF

PICTURE MUSICALS

“Chart House” — “DUET" — "FOUR" — "THREE" — "FLAME"

feld, the famous American film, now being shown in New York.

TOA’s First Attempt

Skouras is not expected back from a European trip in time for the meet- ing. The trip was arranged, he said, by some other TOA officer or by regional officials from this area. The TOA is, he says, the first and censure into the field of trade practice complaints and efforts to resolve them.
THE MYSTERY OF THE GREAT WELLS FARGO ROBBERY!

COLOR BY TECHNICOLOR

"CAVE OF OUTLAWS"

Actually Filmed in the Spectacular Depths of CARLSBAD Caverns!

Starring

Macdonald CAREY • Alexis SMITH

with EDGAR BUCHANAN • VICTOR JORY

Story and Screenplay by ELIZABETH WILSON • Directed by WILLIAM CASTLE • Produced by LEONARD GOLDSTEIN - A Universal-International Picture

Today it's U-I... Ask the Showmen who Show them!
Dec. 4 Hearing of Action vs. U, UA

Washington, Oct. 25.—A hearing has been set for Dec. 1 before the three-judge Statutory Court in New York on the Justice Department’s motions against United Artists and Universal.

The D. of J. seeks to force United Artists to put up for sale the distribution rights it acquired from Eagle-Lion, and to prohibit any officer or agent of either UA or Universal from serving as an agent for a competing firm.

Skouras on TV Color

(Continued from page 1)

Los Angeles to feed the TV needs of about 450 NT theaters, which the company will have after divestiture.

Regarding the color aspect, Skouras said NT would not go ahead with its plans to install TV in virtually every one of its theaters unless the telecast could be in color. “You cannot produce stage shows in black-and-white,” Skouras declared, inferring that if there is any government clampdown on production on theatre color TV sets during the national emergency, NT’s TV plans would be curbed.

As to NT’s TV production plans, Skouras said they would be “big, colorful shows,” with local flavor introduced in each region. He compared the TV shows, which would be an adjunct to the regular film fare, with old-time vaudeville troupes, a talent group making a regular tour of the theater studios.

“Theaters,” he emphasized, “must create their own entertainment,” not depending on commercial television programs, or shows designed for home TV. Sporting events would also be included, Skouras said, with the theaters organizing fights and wrestling matches, for example.

Skouras saw no room for commercial advertising in theatre TV. He said he expects to be abroad from four to five weeks, meeting with Spiros P. Skouras, 20th-Fox president, in Zurich on Nov. 12 for the Enlopen demonstration.

Returning to the color theme, Skouras predicted that as far as motion pictures, they would all be made in color within the next couple of years. Regarding his projected new seven-year contract as president of NT after divestiture, Skouras said it was still in the stage of negotiation.

Frank H. Rickeston, president of Fox Inter-Mountain Theatres, with headquarters in Denver, and Elmer Rhoden, head of Fox-Midwest, Kansas City, will leave with Skouras for Zurich today. Rickeston commented that theaters now need special, quality programs for the TV market, with the wide range of entertainment offered to the public today.

Wald, Krasna to Be Cited at Premiere

RKO producers Jerry Wald and Norman Krasna will be cited tonight by New York University, their alma mater. The presentation will be made by NYU’s Professor Robert Gessner at the world premiere of the producers’ “The Blue Veil” here.

NT Would Remodel First-run Roxy

Plans for furnishing and remodeling Broadway’s first-run Roxy Theatre here when negotiations for the take-over of the house by National Theatres are completed were disclosed yesterday by Charles P. Skouras, NT president.

He said NT would close the theatre for about four weeks to do the job. The change in ownership would take place if talks are successful, Skouras added, at the same time as the divestiture of 20th Century-Fox, present owners of the Roxy and the parent company of NT.

Questioned about whom he expects to replace A. J. Balahan, who announced his intention of resigning as general manager of the theatre in December, Skouras declined to comment.

Says NFL Suit Vital

(Continued from page 1)

thought the NFL decision “will probably settle the NCAA question one way or the other.” The NCAA not only restricts home telecasting of football games but also encourages theatre telecasts.

Morrison said he expected a “relatively quick” decision in the pro football suit. He said the government would move for trial as soon as the league files its answer to the government petition.

TV Color Experiment

(Continued from page 1)

any event, they made clear that experiment would never be stopped. The only thing that might be stopped would be large-scale output of receiving and sending equipment.

The home-set makers promised not to make sets again until they got a go-ahead from the government, and that probably will not be before late 1952 or mid-1953. However, experiment on new home color systems can continue, it was emphasized by both industry and government officials.

O’Brien, Raibourn (Continued from page 1)

sion, predicted that it will bring into American homes programs now not possible to be shown on free home television. In his address O’Brien categorized the programs adaptable for theatre TV as sports, entertainment and news (as well as sponsored and non-sold), and emphasized the wide application of theatre TV in the last category, citing the success of the current Civil Defense theatre televised event. As to sports, he said only from 6 to 24 events a year with sufficient public interest to pay off at the box office. He added that in the near future, no doubt, there will be experimentation to put entertainment shows for theatre TV.

Percentage Suits

(Continued from page 1)

United Artists, Columbia, RKO, Universal, Paramount, Loew’s, 20th Century-Fox and Warner. The theatres involved were the Globe and New theatres in Berlin, Md.; Diamond in Selbyville, Del.; Auditorium in Lewes, Del.; Blue Hen in Rehoboth Beach, Del.; Avenue in Delmar, Del.

only $626 for a 10-DAY HAWAIIAN VACATION!

Includes Mainliner transportation, hotel accommodations and sightseeing.

That’s just one of United Air Lines’ low-expense Hawaiian Air vacations. There are six others from which to choose lasting up to 23 days, Call or write for a free descriptive folder. *Plus Tax.

YVONNE DE CARLO

stirs in

“Hotel Sahara”

And she’s got the figure for those top B.O. figures thru UA

Skouras Ricardules Subscription TV

Subscription home television was ridiculed yesterday by Charles P. Skouras, president of National Theatres, who was asked what effect it would have on theatre operations. Replying obliquely, S k o u r a s commented that “what the American people can get for nothing they don’t pay for,” inferring that the bill on subscription TV will not be better than the fare on free-home TV.

INDEPENDENT FILM EXCHANGE

equipped to distribute new American and foreign films, in New York metropolitan area, as well as a national basis.

Call or write

Jack Hollman, President, New York City, Telephone Circle 1-1177.
Big Income in Off-Hour TV

Morning ‘Losses’ Could Be Cut By Such Shows

Off-hour revenue potentials to theatres from non-film “non-essential” television programming, such as national sales meetings and conventions are considered to be of major proportions by United Paramount Theatres officials.

Cited as an example of the income potential is the estimated 11,000 people who participated in the September Civil Defense program piped into only four theatres in the same number of cities. What if a manufacturer such as the auto industry wanted to unveil its new car model in 200 key situations for its salesmen and utilized large-screen theatre TV? is the question posed by advocates of such programming.

The revenues flowing from such a program would be “ɡravity,” they say.

(Continued on page 6)

American Leaders at Tribute to Warners

Leading figures of American industry, including Henry Ford II, president of the Ford Motor Co.; David Sarnoff, chairman of the board of RCA; Frank M. Folsom, president of RCA, and Eric Johnston, president of the Motion Picture Association of America, will head the guest list at the annual dinner of the Motion Pic-

(Continued on page 4)

10 Projects Are Okayed

And 7 Are Denied by NPA

WASHINGTON, Oct. 28.—Crescent Amusement Co. has received permission from the National Production Authority to build a new $603,000 theatre. No location was given. NPA said the project was approved because Crescent had the materials to build the theatre on hand already, and no allotment was needed.

The Crescent approval was one of 10 theatre projects approved either because materials were on hand or because they used less than the maximum amount of steel, copper and aluminum. Six theatre projects were denied.

Other approved projects were: a $14,580 drive-in, Max Zallen, Oxford, Me.; $16,300 Drive-in, L. E. Jones, Mt. Airy, Md.; a $17,000 drive-in, Benning’s drive-ins, Inc., Capitol Heights, Md.; a $12,700 drive-in, Jack L. Jackson, Buckman, Va.; a $12,100 drive-in, J. H. McClellan, Lovington, Va.; a $20,000 drive-in.

(Continued on page 6)

Government to Show Korean Picture

The U. S. Defense Department will have a luncheon and screening for the press at the Hotel Astor here on Friday, the film being a two-reeler made in Korea showing the government’s interest in saving the lives of the wounded. It is a joint production of the Defense Department, the Association of Motion Picture Producers and disabled American veterans.

“The government believes this dramatic film can be a major contribution to public morale,” said Vice Admiral Ross T. McIntire.

(Continued on page 6)
NEWS in Brief

Chicago, Oct. 28—WGN-TV has just announced the first showing on TV of 10 feature length films, scheduled to run on Saturday, and the hour of 9:30 Sunday evenings, sponsored by Courtesy Motors. The ten films, all produced since 1946, are: "The Riddle of the Hybrid," "Runaway," "Living Again," "Jungle Patrol," and "The Gay Intruder." All four of which were released either in England or the U.S. "The Crooked Way," "Mikron Town," "The Stars Look Down," and "Girl From Manhattan," all United Artists, will have a "Road to the Big House" and "The Prairie." Hollywood, Oct. 28—An all women production firm, Womans Producing Group, Inc., has been formed here, headed by Mrs. Mary Stoltz, wife of the producer. All members and backers are women from various clubs throughout the country, and all the women will produce and handle sales. The only man in the organization is Harold Thomas, former United Artists' executive, who, in his handling of the industry, who will handle sales, for its first film the company has obtained the right to do the life of Dr. Margaret Sanger.

Four Will Promote Universal's 'Lady'

To promote "Lady Pays Off," Universal-International has recruited a special field exploitation staff with John Michael, assigned to Boston; Robert Wile assigned to Hartford, Ralph Ober to Rochester, and Seymour Evans to New York. The production will be given a series of tests, at Keith's Memorial in Boston and E. M. Loew's Theatre in Hartford, next Tuesday. At the Paramount Theatre in Syracuse, Nov. 6, and the Regent in Rochester, on Nov. 9.

Legion of Decency Puts 3 in Class B


TV for Indiana Theatre

Indianapolis, Oct. 28—The Indiana Theatre here will have big screen television within 36 days as part of a broad improvement program affecting each of the company's four houses here. The programme includes $100,000, Maurice Brazeel, general manager of the Greater Indianapolis group, disclosed.

Newsreel Parade

BRITAIN goes to the polls, the "Bobby Ridge" in Korea and mourning for the slain Pakistani premier mark current newsreel highlights. Other items include the M-G-M release of "Bloody Ridge," captured in fierce battle; Navy carrier "Saratoga," which docked for a week's tour in San Diego; General Ridgeway, British premier goes to the polls, Japanese "Bobby Ridge" in Korea and mourning for the slain Pakistani premier mark current newsreel highlights. Other items include the M-G-M release of "Bloody Ridge." 

MOVIENTE. NEWS, No. 87—"Bloody Ridge" captured in fierce battle. Navy carrier "Saratoga," which docked for a week's tour in San Diego; General Ridgeway, British premier goes to the polls, Japanese "Bobby Ridge" in Korea and mourning for the slain Pakistani premier mark current newsreel highlights. Other items include the M-G-M release of "Bloody Ridge." 

NEWS OF THE DAY, No. 21—Red rout in Korea filmed under fire. Korea heroes in 20th Century-Fox's "Vote in the Valley," "Dutchman," "Bloody Ridge" in San Diego, general Ridgeway, British premier goes to the polls, Japanese "Bobby Ridge" in Korea and mourning for the slain Pakistani premier mark current newsreel highlights. Other items include the M-G-M release of "Bloody Ridge." 

GILFORD, L. A. LAWYER, Will Produce Films

Hollywood, Oct. 28—Max M. Gilford, Los Angeles, attorney, has temporarily retired from his law firm in order to produce pictures, and he has also resigned as an executive member and general counsel for the National Society of Television Producers. He is now executive producer for Pegasus Productions, Inc., whose initial film will be "The Flasher." Gilford, who directed and produced.

Souauwe Gets 3 More

Mr. Lord Says No," new British company in Mediterranean, "Bloody Ridge" in San Diego, general Ridgeway, British premier goes to the polls, Japanese "Bobby Ridge" in Korea and mourning for the slain Pakistani premier mark current newsreel highlights. Other items include the M-G-M release of "Bloody Ridge." 

Pandora to Music Hall

When Metro-Goldwyn-Mayor's "An American in Paris" was an unanimous decision at New York's Music Hall Theatre, it will be "Pandora and the Flying Dutchman," probably which will be the Christmas season attraction.

Personal Mention

Y FRANK FREEMAN super-producer, producer of Paramount Pictures' "Coast, studio, arrived in New York on Friday from Hollywood.

* Howard Dietz, M-G-M vice-president and director of ad-publicity; Silas F. Seagram, advertising manager; Lawrence V. McClellan, and Dan S. Telbell, promotion manager, have returned to New York from Chicago.

FRANK WALKER, general manager of M-G-M Records, returned here over the weekend from the Coast.

HAROLD MIRICH, vice-president of Monogram Studios, arrived Hollywood for New York at the weekend.

DAVID BUTLER, producer, and his wife arrived here yesterday from Europe on the SS Queen Elizabeth.

JERRY WALTZ and NORMAN KRASNA left here for Hollywood yesterday.

Biscoff Returning To Warner Studio

Hollywood, Oct. 28—Samuel Biscoff, one of the two producers of "20th Century-Fox" for the past 18 months, will return on Nov. 19 to the Warner Studio, where he produced 70 pictures in the 1933-40 period, Biscoff revealed. Biscoff said he sought and received an amicable settlement of his RKO contract due to the personal and financial interest occasioned by the fact that RKO has a big backlog of unreleased pictures and he prefers a more active berth.

20th-Fox Publicists' Vote Favors DPOWA

By a vote of 37 to two, 20th Century-Fox's home office publicists on Friday chose District No. 65 of the Distributive, Processing and Office Workers Local of America as an aggressive bargaining agent. The election was conducted at the home office by New York Labor, vice-president. The choice on the ballot was between DPOWA and "no union."

Two to One in Favor

At the same time, the three publicists of 20th Century-Fox international office voted two to one in favor of DPOWA.

Mrs. Margaret Wall, 89

Boston, Oct. 28—Mrs. Margaret Wall, 89, died at her home in Woburn, Mass., Thursday night. She was the only one, until 20th Century-Fox international office voted two to one in favor of DPOWA.

Mrs. Margaret Wall, 89

Boston, Oct. 28—Mrs. Margaret Wall, 89, died at her home in Woburn, Mass., Thursday night. She was the only one, until 20th Century-Fox international office voted two to one in favor of DPOWA.

TV for Indiana Theatre

Indianapolis, Oct. 28—The Indiana Theatre here will have big screen television within 36 days as part of a broad improvement program affecting each of the company's four houses here. The programme includes $100,000, Maurice Brazeel, general manager of the Greater Indianapolis group, disclosed.


NATIONAL HUMOROUS MAGAZINE OF THE MOVIE WORLD
USE STANDEES to SELL your BIG MOVIE TIME, USA. HITS!

FIVE FEET TALL!
SPLASHED WITH COLOR!
FLUORESCENT LIGHTED BASE!

Ask your NSS salesman about these beautiful, cut-out displays!

An American in Paris
Gene Kelly
Leslie Caron
Oscar Levant
Georges Guetary
Nina Foch

COMING

NATIONAL Screen SERVICE
Pride Baby of the Industry
**NEWS in Brief**

Hollywood, Oct. 28.—The number of pictures in production remained the same last week, for a total of 42. Five picture-makers were started and five were completed.


Hollywood, Oct. 28.—Reub Kaufman, head of sales and distribution for Snader Sales, and Don Fedderson, general manager of KLAC-TV, have concluded negotiations for the payment of $100,000 for rental of 18 British films, including the 14 previously announced to be shown in the four-theater Korda and four since acquired.

The pictures will be available in January, and will be used in order of clearance from local theatre exhibition. The contract gives KLAC-TV exclusive and unlimited use of the films following the initial release.

The four recently acquired are: the Balaban Brothers production for Korda, "Four Days in September," Arthur Rank's " Facts of Love," the independent production, "Good Time Girl," and "Forever and a Day," filmed by RKO in London.

**Los Angeles, Oct. 28.—**The recently appointed chairman of the Indiana Foundation of the Kentucky Association of Theatre Owners has selected the dates of Wednesday, Oct. 25, and Thursday, Oct. 26, for the organization's annual convention. It will be held at the Henry Clay Hotel here.

Hollywood, Oct. 28.—The name of Frontier Pictures Co., producer of Westerns and Western and Texas pictures, has been changed to Johnny Mack Brown, Jimmy Ellison and Whip Wilson for Monogram reissues and for the Frontier Mine Productions, it was announced here by Vincent M. Fennelly, president.

Boston, Oct. 28.—The convention of the Independent Exhibitors of New England will be held here at the Copley Plaza Hotel on Dec. 4. The sessions will be topped by a banquet attended by civic and trade leaders.

**Portland, Ore., Oct. 28.—**"Show of Shows," the annual event held under auspices of motion picture exhibitors, distributors and affiliated theatre unions here, will be held at the Mayfair Theatre Wednesday. The reception will be the biggest fundraising event of the Portland Shrine Hospital.

**Correction**

United Artists' "Jules Levey" production of "Fabiola" was inadvertently listed as an RKO production in a headline in yesterday's issue of this publication.

**Reviews**

**"Too Young to Kiss"**

(Metro-Goldwyn-Mayer)

EVERY unknown artist knows how difficult it is to get an audition with a concert manager. In this instance pretty June Allyson, a talented young actress, was no different. What ensued was a farce of romantic complications which audiences in general will find pleasantly engaging and worth while.

June Allyson informs that she is scheduled to hear an audition for children she pretends a precocious idea into action. Bedecked as a child, Miss Allyson presents herself as Molly Potter, age 13, and wins the contest. Now Johnson scrambles madly to sign Molly up, even though he can not get along with her sister, who, of course is Miss Allyson without the pigtail and teeth brace.

Miss Allyson also has a newspaperman boy-friend, Gig Young, and he is not a very happy fellow, as he becomes convinced that the "prodigy" is an incurable brat with an addiction for such adult pleasures as cocktails and cigarettes.

When it becomes time for Johnson to present his protege he learns of the hoax, and though angry, allows Molly to play after announcing her real age to the audience. As soon as his anger subsides, Johnson realizes that he is in love with Miss Allyson and has to stop a homeward-bound train to save her. Paul Cavanagh enters as a shapely "other woman". Robert Z. Leonard directed and Sam Zimbalist produced.

Running time, 91 minutes. General audience classification. Release date, Nov. 23.

**MANUEL HERBSTMAN**

**"The Globetrotters"**

(Columbia)

A MORE appropriate season for the launching of this production doesn't exist, for "The Globetrotters" concerns itself with the adventures of a furiously swift Harlem team of Negro professional basketball players, and the basketball season is here. For once, a Hollywood production dealing with sports completely is spared the injection of the notoriety which has been headlined in newspapers so extensively as has the scandal of the basketball "fix" which threw a pall over schools in the East. A "fix" in sports almost invariably is followed by a "fix" film.

The "Globetrotters" is an interesting film and gives showmen an immediate opportunity to promote it in every medium where basketball is talked about, in print, on the air, in schools, most everywhere. The Globetrotters, by Royalty Films, is a shapely and marvelous production and the production and direction by Buddy Adler and Phil Brown. It is a more or less simple story, a human story of a great team with fine traditions, and the problem of one of its younger players in ridding himself of cynicism and adjusting to the team spirit. In the role of the young player is Billy Brown, who leaves school, where he is an honor student, to join the Trotters. He becomes the star player but he doesn't take long before his tempests find out that he does not share their idealism. Despite the fact that he scores and wins a important game for the team, he has disobeyed orders of the coach, Thomas Gomez, and is released.

It returns to college as a chemistry professor and signs a contract for the following season with another professional team. However, he cannot stay away from the Trotters and despite a bad knee, he gets permission to again play with them, this time realizing the importance of teamwork and especially the chemistry of the game. And so it is Brown, except in some spots where he shows his inexperience as an actor. However, this is of lesser importance since the real stars are the Trotters, and have the ability to get more than their money's worth in the generous amount of basketball footage.

Others in the cast are Dorothy Dandridge, Bill Walker, Angela Clarke, Peter Thompson and Steve Roberts.

Running time, 80 minutes. General classification. For November release.

**Martin Theatres Get Six Houses in South**

Atlanta, Oct. 28.—Martin Theatres of Columbus, Ga., has taken over six theatres in Columbus and Phenix City, Ala., Transfer of the theatres is the result of an agreement between Martin, George Theatres and United Paramount.

**Edwards Gets 3 Houses**

Atlanta, Oct. 28.—W. W. Edwards, from Oshkosh, Ala., is the new owner of three neighborhood theatres in Birmingham, Ala., the Norwood, Avenue and the R. C. Freshell will manage the Avon. Robert Chism will look after Norwood and T. W. Williams will manage the Fox.

**Lasky Off on A Goodwill Tour**

Hollywood, Oct. 28.—Jesse L. Lasky, vice-president, and Charles H. Homan, writer, left here over the weekend by plane on a nine-day tour of the southeastern and midwestern cities to address students of picture making.

The first stop will be at Wichita Falls, Texas, where Lasky will address the students of the Western University and will then proceed to Des Moines to be the principal speaker at the Des Moines Register and Tribune dinner honoring Karl King, noted U. S. bandmaster.

They will then fly to Champaign, Ill., to speak to the students of the University of Illinois after which he will spend two days in Chicago.

**Para. TV Plans to Lease Studio Here**

Negotiations to lease a studio here for two projected Paramount Television Productions, TV shows, are under way.

Indications that talks on the deal are soon to be finalized were heralded by Burt Balaban, newly appointed Paramount Television programming and production director. He said production of the undisclosed New York studio is expected to be started within a "couple of weeks."

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

pure Pioneers in honor of Harry M., Jack L. and Albert Warner. More than 300 of a quarter century or more of the motion picture pioneers will attend the dinner on Nov. 15 at the Waldorf-Astoria Hotel in New York.

Jack L. Warner brothers as the "Pioneers of the Year," in honor of their many years of motion picture leadership, will be signers on the dedication of a special plaque from the Pioneers. To date, 75 new members are scheduled for induction into the Pioneers class of '51 at the dinner.

**J. O. S. Anslow Here (Continued from page 1)**

holders on matters like taxation, television, and government controls.

"As a service co-ordinator, he will have an untold number of calls and will establish an effective information conduit with our units wherever they require national headquarters support on matters relative to film, competition, complaints on advertising aids, and interchange of information as to "Movietime," promotion, and Samuel Briskin, Hollywood coordinator, presided.

Meanwhile, the Hollywood Coordination Committee sent out the uncharacteristic questionnaires to all personalities who made the "Movietime" tours, on which they are to furnish information about the market support of a new plan to be suggested for next year's tours.

**Sullivian Views Shoreham**

Gael Sullivan, executive director of America executive director of New York last night for Washington, where he will "look over" the Shoreham Film Theatre, which will be the site for the forthcoming meeting of the TOA executive board. He will confer while in the Capital with government tax officials, and will return here on Wednesday.
Always the first to help others...

IT'S TIME TO HELP OUR OWN!

The Foundation of the Motion Picture Pioneers has been organized by a group of industry leaders to assist pioneers who are in need of financial aid, medical care or temporary subsistence during periods of unemployment.

The whole industry is uniting in the greatest benefit show ever staged—a benefit for our own. Do your share. Buy tickets today.

MIDNIGHT FROLIC

THE ALL-STAR SHOW OF ALL TIME!

ROXY * NOV. 16th

Tickets $5.00 to $25.00
Proceeds to the Foundation.
Tax Deductible

Seats now on sale at Room 170 Hotel Astor
Three New Drive-Ins For Atlanta Area

Atlanta, Oct. 28—Three new drive-ins have opened or are scheduled to open in the Atlanta area. Lawrence Luverne will open a 350-car outdoor theatre at Gresham, Ala., about Nov. 3; Ed Beach has opened one at Fernandina, Fla., and A. H. Stevens has opened one at Newport Richey, Fla.

The move to the outdoors is spurred by the suggestion that Allied, in recent months, has grown soft and is no longer interested in the welfare of its members as it once did. This is an unfair criticism because while cooperation in the industry is important, Allied has never relaxed its efforts in behalf of the exhibitors.

"Nevertheless," Myers continues, "the code must not be allowed to spread and this convention must deal vigorously and effectively with the problem. The branch of the industry. We, all of us, place a high value in cooperation and are devoted to the purpose and ideals of the Council of Motion Picture Organizations, but we must not remain idle while the interests of the exhibitors are jeopardized."

Competitive bidding, arbitration and "disturbance demands for increased film rentals" will top the importance of the convention. The board is meanwhile giving attention to a dozen major topics, ranging from rentals to the code. Allied's past at COMPO to a stand on film prices and other trade practices.

In a special convention message which Trueeman T. Rembusch, Allied president, prepared, sales policies and application figure prominently. He stated that they strive for the production and use of the 'incentive' type of selling such as is used in other Americans, so that exhibitors will improve their theatres and expand their exploitation activities," Rembusch stated. So-called "penalty sales" are "killing exhibitors," he declared.

"Allied believes," said Rembusch, "that there are broad areas of common interest in the motion picture business in which the several branches, acting in good faith, can work in harmony for the common good."

Special pre-convention messages have been prepared also by industry leaders. Among these is a message of Warner Brothers, in a statement of welcome to the delegates, termed 1951 a year of decision for the industry. Hailing the achievements of COMPO and "Movietime U.S.A." Warner said this year will be remembered as "the year in which our industry determined not only to 'look forward'... but as the year we did something about it going forward..."

As president of COMPO and president of RKO Pictures, Ned E. Deputé, stated: "For the first time in my association with the industry—every segment of it—faces its problems and its future on a united national basis. As the representatives of our United States we, as an industry, have come to know that only in working together for the common good lies the salvation of the individual."

Barney Balaban, Paramount Pictures, in a brief message, declared that his company has had "profound enjoyment in supporting the Allied convention, and its officers, in every way possible."

The message, which in ten months has yielded abundant evidence that our industry is still thoroughly capable of meeting crisis while maintaining the highest box-office up-trend reflects the solid determination of Hollywood to supply theatres with pictures that can be matched by any competitive entertainment medium."

"Nevertheless," Myers said, "if the producers produce well and the exhibitors exhibit well, the public won't be a flop."

Other messages, optimistic in tone, were received from Steve Broidy president of Monogram-Allied Artists, and Herman M. Robbins, president of National Screen Service.

Snaper reported at the weekend that although there is no scheduled convention address by Allied's representatives, there is a large number of Allied exhibitors in the area. It is reported that the Allied convention will be held officially tomorrow with a luncheon at the Billmore. Among the honored guests will be Cardinal Spellman, Patrick J. Masterson, executive secretary of the Allied Legion of Decency. The keynote address will be made on the subject of Morons by Myers, Rembusch, Marc Wolf and presidents of the film companies also will speak. Convention sessions will be held each afternoon through Thursday, leaving the mornings free for the Allied "film clinics." Other scheduled convention sneak-ers will be "The Searchers," "Hustle and Bubblehead," and "Recon," president of the Screen Actors Guild. An all-day reserved for reservations for the convention have exceeded expectations to the extent that a large "overflow" of delegates has had to be accommodated. Members of the Northwest, the Roosevelt and the Winthrop.

"I'm sure," O'Brien said, "that Atlanta's audiences will be well served by the several speakers."

To attend Allied Meeting
James R. Grainger, Republic executive vice-president in charge of distribution, left here over the weekend for New Orleans, first stop-over on a business trip which will take him to Dallas and Chicago prior to his departure for the Grainger, who had planned to attend the Allied convention in New York, will be represented by executives Walter L. Titus, Jr., John P. Curtin, and James V. O'Gara.

Skiatron Forms New Company for N. Y.

Arthur and Mathilda Brungarner, Bay, Wisc.; A $22,900 drive-in, Ray M. Warfield and C. L. Shearon, Waco, Tex.; and $20,000 drive-in, George B. Elam, Wimington, La.; and an $18,000 theatre for Gilroy Theatre Co., Inc., Gilroy, Calif. and a $10,000 drive-in, A 69,370 theatre for M. W. Lathrop, Oakland, Cal.; a $16,830 combination, Seattle Theatre Co., Seattle, Wash.; and a $9,000 storefront, Mountain Theatre Supply Co., Tooele, Utah; a drive-in, L. N. Hynes, Netcong, N. J.; and a drive-in, M. Brown and Billy R. Haynes, Levinton, Tex.; a $34,396 drive-in, Pensilvania Amusement Corp., Prince George, N. Va.; a $29,000 outdoor theatre for the Bowl Outdoor Theatre, West Haven, Conn.

Allied Registration
fee is $25 for men and $20 for women. The $5 fee will be for business purposes.

Wilbur Snaper, convention chairman and president of Allied of New Jersey, the host region, said at the weekend that a large number of exhibitors in the Metropolitan area who are not Allied members have expressed an interest in attending the meetings and the "clinics." The special rate was devised for their benefit, he said.

Letter From A Reader

"The Editor, Motion Picture Daily:"

"I would like to tell you how we have been celebrating the Golden Jubilee. For the first time since last May we went through this week. We went largely because we had heard and read that a film starring a beautiful tomatocast was lively and amusing. It was..."

"However, before we could see "Rubarb" in action, we had to:"

1. "Put the film in its proper..." before we could see "Warpath.""
2. Sit through the showing of no less than two "commercial cards" on the screen.
3. Sit through a "refreshment intermission" through "a less than..."

Yours truly,
(Signed) C. P. Holney,
Hammond, Ind.
MOTION PICTURE DAILY

ALLIED LEADERS SEE BUSINESS UPSWING

The consensus of opinion of Allied States' directors is that theatre attendance has entered upon a period of definite improvement, plainly marked in all but the North-eastern section of the country and in two or three large Midwestern cities.

Those areas are heavily saturated with television and, for that matter, have had a delay in the improvement in business, some exhibitors feel, through its continued lack of quality programs, eventually will help solve the theatre's problems.

U.K. Film Men Win, Lose in Election

LONDON, Oct. 29.—Richard Austin Butler was named chancellor of the exchequer for Britain's new conservative government today. A new president of the Board of Trade remains to be appointed. These two posts are directly concerned with matters pertaining to remittances of American film company earnings here and other motion picture affairs.

Tom O'Brien, head of the National Association of Theatrical and Kiné Employees, and Eric Fletcher, director and deputy chairman of Associated British Picture Corp., were reelected to Parliament, both on the Labor Party ticket, at last week's election.

Myers Scores Delay In Compo Joinings

Allied States' notice to Ned E. Dees, president of the Council of Motion Picture Organizations, that the exhibitor organization has renewed its membership in COMPO for another year, will be accompanied by forceful representations that it is the opinion of the Allied board that COMPO should be formally and legally recognized and all steps necessary taken to

What Allied's Board Did

The Allied States' board of directors, in two days of meetings concluded at the Biltmore Hotel here yesterday, took the following action:

COMPO—Renewed Allied's membership for another year.

Arbitration, Competitive Bidding, Film Prices, Print Shortage and Full convention for discussion and resolutions. Separate film clinics also scheduled to take up some or all of these subjects.

M.C., New York City—Chicago. Date to be set.

Spring Board Meeting—Colorado Springs. Date to be set.

Television—Received reports. No action required.

Safety Film—Received report virtually all film in theatrical use is now acetate stock.

A final session of the board is being scheduled for Friday morning.

ALLIED MEET GETS TRADE PROBLEMS

$3,750 Theatre TV Unit Bows Here at Allied Trade Show

A theatre TV unit, designed for the less than 1,500 seat house and priced at $3,750, will be demonstrated here for the first time at the Allied convention trade show in the Biltmore Hotel, beginning today and running through Thursday.

Irwin F. Dersch, vice-president and general manager of Theatre-View Television Corp., a division of Air Marshall Corp., said it includes a 14-by-11 foot screen, with rear or front projection and a 25-foot throw capacity.

Allied Honors Zukor, O'Donnell, Rembusch

Handsomely embossed plaques will be awarded by Allied States to Adolph Zukor, R. J. O'Donnell, H. A. Cole and Truean Rembusch at the convention banquet here Thursday night.

Zukor will be honored for his years of distinguished service to the industry, O'Donnell and Cole for their work on "Movietime, U.S.A."

and Rembusch for his contributions to exhibitors' information in the field of electronics.

Board Reverses Policy By Asking Convention To Make the Decisions

By CHARLES L. FRANKE

Acting on the theory that the delegates to the Allied States Association annual convention "shouldn't be merely observers but should share in the responsibility for formulating policies," the Allied directors at their pre-convention meeting here yesterday left it to the convention proper to make the all-important decisions relating to such trade practice problems as film prices, competitive bidding and arbitration.

The opening of the 18th annual national Allied convention will be marked by a luncheon at the Biltmore Hotel today. This will be followed by an open meeting at which Truean T. Rembusch, Allied president, will welcome the delegates, and Abram F. Myers, general counsel and board chairman, will deliver the keynote address.

Myers reported, following the two-day board meeting at the hotel, that the directors decided only after lengthy discussion of the trade practice problems to ask the convention to take any action. "We think that this convention (Continued on page 5)

2 TOA Trade Practice Meetings Set

Executive Committee, Eastern Group Called

The first Theatre Owners of America executive committee meeting for 1951-52 will be held here at the Hotel Astor on Nov. 15, and the first regional meeting of the organization will be held on the following day at the same place, it was disclosed yesterday by S. H. Fabian, executive committee chairman and chairman of the TOA New York area.

The executive committee meeting was set for Nov. 15 to enable committee members who also belong to the Motion Picture Founders to attend the organization's annual dinner that night.

Fabian also reported that Pat McGee of the Cooper Foundation, Denver, had accepted... (Continued on page 4)

20th Sets 18 in Color for 1952

One-half of the feature-product planned for 1952 release by 20th Century-Fox will have color by Technicolor, the company revealed here yesterday as it announced titles of 18 films in color for the coming year. This record figure of color films is almost twice the number released in 1951, and four more than those available in the combined years of 1949 and 1950. All musicals and semi-musicals will be made in color. (Continued on page 4)

'Veil,' 'Ten' Bows Spark N.Y. Grosses

Strong openings for "The Blue Veil" and "Ten Tall Men" mark a good-to-fair outlook this week on Broadway, with many theatres reporting an adverse effect on Friday's box office due to the Louis-Marciano fight on home TV.

A mighty $38,000 is seen for the first stanza of "Ten Tall Men," which... (Continued on page 2)

NOW, AS ALWAYS, PARAMOUNT GREETS "ALLIED" WITH MONEY HITS!

William Wyler's production of Sidney Kingsley's Detective Story

AIR MAIL EDITION

VOL. 70. NO. 84 NEW YORK, U.S.A., TUESDAY, OCTOBER 30, 1951 TEN CENTS
Ned E. Depinet, RKO Pictures president, has returned here from the Coast.

Jack Cohn, executive vice-president of Columbia Pictures; Joseph A. Mcconville of Columbia International, and George Kasfir, Latin American supervisor for Columbia International, have been accorded honors by the government in Mexico.

Barney Balaban, president of Paramount Pictures Corp., has received a scroll from the New York City Detectives' Endowment Association for the production "Detective Story."

Edward L. Hyman, vice-president of United Paramount Theatres, Inc., and his assistant, Edward Levy, will be in Los Angeles today and tomorrow.

Alfred E. Daff, director of world sales for Universal Pictures, returned here yesterday from England.

Lee Koenig, RKO Theatres vending machine head, has left New York for Rochester and Syracuse.

Samuel Goldwyn and Mrs. Goldwyn are scheduled to leave here for the Coast tomorrow.

George Pal, producer, will arrive here today from Chicago.

**TV Set Production Off 21% in 9 Months**

Washington, Oct. 29.—Radio and television set production dropped five and 21 per cent, respectively, in the first nine months of 1951 compared with the corresponding period of 1950, the Radio-Television Manufacturers Association reports.

Production of radio receivers in the January-September period totaled 109,074,708, against 134,368,800 in the same 1950 period, while television sets hit a low of 5,028,200 in the 1950 period to 3,970,857 in the first nine months of this year.

RTMA's estimates, which include production by members of the Association and non-members, showed a total of 133,341 TV sets and 1,100,246 radios. This compares with 843,800 TV sets and 1,335,500 radios manufactured in the same 1950 period.

**Nasht to Work in London**


**N.Y. Grosses**

(Continued from page 1)

bowed Friday at the Victoria. "The Blue Veil," which also bowed at the weekend at the Criterion, is expected to hit an excellent $40,000... The show is based on the novel "An American in Paris" at Radio City Music Hall where a near capacity crowd was seen for the first two weeks.

A sturdy $40,000 is forecast for the sixth week of "A Streetcar Named Desire," at the Warner's. Despite the success well at the Paramount is "The Mob" which is expected to rack up $87,000 for its second week.

The Levy-Mansfield stanza of "Amne of the Indies," at the Roxy, which features Bill Miller's Riviera Revue this week, is expected to gross a fairly modest $23,000 is forecast for the second week of "Angels in the Outfield" at the Astor, and a very $10,000 is forecast for the third week of "Texas Carnival at Loew's State.

A sharp drop is expected to hit the second week of "The Desert Fox" at the Globe, bringing the terrific opening weekend figure of $51,000 down to around $17,900. Opening in its 11th week is "David and Bathsheba" at the Rivoli where $17,000 is forecast. "Comes the Groom" at the Astor is performing satisfactorily at the boxoffice, with a nice $15,000 seen for the fifth week.

On Nov. 6, "Detective Story" will bow in at the Mayfair, replacing "The Brave New World Story Still," which is expected to rack up a fair $12,000 in its sixth week.

The Thunder Hill Mob" at the Fine Arts Theatre is packing them in for its second week, with a heavy $13,000 seen. Another excellent grossing picture at the Times-Lux 52nd Street, where $10,000 is slated for the second week.

"Tales of Hoffman" at the Bijou is forecast for a healthy $11,000 for its 30th week, while a very nice $8,700 is left for the eighth week of "The River" at the Paris. The 13th week of "Oliver Twist" at the Park Avenue for the $8,000 seen for the H�lvare.

Tonight "The Browning Version" bows in at the Sutton, replacing "The Silver Chalice," which is expected to top the $37,000 in its eighth and final week. "Man in the Dinghy" will replace "Thunder on the Hill" at the Trans-Lux 60th Street tomorrow. "Thunder" is expected to bow out with a weak $3,500.

Mighty $1,000 for 2nd Week of Judy Garland at Palace

With an extra performance slated for this week, the RKO's Palace two-day vaudeville show here, headlin- ing is expected to play for a very big $1,000. The second week's gross outstrips the first week take of $900 and is because of an extra matinee in the current week.

**Guild Reports Top Gross**

by Connell TV Game

The biggest matinee gross in the history of the Embassy Guild Newsp- Rec Hall here was reported for the Embassy Guild's "The Blue Veil." The grosses reached $8,400 and hit the top of the box office.
169,385,880

national magazine ads are right now telling the world...
No three words ever meant so much to so many people...

I WANT YOU

...soon from Samuel Goldwyn!

Distributed by RKO RADIO PICTURES, INC.
Acetate Film Is in General Use; Allied

The Allied board concluded yesterday at its meeting here that acetate or safety film is virtually in universal use. Allied, after much discussion, ap- pears to act as though this were a "secret," Abram F. Mylne, president, and J. H. Winter- man, said, only reassuring and a number of available short subjects as well as trailers, are made from nitrate film. He said he understood that National Screen is present- ing, in the process of con- verting to acetate for the production of trailers.

2 TOA Meetings

(Continued from page 1)

appointment to the executive committee.

Items on the executive committee's agenda include: the chairman, will be: Discussion of plans for the TOA national convention in 1952, development of the theatre television hearings before the Federal Communications Commission; plans for the mid-winter meeting of the board of directors in New An- geles; formalizing plans for regional meetings in New York, Atl- anta, Dallas, Chicago, Denver and Los Angeles.

Executive Committee members sched- uled to attend are: Mitchell Wol- ton, New York; J. L. E. Mau- tur, St. Louis; Robert H. P. Skouras, chairman of the board, Los Angeles; Walter Reade, Jr., New York; John Bowley, Dallas; J. E. O'Leary, Scranton; Max A. Connett, Newton, Miss.; Leonard H. Golden- son, New York; Nat H. Williams, Thomasville, Ga.; Herman M. Levy, New Haven; Morris Loewenstein, Oklahoma City; H. H. Everett, Char- lotte, N.C.; Donald Blank, Des Moines; Ted R. Gamble, Chicago; R. R. Liv- ingston, Lincoln; Arthur H. Lock- wood, Providence, R.I.; J. H. Farnham, Albert M. Pickers, Stratford, Conn.; Elmer C. Rhoden, Kansas City; Martin Mullin, Boston; Harold Fitzgibbons, Milwaukee; Earl L. Thalheimer, Richmond; R. B. Wilby, Atlanta; McGee, Denver; Gael Sul- livan, executive director, New York City, and, of course, Fabian.

The first regional meeting on Nov. 16 was initiated by Fabian. Exhibitors from the following states will be invited to attend: Maine, New Hamp- shire, Vermont, Massachusetts, Rhode Island, New Jersey, Connecticut, Pennsylvania, Washington, D. C., Vir- ginia, West Virginia, Maryland, Delaware and New Jersey.

"These regional meetings," Fabian said, "can provide a real service for TOA at both the national and local level. There are many problems of taxation, censorship, arbitra- tion, theatre television and trade practices that require the advice and recommendations of exhibitors large and small. These meetings can provide a real service for the distributors of a new product and also for the exhibitors, and I think the whole affair will be of benefit to all."
Allied Meet

(Continued from page 1)

will be so large and representative that it will be a fair cross-section of exhibitor opinion the country over, and that what they say will bear some weight," he told reporters.

Practice Reversed

The common practice in Allied has been for the board to make the decisions on difficult questions and give those decisions to the convention for formal ratification. At this convention, however, the practice will be completely reversed in that the regular delegates will deliberate on action and the directors will be asked to ratify. The board will convene again on Friday to act on convention decisions.

Other topics weighed by the board and slated for convention discussion are

Shortage, the "Movietime U.S.A." campaign, incentive selling proposals, and the Council of Motion Picture Organizations.

Renewed Compo Membership

The board renewed Allied States' membership in COMPO for another year. "Allied wants COMPO to go on," Myers said.

The directors designated Chicago as the 1952 convention city, and placed Jack Kirsch, president of Illinois Allied, in charge of arrangements. Kirsch, who will investigate and report on whether it will be possible to hold in conjunction with next year's convention a joint equipment exhibition in which the Theatre Equipment Manufacturers Association and the Theatre Equipment Dealers Association would figure.

Colorado Springs was selected for the organization's spring board meeting. Definite dates will be set by John Wolfberg, head of the Rocky Mountain Theatre Owners, who will arrange to have the board meet in with the regional's annual convention.

TV Discussed

Although the board was not called upon to take any action on television, the subject was discussed by directors at great length. Myers reported.

There were some "gripes" among the board members over the conduct of the "Movietime" star tours, Myers said. He added, however, that the consensus was that the tours were effective for the most part, and represented "something we want to do next year - better." The complaints, which were voiced referred to failure of stars to appear after elaborate arrangements for parades and celebrations had been made. Myers named Texas and New England as localities where the star tours were highly successful.

The board passed resolutions memorializing the deaths of M. A. Rosenberg, former Allied States president, and Philip J. (Pete) Wood, former director.

Open Allied Board Meet

A Abram F. Myers, general counsel of national Allied, presides at the opening yesterday of the second day's meeting of the organization's board of directors at New York's Hotel Biltmore, prior to the opening today of the annual Allied convention. At the dinner with Myers are, reading left to right, Stanley Kane, David Niles, Trueman Remberg and Myers, with Jack Kirsch in the foreground.

Quigley Publications Photo

U.K. Film Men

(Continued from page 1)

who were defeated at the polls were: George Elvin, head of the Association of Cine and Allied Technicians; a Labor candidate; John Diamond, theatre owner and Socialist candidate; and J. A. Richards, son of Randolph Richards, former president of the Cinematograph Exhibitors Association, Socialist candidate. All were running for seats in Parliament.

Peter Baker, son of Reginald Baker, president of the British Film Producers Association, a Conservative, was elected to Parliament.

Outside of a possible later examination of the entertainment tax rate, the new Parliament is expected to be too pre-occupied with world and broader national affairs to devote much attention to industry matters. The first theatre telecast in Britain was held on election night in J. Arthur Rank's Odeon Theatre in the suburb of Penge. The theatre picked up the BBC's election coverage and the public was admitted to the theatre free.

Reinstatement of E. Pa. Allied Studied

Action looking to the reinstatement of Eastern Pennsylvania Allied to membership in the national organization was initiated yesterday when Sidney E. Samuelson, head of the regional organization, attended the Allied States board meeting here and conferred with the finance committee, presumably on bringing the unit up to date on dues payments.

Samuelson's organization was suspended from membership last year by national Allied. Its reinstatement was discussed at an executive meeting of the board late yesterday and a decision is expected to be announced today.

Myers Scores

(Continued from page 1)

make it a really effective instrument to carry out its program."

Abram F. Myers, Allied board chairman and general counsel, yesterday termed "pitiful" the extent to which regional exhibitor organizations have not taken membership in COMPO. He said 16 of Allied's 29 regions have applied for membership, and that the other three, Illinois, Ohio and Connecticut, are expected to do so before the Allied States convention, which will open today at the Biltmore Hotel here, adjourns on Thursday.

"Of all the many claimed regional associations in the U. S., in addition to Allied's 16 which have ratified the only others to have done so as of Oct. 17," Myers said, "are the Virginia MPTA, Theatre Owners of North and South Carolina, MPTO of St. Louis, Eastern Missouri and Southern Illinois, MPTO of Arkansas, Tennessee and Mississippi, TOA of New Jersey, California Theatre Owners Association, TOA of Oklahoma, Tennessee Theatre Owners, Inc., Kansas-Missouri Theatre Owners and one Pacific Coast Conference of Theatre Owners regional, namely, the Independent Theatre Owners of Montana."

With the exception of the PCCITO unit, the others named are Theatre Owners of America regions. Myers named nine TOA units; the organization claims more than 20.

"Allied wants COMPO to go on," Myers said. "This representation will not be by way of criticism, but by way of stirring someone into action to complete the organization."

Myers reported that Trueman T. Remberg, Allied president, has been named to represent the organization on the COMPO nominating committee, which will meet soon to select new officers for the all-industry agency for the coming year.

Highlights of Allied Schedule

TODAY: 10 A.M., Registration and review of exhibits, 19th floor of Biltmore Hotel; 12:30 P.M., Convention luncheon, with presidents of the film companies as honor guests. 2 P.M., Open meeting, featuring presidential address and keynote speech. Evening, theatre, parties.

WEDNESDAY: 10 A.M., Film Clinics. 12:30 P.M., Luncheon and fashion show for ladies at Toots Shor's Restaurant. 2 P.M., Open Forum business session with sales managers of distribution companies in attendance. Evening, open.

THURSDAY: 10 A.M., Film Clinics. 2 P.M., Closing business session and open forum. 7 P.M., Cocktail party. 8 P.M., Convention Banquet.

FRIDAY: Post-convention board meeting.

Theatre TV Unit

(Continued from page 1)

ski, has been appointed New England distributor of Theatre-View. Natural distribution and sales will be set up through area theatre supply organizations, likewise servicing the acts. Demonstrations will be held in all sectional areas following the Allied convention, it was announced.

SLEEPLESS NIGHTS?

GREAT! You're just the guy to stay up all night to count the dough when you play

UNIVERSAL INTERNATIONAL'S

... with laughter!

The Week End That Shook the World

्वे: ।
There's no business like "Desert Fox" business!

...and there's no business like 20th Century-Fox business when you've got "David and Bathsheba", "The Day the Earth Stood Still", "Anne of the Indies", "Meet Me After the Show", "People Will Talk", "Take Care of My Little Girl", "I'll Never Forget You".

The Crowds Are Back Thanks to 20th Century-Fox!
Coast Studios Hike
Rentals to Meet
Rises for Crafts

HOLLYWOOD, Oct. 30—Anticipating
governmental approval of wage in-
tcreases to IA'TSE workers and other
craft unions, the management of sev-
eral studio rental lots have increased
costs to independent producers, effec-
tive immediately. The added labor
costs being assessed the producers is
approximately 18% per cent, which is
to be kept in a reserve fund for dis-
sbursement to the workers after the
contracts are approved by the Wage
Stabilization Board.

Studios following this procedure are
the Motion Picture Center; Gen-
eral Service Studios; RKO-Pathe;
Hal Roach; Samuel Goldwyn and \nEagle Lion. Where producers hire
and pay employees themselves, no
change is anticipated.

Autry Today Filed
Suit Vs. Republic

HOLLYWOOD, Oct. 30—Gene Autry
filed suit today in Federal Court here
against Republic Pictures, seeking an
injunction to restrain that studio from
releasing pictures made by him to
television.

Seeking the same results as those
obtained by Roy Rogers in his suit
against the same studio, Autry, through
his attorney, Martin Gang, charges that
Republic has no right to the
release Auty pictures for television
on the grounds that so doing would
be in restraint of trade under the

To Report to MPA
On 'Movietime'

The success of the "Movietime
U.S.A." campaign will be
highlighted in a report to the
board meeting today of the
Motion Picture Association
of America. The
report will be Robert J.
O'Donnell, national "Moviet-
time" director, and Arthur L.
Mayer, executive vice-presi-
dent of the Council of Motion
Picture Organizations.

SAG Gives Lippert
90-Day Extension

HOLLYWOOD, Oct. 30—The Screen
Actors Guild has postponed for 90
days the cancellation of its contract
with Robert L. Lippert, on condition
that he and the members of the Inde-
pendent Motion Picture Producers
Association will not sell theatrical
pictures for television use during this
period.

This will allow time for continuing
contract negotiations with the Associa-
tion to complete current nego-
tiations with majors and pending
negotiations with TV film producers.

The SAG board made clear it is
not deviating from its policy of can-
celling its contract with any producer.
WILBUR SNAPER, Allied States convention chairman, who observed his birthday yesterday at the Hotel Biltmore here yesterday.

WARSWORTH POHL, technical director of Technicolor, Inc., has returned here from England, and will stay for two weeks before returning to the Coast.

WILLIAM B. ZOLLNER, M-G-M short subject and newsreel sales head, has returned from Washington, D.C., to New York yesterday.

FOSTER M. BLAKE, Universal Pictures Western sales manager, has left New York for Milwaukee.

US Counts 15,000 Film Industry Firms

WASHINGTON, Oct. 30. There were 15,000 motion picture industry firms of all types in business at the beginning of this year, it was reported yesterday, as at the end of 1950, the Department of Commerce reported here today.

The Commerce survey, which covers production, distribution and exhibition companies, showed that 300 new firms had entered the field during the seven months of the year. This was balanced, however, by 300 firms going out of business, leaving the total at the present level as the previous three-month period.

Variety Party to Be Held Here Friday

A women's luncheon-card party, aimed at recreating the women's auxiliary of the Variety Club of New York, will be held Friday in the newly-decorated Variety Clubroom at the Hotel Astor. Invited to attend are wives, daughters, sisters and other distaff relatives of Club members.

Detective' Hit's $16,000 on Coast

Hollywood, Oct. 30. - The first week's gross of "Detective," for the Fox-Wilshire, Beverly Hills, hit $16,000, outsourcing such previous top grosser as "Call Me Mister," "Halls of Montezuma" and "On the Riviera" by some $4,000.

Allied Time

(Continued from page 1)

O'Brien Leaves Loew's

Charles F. O'Brien, director of industrial relations for Loew's, Inc., for the last six years, has resigned effective Friday.

Newsreel Parade

THE British elections and the re-summation of the Korea cease-fire talks put the U.S. newsreel world on a rollercoaster ride last week. In North America, the newsreel stories. Other items include Princess Elizabeth in Canada, the new A-bomb alert, and sports. Complete contents follow:


PARAMOUNT NEWS, No. 22—Britain: Churchill at the helm. India prepares for first general election. Resumption of cease-fire negotiations. Settle 70-year-old U.S. Indian debt. Football is King.


SAG Files Brief on Wages With SSB

Washington, Oct. 30—A supplemental brief on film talent salary controls was filed today with the Salary Stabilization Board by the Screen Actors Guild, a Board official reported.

At the close of its hearings last week, the Board's special three-man panel gave witness the opportunity to submit additional material in support of their views. The SAG was the first to take advantage of the offer, the Salary Board official stated.

Schwalberg Weds Carmel Myers Here

A. W. Schwalberg, president of Para
do Film Corporation and his Mrs. Carmel Myers Blum, the former Carmel Myers, star of stage and screen, were married here yester
day.

Immediately following the wedding, the couple left for Florida where they will honeymoon on the yacht of Bar

nay Balaban, Paramount president.

SAG Gives Lippert

(Continued from page 1)

who releases theatrical pictures to TV made after Aug. 1, 1948 without first making a film for additional pay. Lippert's attorney, for him said he was satisfied with the arrangement.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Starino Quigley, Managing Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Headquarters: 824 West 42nd Street, New York City. (Also offices in Chicago, Los Angeles, Toronto, Montreal, London, Paris, Rome, Bangkok, Tokyo, Manila, Sydney, Melbourne, New York, London.) Martin Quigley, President; Red Kahn, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert H. Faust, Production Manager, Hollywood, California; Victor B. Lippert, Building, William R. Weaver, Editor, Chicago Bureau, 12 South LaSalle Street, Urban Farley, Advertising Representative, 65-304 Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, London, W. T. Holmes, Assistant Editor, "Quigley's, London Office.""
Allied Meet Voices Optimism

(Continued from page 1)
the responsibility exhibitors bear in behalf of morality.

While optimism and confidence were
primarily in evidence in Myer's ad-
dress, he tempered this tone at several
points, particularly when he examined
closely some of the knottier trade
practice anxieties. Only a few days
ago, he said toward the end of his talk, "a
current of unrest among the exhibitors
and, in some quarters, a strong dis-
position to blame the distributors for
saddling upon them an unfair share of
the losses resulting from the box-office
recession which, I hope and pray, is
rapidly drawing to a close."

'Very Different Atmosphere'

And while reminding that "we meet
here today in a very different at-
mosphere than that which prevailed
last February when it was decided
to stage this convention in New York
City," he hastened to add that he did
not mean by this that "we are alto-
gether out of the woods. We still
have a long hard row to hoe."

Then he declared: "In all matters
of common interest and concern we
appear here today as a united and
aggressive industry—a fighting indus-
try—no longer subject to the point of
being contemptible. . . . If in the
future the publisher of some slick maga-
zine is prompted by the devil to por-
tray this industry as laid out and ready
for burial, let him first take note of
the quickened spirit within it as ex-
emplified by the 'Movietime' campaign,
as well as the significance of this gath-
ering, then let him proceed at his peril.

He reviewed for the con-
vention Allied's vain attempts
to alter the structure of competi-
tive bidding, the urgings made
upon Allied by distribution rep-
resentatives to join in moves to
establish an all-industry ar-
bitration system, and the nature of
the film pricing problem.

"Should Allied renew its negotia-
tions with the film companies with a
view to setting up a formal arbitration
system?" Myers asked. "Should this
be done regardless of the attitude of
the film companies in regard to com-
petitive bidding, or should the two con-
tinue to be linked together, the fur-
ther action by Allied on arbitration
being contingent upon a satisfactory
solution of the bidding problem?" The
convention, he said, should answer
these questions.

Wants Film Rental Views

He said he wanted the exhibitors in
the film clinics to record their ex-
periences and views in regard to film
rentals and report these to the con-
vention proper. Today H. A. Cole-
Ray Branch and Nate Vanns will
conduct "clinics" for exhibitors in small
towns, large towns and large cities,
respectively. An open forum, featuring
a panel of distribution sales managers,
will follow in the afternoon as will ad-
dresses by M-G-M production head
Dore Schary and Marc Wolff, Variety
International chief banker. Additional
"clinics" will be conducted tomorrow
morning by Morris Finkel (key neigh-
borhoods and sub-runs), O. F. Sulli-
van (outdoor theatres) and Jack Kirsch
(circuit buyers and bidding).

Myers reminded that under the Al-
lied constitution the acts of the con-
vention are not binding on the board
"but the board is sensitive to the will
of the exhibitors" and will meet on
Friday to weigh convention resolu-
tions.

Myers hoped the convention
"will lead to a better un-
derstanding and more friendly re-
lations among all branches of
the industry." Hope for in-
creasing industry unity also
was voiced by the company
heads present.

The luncheon, for which Coca-Cola
was host, was opened by Wilbur
Snapper who, before he turned the
meeting over to Allied president
Truman T. Rembusch, announced
that registration figures indicated the
convention to be the largest gathering
of independent exhibitors in the his-
tory of the industry. Snapper is con-
vention chairman and head of New
Jersey Allied.

Rembusch introduced the guest
speakers. The essence of their re-
marks was as follows:

Herman Robbins, president of
National Screen: "The areas of con-
flict in the industry are narrowing
continually, NSS's contributions to
'Movietime' represent "labors of
love."

Barney Balaban, president of
Paramount Pictures: "Regardless of
somewhat more favorable economic
conditions, and despite a slackening
in the public absorption with television,
you would not be experiencing better
business today if you were not getting
top boxoffice pictures."

Nate J. Blumberg, president of
Universal-International: "Business
is better, pictures are better and most
important of all we are working better.
We should now face the future, not
as individuals but as an industry that
well knows how to take care of itself."

Steve Broidy, president of Mono-
gram-Allied Artists: "Monogram
has survived alone by sheer determina-
tion . . . Meet us half-way and we'll
help you to greater returns."

Jack Cohn, executive vice-presi-
dent, Allied Artists: "The Founda-
tion of the Picture Pioneers (which
its chiefs) will soon, we hope, be able
to assist all in the industry who need
assistance."

Arthur B. Krim, president of
United Artists: United Artists' new
management undertook its task when
the industry was "singing the blues."
More than anybody else in the indus-
try the exhibitors are our partners
and we are yours. We have come upon
a sound footing because most exhibitors
in the country cooperated."

Ned Depinet, president of RKO
Pictures and the Council of Motion
Picture Organizations: "If every ex-
hibitor would support COMPO, both
by personal service and his small
financial contribution to be matched
by the distributors, COMPO would be
assured of success and could then ex-
and its constructive work in public
relations, boxoffice promotion, discrimi-
natory legislation, and other objec-
tives for which it was created."

Albert Warner, vice-president
of Warner Brothers: "Hollywood will
come through with its share" toward
industry betterment. "Warners will do
everything in its power to play its
part in the future of the industry."

Al Lichtman, 20th Century-Fox
distribution chief: "Speaking for
20th Century-Fox, and for myself I
say without any reservation that we
are ready to meet with you and work
with you at all times for the best in-
terests of the motion picture industry
as a whole." (Lichtman represented
Spyros P. Stoukas, company presi-
dent, who is abroad on business.)

William McCraw, Variety Inter-
national liaison: The motion picture
industry has contributed more to
American life than any other indus-
try. "It needs no defense—it needs
only advocates."

Herbert J. Yates, president of
Republic, was unable to attend the con-
vention due to an attack of bronchitis.
He sent the convention a message,
however, stating that he planned to at-
tend the annual banquet Thursday
evening.

$3,750 Theatre TV
Unit Bows Nov. 12

The new $3,750 television theatre
system, designed for less than 1,500-
seat houses and produced by Theatre-
Television Corporation, will be unveiled
Nov. 12 at the Rex Theatre, East
Rutherford, N. J., a company
spokesman disclosed yesterday. An-
other demonstration will be held
in Boston at about the same time, it was
added.

Hitch in Delivery

The postponement was due to a
last-minute hitch in the delivery of
a projector unit which was supposed
to have been ready in time for the
scheduled demonstration at the current
Allied trade show at the Biltmore
Hotel.

On Dais at Allied Luncheon for Company Heads

Reading from left to right: Jack Cohn, Ned Depinet, Barney Balaban, Albert Warner, Herman Robbins, William McCraw, Marc Wolff, Steve Broidy, Arthur Krim, Nate Blumberg, Truman Rembusch.
Thanks for your loyal support and your confidence.

Thanks for your encouragement that inspires us to create for you attractions of the magnitude that makes M-G-M symbol of the Biggest.

Thanks for the showmanly effort, skill and enthusiasm with which you have assisted us in the promotion of our product.

Thanks because all of these are wrapped in the precious bond of friendship.
"QUO VADIS" (Technicolor)
Giant promotion plans blanket the nation. Display of showmanship materials, ad campaigns; massive accessory arsenal; tremendous exploitation tie-ups.

"AN AMERICAN IN PARIS" (Technicolor)
Thrilling report: Boston (2 theatres) best in 5 years. Providence, Syracuse, Akron, Pittsburgh best in 5 years except "Battleground." Frisco, New Orleans, Evansville top "Battleground." 5th week Frisco and Cleveland. Tops "Show Boat" nationally by 15%.

"ACROSS THE WIDE MISSOURI" (Technicolor)
Reports of outstanding business everywhere for this truly gigantic Technicolor outdoor adventure drama.

"CALLAWAY WENT THATAWAY"
Trade Shows Nov. 8 will acquaint industry with M-G-M's sensational comedy that will delight the nation in its gala Christmas-New Year's engagements.

"WESTWARD THE WOMEN"
Announcement of unprecedented advertising campaign. Long-range national saturation to launch another M-G-M Big One, a showmanship Giant.

GREAT PRODUCTION NEWS!
The product announcement confirmed this forecast in Hollywood Reporter: "The high confidence of M-G-M and their bankers in the sound outlook for motion pictures is demonstrated by their all-time record investment." Among just a few of the Big Ones discussed were "The Wild North" (Ansco Color), "Ivanhoe" (Tech.), "Belle of New York" (Tech.), "Singin' In The Rain" (Tech.), "The Merry Widow" (Tech.), "Scaramouche" (Tech.), "Lovely To Look At" (Tech.), "Skirts Ahoy" (Tech.), "The Student Prince" (Tech.) and many more.
The season is already well under way, but quite a few new shows keep popping up on radio and television. Many bear the mark of sponsor enthusiasm in terms of production values and talent appeal, but the majority suffer from lack of a fresh, new approach.

This has been true of radio for a long time, but it need not apply to television. The medium is too young to become hidebound by tradition, and too old not to be interested in experimentation.

Unless television programming is made more imaginative and more independent from radio thinking, it will begin to lose the vast audience it has built up. Repetition and imitation can be deadly on TV. And that's true for TV advertising, too.

One outstanding exception among the season's newcomers is "The Celene Theatre" (alternate Wednesdays, ABC-TV) which went on again tonight. In its short career, the one-hour dramatic show has carved out for itself a niche of unusual distinction. It ranks easily among the best programs of its kind on the air.

The series started with "Ah Wilderness" and continued with "Susan and God." Tonight's offering is "Winter Set." Credit for doing such an impressive job goes to Alex Segal, producer-director. He keeps the presentation crisp and unaffected, concerned only with telling the story as it would be told on the stage. The atmosphere is one of the theatre, and the acting on the show is always top-rate.

The commercials fit in well with the spirit of the program which suffers from the need to compress plays into a one-hour segment. Burke Crotty is executive producer for Celene Ellington and Co. is the agency.

In a very different vein, Fred Allen staged a welcome return to television Sunday night on NBC-TV's new Chestfield "Sound Off Time." The comedian got in some sharp jibes at television and in his relaxed way earned many a hearty laugh. The show had some rough edges, but was well staged and novel in offering sketches based on short stories written by several well-known humorists. Dick Stark, the announcer, is one of the most capable on TV. A lot of products get incidental plugs.

The Schiltz Television Playhouse, despite a somewhat uneven quality, is rapidly developing into an important dramatic show. As seen last Friday over CBS-TV, Margaret Sullivan put on a great performance in Noel Coward's "Still Life" (better known as the film, "Brief Encounter") . . . More films for TV. Nat S. Jerome Associates have announced plans for 20 half-hour television film shows to star comedians Eddie Hall.

Production of television receivers is down some 21 per cent during the first nine months of 1951 when compared with 1950, the Radio and Television Manufacturers Association reports. This year, the manufacturers turned out 3,970,857 sets as against 5,028,000 during the first nine months of 1950. The drop is something TV program executives cannot ignore. It also reflects the uncertainties brought on by the various color TV demonstrations.

The final word on that color question has now been spoken, with Defense Mobilizer Wilson explaining his stand. Color TV development is to continue within laboratory limits. Apparently there is nothing to prevent theatres from bringing large-screen color broadcasts to their patrons, thus beating color in the home by a wide margin.

—FRED HIFT

**Television--Radio**

**Comment and Opinion**

Alec Segal

**Autry Suit**

(Continued from page 1)

Sherman Anti-Trust Act, and that the use of Autry films on TV would be a violation of the Laman Act.

Violates Loan-out Clause

It is further contended that the showing of 1935 Autry pictures in effect is perpetrating a fraud on the public, and finally, that showing of Autry pictures on television is a violation of the loan-out clause in his contract. Principally, the restraining order is sought to avoid the use of Autry films for commercial or sustaining telecast purposes. No damages are sought.

**NAUSEATED**

**BY THE SIGHT OF MONEY?**

Then for gosh sakes don't play

**WEEK-END WITH FATHER**

The Week End that Shook the World—With LAUGHTER!

**INDEPENDENT FILM EXCHANGE**

**RKO RADIO PICTURES, Inc. NEW YORK TRADE SHOWING of "DOUBLE DYNAMITE" PARIS THEATRE 4 West 58th St., New York, N. Y. FRI., NOV. 2, at 10:30 A.M.**
BE THERE WHEN THESE THREE TALK *

Because the sensational exposés of organized crime in America which electrified the nation were only a rehearsal for the shocking revelations you’ll see in the picture that begins where the Senate Crime Committee left off...

HOWARD HUGHES presents

THE RACKET

ROBERT MITCHUM · LIZABETH SCOTT · ROBERT RYAN

an EDMUND GRAINGER production · Directed by JOHN CROMWELL · Screen play by WILLIAM WISTER HAINES and W. R. BURNETT

BIG, WIDE, DEEP NAT’L AD. ACTION!


When you see "THE RACKET" you’ll know what their real names are!
CLEAR THE WAY FOR THOSE IRON-NERVED YANKS IN TANKS WHOSAVED THE DAY!

"THE TANKS ARE COMING" NEXT WEEK FROM WARNER BROS.!!

Starring STEVE COCHRAN
PHILIP CAREY
MARI ALDON

Directed by LEWIS SEILER
Produced by BRYAN FOY

It's 'Movietime U.S.A.'—Now and Every D
Allied Hears Production’s Credo, Trials

Schary Urges Faith in Other Man’s Abilities

The problems of Hollywood producers are at least equal to those of the nation’s exhibitors, Dore Schary, vice-president of Loew’s in charge of production, told the Allied States convention here yesterday. And he told them why.

Schary at the same time expressed his faith in the industry and pointed out to his audience that it is shared by all who have cast their lot with it, in production, distribution and exhibition.

Born only 30 years ago, he pointed (Continued on Page 2)

Picker to London On 1st U. A. Survey

Arnold M. Picker, new United Artists vice-president in charge of foreign distribution, left here for London yesterday for a two and one-half weeks’ visit at the company’s offices there. While abroad, it is expected he will confer with Louis Lober, Continental European manager for U. A., on the appointment of the latter as assistant foreign manager.

Picker was released from a contract (Continued on page 2)

Retain Fly, Welch For FCC Hearings

James L. Fly, former chairman of the Federal Communications Commission, and Vincent B. Welch have been retained as counsel to represent the Motion Picture Association of America in its application for TV channels (Continued on page 10)

Trade Practices Scored At Allied’s Convention

See ‘U’ ’51 Profit Of $8,000,000

Industry sources estimate Universal’s profit for the fiscal year ending this week at a minimum of $8,000,000. The company’s official report is due not for another two months.

Daff Asks UK to Adopt ‘Movietime’

A proposal that the British film industry adopt an industry-wide promotional campaign similar to “Movietime U. S. A.” has been made by Alfred E. Daff, director of world sales for Universal, it was disclosed here yesterday. The disclosure came in conjunction with the announcement that Daff is definitely planning another visit to London within a week or two to attend the forthcoming convention of J. Arthur Rank’s Circuit Managers (Continued on page 10).

Schenck Urges Allied to Match New Picture Quality With Selling Effort

The great progress being made by Hollywood in improving picture quality was cited by Nicholas M. Schenck, president of Loew’s-MGM, in a brief address to the Allied States convention at the Biltmore Hotel here yesterday.

Schenck had been prevented from attending the convention luncheon for company presidents Tuesday and made yesterday’s session the occasion for one of his infrequent appearances at industry affairs of the kind. He reminded the exhibitors that, with the improvement in quality of pictures, their responsibility for merchandising and presenting them properly “so that you and we may be assured of our proper returns,” is increased.

Schenck was introduced by Truman Reuibusch, Allied president, as originator of the saying, “There is nothing wrong with our business that good pictures cannot cure.”

“You stole my speech,” Schenck told Reuibusch. “Much as I dislike to make long-range predictions, I can still say there is nothing the matter with our business that good pictures cannot cure. Our pictures, companies, are better. That should be encouragement

Sales Heads of 7 Companies Face Barrage Of Questions on Film Rentals, Advanced Scales, Profits, Bidding, Other ‘Hot’ Issues

By CHARLES L. FRANKE

The sales chiefs of seven distribution companies yesterday faced the Allied States annual convention at the Biltmore Hotel here and met questions with answers on many of the trade practice problems uppermost in exhibitors’ minds.

Those who participated in the open forum were Robert Mochrie, RKO Pictures; William F. Rodgers, Loew’s-M-G-M; A. Montague, Columbia; Alfred Daff, Universal-International; Charles Feldman, U-I; William Gehring, 20th-Fox; Morey Goldstein, Monogram, and Bernard Kranze, assistant to William J. Heilman, United Artists distribution vice-president.

The topics included film prices, pre-release policy, advanced scales, general sales policies, competitive bidding, print shortages, distribution and theatre profits and other.

Pre-Release Policy Set for ‘Quo Vadis’

“Quo Vadis” will be pre-released wherever we think it will do the most good for the whole industry,” William F. Rodgers, Loew’s vice-president in charge of distribution, told the Allied States convention yesterday. Since the discussion at the time centered on advanced admission prices for pre-release engagements, it was assumed Rodgers was putting exhibitors on notice that the same policy will apply to “Quo Vadis.”

“We will tell you what the policy is through the trade press soon,” Rodgers said. “I don’t want to tell you now because this meeting has been pretty quiet up to this point.”
Personal Mention

STEVE BRODY, Monogram-Allied Artists producer, left New York for England on a business trip to Europe and a brief stay there.

GEORGE WELTE, president of Paramount International, and Mrs. Welte, have left New York for Europe. It was erroneously stated here yesterday that they had returned from abroad.

T. T. SEAM, production supervisor of Malayan Arts Productions, Singapore, who was needed for London work, will spend a month there before returning to Singapore.

IRVING HELFONT, home office aide to GEORGE A. HICKEY, M-G-M Western sales manager, has arrived here from the Coast.

B. C. (Bess) Brown, owner of the Temple and Vernon theatres at Vicksburg, Miss, has started his 60th year in the motion picture business.

MAURIS LEONARD, Balaban and Katz, legal head, is in Presbyterian Hospital in Chicago.

P. T. DANA, Universal sales manager, returned to New York last night from Cleveland.

National Monogram Week Feb. 10-16

The week of Feb. 10-16 has been designated as "National Monogram Week." Morey Goldstein, sales vice-president.

"A Monogram subject on every screen, all over the world," was the slogan of the drive. Particular sales emphasis will be placed on the greatly expanded Monogram and Allied Artists Cinecolor product, which the two companies will turn out at the rate of one a month during the year.

K-B Opens Its 7th Capital Theatre

WASHINGTON, Oct. 31.—Faye Emerson and her husband, Skitch Henderson, along with Horace MacMahon, the star interest for tomorrow's opening of the first-run Ontario Theatre, the K-B circuit's seventh Washington neighborhood house.

The Ontario seats 1,400 and cost almost $600,000 to build. Paramount's "Rhubarb" is the first feature attraction and will be held for a three-week run.

420 'Streetcar' Dates

To date, some 420 special engagement engagements have been set for "A Streetcar Named Desire" during November. Warner Brothers home office reported here yesterday.

Till Prices for Baker

CHICAGO, Oct. 31.—The Chicago Theatre will charge a top admission price of $2.50 for the current production of Josephine Baker, which starts on Friday. Regular top scale is 98 cents.

4 UPT Houses to Show Ill.-Mich. Football Telecast

For United Paramount theatres in the Midwest, WGN-TV plans to join the Commonwealth Theatres' Ashland, in Kansas City, in a large-screen telecast of the Thanksgiving Ill.-Mich. football game.

Chicago's three TV-equipped UPT houses, the Marshall, Tower and University, in addition to UPT's Paramount in Hammond, Ind, are reported slated to carry the game. Pacific Telecast Television here reports that this Saturday's telecast in the Ashland will mark the beginning of telecasting in Kansas City, and the opening of the Ashland Theatre's recently installed RCA direct projection theatre TV system. The Ashland theatre telecast of the Ill.-Mich. game, looming as the game of the week in the Midwest, will be the exclusive Saturday night play.

Under the National Collegiate Athletic Association restricted time schedule, the game will be available on 16 stations in the East and Southeast.

Thorpe, Kastner, Kusiel Named 'VP's'

Four new officers were elected here yesterday by the board of directors of Columbia International, all filling vacancies in the company. Joseph A. McConville is president of the Columbia Pictures subsidiary.

Elected were: Max Thorpe, managing director in Great Britain; Sig Kusiel, home office executive, to succeed Tom Elrod of Cleveland, Ohio, the latest of American and Lacy W. Kastner, managing director for Europe and the Near East. Bernard E. Zeeman was elected treasurer.

John Mock in Dual Wallis-Para. Post

John Mock, story editor for Hal Wallis, will, after Feb. 1, serve as story editor for both Wallis and Paramount Pictures. Bernard Smith, who is now story editor for Paramount, will become a Paramount producer.

Will Rogers Drive Officially Underway

The 1951 "Christmas Salute" of the Variety Clubs-Will Rogers Memorial Hospital, which officially opens today, is already well under way, according to R. J. O'Donnell, president and A. Monow, vice-president of the hospital. The fund is seeking $250,000 from all branches of the amusement industry during this month and December.

Paramount Club Dance

Paramount Pictures Club will hold its annual dinner-dance tomorrow at the Hotel Commodore here. Albert McFarland, club manager.

Brewer Relected Coast Union Head

Hollywood, Oct. 31.—Roy M. Brewer was unanimously re-elected president of the Hollywood AFL Film Council at the annual election meeting. Others re-elected are Ralph Clark, secretary; Helen J. Klein, secretary-treasurer; and John J. Lyons, recording secretary. Elected as the new board trustees were Pat Somerstrom, James Noblitt and Edward Hill.

3 Promotions on WB's Foreign Staff

Three promotions of personnel and one appointment in Warner Brothers' international division were disclosed here yesterday, involving Berry Greenberg, John Jones, Leo Grein and Richard Spierman.

Greenberg, formerly Warner manager in Puerto Rico, has been transferred to New York as home-office sales representative. Jones, former Warner manager in Mexico, has been named manager of the company's new Mexico, A. C., division.

Marcus Pacifico, division manager, is currently acting head of Warner Foreign of London. John Green, former manager in Trinidad, has been promoted to manager in Panama, replacing Jacob Resnick, resigned. Spierman, who formerly worked for Warner in the Far East, re-joins the company as manager in Trinidad.

Toddy Acquires Ten Pine-Thomas Films


20th Sending Six to 'Golden Girl' Opening

SAN FRANCISCO, Oct. 31.—Six Hollywood personalities are to attend the world première of S-F's musical, "Golden Girl" at the Fox Theatre here on Nov. 8. The contingent, led by producer George Jessel, of which six were seen here Nov. 7 for a 24-hour round of activities. Both Mitzi Gaynor and Dennis Day were at the opening. In addition to William Lundigan, Debra Paget and Louis Jourdan.
Florida’s Everglades jungle-land of 1840 is its locale. And here it was filmed, in places where cameras never penetrated before. Technicolor records all the trackless terror of its bottomless quicksands and man-devouring wild-life to re-create the steaming battlefield of Captain Quincy Wyatt and his swamp-fighters of the savage Seminole Indian War. The role for Gary Cooper! Star-to-be Mari Aldon is the captive beauty.
A United States Pictures production presented by Warner Bros.

It’s ’Movietime U.S.A.’—Now and Every Day
trade subjects, all of which had been discussed first privately by the Allied members in three separate "film clinics" which 220 exhibitors attended during the morning.

In a summing up of the open forum session at its conclusion, Allied's Nathan Yamin of Fall River, Mass., declared that every one of the 220 had complaints against sales practices of one kind or another, and admonished that appeal for industry unity from the heads of film companies will not be answered so long as exhibitors "are treated unfairly."

"If the sales managers think only a few exhibitors have complaints and criticisms just because a small number of Allied members spoke at the forum they are mistaken," Yamin said.

Rembusch Forum Chairman

Trueeman T. Rembusch, Allied president, who served as forum chairman, called attention to the absence of Ben Kalmenson, Warner Brothers distribution chief, who had been invited to join in the sales manager panel. He said Kalmenson had been "on the fence" for some time, and apparently had decided not to accept the invitation.

Rembusch noted also the absence of Alfred W. Schwallberg, Paramount distribution vice-president, who was married on Tuesday and was honeymooning in Florida. The Allied president conceded that Schwallberg had a good excuse for not being present, but he criticized Paramount for not sending a substitute as did 20th Century-Fox which sent Gehring as a replacement for Al Lichtman, distribution head, who was absent.

As it turned out, Gehring was asked most of the exhibitors questions. Robert J. Rubin, assistant to Paramount president Haim Balsam, explained to the convention that not only was it impossible for Schwallberg to attend, but neither could E. K. (Ted) O'Shea, sales executive, because the latter was burdened with work. "Paramount," Rubin said, "wouldn't ignore a meeting such as this." He invited the convention to submit all complaints to the sales department through Wilbur Snaper, convention chairman.

Cole Is Clinic Chairman

H. A. Cole of Texas Allied and chairman of the clinic which dealt with the problems of theatres in towns of 3,500 population or less, opened the forum questioning with the charge that the companies have been remiss in not studying the operation of such theatres. There are, he said, between 3,000 and 7,500 such theatres in the country and that by and large they are either operating at a financial loss or "just breaking even."

Operating costs of these small theatres, Cole said, have reached 60 to 70 per cent of gross and when a distributor "tries to get 40 per cent rental you are taking candy away from a baby." He invited the distributors to make an audit of the operations of 20 theatres in the classification "to learn the facts."

Mochrie answered Cole with: "If you paid me 40 per cent of all film you get you and I would go broke.

"That pointed out Gehring's policy with respect to these theatres has been a "flexible" one. The theatres change bills in many instances four times a week, he reminded. "Our rule is: Don't pay 40 per cent Fridays and Saturdays for a Western, and a mid-week showing is sometimes at a percentage, sometimes flat rental," Mochrie said. Under such flexibility, he contented, the rental for the whole week's business does not approach 40 per cent or even 35 per cent.

Cole replied that the distributors are mistaken when they attempt, as Mochrie had said, to deal with each individual theatre on its own merits. The small-town theatres, Cole declared, must be "handled as a class, not individually."

Ben Berger of North Central Allied supported Cole's arguments with: "Flexibility means you pay through the nose."

Berger added that the distributors "for the good of the industry should find out what exhibitors have to gross or pay higher rentals to pay for slack-offs."

He said an "incentive" selling plan was needed to offset a "defective" system. The latter term was coined himself, he acknowledged.

"Incentive" Selling Plan

When Rembusch asked if the sales managers thought an "incentive" selling plan could be devised, Rodgers reminded the audience that M-G-M had made a practice of making a change of small town theatres on flat rentals, this applying to thousands of pictures also. "I haven't had five complaints in a year from exhibitors telling me they couldn't buy flat," he declared. He acknowledged that "Battleground" was made an exception, and he added humorously that "we won't offer 'Quo Vadis' flat."

He explained that he had asked a tribute to Rodgers for "doing a good job." And he added; "I'm not a guy who praises easily."

He prepared them to launch into an attack on the policies of "Paramount and Warner Brothers," but was asked at that point by Rembusch to give other exhibitors opportunity to ask questions of the sales managers who were present.

Snaper Fired Questions

Snaper then fired questions at Gehring regarding "David and Bathsheba" sales policies. The 20th-Fox executive reminded that the picture still was in pre-release. Snaper said it was brought out in the clinics that exhibitors were "denied the right to play the picture" because it was necessary to increase admission prices because the rental was placed so high.

John Schuyler of Marquette, Mich., charged that 20th-Fox sales personnel were asking "70 per cent advance admissions for pictures."

"I was well aware that any bid for advanced admission prices practically the part of 20th-Fox would be "negative" to them," Gehring denied that the company had ever asked for advanced admissions for the picture.

The executives of both 20th-Fox and M-G-M told the meeting that branch managers have the autonomy to set rentals on the basis of local conditions.

Samuelon of Eastern Pennsylvania, said he was "confused" as to what constitutes "pre-release."

Gehring said the pre-release demands of 20th-Fox are "sometimes in the bag."

"I don't know when it will stop," he said when the Pennsylvania exhibitor asked why companies would "try to carry defective wording with respect to availability."

Rodgers told him that as far as M-G-M was concerned "our attitude was always the same."

Discuss Print Shortage

This led to a discussion of the print shortage problem. Rodgers said his company was today supplying more prints than it ever had in its history. The increase in sales and the increase in prints and blamed the shortage on day-and-date showings. "You can't spread a print the way you might argue."

He added, adding that with the burden of proof of clearance now necessarily resting on the distributor, "there is no chance of mistakes." Rodgers gone to virtually all who demand it.

Rodgers, answering a question put by Ben Marcus of Milwaukie, said the meeting that increased costs arose from experience by the distributors as well as the theatres. Marcus wanted to know why the distributors seek "a higher percentage of a reduced gross in spite of the operating costs."

The M-G-M executive said he had been trying in vain to get a raise in salary for his labor. His salary and the labor's salary and the company's labor's salary have costs have hit a new high. "The day of $10 a week for my salary is over. I'm striving to see that our company pays dividends to stockholders."

Marcus charged that the distributors "were our partners when times were good. Now you don't want to share, but rather set arbitrary scales."

Discuss 'Shrinking Returns'

Montague then arose to discuss the problem of "shrinking returns." Columbia's world-wide gross was $57,000,000 last year, and out of that $25,000,000 was negative costs, prints and advertising. Less than three per cent of the gross was left for stockholders, he declared, and asked; "Are we supposed to take less and stay in business?" There was, he said, the problem of paying employees salaries. He asked Rembusch to continue with financial support.

"If you want good pictures, will somebody tell us what are we to try to get," said Montague referring to rentals.

When the print shortage problem was raised again by Ben Keynes of West Virginia, Rodgers declared flatly that "I'm at the end of my rope for an answer."

When Rembusch toward the close of the meeting asked the sales managers about a policy that they would agree in principle that they might not be entitled to the same prices for film in "bad times" as in "good times," Rodgers offered a policy that they would prefer to deal with problems like that as they come up. Any time a theatre is in trouble, and we will give earnest, sincere and, I believe, favorable consideration to complaints."

Berger at that point challenged Montague's "shrinking returns" argument by quoting the salaries of Columbia executives. He then invited the
The hour was late.Torrents of words had been let loose by the distributors. Allied, president, asked Nate Yamin to ice over night the rest of his report on exhibitor boos and deflate it at this sold-out audience. It was the can-culate by last evening that Allied will enter the record with forthright numbers and distribute a non-argumentative issues, not necessarily in this order of importance.

1. Opposition to pre-release engagements.
2. Protest over competitive bidding.
3. Objection to hikes in film prices.

No, I drew primary fire at yesterday's business session, the convention's first of two here at the Hotel Baltimore. The floor was reportedly at the heels of Bill Gehring, 20th-Fox's assistant general sales manager, and was reported hit Al Lichtman was reported hit. The discussion was described as the close by Yamin as "a gimmick" to the exhibitor, prices which the says cannot be tampered with, unless the exhibitor does the tampering by his own volition.

The policy and specific charge aimed at 20th-Fox and its pre-release engagement plan was that terms were stated that it touched the theatreman couldn't get this attraction unless he upheld his price. In some engagements, the price has been up to $1. When Gehring declared, "Exhibitors have increased prices of their own accord," the ensuing roar was a mixture of laughter, good-natured and otherwise.

The policy on "David" evidently was a pretty hot topic in the closed-to-the-press clinic held in the last couple of days. Rents, sessions at which about 220 exhibitors cleared their chests, according to Yamin. They felt this, he reported. The exhibitors were asked if the problem was dangerous. Increased prices telegraphed a superior attraction. Rents, he explained, that to old prices also did some telegraphing: That a "stinker" was around.

That competitive bidding was a bad practice, unilaterally applied by distribu-tors, or most of them, and ought to be discouraged.

That the upward spiral of film prices had to be stopped, especially by three companies who were not represented at that point on the dais. This left the convention to determine for themselves if Yamin did not have in mind Paramount, Warner or M-G-M.

Unresolved was a request of Col. H. A. Cole that distributors lead economic assistance to 5,000 to 7,500 small town theatres by relieving them of deals at 40 per cent. Cole wanted these houses bunched for purposes of relief, and draw less on their coverage head at 60 to 70 per cent made impossible for them to meet such deals. Bob Schary, general sales manager of RKO, provided rebuttal from the panel of sales managers on deck, arguing rentals averaged out at $5,000 per week. But few expla-

tions. If Cole was convinced, he did nothing to demonstrate it.

Production in the next year, outlined a number of the problems constantly confronting production and indicated, without naming it, that the negative cost of "One Violin" is $7,000,000.

Distributors, via their general sales managers, in most instances, showed up as per schedule. Absent were Ben Mayerson of Warner although Rem-busoh said he had tried valiantly to get him there. Absent, too, was a Paramount representative although a Paramount representative did not deliberate. Al Schwaberg is honey-mooning and Ted O' Shea was being down with Schwaberg's duties on the eve of another sales trip, he explained, and suggested complaints he mailed to Schwaberg for attention. Third absence was Republic, Dupont, Lipt. . Benny Berger's interpretation of "Flexibility" in national sales policies: "It means you pay through the nose." That got a laugh. "Instead of incentive selling, we have deceptive selling. I don't know if there's any incentive to do it ever," he added. Another laugh . . .

"I know Berger doesn't like the sliding scale. He's told me it often enough and to anyone else who's listened," observed Rodgers. Metro got a round of applause as was the general sales manager repeated it that was long-standing policy to sell flats to small town admen must be working because he hadn't had "as many as five complaints that he knew of in the last year." This drew applause even from those who are allergic to distributors at large . . . You'd be a nice guy if you weren't so damned sarcastic," hung Rodgers at Sidney Samburg who had been hammering away at prints and availability of run . . . All Montague said . . .

The order on the film price question by asking this question: "Columbia did a world's record 80,000,000 last year. Profit was less than three per cent of this gross, or $1,000,000. Are we supposed to improve our market . . ."

With the red identification, he turned to 20th-Fox when he pointed out "another company" had grossed $94,000,000 in a world-wide last year with a net of about $2,000,000 . . . Elsewhere along the line, Rodgers, holding strictly to his own company, remarked, "The day of huge profits is gone both for distributor and exhibitor. We have rising costs, too. We're going to a complaining exhibitor on this point—and we've just made a new deal with labor." He was referring to the Hollywood "Big Five" crafts pact which, in two years, will cost M-G-M alone about $3,500,000 in additional labor costs.

Ezio Pinza at UJA Benefit

Ezio Pinza, star of opera, stage and screen, will perform at the forthcoming "Night of Stars" at New York's Madison Square Garden on Monday evening, Nov. 19. Proceeds of the show will go to the United Jewish Appeal of Greater New York to further the work of rescue, relief, rehabilitation and Israel re-settlement overseas.
An Important Exhibitor Asked

"Will Paramount continue to deliver the kind of big boxoffice attractions it has released in the past few months?"

Our Answer Is:

An emphatic yes!
In the Paramount Building elevator the other day, an important circuit head met a Paramount sales executive and put just that question to him. The answer was an emphatic “YES!” Paramount’s November and December releases alone justify that answer because they possess the grossing potential of pictures such as “A Place in the Sun,” “That’s My Boy” and “Here Comes the Groom.”

Those highly successful attractions, all delivered within a 2-month period, were not a flash-in-the-pan. You can be assured that in almost every similar period between now and the end of 1952, Paramount product, so outstanding in the past few months, will be equaled in number and quality. You can expect increased boxoffice revenue because Paramount’s consistently strong product is the result of long range planning and unlimited financial investment.
"The Tanks Are Coming"
(Warner Brothers)

A NOOTHER branch of the Armed Forces comes in for cinematic glorification, this time the tank division. Warner Brothers' "The Tanks Are Coming" is an imaginative, tough, obtrusively nationalistic picture about the push of the 3rd Armored Division into Germany in World War II.

The story is told in human terms, mixing the grimness of battle with comic relief and traditional peccadillos of the enlisted men. Occasionally it indulges in false heroism, but it is somehow engrossing and pervaded with an immense vitality. Except for some brief sequences in which Mari Aldon appears as a combat photographer there are no women in the story. Miss Aldon plays the Soviet woman in charge of a tank crew. Her towering conceit is quite a thing to behold.

Not only does Cochran intimidate his men into docility, he outsmarts his lieutenant and even suggests battle strategy to the general. But despite this overwhelming arrogance Cochran is a battle-wise soldier who is always valuable in the fire of battle. Some of the best scenes of the picture are the smartly edited and vividly presented battle sequences. Along with the story of the big push, there runs the astringent relationship of the sergeant to his men as well as the small personal problems of the soldiers. As the spearhead rolls through the Siegfried Line and on to the Reich, incident after incident arises and is related with dramatic effect. In time Cochran is recommended for a commission, but he proves his faith by electing to remain with the enlisted men on to the end. Others in the cast include Philip Carey, Paul Picerni and Harry Bellaver. Bryan Foy produced and Lewis Seiler directed.


MANDEL HERBSTMAN

"Starlit"
(Warner Brothers)

THE DAZZLING array of guest stars that pop in and out of this romantic comedy is easily worthy of the price of admittance. By blending the adventures of two "G. I.'s" with the offstage life of three showgirls, the soldiers are Dick Wesson and Ron Hargeth, while the girls are Doris Day, Ruth Roman and Janice Rule.

Since the girls are the show bunnies they quite naturally have many friends in the same field. Thus there stride in and out of sequences such personalities as James Cagney, Virginia Mayo and Gordon MacRae. When, finally, one of the girls is selected to be sent back to the Army, this scene proves itself with Gary Cooper, Virginia Gibson, Philip Harris, Frank Lovejoy, Lucille Norman, Randolph Scott, Jane Wyman and Patricia Wymore.

All make notable contributions but one not easily forgotten is a sketch in a frontier saloon with Lovejoy as a badman, Cooper and Harris as a singing narrator. Also figuring in the standard screenplay, devised by John Klorer and Karl Kamb, is Lonella Parsons, who appearing as herself, chronicles some gossip about the picture's primary romance, that of Miss Rule and Hargeth. It seems that both Wesson and Hargeth, wanting to make a hit with the girls, pretend they are about to leave for action in Korea. Actually they are crew members aboard a regular flight place, and when the girls learn about their false identity, they go berserk. Thus the budding romance between Miss Rule and Hargeth hits a snag but since the romance is bound up with the hospital show, they decide to go along. There is considerable bickering and quarreling between the pair but beneath it all they really love one another.

The story is of little weight but director Roy Del Ruth has kept action and songs moving rapidly, with most of the latter being done by Miss Day and Jane Wyman who produced.


M. HERBSTMAN

"I Want You"
(Samuel Goldwyn Productions-RKO)

THE impact of the Korean war on a happy American family is explored in this Samuel Goldwyn production, bearing the compelling title of "I Want You." The story is adequate, at ease, tear-provoking and often yielding some chuckles, it bears much of the slickness and glibness of The New Yorker magazine thereby losing a good deal of the substance of one of today's momentous heart-rendering dramas. The screenplay was written by Irwin Shaw, based on stories by Edward Newhouse which appeared in the popular, sophisticated New Yorker.

Life in Suburbia, U.S.A., was going along fine when, like a bolt out of the blue, the Korean war broke. It meant many changes in the lives of the Grangers. As with many families, the war effort was somewhat disrupted. Dorothy McGuire, now married to the man of two children, initially, is asked to gain a deferment for the man's sake of his employment. Then a family crisis develops when Andrews, an ex-serviceman himself, is asked to put in a bid for the deferment of his own younger brother, Farley Granger, who is working in the engineering firm.

What is happening is the turbulent, distant land of Korea now is of great import to the family. Granger's plans to court and marry Peggy Dow have gone haywire, Andrews himself is faced with the question of going back in as a reserve officer, while the fiction of Andrews' father, Robert Keith, as a World War I hero, is a fact. In the end, both Andrews and his brother Granger are back in uniform.

As indicated above, the story envelopes many lives and explores the intimate relations of one on another. Perhaps it is for that reason, the film seems slow in its development and contains a number of scenes which appear inadequately developed.

Others in the cast include Robert Keith, Mildred Dunov, Ray Collins, Martin Milner and Jim Backus. Mark Robson directed.

Running time, 102 minutes. General audience classification. Release date, not set.

MURRAY HOBOWITZ

"A Christmas Carol"
(Renov Picture—United Artists)

HARLES DICKENS' familiar classic about old Scrooge, Marley's Ghost, Bob Cratchit, Tiny Tim and the Spirits of Christmas Past, Present and Future has been faithfully and affectionately put on film by George Minter and his Renov Picture of Britain. This is by all means a remarkable offering for theatre programs during the Yuletide Season which, by the way, is just around the corner, according to the calendar. As a matter of fact, the story of Scrooge, Granger, Tiny Tim—full of the spirit of the story—will come in very handy to comelesseers and enterprising producers of the atmosphere and setting identified with the famous story. Scrooge is good at supporting just the right degree by the other players, including Kathleen Krull, Charles Warner, Joan and Barbara Stanwyck, Mervyn Johns, Hermione Baddeley, John Charlesworth and Glynn Dearman.

It would be pleasing to see United Artists release and re-release this one every Christmastime.


CHARLES L. FRANKE

NOW! READY FOR GENERAL RELEASE

"The Tanks Are Coming"
(Warner Brothers)

A NOOTHER branch of the Armed Forces comes in for cinematic glorification, this time the tank division. Warner Brothers' "The Tanks Are Coming" is an imaginative, tough, obtrusively nationalistic picture about the push of the 3rd Armored Division into Germany in World War II.

The story is told in human terms, mixing the grimness of battle with comic relief and traditional peccadillos of the enlisted men. Occasionally it indulges in false heroism, but it is somehow engrossing and pervaded with an immense vitality. Except for some brief sequences in which Mari Aldon appears as a combat photographer there are no women in the story. Miss Aldon plays the Soviet woman in charge of a tank crew. Her towering conceit is quite a thing to behold.

Not only does Cochran intimidate his men into docility, he outsmarts his lieutenant and even suggests battle strategy to the general. But despite this overwhelming arrogance Cochran is a battle-wise soldier who is always valuable in the fire of battle. Some of the best scenes of the picture are the smartly edited and vividly presented battle sequences. Along with the story of the big push, there runs the astringent relationship of the sergeant to his men as well as the small personal problems of the soldiers. As the spearhead rolls through the Siegfried Line and on to the Reich, incident after incident arises and is related with dramatic effect. In time Cochran is recommended for a commission, but he proves his faith by electing to remain with the enlisted men on to the end. Others in the cast include Philip Carey, Paul Picerni and Harry Bellaver. Bryan Foy produced and Lewis Seiler directed.


MANDEL HERBSTMAN
MPAA Board Cites ‘Movietime U.S.A.’ Campaign, and O’Donnell and Mayer

The “Movietime U.S.A.” campaign won the plaudits of the Motion Picture Association of America’s board of directors, meeting here yesterday, with Joyce O’Hara, MPAA vice-president and chairman of the board meeting, conveying the board’s praise to Robert M. Orem, chairman of the Motion Picture Organization, and L. Mayer, executive director of the Council of Motion Picture Organizations.

Orem and Mayer reported on the success and achievements of the campaign to the board, highlighting the extensive press coverage of the drive throughout the country.

U. S. Seeks Talent for USO Shows

U. S. Secretary of Defense Robert Lovett has appealed to leaders of the motion picture and all of the entertainment industry to aid in securing top name talent for special Christmas shows for the Armed Forces overseas, it was reported here yesterday by Albert H. Lasthoff, chairman of the board of USO-Camp Shows at a meeting attended by representatives of leading talent agencies.

Plans for Yuletide Shows

Called by Lasthoff to his office for the purpose of discussing plans for the Yuletide shows which will go over- seas to service men, ladies and gentlemen, the meeting was attended by Sam Rauch, booker of the Roxy Theatre; Dan Friendly, booker for RKO vaudeville theatres; Harry Anger, general manager of the William Morris Agency; Harry Levine, booker for the Paramount Theatre; Jerry Rosen, Joseph Meyers, Mark Legdy, Ed Smith, and Matty Rosen, all independent talent agents.

The special Christmas program is in addition to the regular USO-Camp Shows schedule of providing professional entertainment for U. S. Servicemen throughout the world.

The units are scheduled to leave both Chicago and San Francisco by Ded 21 and to return around Jan. 5.

Small-Lesser TV Firm in 2nd Deal

The second deal arranged by the new Edward Small-Sol Lesser firm for TV-film, under which 26 old features will be sponsored in the Chicago market, was announced here yesterday by George T. Shuptrine, vice-president of Peerless Television Productions.

Under the agreement, the 26 films will be sponsored by the Chicago Valois and Harry Nash Sales, Inc. The first sale was arranged with station KTTV, Los Angeles. Other stations who joined in Small-Lesser firm, were formerly vice-president and director of commercial operation of Paramount Television Productions, Inc. a subsidiary of Paramount Pictures.

Andrew Dies at Orem

SALT LAKE CITY, Oct. 31.—Victor Anderson, manager of the Scena Theatre at Orem, the only community-owned theatre in Utah, died last night after a brief illness. He was 60 years old. He had been president and secretary-treasurer of the Utah Theatres Association.

SCTOA Lawyers to Probe Practices

LOS ANGELES, Oct. 31.—The Southern California Theatre Owners Association is seeking legal steps to remedy “improper” selling and pricing methods allegedly used by distributors, and to overhaul “oppressive” bidding runs, clearance, booking, and other practices, the organization discloses.

Engaged Local Law Firm

After failure to receive aid from the Justice Department in Washington, the SCTOA has engaged the local law firm of Fendler, Weber and Lerner to explore relief possibilities under existing laws.

New Tax Law Is Effective Today

Changes in the Federal excise tax law become effective today. Hereafter, theatre passes will be tax-free. On reduced-price tickets, the tax will be computed only on the amount actually charged, rather than the regular established price.

Another change is that certain non-profit organisations, operas and certain non-profit entertainers will be exempt from the admission tax. But the tax is to remain on all film showings, even of non-profit groups. All raw stock, film and equipment used by the industry as a “cost of business” will be exempted from the tax.

Sounds of the Week

That's tough! 'cause you'll have to hire someone else to carry the heavy dough—when you play

Roxy, New York

Today's hit show—"O'Neill" (Marx, Blonder, Litvak)

Universal International's

The Week End That Shook the World—...with laughter.
**Motion Picture Daily**
Thursday, November 1, 1951

**Reviews**

**"Tom Brown's Schooldays"**

*(George Minter-United Artists)*

A PICTURE of rich satisfaction for the discriminating filmgoer is offered by "Tom Brown's Schooldays," a reproduction of the life of students at Rugby School back in the 1830's. The school system was ridden with evil, cruelty and social snobishness, and frequently instead of "making a man" of the youngsters it left them psychologically scarred.

At story centers, piles of books, with Howard Davies, and his adventures at the institution. Young Davies is not at school very long before he runs afoul of a sadistic upper classman, played with lofty arrogance by John Forrest. In time Davies finds himself undergoing a series of tortures devised by Forrest. Throughout all it Davies bears himself with dignity. When vacation time arrives the younger takes up boxing and thus the first move is made towards the subsequent embarrassment of the school bully.

Director Gordon Parry has handled the youngsters at the school with considerable adroitness. Small but competent parts are played by Robert Newton, the reform-minded headmaster; and the well-remembered Diana Wynyard as his wife.

There are a series of dramatic events that finally lead to the expulsion of Forrest and the promise of better conditions at the school. Others in the cast playing students are John Charlesworth and Glynn Dearman, and their checked experiences intermingle with those of Davies. Brian Desmond-Hurst produced and directed this replay by Noel Langley.

Mandel Herbstman

**"The Son of Dr. Jekyll"**

*(Columbia)*

SOMETHING of an epilogue to the bizarre story of "Dr. Jekyll and Mr. Hyde" is provided in this Columbia film. As the title informs, Dr. Jekyll had an offspring, in this instance played by Louis Hayward. The efforts of the son to clear his father's name from the tangle of lunacy unfold in a series of sequences that range from good to routine.

The story concocted by Mortimer Braus and Polly Lexfen has Dr. Jekyll leaping from a blazon house to his death after being chased by a frightful monster. The son, in this instance played by Jekyll's friends, Lester Matthews and Alexander Knox. Years later, Hayward, as the son, is a research scientist very much in love with Jody Lawrance.

Learning of his father's death, Hay wade sets out to prove that his father was not a maniac but a serious scientist working on an important formula. In time the populace grows to fear and resent Hayward for his experiments and presently they start to hound him. He is accused of people and, gradually realizes someone behind the scenes is conspiring against him.

Good exploitation angles are provided by Hayward's frequent changes into the monster after drinking a potion, as well as the stormy pursuits of the crowds. Just as the police are closing in on Hayward, he learns that the real enemy is his former research partner, Ken, who is a deranged patient. The motive is the money from the Jekyll estate which he could keep by destroying Hayward. A hand-to-hand struggle in a burning house brings death to Knox and vindication to Hayward. Seymour Friedman directed.

Running time, 77 minutes. General audience classification. For November release.  
M. Herbstman

**Allied Meet**

(Continued from page 1)

sales managers to appear at today's open forum but none indicated acceptance.

Feldman chose to answer a request by O. F. Sullivan of Wichita, Kans., that competitive bids be disclosed to competing exhibitors. Executives were afraid the company did not feel "privileged to do so." Bids were confidential, he reminded, and added that he was only making the announcement in the assertion that if competing exhibitors agreed to have their bids not disclosed to management, then arrangements to do so was possible.

In his summary of the forum discussions, Yamins emphasized that these discussions are available to all exhibitors: Advanced admissions, bidding and increased prices. At a late hour he was interrupted in his summary by Rembusch who suggested that the meeting adjourn until this afternoon at which time the summary and discussions would be resumed.

**Wolf Urges Allied**

To Back Variety

Allied members' support of Variety International and the Will Rogers Memorial Hospital which it erected at Saranac, N. Y., was urged yesterday by Marc Wolf, Variety chief baker, and Sam Switow, exhibitor chairman of the Hospital fund.

**Addressing Allied Convention**

Addressing the Allied States convention at the Hotel Biltmore here, Wolf declared that Variety, by virtue of its services, is the "strongest of strongholds to do more for industry public relations than anything that has yet been done. He cited the work the organization is doing in the U. S., England and Canada in fighting cancer, cerebral palsy, heart ailments and other diseases, and pointed out that editorial and editorial writers in the organization of boys' clubs and assisting the blind.

Switow urged the exhibitors to pack up the Hospital's "Christmas Salute" drive for funds, Nov. 1-Dec. 15.

James Frank, Jt., a representative of the National Production Authority, urged the exhibitors to join the drive to salvage copper, iron scraps and credited Variety, which has taken charge of that campaign, to benefit from it some $30,000 by it.

**UK 'Movietime'**

(Continued from page 1)

Association, Duff made the proposal while attending the convention of J. Arthur Rank's General Film Distributors Ltd. organization in London last week. In discussions, the Universal sales executive outlined the remarkable effort being put forward yesterday by Rank for the movies industry and called upon the British industry to continue its present successful policy of showmanship and to augment it with a British "Movietime."

Picker

(Continued from page 1)

with Columbia to permit him to accept the U. A. post. His duties at Columbia will be assumed by Harry Kosiner, assistant to Joseph McConville, head of Columbia International, and Berl. Zeman, in charge of foreign branch. Picker is being given a stock participation with other top management executives of U. A.

Prior to his departure for London yesterday, Picker was tendered a going away party by Arthur Krim, U. A. president, Robert Benjam in, a partner, and Max E. Youngstein, a vice-president. Trade paper sources here say Picker is to be replaced by Bernard Kranze, executive assistant to W. J. Heinerman, who is out of town; Frances Windkus, assistant director of advertising-publicity, and Alfred H. Tamarini, publicity manager, also were guests at the luncheon.

**Ampa Luncheon**

(Continued from page 1)

AMPA dais are Arthur Mayer, executive vice-president, of the Council of Motion Picture Organizations; Charles Zwickel, "Movietime" co ordinator; Max Youngstein, who served as assistant coordinator; Barrett McCormick, head of the pressbook project; Arthur Schmidt, head of publicity; Mort Blumenstein, publicity; and Charles Einfeld, chief of the "Movietime"开门 dinner; and Jerry Pickelman, who handled national radio publicity.

Also in attendance will be Sam Harris, publisher of the British trade publication, Today's Cinema, Harry K. McWilliams, AMPA president, will preside.

**Retain Fly, Welch**

(Continued from page 1)

before the FCC, it was disclosed here yesterday.

Approval of the recommendation to retain Fly and Welch, made by MPAA's television and law committee, will be submitted at board meeting of the organization.

Fly and Welch, a partner in the Washington firm, its Fly, the Pwes, will start work immediately on the MPAA presentation to be submitted later. Both men concluded to late this month and were scheduled for Feb. 26, 1952.

**All Films for Oriental**

CHICAGO, Oct. 31.—Indicating the resumption of an all-film policy, the management of the Oriental Theatre has given the initial notice in its standing orchestra a 30-day notice of termination of contract.
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO</th>
<th>PARA</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INT'L</th>
<th>WARNERS</th>
<th>INT'L RELEASES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 23</td>
<td>(Oct. Releases)</td>
<td>THE MOB</td>
<td>The Mob</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/16/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
</tr>
<tr>
<td>Oct. 21</td>
<td>(Nov. Releases)</td>
<td>AN AMERICAN IN PARIS</td>
<td>Vincente Minnelli</td>
<td>Gene Kelly</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</td>
<td>(Rev. 9/11/51)</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.)

**SOUVENIERS**
The Portrayal... The Cast... The Drama of the Year!

Magnificent JANE WYMAN once again deeply touches your heart... as she did in the ever-to-be-remembered Johnny Belinda... this time as the woman Louise, another truly great role that only JANE could portray.

JERRY WALD and NORMAN KRASNA present

JANE WYMAN in
THE BLUE VEIL

CHARLES LAUGHTON • JOAN BLONDELL • RICHARD CARLSON • AGNES MOOREHEAD
DON TAYLOR • AUDREY TOTTER • CYRIL CUSACK • EVERETT SLOANE • NATALIE WOOD

Produced by JERRY WALD and NORMAN KRASNA • Directed by CURTIS BERNHARDT
Associate Producer RAYMOND HAKIM • Screenplay by NORMAN CORWIN • Story by FRANCOIS CAMPAUX

FOLLOW-COLOR PAGES IN WOMEN'S MAGAZINES PLUS TOP WEEKLIES!
Maximum penetration where it counts most in selling seats... National advertising campaign to 31,893,437
CIRCULATION, including Woman's Home Companion, Good Housekeeping, McCall's, Parents...Life, Look, Saturday
Evening Post, Collier's... Fan magazines and MacLean's (Canada).
ALLIED VOTES ARBITRATION; HITS PRICE-FIXING, RENTALS

Rodgers Faces Up to Allied For 2nd Day

By SHERWIN KANE

William F. Rodgers, Loew's vice-president in charge of distribution, who was obliged to excuse himself from the Allied States forum with top sales executives on Wednesday, re-commenced his presence yesterday outside the Col. theatre with a complete statement, as related to the industry yesterday by Robert J. O'Donnell, national "Movietime" director.

Speaking at a luncheon in his honor tendered by the Executive Committee of the Allied Pictures Advertisers at the Hotel Pickadilly here, O'Donnell told of his recent visit to the Coast, where he said many stars told him "to count them in" in any future "Movietime" tours. It was the success of the campaign and the favorable impression left with those that participated that led many non-participating companies to adopt it.

(Continued on page 7)

Coast Pledges More P.A. Names Says O'Donnell

A promise of greater Hollywood participation in forthcoming "Movietime" personality tours was relayed to the industry yesterday by Robert J. O'Donnell, national "Movietime" director.

Speaking at a luncheon in his honor tendered by the Association's Committee of Allied Pictures Advertisers at the Hotel Pickadilly here, O'Donnell told of his recent visit to the Coast, where he said many stars told him "to count them in" in any future "Movietime" tours. It was the success of the campaign and the favorable impression left with those that participated that led many non-participating companies to adopt it.

Within the Law

If a distributor asks terms in excess of 40 per cent for a picture, wouldn't a theatre have to raise its admission prices in order to play that picture? Joseph Fineran of Franklin, Ind., asked W. F. Rodgers, Loew's sales chief, at the Allied convention yesterday.

Rodgers replied he didn't see how "the theatre or we could make money on such deals without raising prices, but we won't tell you or any theatre what to charge."

(Continued on page 7)

What Allied Meeting Did

The following resolutions were adopted at the closing session yesterday of Allied States' 18th annual convention and sent to the board of directors for ratification or further action, as required. The board will meet here this morning for that purpose.

"Illegal" fixing of admission prices and other "illegal" trade practices brought to Allied's attention — The resolution mentioned 20th Century-Fox's sales policy for "David and Bathsheba," specifically, and directed the board to gather information on that and other complaints of the kind and take such action as may be indicated thereby.

"Excessive" film rentals — If local remedies are unobtainable to take such complaints to home offices of distributors, or to conduct a campaign in the trade press, organization bulletins, etc., informing and warning exhibitors of the danger to them of such policies.

Arbitration — Approved an "all-inclusive" arbitration system covering clearance and prints; competitive bidding, film rentals, forcing of any product, including shorts, enforced increased admission prices, runs and any other subjects deemed pertinent; the system to use industry arbitrators who will choose the third member.

Drive-Ins — Recommended that drive-ins as a class be accepted by Allied as equal to standard theatres and support given to end "distributor discrimination" against them in the matters of selling preferred playing time, determining film rentals and discouraging competitive bidding and excessive multiple runs.

(Continued on page 6)

Honor 4 at Allied Fete

Adolph Zukor, Paramount Pictures board chairman; R. J. O'Donnell, director of the Council of Motion Picture Organizations; "Movietime U. S. A." campaign; Col. H. A. Cole of Texas Allied, and Trueeman T. Rembusch, president of Allied States Association, last night received from the national executive organization embossed plaques in recognition of special achievements.

The presentation of the plaques was the highlight of the annual Allied banquet at the Hotel Biltmore here. The banquet marked the conclusion of
Further Improvement In Grosses Reported by U.S.

Science-Fiction Film
A Staple, Says Pal

MOTION PICTURE DAILY
Friday, November 2, 1951

PHILADELPHIA, Nov. 1.—A three-
judge U. S. Circuit Court of Appeals upheld two to one the pre-
cedent District Court ruling here last No-
ved giving drive-ins the right to
several interventions representing
bidding basis. The decision also
money that the film companies had
produced one product to the Boulevard
Allentown, Pa.

Denied Appeals

Federal Circuit Court Judge Austin
Staley's decision denied appeals by
all parties, plaintiff David E. Mi-
lgrum, owner of the Boulevard, the
eight major distributor defendants
from running drive-ins in and around
Allentown. Judge Biggs concurred
with Judge Staley. Judge Hastie dis-
sents.

asked No Monetary Damages

Milgram, who asked no monetary
assumptions, was overturned by the
repeal the film companies on the in-
fringement of the Boulevard's
first run status. The interveners,
Hamilton Staley, the owner of a
theater in Allentown, Max Korrel En-
posee and College Theatres Amuse-
ment Co., said their appeal on the as-
sumption that they were entitled to protection
as regular customers of the distri-
butees. They claimed that the seasonal
franchise fee was too high for first run product by its ability to obtai
market's most profitable sea

NEW YORK THEATRES

Rockefeller Center

RADIO CITY MUSIC HALL

TO THE MUSICAL OF GEORGE GERSHWIN

GENE KELLY, LESLIE CARON

COLOR BY TECHNICOLOR

March 14 to May 15

PLUS SPECTACULAR STAGE PRESENTATION

SAMUEL J. FRENCH Madge Adams

JERRY WALD AND NORMAN KRAUSN

Present

JANE WYMAN in

THE BLUE VEIL

CRITERION 1 Way & 62 Foreign

Upheal Ruling on
Drive-ins’ Right
To First-run Films

Y. FRANK FREEMAN, vice-

Motion Pictures, vice-

and studio head of

Paramount Pictures, will leave here
today for Hollywood.

Terry O'Neill has become the
father of two twins, Pogo and
Floyd, with whom he was in-
experienced yesterday that Lloyd Linn, Mono-
gram's supervisor of exchange op-
érations, had become a father of twins.

Oscar Morgan, general sales man-
ager of Paramount Short Subjects
and newsreels, will leave here for
Philadelphia today to continue his
current review short subjects operations.
He will return to the home office on
Monday.

M. L. Simons, assistant to H. M.
Richer of the M-G-M exhibitor rel-
ation department in Chicago, Ill.,
was today and will be in Milwaukee
at the weekend. On Monday he will
leave for St. Louis and Kansas City.

Hugh Owen, Paramount's Eastern
and International production manager, leaves
New Orleans today from Jack-
sonville on his current branch inspec-
tion tour. He will return to the
home office on Monday.

Morgan Huggins of the M-G-M
studios, business manager, is in St.
Louis today and will be in Washington
tomorrow.

Edward L. Hyman, vice-president of
United Paramount Theatres, and
his assistant, Bernard Levy, are in
Phoenix, Arizona, on a Western tour.

Jas. Bonafide, RKO Pathe vice-

president in charge of production, will
leave here today for a week of de-

tecting in Maine.

Howard Strickling, M-G-M studi-
oblicity head, will return to the

Coast today from New York.

American, Desire' High in Boston

Boston, Nov. 1.—M-G-M's "An American in Paris" grossed nearly
$50,000 at the two Loew's Boston
theatres in its first week, which
ended last night. Loew's Orpheum
grossed $29,000 while Loew's State
grossed $20,000.

Warner's "Street Car Named Desire," at the Astor here, grossed
$24,000 in its first week, this theatre
is playing the film at $1.20 top, while "An American in Paris" is playing
the Orpheum and State at $1.00.

Ted Rhodes Is Promoted Here

Ted Rhodes has been promoted
to manager of the Shorair circuit's
Grande Theatre in Long Isl-

dad, from the management of the

circuit's Pilgrim Theatre in the

MOTION PICTURE DAILY

Mooney, Quigley, editor-in-chief and publisher, Sherwin Kane, editor, Terry Ramsey, consulting editor. Published daily, except Saturdays. Sundays and holidays, by Motion Picture Daily Co., Inc., 1296 Sixth Avenue, New York 19, N. Y. Telephone George 7-3000. Circulation: New York, 12,500; Los Angeles, 5,264. Chicago, 1,900; Philadelphia, 1,400; Boston, 1,300; New York, 1,000. Martin Quigley, president; Red Kan, vice-president; Martin Quigley, jr. vice-president; Theo J. Sullivan, vice-president and treasurer; Raymond Levy, vice-president; Leo J. Breyer, secretary; James F. Cunningham, news editor; Herbert V. Fide, advertising manager; Gus H. Faust, production manager, Hollywood Bureau, 1432 Selma Avenue, Los Angeles, California. Advertising agency, American Tobacco Company. Copyrighted. Book Illustrations by Motion Picture Herald; Better Theatres and College Theatre Sales, each published 15 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Farnell as consulting editor. Sept. 21, 1926, 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.

Carol Sullivan, New York City, for

motion picture promotion of "Who

A STAPLE, SAYS PAL

Science-fiction films are becoming
more popular than ever before, and
alleged to be compared with
the Westerns, musicals and dramas in-
sofar as public preferences go, George
Pal, who produces science-fiction
product, declared here yesterday.

Pal, who made "Destination Moon"
and whose "When Worlds Collide", is
expected to be released late this
month. He is also preparing another
film, "Flying Discs from Mars." He
closed that he is currently preparing
the H. G. Wells story, "War of the
Planets," which should go before the

The former producer of the Puppet-

leases will follow this up with a

film on the life of Houdini, the mag-
ician.

As proof of the popularity of sci-
fiction subjects, Pal cited the fact
that "Destination Moon" had already
grossed $2,000,000 and that "When
Worlds Collide" is expected to re-
cover its negative cost in the foreign
market alone.

Under his current contract with
Paramount, Pal is to deliver two to
three films annually.

Preparing Report On MPEA's Role

A report covering the activities of
the Motion Picture Export Associa-

tion since its inception in 1946 is being
prepared by Irving Maas, retiring
vice-president and general manager of
MPEA.

Maas said the report would be de-

erived to Joyce O'Hara, vice-presi-

dent of the Motion Picture Export

of America, shortly. He declined to
state the recommendations contained,
but said it will cover the full scope of
the agency which by the end of the
year will be actively engaged in only
two countries.

T. J. Howell Joins Para. Gulf Theatres

New Orleans, Nov. 1.—T. J.

Howell, former assistant in buying

and booking to J. H. Harrison of
Manager. para Gulf Theatres, Atlanta,
will be film to Paramount Gulf Thea-

res. On Jun. 1, in an executive position,

according to Gaston J. Dueure, jr.,
president-elect. Howell will arrive in

New Orleans on Monday.

Warner Bros. Film At Music Hall

Warner Brothers' 'I'll See You in

My Dreams,' musical based on the

life of Mel Torme, is expected to be

the Christmas attraction of New
York's Music Hall, following
M-G-M's "Pandora and the Flying
Pigeon," which closed last week, and
dated to follow M-G-M's "An Ameri-
can in Paris," present tenant at the

Warner Bros. Film At Music Hall

Warner Brothers' 'I'll See You in

My Dreams,' musical based on the

life of Mel Torme, is expected to be

the Christmas attraction of New
York's Music Hall, following
M-G-M's "Pandora and the Flying
Pigeon," which closed last week, and
dated to follow M-G-M's "An Ameri-
can in Paris," present tenant at the

Capitol Will Be Closed Wednesday

The New York Capitol Theatre will be closed all day next Wednesday
and Thursday, until 8:00 p.m. in
preparation for the world premi-
ere of M-G-M's "Quo Vadis" Thursday
evening. The box-office will remain open for the sale of tickets
for the premier only. Regular
continuous performances of "Quo Vadis" will begin on Friday.
Honored by Allied

Adolph Zukor

Alloyed Banquet

(Continued from page 1)

the 18th annual Allied convention which began on Tuesday following two days of organization board meetings.

An estimated 500 delegates, wives and guests witnessed the presentations. Zukor was honored for his years of distinguished service to the industry. O'Donnell and Cole for their work on "MovieTime," and Rembusch for his contributions to exhibitors' information in the field of electronics.

Sees Mexican Film Industry Collapse

MEXICO CITY, Nov. 1.—The Mexican motion picture industry faces collapse, Eduardo Vitali Cruz, manager of the trade's unofficial body, the Banco Nacional Cinematografico—asserted in a press interview here.

Among the reasons he gave for this prediction was excessive production, which he says causes more than half the films produced to be stored, thereby yielding no prompt return on investment. The hurriedly-made, inferior films, he declared, as well as those that "openly offend social morality, to the point of closing foreign markets to them," is another problem. He also mentioned foreign films which offer unfair competition.

A financial reason given was that while the bank has a nominal capital of $4,000,000, it only has $462,000 available yearly to finance a third of the pictures made in Mexico.

Company Heads Had Low Allied ‘Hooper’

If company presidents and other top office executives happened to hear some of the remarks made yesterday about their appearance at the Allied States convention luncheon on Tuesday, they might think twice before accepting an invitation to another. For example, Jack Kirsch, Chicago: "All the company presidents said was a word of encouragement. It won’t be worth taking up the time of 500 exhibitors."

In similar vein from Ted Mann, Minneapolis, and others.

Rodgers Faces Up to Allied

(Continued from page 1)

tions, directed at Rodgers:

Just what is a pre-release engagement?

Exactly what autonomy is vested in M-G-M without|

When previews are held, just when does clearance on the previewed pictures occur? How many pictures are being shown? Are theaters getting the previews allowed to exhibit in a single day?

With requests are delayed 14 to 30 days after availability, does not the contract involved become meaningless and shouldn’t the price of the picture be readjusted to compensate for the delay? The question included another: Just who is to blame for the print shortage?

What can exhibitors do to counteract the “easiness” of distribution executives who decline to face exhibition’s problems. Can we do anything other than go ‘hat in hand’ seeking adjustments?

As Snaper finished, Ted Mann of M-G-M read a prepared statement: “All that should have been asked yesterday while the sales managers were here. You’re telling me to watch Congress today. With evident sarcasm, he added: “I compliment the board on the job done yesterday.”

Snaper remarked, in reply, that the sale of pictures was one in which M-G-M had given definite assurances that they will take action on all complaints promptly.

Rodgers confessed frankly that he couldn’t define a ‘pre-release’. He uses them occasionally, he said, to determine the best method of treatment for marketing and exploiting outstanding productions. In doing so, it tries to select cities in which the pre-release will affect clearance the least.

He reiterated that “Quo Vadis” will be a pre-release, “because it’s a $7,000,000 investment” and that the public will have to be educated as to how to play it.

The policy will be determined where M-G-M can get the greatest revenue, he said.

As part of its policy, Rodgers relating that M-G-M sales managers visit every company branch at least once a year to consult with branch managers and some of the salesmen, reviewing every theatre situation to determine whether “fair deals” are being negotiated. The branch managers have the right, Rodgers said, to change the terms, make adjustments or do anything else they consider necessary, and “all that they have that right, they’re not telling the truth and you can tell them so with my compliments.”

On prints, Rodgers reiterated M-G-M is using more now than at any time in its history. The blame for the shortage, he said, lies with the law, which places the burden of proof of fair clearing on the circuits. The distributor is “in trouble” any time an exhibitor thinks his clearance is in question and it results in delays of orders, more and more theatre demand and demand get the same run, M-G-M, he said, is making a continuing effort to establish fair clearances.

“I can’t tell you how many pictures a day a theatre should run,” Rodgers said. “Some of our folks don’t think they can do as good as others.”

M-G-M does not want the exhibitor to come into it over the objection that he was stuck with any grievance or for adjustment.

Says MGM Had 500 Bidding Situations

M-G-M has had 500 situations in which it conducted competitive bidding. W. F. Rodgers, distribution vice president, told the Allied States convention yesterday.

The number was reduced by 10 in the past 30 days and the effort to continue the reduction is continuing, he said, but reminded that the government decree forces some bidding.

“Doors are open. We’re partners with you. We will adjudicate any just complaint.”

William Carroll of Indiana asked whether Rodgers had examined M-G-M’s prints today to the number of accounts being served. Rodgers had made, and that M-G-M now is serving fewer accounts than it did five years ago, on an average.

Joseph Feneran of Franklin, Ind., wondering how the Capitol theatre, New York, could play “Quo Vadis” at “regular admission prices” if it seemed to be a case, other theatres around the country which buy the picture will have to raise their price.

Rodgers concurred that the Capitol’s price for continuous run will be less than the Astor’s, where “Quo Vadis” will run simultaneously on a two-a-day basis. Those tests, he said, will determine whether it is best to play the picture on a reserved seat or continuous policy. Six other Loew’s theatres in different parts of the country will play the picture on different admission policies as part of the tests, he said.

After stating that he was sure the company would not suspend its published prices for the “Quo Vadis” engagement, Rodgers apparently sent out for confirmation and later told the convention that theatre’s price policy would be a boost from 55 to 90 cents weekday morning; from 90 cents to 1.25 afterwards; from 1.25 to $1.50 evenings, and to $1.80 nights. The Saturday-Sunday scales will range from $1.25 to $1.80, compared with a standard $1.00 to $1.50.

On distributor assistance to distressed theatres, Rodgers reminded the convention that he already had promised to do “anything I can” to help keep a theatre open. “I have said it before and I say it again.”

He invited exhibitors to forward any complaints concerning Wilmarth checkers on M-G-M engagements to Allied officials or to himself and, as far as there had been very few such complaints, promised that they would be taken care of if they had been actioned.

Use of the Wilmarth service is “no economy,” he said. “We simply think it’s a more dignified way of doing things.”

J. B. Fishman of New Haven wanted to know if M-G-M wasn’t inclined to favor its old customers. The government said we couldn’t,” Rodgers replied.

Members of Allied who are given to complaining about trade practice difficulties without taking the trouble to seek corrective action by their regionals or the national organization were roundly scolded yesterday by Wilbur Snaper, president of New Jersey Allied and co-ordinator in New York of the Allied Film Committee.

Snaper delivered his chiding remarks at the final session of the three-day Allied convention at the Hotel Baltimore here. He served as convention chairman.

“Don’t just beat and then wonder why you’re flustered,” he told the assembled delegates. “Use the tremendous power Allied has; it is, properly, the most effective unit today.”

The convention paid tribute to Snaper for his handling of the convention arrangements in a resolution unanimously passed. It read: “Be it resolved by this convention that the sincere thanks and appreciation are extended to the New Jersey organization for the handling of this convention, specifically to our general chairman, Wilbur Snaper, to the convention manager, August Bacolino, and the secretary, Salli Fisher.”

Dieiterle Signs 6-Year Contract With Col.

Hollywood, Nov. 1.—William Dieiterle was signed to a long term directing contract by Columbia Pictures, calling for four pictures over a period of six years, it was announced here today by the studio. The deal was handled by an agent for Dieiterle, Mike Levey.

Actor at Conventions

Hollywood, Nov. 1.—Barry Sullivan, M-G-M star, will represent the industry at two conventions next week. On Nov. 5 and 6 he will attend the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois’ convention at the Chase Hotel in St. Louis. On Nov. 7, he will go to Kansas City to appear at the convention of the Kansas-Missouri Theatre Owners.

Novins to Talk in Boston

Boston, Nov. 1.—Louis A. Novins, executive assistant to Barney Balaban, president of Paramount Pictures in New York, will discuss “The Maciev Report” at the annual meeting of the New England regional board of the Anti-Defamation League at the Hotel Somerset in Boston Sunday afternoon.

To Make TV Product

Columbia Pictures presents

BURT LANCASTER in TEN TALL MEN

in Color by TECHNICOLOR with JODY LAWRANCE
Gilbert Roland · Kieron Moore · George Tobias · Screen Play
by ROLAND KIBBEE and FRANK DAVIS · Produced by HAROLD HECHT
A NORMA PRODUCTION · Directed by WILLIS GOLDBECK
BORN YESTERDAY!

LARGEST SPECTACULAR EVER! Topping Times Square and stopping crowds at the Victoria! It's 63 feet high and 125 feet wide with 4100 lights and a 65 foot figure of Burt Lancaster.

AT THE VICTORIA, N.Y.
Allied Meet Votes Arbitration

(Continued from page 1)

suit from such an exhibition-distribu-
tion meeting is debatable, for the fact
that a number of distribution com-
panies have gone on record as opposed to
"all-inclusive" arbitration may yield
conflict. TOA has for long championed
arbitration.

The trade practice problems cited for
action in resolutions were "illegal fix-
ing of admission prices" and "film
rentals."

As read by Charles Nikes, conven-
tion resolutions committee chairman,
the former carried this wording:
Case of 'David'

"It has been brought to the attention
of this convention that 20th Century
Fox Film Corp., in the case of 'David
and Batsheba', has been forcing
the theatre to increase its admission
prices as a condition for playing the picture.

"The board of directors are re-
quested through their general counsel
(Abram F. Myers) to gather all
available information on this viola-
tion by 20th Century Fox, of the law
and of the court's decree, and to take
such action thereon as is warranted by
the facts.

"It is recommended that the board
also instruct its general counsel to take
similar action whenever or wher-
ever such violations of the law and of
the decree by any other film com-
pany is called to their attention."

The resolution on film rentals was
worded thus:

"During the current box office re-
cession certain distributors are de-
mmanding a larger share of the dimin-
ishing box-office dollar by direct and
indirect methods including: (a) in-
sisting on percentage terms in situa-
tions formerly playing on a flat rental
basis, (b) higher flat rentals and
higher percentage terms, (c) refusal
to adjust, and (d) raising the floor in
sliding scales and lowering the ceiling
on split figures."

Action Recommended

Action was recommended as follows:

"(a) That film rental grievances
which cannot be adjusted locally be
forwarded through the regional asso-
ciation to the coordinator of the Allied
Film Committee in New York (Wil-
bur Snapor) for presentation to the
home offices.

(b) That the board of directors be
urged to institute and conduct a
vigorous campaign for information
and education through the use of trade
paper advertising, organization bul-
leins and through the Allied Caravan,
the purpose of which will be to alert
all of the exhibitors of the United
States to the dangers lurking in the
enforced sales policies of the film
companies as herein set forth.

Subjects recommended for
arbitration were: clearances and
prints, competitive bidding, film
rentals, forcing of pictures, illegal
setting of admission prices, and "any
other important problems affecting
the operation of the motion picture
industry."

Niles, who earlier in the afternoon
session criticized the convention for
not having solved exhibitor problems,
urged vehemently that the arbitration
resolution be defeated.

"How are you going to arbitrate
when the distributors don't want to
arbitrate?" he challenged. "Let's not arbitrate—let's use the ser-
vice of our counsel and go to the
court. Let's have an arbitration, Sidney Samuelson of Philadelphia
also opposed the arbitration resolution.

Kirsch, in an address that charged
distributors were imperiling the the-
atre closings due to hardship, urged
arbitration of "everything—film prices
rentals, clearances and prints."

"Perhaps we said bidding
and business can be abolished thereby and "a
split of product between competitors
would be worked out," he said.

William F. Rodgers, M-G-M dis-
bmination vice-president who was present
at the session, told him that "bidding
can be suicide."

H. A. Cole of Texas also spoke in favor of arbitration.

"I've asked Abram Myers to
tell the distributors to re-write
the decree so we don't know
what to do. Neither we nor the
 distributors know what it's ab-
out."

Ted Rembusch, Allied presi-
dent, who conducted the session, had
the convention that in de-
terence to time limitations he would
limit each speaker to three minutes.

"I have been successful in keeping
that rule, although he tried val-
antly."

Another delegate who joined Mann
in observing prior to the reading of the
resolution that "nothing could be
constructed" had been accomplished
by the convention was Harry Perlman
of Philadelphia.

Kirsch, who was chairmen of the
buyers and bidding clinic wherein
the resolution on arbitration was con-
ducted, said that his convention under the "ex-
ensive" American Arbitration Asso-
ciation was so broad that its effect in
a long-term sense would be to
wart off arbitration to the extent
of "a lot of the industry's legal
lawsuit" through such arbitration.

Mann, who was called upon
to clarify some doubts that
were expressed over the feas-
ibility of an arbitration system,
also said the AAA was not en-
visaged as a part of it. He said
frankly that he, as Allied's gen-
eral counsel, favored an ar-
bitration plan as outlined in the
resolution. Myers also is Allied
board chairman.

Young, another of the United
Artists and Bing Crosby were
condemned from the convention floor for
selling films to television. One exhibitor com-
plained that Monogram's "End-
less Kids" pictures played on TV before
they were shown at his theatre, and
thus UA's "Smile! Smile! in the
Rockies," a one-time Eagle Lion re-
lease, also gave him the same experi-
cence.

Niles, Iowa-Nebraska Allied
official, singled out Paramount
as a trade practices offender in
his remarks, prefacing the
reading of the resolutions. How-
ever, the film rentals resolu-
tion cited other companies also
in indicating sales policies.
Some examples of these prac-
tices were the screening of
"Paramount on That's My Boy,' "A
Place in the Sun," Here Comes
Captain Marvel and 'Astounding-
bly others," it read. Continu-
ing: "Warners on 'Captain Hor-
tio Hornblower,' 'A Streetcar
Named Desire,' Metro on Show-
boat,' and RKO on 'Alice in
Wonderland.'"

"Film rentals," it went on, "have now climbed to such an extent that
together with the increased interest
in overhead and operating costs, the inevitable results are shrinking profits
in many, many theatres losses
where exhibitors are using up reserves
and depleting their capital. The
express justified for these inequi-
table demands in film rentals is the
necessity for maintaining dividend
payments to the stockholders while,
at the same time, making room for
an extravagant scale of salaries to the
upper echelon in the industry—a scale
that is without equal in any other
industry."

Kirsch in the address he made prior
to the resolutions reading had said:"I'm shrinking stockholders' divi-
dends, so what? So there was no profit in distribution this year—so what? Let
them who have not been helped then pay the
dividends."

Ben Berger of Minnesota, delivered an
address on distributors who "exist on
a 40 per cent top in small situa-
tions." He declared that the situation
in that respect today was worse than it
ever had been in the 32 years he has
spent in the industry.

O. F. Sullivan, chairman of the Al-
lied committee on arbitration,
drew attention to a resolution calling
for the abolition of distributor discrimi-
nation against drive-ins on the basis of the
basis of the nature of their operation.

The resolution called also for the pricing of product for drive-ins under a
system that would take cognizance of
long operating overhead against six to
eight months of actual operation. Dis-
tribution was passed by a comparativ-
ely close show-of-hands vote.

Berger in his address suggested that
the convention demand that the Allied
board request Congress to pass a law
"establishing an agency to have control
over distribution. The convention
should not be concerned in any other
way on the suggestion.

Reception for Autry

There will be a reception at the
Musume of Modern Art on Mon-
day afternoon for Gene Autry, at
which the cowboy star will present to
the Museum's Film Library a print of
his "Mule Train."
** Allied Time, New York **

By RED KANN

ALLIED decided for arbitration
on its own terms yesterday and at
once. It was released forthwith. It
was Jack Kirsch who, more or
less, prepared the convention
for the resolution which followed. He
was exhorting the distributors to lend
a helpful hand to distressed exhibitors—
the little fellows-excoriating "empty
mouths" who wouldn't even suggest
how the distributors might well forego
profits for a year all in the cause of
humanity. The effect of that speech
if an arbitration system within the
industry—outsiders like the American
Movietime—should be able to
encourage film price, product
splits, competitive bidding, this he
thought might be the answer.

Along came Charlie Niles with
the resolution that covered this ground,
and more, its text, unanimously
approved with Ted Mann a stentorian
and lone dissenter, revealed Allied's
wants the all-inclusive type of system,
that may prevent exhibitors from
raising admission, bidding high on
date clearances, bidding, film rentals,
forcing of product, illegally fixed ad-
nouncements, rush, and any other
subject of importance.

The doubts which shape up very
quickly include these: Distributors are
not apt to cotton on to this if ad
involving the sweep of trade practices
which Allied struck for. Besides, there
is the slightly involved task of getting
Allied and TOA to join hands on what
areas properly fit into a voluntary ar-
baiton system. These two nations will
all be forced to get together on this before distributors will listen.

Anyway, it was a step.

Details of what transpired at
the various film clinics also began to
erge. The distributors at large
didn't come off so well. There were
very pretty reactions to the pre-
release run policy, with a specific con-
centrated on 20th Century-Fox for
David and Birdshack and a resolu-
tion alerting Abram F. Myers to check
with a view toward formal action
within company and any other
courts. The effort to give warning.

The array of unkind words also was
let loose on film rentals. Here
reducers were charged with tactics in-
involving increased formulas where
percentage now prevails, upping sliding
scales, lowering split figures, moving
flats into percentages, etc. Never bash-
ful about naming names, the resolu-
tion unanimously adopted in this con-
tection cited M-G-M, Paramount,
RKO and Warnar.

Bill Rodgers made a second appear-
ance yesterday, the only ranking dis-
tribution executive to do so. As he
finished answering questions which re-
affirmed established M-G-M policies
and revealed some facts not hitherto re-
ported, he drew applause and this from
John Wolberg, "You have enhanced
the day's fiscal by some of your
straight answers."

Applauded was Rodgers' straight-
away statement that the Metro sales
force operates under a clear-cut policy
of local autonomy; that he is ready to
arbitrate clearance ranges anytime;
that Metro wants what it regards as its
due and no more, and in direct reply to
Kirsch, will do its best to prevent any theatre
from closing.

•

Purpose of test runs of "Nao Vadias"
its a Philippine policy whether continuous
runs, reserved seats or a combination of
both, it developed. "No matter what the
terms, they won't be liked and that's for sure," commented Rodgers.

Moreover, he acknowledged readily
that the policy would mean increased
admission prices. "I can't see the exhib-
itor or Metro, for that matter,
coming out otherwise."

•

Surprise note: Despite those 3,000 or more
months of research, Metro, that the average is serving less accounts
today than five years ago.

And all of the conversation on com-
petitive bidding, Metro does it in only
500 odd situations and that's been
cut down from 20 in 40 in the
last month at company's official view on bidding,

ap: Rodgers: "We don't need
that kind of blood money and we don't
want it."

•

Benny Berger harangued for a Fed-
eral law controlling production and
distribution, but Allied men didn't
react. He also got himself involved in
Movietime, U.S.A. but couldn't
remember its name. And that after Na-
tional Screen had blanketed the con-
vention hall with banners, most of
them staring Berger in the face.

"It's an insult that Paramount's
doesn't represent at the sales managers'
panel," boomed Charlie Niles. Ted
Youngstein and Dr. Rombach got into
a sharp verbal tussle. Rembrandt
maintained Mann failed to stick to
the subject; arbitration. Mann insist-
ed he had also insisted on returning
his dissatisfaction over the manner in
which the convention had been con-
ducted... Myers thought his arbitra-
tion proposal a good one, "but remem-
ber I never owned a theatre"

Allied got around to television in the
very last stretches. A move by Harry
Perlman to chide Republic, Monogram
and UA for selling films to TV was
shunted, "These fellows, Mr. Wolfson," said Jack Kirsch to
John Wolberg... Unwavering last-
ditch proposal came from L. C.
Montgomery. He was for the Allied
and TOA boards to enter a joint huddle
with distributors on mutual problems.

Bill Rodgers, RKO president, and
Bill Ganz, president of William Ganz
Associates, who will release the
production.

** Citation for Sperling **

Los Angeles, Nov. 1—Milton
Sperling, president of the American Legion
Citation tonight in special Marine
Corps ceremonies at Patriotic Hall.
In a Marine reserve major, City-Fox studio
head of the pressbook project; Ar-
thur Schmidt, head of publicity; Mort
Blumenstock, in charge of star tours,
and Jerry Pickman, who handled pa-
triotic radio publicity.

** Skouras Host to Greeks **

Hollywood, Nov. 1—Charles P.
Skouras, president of National The-
atres, entertained a group of Greek
military officers at a luncheon at 20th
Century-Fox's commissary today. The
officers, who are guests of the United States Air Force, include Air
Marshal Emmanuel Kedriss, chief of sta-
of the Royal Hellenic Air Force, it
was learned here.
<table>
<thead>
<tr>
<th>City</th>
<th>Theatre</th>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTA</td>
<td>Hilan Theatre</td>
<td>Wed.</td>
<td>11/7 9:15 P.M.</td>
</tr>
<tr>
<td>BOSTON</td>
<td>Keith's Memorial</td>
<td>Tues.</td>
<td>11/13 8:15 P.M.</td>
</tr>
<tr>
<td>BUFFALO</td>
<td>Century Theatre</td>
<td>Fri.</td>
<td>11/9 8:30 P.M.</td>
</tr>
<tr>
<td>CHARLOTTE</td>
<td>Manor Theatre</td>
<td>Wed.</td>
<td>11/7 9:00 P.M.</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>Oriental Theatre</td>
<td>Thurs.</td>
<td>11/8 8:30 P.M.</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>RKO Albee Theatre</td>
<td>Tues.</td>
<td>11/13 9:00 P.M.</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>Palace Theatre</td>
<td>Fri.</td>
<td>11/9 8:30 P.M.</td>
</tr>
<tr>
<td>DALLAS</td>
<td>Fox Screen Room</td>
<td>Mon.</td>
<td>11/5 2:30 P.M.</td>
</tr>
<tr>
<td>DENVER</td>
<td>Orpheum Theatre</td>
<td>Thurs.</td>
<td>11/15 8:00 P.M.</td>
</tr>
<tr>
<td>DES MOINES</td>
<td>Orpheum Theatre</td>
<td>Fri.</td>
<td>11/9 8:30 P.M.</td>
</tr>
<tr>
<td>DETROIT</td>
<td>Palms State Thea.</td>
<td>Wed.</td>
<td>11/7 9:00 P.M.</td>
</tr>
<tr>
<td>INDIANAPOLIS</td>
<td>Indiana Theatre</td>
<td>Fri.</td>
<td>11/9 8:15 P.M.</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>Missouri Theatre</td>
<td>Tues.</td>
<td>11/6 8:15 P.M.</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>Hillstreet Thea.</td>
<td>Fri.</td>
<td>11/9 8:30 P.M.</td>
</tr>
<tr>
<td>MEMPHIS</td>
<td>Malco Theatre</td>
<td>Mon.</td>
<td>11/12 8:00 P.M.</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>Garfield Theatre</td>
<td>Fri.</td>
<td>11/9 8:30 P.M.</td>
</tr>
<tr>
<td>MINNEAPOLIS</td>
<td>Orpheum Theatre</td>
<td>Fri.</td>
<td>11/9 8:30 P.M.</td>
</tr>
<tr>
<td>NEW HAVEN</td>
<td>Roger Sherman Theatre</td>
<td>Fri.</td>
<td>11/16 8:00 P.M.</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>Orpheum Theatre</td>
<td>Fri.</td>
<td>11/9 8:30 P.M.</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>Center Theatre</td>
<td>Wed.</td>
<td>11/7 8:40 P.M.</td>
</tr>
<tr>
<td>OMAHA</td>
<td>Brandeis Theatre</td>
<td>Tues.</td>
<td>11/6 8:30 P.M.</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>Mastbaum Thea.</td>
<td>Thurs.</td>
<td>11/8 8:30 P.M.</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>Stanley Theatre</td>
<td>Wed.</td>
<td>11/7 8:30 P.M.</td>
</tr>
<tr>
<td>PORTLAND</td>
<td>Paramount Thea.</td>
<td>Fri.</td>
<td>11/9 8:30 P.M.</td>
</tr>
<tr>
<td>ST. LOUIS</td>
<td>Fox Theatre</td>
<td>Thurs.</td>
<td>11/8 8:30 P.M.</td>
</tr>
<tr>
<td>SALT LAKE CITY</td>
<td>Utah Theatre</td>
<td>Thurs.</td>
<td>11/15 9:00 P.M.</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>Golden Gate Theatre</td>
<td>Fri.</td>
<td>11/9 8:30 P.M.</td>
</tr>
<tr>
<td>SEATTLE</td>
<td>5th Ave. Theatre</td>
<td>Fri.</td>
<td>11/9 8:30 P.M.</td>
</tr>
<tr>
<td>SIOUX FALLS</td>
<td>Hollywood Thea.</td>
<td>Mon.</td>
<td>11/19 9:00 P.M.</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>Keith Theatre</td>
<td>Tues.</td>
<td>11/6 8:30 P.M.</td>
</tr>
</tbody>
</table>
Allied Set to Bypass TOA On Arbitration

Committee Will Go Direct To Companies with Plan

The national Allied board approved at its post-convention meeting here on Friday the resolutions on trade practices and "all-inclusive" arbitration voted by the convention Thursday afternoon, the final day of the three-day gathering in New York of Allied members from many sections of the country.

Allied will not seek in the immediate future conferences with the Theatres Owners of America looking to the establishment of an industry-wide arbitration system, but rather will seek a committee

Name 10-Man Compo Unit

Naming of members for the Council of Motion Picture Organizations' nominating committee, which will meet shortly to pick a slate of officers, was completed here at the weekend, with the designation of Barney Balaban, president of Paramount Pictures, to represent the Motion Picture Association of America, and Gai elevator, executive director of the Theatre Owners of America, to represent TOA.

The committee's selections will be

Milgram Decision Called 'Shocking'

"Shocking and discouraging" were the words used by one distribution attorney to describe to the U.S. Circuit Court decision in Philadelphia last week holding distributors guilty of violating the anti-trust laws in refusing to sell first-run films to

RKO Theatres Nets $1,053,844 in First Nine Months

Consolidated net profit of RKO Theatres Corp. and subsidiary companies for the third quarter of 1951 was $502,205 after taxes and all other charges. Profit for the first nine months was $1,053,844, after taxes and all other charges (including profit of $380,577 on the sale of capital assets, before taxes).

Inasmuch as RKO Theatres commenced operations on Jan. 1, 1951, there are no comparable income figures available for similar periods of 1950. The RKO theatre company and picture company were split last January under the New York consent decision.

Profit from operations before taxes (Continued on page 5)

Wald-Krasna RKO Severance Delayed

Hollywood, Nov. 4—Decision to postpone for 60 days any action on the continuation of the Jerry Wald-Norman Krasna independent production unit at the RKO Radio studio was reached at a conference held by the producers and E. C. J. Trevino, RKO studio head. Wald-Krasna's two-year option of their five-year deal has expired, and this precipitated the option which both sides expressed dissatisfaction with present arrangements.

The studio contended that too few pictures had been produced by the pair, to which Wald and Krasna countered they had been hampered by "a lack of autonomy" and delays by

Seek Trade Press Aid for 'Salute'

Plans for launching an all-industry campaign to aid the Christmas "Salute" to the Variety Clubs—Will Rogers Memorial Hospital at Saranac Lake and the Variety Clubs of the world—were set before trade press publishers and editors at a luncheon-meeting at the Brussels Restaurant here on Friday.

Talks on the scope of the project and the needs of the hospital, which is open to the tubercular of this and other entertainment industries, and members of their families, without charge, were made by Marc Wolf, chief banker of Variety International; Sam Switow of Louisville; Charles

Decca Gets Stock Control Of Universal

Rackmil Buys 271,900 Shares, 32,500 Options

Completion of arrangements for the acquisition by Decca Records of 271,900 shares of Universal Pictures common stock and 32,500 option warrants, was announced by Milton R. Rackmil, Decca president, at the weekend.

The acquisitions represent approximately 30 per cent of the Universal common stock outstanding, exclusive of warrants, and a pro rata 25 per cent of the stock which would be outstanding after the exercise of warrants already issued. In either case, financial circles regard

50% of 20th's Films Ready

Hollywood, Nov. 4—Fully 50 per cent of 20th Century-Fox's productions for next year have already been completed or are well along before the cameras. Sixteen are ready and six are shooting, with 12 of the total 22 in color.

The completed films are: "Kanga-roo," outdoor adventure filmed in Australia, color in Technicolor; "The Pride of St. Louis," the Dizzy Dean baseball biography; "With A Song in My Heart," the Jane Fro

Dismissal of CSU Suit Affirmed

Hollywood, Nov. 4—The U.S. Circuit Court of Appeals here has affirmed the lower court's dismissal of the antitrust suit involving millions of dollars brought against the AT&T and motion picture producers by the Conference of Studio Unions, former-
**Motion Picture Daily**

Monday, November 5, 1951

### Personal Mention

**Lawrence Weingarten**, M.G.M studio executive and producer, will arrive here from the Coast on Nov. 16.

**Sam Harris**, publisher of Today's Cinacue, British trade journal, who has been visiting New York from London, has left to be a Canadian tour and may return here before going back to England.

**Norton V. Ritchey**, president of Monogram International Corp., will arrive from Miami today on the SS Queen Mary.

**E. K. O'Shea**, vice-president of Paramount Film Distributing Corp., will be in Buffalo from New York today, and will return tomorrow.

**Harold Wirthsewer, Monogram-Allied Artists Western sales manager, will leave here today for Denver and Salt Lake City.

**Leon J. Bamberg**, RKO Radio sales promotion manager, left here over the weekend for St. Louis, and will be in Kansas City on Wednesday.


### N. Y. Educators to Aid Film Industry

A group of key members of the New York City Board of Education and other leaders in New York education were guests of the Organization of the Motion Picture Industry at a dinner and round table discussion concerning the relationship between the schools and motion pictures, at the Plaza Hotel here late last week.

The educators present set themselves up as a coordinating committee to work with the motion picture industry.

Among the several projects discussed, plans for which are now being formulated, is a motion picture for teachers, with Hollywood screenwriters, directors, producers and stars making guest lecture appearances.

### Selznick Product to West Germany

Release of a large block of David O. Selznick productions in Western Germany was announced here at the weekend by Selznick following his return from Europe.

Selznick, who said he was speeding up his overseas selling operations, said he has chosen "Rebecca," one of his Academy Award winners, to toe off the program in the German areas of Germany in mid-November, with 11 other subjects to follow during a period of 15 months.

### Grant Schine Two Week Extension

Schine Theatres has granted a two-week extension to sell its seven theatres stipulated in the consent decree, Harold Horowitz, Schine attorney disclosed here at the weekend. The date was moved up from today to Nov. 19.

### N. Y. Educators to Aid Film Industry

Harry Lenart, senior partner of the New York stock brokerage firm of Lenart, McHugh and Co., has become a partner in Aspen Productions, the Robert Wise-Mark Robson film production company which distributes through United Artists.

Lenart provided financing for Aspen's first film for U. A., release, "The Tightrope," which is now before the cameras under Wise's direction.

Under the new Aspen set-up, Theron Warth will continue as producer, while Lenart will be directly involved in the execution of commitments and contracts. Lenart, who owns the San Simeon Hotel on the island of Jamaica, will divide his time largely between his New York office and Aspen's Hollywood headquarters.

Aspen has three stories on its forthcoming production slate, an untitled comedy and two tales by James Michener author of "South Pacific" fame.

### An Announcement of Industry-Wide Importance will be Made in This Week's Issue of Motion Picture Herald

An announcement of industry-wide importance will be made in this week's issue of **Motion Picture Herald**.

### Newsreel Parade

**THE** very visit here of Princess Elizabeth and Prince Philip and a report from Indo-China are among current highlights. Others are the **Monday truce talks, fashions and sports. Complete contents follow:**

**MOVETONE NEWS, No. 19—** President Truman and Princess Elizabeth, Queen Elizabeth's Korean Return, Korean Reds, Fabric fashion show, Coal fire in London, etc. 

**NEWS OF THE DAY, No. 219—** Princess Elizabeth and Prince Philip welcomed here, meet guests, Earthquake ravages Formosa, Bombers on route to Europe. 

**PARAMOUNT NEWS, No. 2—** On the Korean front, Luce-Y days in the world of cinema, Queen Elizabeth and Prince Philip set foot on U. S. soil for the first time. 

**TELENES DIGEST, No. 68—** Princess Elizabeth in Capital Korea; jet dogfight. 

**UNIVERSAL NEWS, No. 165—** Korean truce hopes heightened. United States welcomes Princess Elizabeth and Prince Philip. 

**WARNER PATHES NEWS, No. 21—** Princess Elizabeth and Prince Philip halt their tour to "quint" Republic Korea, truce parley as welcome. McKinnon named Democratic national chairman. 

**Tea Dance for Pauline**

A luncheon for Judy Garland in recognition of her successful launching of the return of two-day vaudeville at the RKO Palace will be tendered by the theatrical unions of the American Federation of Labor next Monday at the Hotel Astor here, it was announced.

### Starr in Tribute To 'Movietime'

**Martin** Starr, station WINS film commentator here, will devote his entire radio show tonight to a "Salute to Movietime U. S. A. It was announced by officials of the Council of Motion Picture Organizations, sponsors of "Movietime."

### Home Office Hours Vary on Election Day

Film company home offices here to close tomorrow, Election Day, are M-G-M and 20th Century-Fox. 

Those which will be open a half day are Columbia, Monogram, Paramount, RKO, Republic, United Artists, Universal International and Warner Brothers.

### Coca-Cola Names Okun

Charles Okun has been named special representative of the Coca-Cola Company covering theatre circuit home offices. He has been a member of the Coca-Cola sales department since 1923.

**No Paper Tomorrow**

**Motion Picture Daily** will not be published tomorrow, Election Day, a legal holiday.

---

**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., 120 North Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3890. Cable address: "Quigeplue, New York." M. Quigley, President; Fred Kess, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President; Alex P. Harris, Jr., Sales Manager; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Peck, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William E. Weaver, Editor, Chicago Bureau, 120 South LaSalle Street, Chicago 3, Ill.; Urban Parley, Advertising Representative, 61-3074, Washington, D. C. Otten, National Press, 400 Park Avenue, New York 17, N. Y. Entered as second-class matter, Sept. 21, 1928, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $5 in the Americas and $12 foreign; single copies, 25¢.
An eyeful...an earful...

an armful of the BIG TOWN!

Howard Hughes presents

TWO TICKETS TO BROADWAY

Color by TECHNICOLOR

Grab your gal! Grab your guy! Grab yourself
two tickets to the Broadway hit that's got everything!
Torchy songs...sizzling dances...high-voltage loving...
and a laugh for every light on the Great White Way!

Tony Martin | Janet Leigh | Gloria DeHaven | Eddie Bracken | Ann Miller

with Barbara Lawrence, Bob Crosby featuring The Charlvels

Directed by James V. Kern

36,522,738 HOMES REACHED BY FOUR-COLOR NAT'L. ADS! Full pages in Sat. Eve. Post, Look, Collier's...Cosmopolitan, Redbook, Holiday...This Week and Parade Sunday magazines (62 cities)...Hit Parader, Song Hits, Popular Songs...Fan magazines and New Liberty (Canada)...total circulation 36,522,738.
**Allied Set to Bypass TOA**

(Continued from page 1)

Motion ready.

Government, Arthur Pic... possible assumed faced TOA... Film Previewed... Francisco, at...make Italy.

Miami... Don Parker... "One Who Came Back."...New York's...said, the film committee will confer with other organizations which may have...to production in the trade.

It is possible, Cole said, that following the meetings with the distributors the Allied committee...in the trade. It was the extent of his reply when asked if TOA would be approached by the group.

Referring to the Allied board's approval of the resolutions designed to correct alleged film pricing abuses, Cole said Myers was instructed by the board to work on each regional full data regarding costs and fixing of admission prices.

With respect to the resolution which charged the AAA with violations, Cole said it was his thought that the Allied Film Committee, whose coordinator in New York is Wilbur Hapner, president of New York Allied, would attempt to secure..."broad sales policies." Should the committee fail, he said, the organization is ready to present its findings to the nation's exhibitors by running paid advertisements in the trade press.

As far as "specific complaints" of individual exhibitors are concerned, Cole said, the Film Committee will "bear down" on distributors to secure...the board...made...the medium product which was designed originally for theatres. The board, he said, that a producer who...the board...make...together...has...San Francisco...of...and...Richards of M-G-M.

Decca's holdings as representing an effective controlling interest in Universal.

There are 960,498 shares of Universal stock outstanding and approximately 200,000 option warrants which could be exercised up to April 1, 1956, at $10 per share.

No individual or single group has ever owned over 50% of the common stock of the late Carl Laemmle, Sr., sold his interest to J. Cheever Cowdin's syndicate in 1936. The Cowdin syndicate holdings were apportioned among several principals, the major share going to J. Arthur Rank, British film leader, who is now the last individual shareholder.

The amount of the Decca acquisition came as a surprise to trade and financial circles. It was known that arrangements had been made for the purchase of approximately 150,000 shares by Paul G. Brown, former Universal director, and that Decca had been buying small blocks of stock in recent months. However, the terms dealt with were made with other unidentified large stockholders, this would leave about 75,000 shares which, presumably, were acquired in the open market.

In making his announcement Rackmlll said: "The ownership of these shares is about a close association between our two companies. We have kindred interests in the entertain-

ment business. These interests can be developed for our mutual benefit."

"The transaction indicates the companies' kindred interests is believed to refer primarily to the production and distribution of television films. However, officials of both Universal and Decca were unable to elaborate on Rackmlll's brief statement.

There was no indication, either, whether Decca, having acquired a controlling interest, will cease buying or continue to seek additional shares. It had been reported that overtures were made by Decca to purchase a large block of the 134,000 shares but that Rank indicated he was not interested in selling.

**Screen 'Time' for Press**

A special press screening and reception for "The Story of Time" was held here at the weekend. The 10-minute musical-revue program produced and released by Cornell Film Co., illustrates the efforts made through the ages to measure time, with color in Technicolor.

**Film About Korea Previewed Here**

A two-reel motion picture, titled "One Who Came Back," was screened at New York's Hotel Astor on Friday for "top-brass" of the Armed Forces, for film industry executives and for members of the trade press.

The film was made without professional performers, and its action starts on the battlefront of Korea. Its striking message tells the tale of the prowess of the Armed Forces. The Association of Motion Picture Producers of Hollywood.

"One Who Came Back" occupied the intense interest of some 90 guests at Friday's screening, a preview which gave many in the entertainment industry in the U.S. a real sight of what is happening on the Korean field.

The U. S. Government, we were told by Admiral Ross T. McIntyre, U.S.N. (Ret.), was host at the luncheon, believing that the film "can be a major contribution to public morale." The industry's aid has been requested to give wide-spread exhibition to the film. It is understood that distribution to theatres will be apportioned among the various companies exchanges.

**Film Unit Names Tyler**

Parker Tyler, motion picture critic and author, has been named consultant to All Nations Television Corp. The recently-formed producers' organization will make a series of short subjects on the art treasures of the Vatican and Italy. The subjects will be in color.

**Services for Jacocks**

New Haven, Nov. 4.—Funeral services were held here on Friday for Donald J. Jacocks, 89, who died last week in Miami Beach last week from a heart attack. He was formerly general manager of B. & O. Theaters in Boston and Coca-Cola Theaters in New Jersey.
**138 Technicolor Films Are on the Books**

Hollywood, Nov. 4.—In what is believed to be a record for Technicolor feature activity, 138 productions are either completed, under completion, are finished awaiting release, or are in production or preparation.

Thirty-seven are current releases, 52 are finished awaiting release, 22 are in production while 27 are in preparation.

**RTMA to Promote Sport Attendance**

WASHINGTON, Nov. 4.—A campaign to increase attendance at sports events was outlined on Friday by the Radio-Television Manufacturers Association. A committee representing all leading TV set manufacturers will meet in Chicago on Nov. 14 and will consider plans to include sport attendance promotion ideas in all national advertising, as well as in the advertising of retailers of TV sets that they should do their best to achieve the same goal on a local level.

The television manufacturers are obviously worried by the increasing trend of sports promoters to exclude TV broadcasting as an adverse influence on gate receipts, with a consequent "vicious-circle" effect on TV sales presented by the prospect of fewer sports attractions available for home sets.

**Wald-Krasna**

(Continued from page 1)

Howard Hughes is giving approvals. In the interim, Wald-Krasna will continue work on their schedule of productions, which has resulted in the completion of "The Blue Veil," a showing of which was scheduled for Los Angeles this week may be postponed; "Behave Yourself," recently released, and "Clash By Night" and "Caspake," which are currently being filmed.

**RKO Theatres Net**

(Continued from page 1)

and other charges were $1,424,688 for the third quarter and $3,304,671 for the nine months. Some $410,000 was charged off for Federal taxes in the quarter and $950,000 for the nine months.

**The Los Angeles Trade Showing of “Double Dynamite” will be held at the Hillstreet Theatre Thursday, Nov. 8, at 8:30 P.M. and not on Friday, Nov. 9. RKO Radio Pictures, Inc.**

**20th’s Films**

(Continued from page 1)

man story (Technicolor); "Down Among the Sheltering Palms," South Seas musical (Technicolor); "Red Skies of Montana," outdoor adventure, Technicolor.

Also, "Decision Before Dawn," from the George Hwoe Christmas novel "Call It Treasure;" "Belles on the Boulevard," sequel to "Cheaper by the Dozen." (Technicolor); "Lydia Bailey," Kenneth Roberts novel, (Technicolor); "The Model and the Marriage Broker," "Phone Call from A Stranger," "Viva Zapata," "a Dark at the Top," "the Turn of the Texan," "Wait Till the Sun Shines, Nellie," (Technicolor); and "Five Fingers," World War II drama based on the novel "Operation Cicero."

**Those Shooting**


Two independently produced films were released during the year under the 20th Century-Fox banner and already completed are Joseph Bernhard’s "Japanese War Bride," and Edward L. Alperdor’s "Pass of Chimarro," (Natural Color).

**Dismissal Affirmed**

(Continued from page 1)

by headed by Herbert K. Sorrell, it was announced today by IATSE.

Affirmation of the lower court’s action is expected to end the litigation. There is a possibility that the CSU may appeal to the U. S. Supreme Court, but consent of this tribunal to review it is considered unlikely. The ruling of the IATSE, Michael G. Loyal.

**File $250,000 Suit Over Drive-in**

Baltimore, Nov. 4.—The Peninsula Amusement Corp. of Petersburg, Va., has filed a suit for $250,000 damages and an injunction in Federal Court here over who is to operate an open-air theatre along the Marboro Pike in Prince George County, Md.

The suit is against Charles Holle, owner of a 15-acre tract along the Marboro Pike, and Sidney B. L. Hyattsville, Md. Involved are conflicting claims for title to the property.

**Set Equipment Show For Wisconsin Meet**

MILWAUKEE, Nov. 4.—An equipment show of modern drive-in theatre operation will be a highlight of the annual convention of Wisconsin Independent Exhibitors at the Schroeder Hotel here on Dec. 12-13.

In the exhibit will be displays of projection, drive-in equipment, vending equipment, carpets, etc. Ben Marcus, president of the group is lining up important leaders for the convention sessions.

**Coming Events**

Nov. 5—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois convention, Chase Hotel, St. Louis.

Nov. 6—Kansans-Missouri Theatre Association annual convention, Hoxton Hotel, Kansas City.

Nov. 7—National Television Film Council meeting for nomination of officers, Hotel Abbey, New York.

Nov. 12—IATSE general executive board meeting, New York.

Nov. 13—Alley Theatre Owners of Indiana “Silver Anniversary” convention, Hotel Lincoln, Indianapolis.

Nov. 15—Theatre Owners of America executive committee meeting, Hotel Astor, New York.

Nov. 15—Motion Picture Pioneers 12th annual dinner, Starlight Roof, Waldorf-Astoria Hotel, New York.

Nov. 16—Theatre Owners of America regional trade practice meeting, 14th District, Hotel, New York.

Nov. 18-20—Theatre Owners of North and South Carolina convention, Hotel, Atlantic City, N. J.

Nov. 20—Theatre Owners of America second regional grievance and trade practice meeting, Charlotte.


**Critics Coming for ‘Quo Vadis’ Opening**

M-G-M has invited 14 out-of-town critics to New York to attend the twin world premiere of “Quo Vadis” at the Astor and Capitol theatres on Thursday. The press representatives are from cities where the company will hold pre-release premieres of the $7,000,000 production on Nov. 20.


**F 1 3 Percentage Suits in Oklahoma**

OKLAHOMA CITY, Nov. 4—William H. Schroeder was named a defendant in three percentage actions filed in the U. S. District Court here. Suits were brought by Universal, Paramount, and Loew’s, alleging under-reporting of receipts on percentage pictures. The three involved in each complaint are the Harmony Theatre in Sand Springs, Okla., and the Ritze in Skiatook, Okla.

The Oklahoma City law firm of Keaton, Wells, Johnston and Lytle represents the distributors, with Schreiber and Stein, New York, of counsel.

**Milgram Case**

(Continued from page 1)

David E. Milgram’s Boulevard Drive-in, Allentown, Pa., Montco company attorneys had not received copies of the decision up to Friday but they indicated some study would be given to the possibility of a petition to the U. S. Supreme Court for a writ of certiorari. They have 90 days after the mandate is received in which to decide to petition the review.

Company attorneys stated that every measure possible is being taken nowaday to avoid acting in concert in film selling matters. Therefore, they say, to be bound guilty on what they regard as insubstantial evidence is "shocking and discouraging."

“We must conclude,” said one, “that if you happen to do what the other fellow does, even though your business judgment dictates your course and you are completely unaware of what the other fellow will do, then you’re guilty of acting in concert."

**American Stars at Royal Performance**

Loxoon, No. 4.—Ten Hollywood players will take part tomorrow night in the 50-minute show schedule planned to follow the screening of Ealing Studios’ “Where No Vultures Fly.”

The players are Van Johnson, Burt Lancaster, Peter Lawford, Jane Russell, Don Duryea, Fred MacMurray, Lizbeth Scott, Zachary Scott and Dunn Adams. Clark Gable was engaged by the Motion Picture Association of America for the American contingent.

**SAVE YOUR HAIR! STOP WORRYING ABOUT MONEY!**

**UNIVERSAL INTERNATIONAL’S WEEKEND WITH FATHER**

The Week End that Shook the World ...with LAUGHTER!
39 Years

IS A LONG TIME FOR A BODY OF MEN TO STICK TOGETHER! (In this business)

ORGANIZED MAY 1912
and STILL GOING — AND BIG

"THE EXHIBITOR WILL NOW HAVE HIS SAY"—

For the new T.O.A. Grievance Panel will hold its first session at this convention

THE MOST OUTSTANDING MEETING IN 39 YEARS!

THEATRE OWNERS OF NORTH AND SOUTH CAROLINA

39th ANNUAL CONVENTION

Sunday-Monday-Tuesday November 18-19-20, 1951

HOTEL CHARLOTTE CHARLOTTE, N. C.

You are always welcome in the Carolinas

So send in your reservations now to Box 1606, Charlotte, N. C.
Wolfson Tours In Behalf of Arbitration

TOA Head Tells Meeting In St. Louis of Benefits

ST. LOUIS, Nov. 6.—A reaffirmation of the Theatre Owners of America’s faith in the power of arbitration to solve many of exhibitor-distributor problems was expressed here today by Mitchell Wolfson, TOA president, at the conclusion of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, a TOA affiliate.

This further TOA “plug” for arbitration followed by only a few days Allied States Association’s declaration for “all-inclusive” arbitration, although the letter indicated it intended to take its arbitration plan direct to the distributors without first meeting with the TOA, long-time advocate of an industry arbitration system.

Wolfson told the assembled delegates that TOA intends “to try and solve many of the exhibitor-distributor problems...” (Continued on page 8)

See Economy Hit UK Aid

LONDON, Nov. 6.—Newly-appointed Chancellor of the Exchequer Richard Austin Butler will deliver an important speech in Commons Thursday in which he will warn the nation of its continuing financial problems.

In view of the recession, trade observers see little likelihood of the new Conservative government altering another $2,000,000 ($56,000,000) to the National Film Finance Corp., as in—(Continued on page 6)

Market for Quality Films Here: Wilcox

The best chance for the British producer in the American market is to aim at selective audiences in special theatres, Herbert Wilcox declared here Monday on his arrival with his wife, Anna Neagle on the SS Queen Mary from England. He said British pictures should shoot at the unimpressed audience here that does not go to the theatre regularly. Hollywood, Wilcox. (Continued on page 6)

Decca’s Stock Acquisition Leaves ‘U’s Executive Setup Unchanged: Blumberg

“There will be no changes in Universal’s executive personnel” in consequence of the acquisition last week by Decca Records of an approximately 30 per cent stock interest, regarded as representing an effective control, Nate J. Blumberg, Universal president, stated on Monday.

“The management of our company remains intact in New York, California and throughout the world,” Blumberg said.

“We are grateful,” he added, “that Decca Records, through Milton R. Raclin, president, has by its acquisition of a substantial stock interest in Universal demonstrated its confidence in the future of our company and the motion picture industry. We are certain that they will be able to make a substantial contribution to the future progress of our company.”

It had been previously reported that Leo Spitz, Universal studio executive whose stock holdings were in the block acquired by Decca, contemplated resigning. According to other reports, a possible merger of Universal and Decca late next year might be followed by the election of Raclin to the Universal presidency and Blumberg to board chairman.

Universal Lists A Record Backlog of 19 Productions

Universal-International enters its 1951-52 fiscal year this week with an all-time record backlog of 19 completed high budget films, with 10 of them having color in Technicolor. In addition, the studio has four pictures before the cameras and five others set to start this month. Three of the new starters and one of those now shooting are Technicolor productions, giving the company the greatest number of Technicolor films in its history.

Three of the completed pictures, all with color in Technicolor, are Rex Beach’s “The World in His Arms,” starring Gregory Peck and Ann Blyth; and Long-runs Hold Up Well Along B’way

Aid by yesterday’s Election Day holiday, grosses are holding up fairly strong this week along Broadway where eight premieres, including M-G-M’s “Quo Vadis” and Paramount Pictures “Detective Story” will replace some long-standing holdovers.

Among the newer arrivals, “The Blue Veil” at the Criterion is expected to rack up a smart $80,000 for its second week, while “Ten Tall Men” at the Victoria is forecast to gross a fairly nice $26,000 for its second week.

Radio City Music Hall is still

82 - Million Trust Suit Against Maco

MINNEAPOLIS, Nov. 6.—Eight major distributors, Minnesota Amusement Co. and operators of the Orpheum Theatre here were named in a $2,011,000 conspiracy suit filed in Federal Court here by Friedman Brothers, owners of the Suburban Edina (Continued on page 8)

RKO Theatres Offers Board Slate of Six

Raftery Only Addition; Greene Will Oppose

A proposal to increase the RKO Theatres board of directors from five to six, adding veteran industry attorney Edward C. Rafferty to the list of nominees which includes all members of the present board, highlights management’s proxy statement in preparation for the first annual meeting of stockholders, to be held in Dover, Del., Dec. 6.

In an accompanying letter to stockholders dated Nov. 2, and made public Monday, Sol A. Schwartz, president of the company and one of its directors, said the earnings from the operations of the company in the third quarter showed an improvement over those for the first and second quarters. He urged the election of nominees J. F. Dreibelbis, Leland Hayward, Ben-Fleming Sessel, William J. Wardall and himself, all current directors, in addition to Rafferty. The proposal by-law increasing the board

Publicists at RKO Get $10

An AFL union that is locked up as a newcomer in the motion picture industry has won a $10 across-the-board pay increase for the publicists and artists at the RKO Pictures home office.

Johnton, Warner in Stock Transactions

WASHINGTON, Nov. 6.—W. Ray Johnston has exercised his options for 12,500 shares of Monogram common stock, bringing his total holdings of the firm’s common to 12,817 shares, according to the Securities and Exchange Commission. Johnston has no further options outstanding.

This was one of the transactions listed in the latest SEC report on
An announcement of industry-wide importance will be made in this week's issue of Motion Picture Herald.
**RKO Theatres**

(Continued from page 1)

to six members will also be voted on at the December meeting.

The remuneration of the three highest paid officers of the company was tabulated in the statement. Schwartz as president, the corporation is to receive $28,900 for the year 1951, while vice-president William Howard's remuneration for the year was $26,600. The fees, salaries and commissions of vice-president and treasurer Thomas O'Connor was $17,493. The estimated annual pension which Schwartz will be eligible for is $17,396.

The aggregate remuneration of all persons, as a group, who were directors or officers of the corporation, for the year was put at $285,727.

**Nominees' Stock Holdings**

The approximate amount of common stock owned by each of the nominees was set forth as follows: Dreisbach, 20,000 shares; Schwartz, 1,000 shares; Sesel, 100.; and Wardall, 500.

The December meeting will be the first to be held since the deviation of RKO theatre and picture companies last Jan. 1.

According to the by-laws, the term of office for the new directors will be until the next annual meeting of the stockholders, slated for May 21, 1952, when another director will be elected.

The six-man slate proposed by the company will be opposed by the minority stockholders' group led by Wall Street financial advisor David J. Greene. A spokesman for Greene said his group would propose its own slate of nominees in its traditional manner.

The situation is reported to stockholders supporting the Greene group is now being circulated. Greene claims to represent about 300,000 shares.

Eligible to vote at the December meeting are all common stockholders of record as of Nov. 7, with 2,914,913 shares outstanding. Holding 920,020 shares as a voting trust for Howard Hughes is the Irving Trust Co., which is holding the company's first nine months less than $25,000 for services as transfer agent and dividend disbursing agent and for other similar services.

**'Quo Vadis' Promoted As Macy 'Favorite'**

Continuing the policy of periodically choosing "favorite" new pictures, Macy's has chosen "Quo Vadis" as its favorite for November.


**Skouras's Visit England**

LONDON, Nov. 6 — George and Charles Skouras were here from the Continent for brief visits. George has left for Paris. He spent a few days on a hunting trip with J. Arthur Rank at the latter's Hampshire estate, Sutton Scotney.

**Reviews**

"Golden Girl" (20th Century-Fox)

A n entertaining musical in a Western setting starring pert Mitzi Gaynor has been fashioned by producer George Jessel in 20th Century-Fox's "Golden Girl." As with the Asa Yoakum book, Miss Gaynor enchants every scene in which she dances and sings. However, the length of the color by Technicolor film, 108 minutes, appears to be somewhat difficult making it quite difficult to retain a high level of audience interest.

The time of the story, which is mainly a musical vehicle, is the Civil War when Miss Gaynor as Lotta Crabtree, starts her stage career in small California mining towns. The picture is ably assisted by George Jessel in the role of an old-time minstrel man and father of Miss Gaynor.

Other feature players are Dale Robertson, Dennis Day and Una Merkel.

Because of the poverty of the family, Miss Gaynor is given a chance to realize her ambition. Her father, Barton, loses their home by gambling. Off she goes to various mining towns, accompanied by a team including Dennis Day and her watchful mother, Una Merkel. Although her vocalist partner Dennis Day is in love with her, Miss Gaynor is attracted by a Southern stranger, Dale Robertson, who is a notorious highwayman called "The Spaniard." Although posing as a gambler, Robertson is really a captain in the Confederate Army sent out for the Southern cause.

After many hardships and misunderstanding, the couple is reunited at the end.

It is not the story, however, which brightens the picture. Rather it is Miss Gaynor's rendition of such songs as "California Moon," "Never" and "Sunday Morning." In addition to such old-time favorites as "Golden Slippers" the dances staged by Seymour Felix are effective.

Others in the cast include Raymond Walburn, Gene Sheldon and Carmen Davis as the villain, Roberta, Conride, as Charles O'Neal and Gladys Lehman, taken from a story by Albert and Arthur Lewis and Edward Thompson.

Running time, 108 minutes. General audience classification. For release.

Murray Horowitz

"The Light Touch" (M-G-M)

A NEAT package wrapping up a suspenseful plot dealing with a group of picture thieves, released November 10th is M-G-M's release, "The Light Touch," featuring Stewart Granger, Pier Angeli and George Sanders, should be fairly well in most situations.

Special mention should be made of the photography which captures the local color of Sicily and Tunis.

Stewart Granger as Sam Conride, a clever thief, steals a Renaissance oil painting of Christ from a museum in Palermo. He makes good his escape, but the picture is traced to a seaside town which he reaches by sea. There, he tells George Sanders, who portrays Felix Guignon, his partner in crime, that the valuable stolen painting had been destroyed in a fire. The ruse is built up in order to copy the painting and sell it to an original, aspiring art dealer. For this purpose a young art student, Pier Angeli, is countenanced by Granger so that she will do the copy. Miss Angeli, as in "Theresa," is her winsome self and is gullible enough in the beginning to agree to count the pictures with a claim to be the co-founder to be sent for to her and then is when the personal complications develop for the master thief.

He falls in love with her. There are many more twists and turns in the plot until Granger and Miss Angeli are reunited and the painting itself is in its rightful place—an ancient church where pilgrims come to pray before Christ's image in the painting.

Director is Kurt Kasznar, Joseph Celella, Larry Keating, Rhys Williams, Norman Lloyd and Mike Mazurki. Richard Brooks directed and Pandro S. Berman produced, from a screenplay by Richard Brooks, suggested by story by Jed Harris and Tom Reed. Robert Surtees was the director of photography.


M. Horowitz

"Unknown World" (Lippert Productions)

THE MODERN TREND to science-space-ship production is enhanced in quantity and very much in quality, by Lippert's "Unknown World," a deep-sea ship with seven highly adventurous peace advocates who travel some 1,800 miles down through the earth in equator which is more credible than most of its kind; the workmanship stacks up with the best.

The original screenplay by Millard Kaufman gets off to a convincing start by a smart use of pseudo-newsreel footage showing a peace-loving professor's reason for seeking a haven for the world's people against the H-bomb perils, with a deep-sea ship in six places for exploring the earth's interior in search of such a place. The picture itself gets rolling when he and six associates drive their scientifically splendid depth-ship into the mouth of an extinct volcano and on downward, through hazards and mishaps that make for suspense and action in about 1,800 miles which has very little to recommend it except the fact that reproduction of species does not happen there and, finally, the place blows up in their faces. What happens during and after the Deep-ship returns for others to do or learn by bap-up wire is:

J. R. Rabin and I. A. Block produced the picture, and Terrell G. Moore directed it.

The cast are Victor Kilian, Marilyn Nash, Bruce Kellogg, Otto Waldis, Jim Bannon, Tom Handley, Dick Cogan and George Baxter.


**MPAA to Meet on FCC TV Hearings**

Washington, Nov. 6—Lawyers and engineers for the Motion Picture Association of America, will probably meet here at the end of the week to start laying MPAA stand points in Federal Communications Commission hearing on theatre television.

It is expected that MPAA attorneys James J. Fly and Sidney Schreiber will come here to confer with FCC lawyer Vincent Welch and engineers Frank McIntosh and Andrew Enzlin.

The law suits were appointed only last week as the lawyers to handle the MPAA's case.

**Universal Backlog**

(Continued from page 1)


Pictures now shooting are "Has Anybody Seen My Gal," Technicolor, starring Peter Lawford, Rock Hudson, Charles Coburn, and Gigi Perreau; "Here Goes Teddy," starring Tony Curtis, Jan Sterling and Mona Freeman; "Red Ball Express," with Alan Ladd and Alex Nicol, and the Marjorie Main-Percy Kilbride starrer, "Ma and Pa Kettle at the Fair." Being readied to start this month are "Scarlet Angel," Technicolor with Yvonne DeCarlo starred; "Untamed," Technicolor, with Mickey Rooney and Joanne Dru; "The Winter People" and Scott Brady; the Audie Murphy Technicolor starrer, "Claim Jumper." "Frasier Goes to Hollywood," starring Donald O'Connor, and the Abbott and Costello comedy; "The Sourdoughs."
"PALMY DAYS ARE HERE AGAIN"

"AN AMERICAN IN PARIS" WOW!

"ACROSS THE WIDE MISSOURI" BIG!

M-G-M's spectacular Technicolor adventure is thrilling the fans everywhere. Outstanding business for a socko Clark Gable offering.

"CALLAWAY WENT THATAWAY"

For holiday happiness! It's Christmas-New Years fun for all! The most talked-about comedy of the year because IT KIDS THE PANTS OFF TV COWBOYS. When the idol of millions can't be found and they substitute a dead-ringer cowboy, it's uproarious. Everybody who's watched TV westerns will scream with laughter. Preview in New York last week repeated Coast Preview raves. Book it fast for the holidays. Marquee names: Fred MacMurray, Dorothy McGuire, Howard Keel.

TWO IMPORTANT TRADE SHOWS!

"WESTWARD THE WOMEN" — NOV. 15th


"IT'S A BIG COUNTRY" — NOV. 16th (Except N. Y.-N. J. Nov. 14th)

A world of entertainment with names to fill several marqueses: Ethel Barrymore, Gary Cooper, Van Johnson, Gene Kelly, Janet Leigh, Fredric March, William Powell and eight more. Something different for the fans, packed with humor, heart-throbs, excitement, humanity!
Motion Picture Daily

Wednesday, November 7, 1951

Royal Performance
In London's Odeon
Is A B.O. Sellout

LONDON, Nov. 6—The annual Royal Film Performance at the Odeon, Leicester Square, last night was a complete sellout, grossing in excess of £20,000 ($56,000). Additional revenue to benefit the Trade Benevolent Fund was realized from the sale of program advertising in the shape of approximately $25,000 and another $5,000 is expected from later replica performances in Birmingham and Newcastle.

In the Royal party at last night's performance were the Queen, Princess Margaret, the Duke and Duchess of Gloucester and the Duchess of Kent.

Regional Bromhead, chairman of the Fund, and Robert S. Wolff of RKO Radio Pictures here, were in charge of organization of the performance. Numerous Hollywood personalities participated in the stage show which accompanied the Royal Performance.

Torrential rains narrowed the usual enormous crowds on the sidewalks around the theatre.

Gordon to London
On New Lineup

Richard Gordon, president of Rown Pictures of America, flew to Europe from here for a four-weeks' business trip and to confer in London with George Minter, production chief of Rown Pictures, Ltd.

N.Y. Grosses Are Good-Fair

(Continued from page 1)

packing them in with "An American in Paris," which is expected to gross a solid $18,000 for the fifth week.

At the Warner, "A Streetcar Named Desire" is estimated to rack up a fine $34,000 for its seventh stanza, which ends today. The run, now going into its eighth stanza, equals the all-time record for talking pictures at this theatre. The only other film to run that long was "24th Street," more than 18 years ago, when the house was known as the Strand.

Quo Vadis?

M-G-M's Quo Vadis will have a dual premiere at the Capitol and Astor theatres tomorrow evening, replacing "Angels in the Outfield," which bowed out last night at the Capitol with only a fair $16,000.

In preparation for the premiere, the Capitol will be closed today and tomorrow up to 8:00 P.M., during which time reserved tickets for the premiere will be sold. Regular continuous performances will begin Friday, unlike the policy at the Astor where a two-a-day reserved seat policy will prevail. A satisfactory $9,000 was forecast for the final and seventh week of "Here Comes the Groom" at the Astor.

'Detective Story' bowed in at the Mayfair yesterday following "The Day the Earth Stood Still," which completed its seventh stanza with a medium $9,000. Another Election Day bow was "Across the Wide Missouri" at Loew's State where "Texas Carnival" bowed out in the fourth day of its fourth week with $8,000 estimated for a satisfactory four-day total.

Xavier Cugat and his orchestra, headlining the current stage show at the Roxy, was ushered in yesterday by his Dallas Orchestra replacing "Anne of the Indies," which hit a rather weak six-day total of $44,000 and second week, "Desert Fox" for its third week at the Globe is expected to do a nice $28,000. A healthy $53,000 is seen for the third and final week of "The Mo" at the Paramount, which is being replaced today by "Behave Yourself" coupled with a stage show starring Rosemary Clooney.

Dropping but still doing satisfactory business is "David and Bathsheba" at the Rivoli where $13,000 is expected for the 12th week. "Fixed Bayonets" bows there Nov. 20. Another long-holdover by John Gay with at the Park Avenue Theatre will be replaced by "The Clouded Yellow" next Monday. For the 14th week, a $7,400 is seen for "Oliver Twist."

Still doing top business is "A Connecticut Yankee" at the Roxy, which has, at $13,000 for the 15th week.

Wilcox on Quality

(Continued from page 1)

Wilcox asserted, takes care of the local film-goor and meets their screen wants.

Wilcox declared the purpose of his trip here is twofold. He plans to arrange distribution of his Florence Nightingale picture, "The Lady with a Lamp," and also to sign up some talent for his next production. That picture will be a color version of "The Beggar's Opera" with Christopher Fry doing the screenplay.

The production situation in England is very good in the light of the Eady Plan, Wilcox reported. As for business he said that the good pictures do excellently and the bad films not so well.

Wilcox plans to remain here about three weeks. He expects to be joined for a few days by Michael Wilcox, who postponed his departure from England in order to appear at the Royal Film performance of "The Lady with a Lamp," in which he stars with Miss Neagle.

Anscor Gets Award

ROCHESTER, N. Y., Nov. 6—Anscor, a division of General Aniline and Film Corp., Binghamton, N. Y., tonight received the U. S. Camera Achievement Award for 1951.

See UK Aid

(Continued from page 1)

tended earlier by the Socialist government in continuing aid to film producers.

It is considered likely, too, that the government will be forced to liquidate the Group Production Scheme under which producers are paid out of state funds.

Both Butler and Peter Thorneycroft, newly-appointed president of the Board of Trade, expect to visit Washington in the near future, which may afford the opportunity for American film industry leaders to meet the two new Cabinet members in whose provinces falls such matters as remittance of American companies' British film earnings, the British film quota and others. Thorneycroft has tilted often at what he regards as an excess of state controls over trade and enterprise.

"An industry which no longer has to earn a profit or offer a better service than its competitors," he said recently, "has no incentive towards increased effort."

Move to Heal Rank

Breach with C.E.A.

LONDON, Nov. 6—Settlement of the dispute which led to the withdrawal of Rank Exhibitors-Producers' committee membership recently, appears in prospect with the naming of an influential committee by C.E.A. to meet with Rank.

Part of Rank's dissatisfaction with the exhibitor organization appeared directed at W. R. Fuller, C.E.A. general secretary, for alleged partiality to his producer. While Fuller, however, has received a vote of confidence from C.E.A.'s legal, finance and parliamentary committee, after demonstrating that in every instance he had acted in accordance with C.E.A.'s rules.

It was then claimed that Rank's dissatisfaction should not be with Fuller but with C.E.A.'s constitution. It is generally agreed that the Association's rules are in need of amendment but any such move might be opposed by the provincial branches, which dominate the vote.

Rank also has asked that increased authority be delegated to the Rent-A-Lamp, a committee which was formed at his suggestion in 1943. A move in that direction has been instituted by a memorandum by the officers of the three organizations concerned (KRS, CEA and BFPA).

Their recommendations will be taken up first at a meeting of the Renters Society on Thursday.

Mitcell May, Jr.

CO., INC.

Insurance

Specializing
in requirements of the
Motion Picture Industry

75 Maiden Lane, New York
3220 W. 6th St., Los Angeles

Insurance
Publicists
(Continued from page 1)

run for one year and will be retroactive to last Oct. 22. Some 30 employees are involved.

Meanwhile, according to Ailes, conferences are being held with the National Labor Relations Board offices here with a view to setting dates for elections sought by Local 230 among the home office employees at Loew’s M-G-M, Loew’s International and RKO Service Corp.

The AFL local won the RKO Pictures unit from the Motion Screen Publicists Guild in an NLRF election two years ago. It is expected that the forthcoming elections will find District No. 65, DPOWA, also on the ballots. The latter union inherited the units when it absorbed SPO.

Robert Goldfarb signed the RKO Pictures pact for the company.

DPOWA Wins at WB By A Vote of 28 to 4

By a vote of 28 to four, the publicists of the Warner Brothers home office have picked District No. 65 of the Distribution Workers of America to represent them in collective bargaining.

The four votes were for DPOWA, the union which has no opposition on the ballot.

Stock Transactions
(Continued from page 1)

trading in film company stocks by officers and directors, covering the period from Sept. 11 to Oct. 10.

Jack L. Warner was reported as having given away 2,000 shares of Warner Brothers common, dropping his personal holdings to 414,448 shares. He owns another 21,500 shares through trust accounts. Morris Wolf gave away 600 Warner shares and sold 1,600 shares, dropping his holdings to 700 shares. He also disposed of all 333 shares held in his trust accounts.

At Universal, Preston Davies sold 100 shares of common, leaving 1,309 shares. Joseph H. Smith sold 800 shares of 20th Century-Fox common, leaving himself 200 shares.

The W. E. Griffin Co., controlled by Stanton Griffis, sold 500 shares of Paramount Pictures common, leaving 500.

Griffis also owns 2,000 shares in his own name and 1,000 shares through the Frances Griffis Trust. Edwin J. Smith, Jr., sold his total holdings of RKO common, 100 shares, while Sol A. Schwartz bought another 500 RKO shares, boosting his total to 1,000 shares.

Albert W. Lind sold 100 shares of Republic $1 convertible cumulative preferred, and has 100 shares left.

Landi Joins Meredith

Anthony Z. Landi, recently with I. G. Goldsmith’s Golden Productions, has joined Meredith Productions as an associate producer. Landi is now in New York conferring with John Nash, head of production operations.

When You Need Special Trailers

"Good and Fast-T" SEND YOUR ORDER TO
FILMACK
CHICAGO, 1237 E. Washington - NEW YORK, 330 Ninth Ave.

Television-Radio
Comment and Opinion

THE shortage of good, acceptable comedy material is gradually catching up with even the best of the television comics. It’s a bitter lesson which Hollywood taught them long ago. Their predicament, and with it the whole problem of TV comedy programs, was demonstrated forcibly last Saturday when Jimmy Durante had his turn on the NBC-TV All-Star Revue.

Durante is a thoroughly likeable performer, who, like Jack Benny, Eddie Cantor, Fred Allen and the rest, has an enviable record of entertaining millions over the radio and in films. But last Saturday he was stumped by something which all of the TV funny-men must face sooner or later—he ran out of good, original material.

It was the old Durante all right, going through his raspy-voiced routines and full of inexhaustible energy, but he just didn’t have enough to fill a whole hour. He was out-of-place in some of the sketches and, after a while, even his time-honored numbers began to sound a little stale.

Eddie Cantor, when last seen on the air, also fell slightly short of the mark with the visualization of routines that have been popular for so long a time. Jack Benny, on the other hand, going on for the first time this season Sunday over CBS, confined himself to a half-hour show and was at his best.

There may be a lesson in all this. The one hour comedy show, if built around one man only, is hard on the comedian and, after a while, also hard on the audience. The half-hour format, with the talent spread around more liberally, may be the solution.

Jimmy had as his guest Margaret Truman, who was self-conscious at first but thawed out later. She has a thin, but charming, voice and in her unspoiled way appeals on the air. Unfortunately, her lines were chosen with painful care and a matching lack of originality. Her final number with Durante was swell.

The Pet Milk commercial—invoking a conversation between Durante and his conscience (in puppet form)—was amusing and highly effective.

> Put the spot by the television competition, radio comes up with bits of ingenious programming. Take the twice-weekly, five-minute “Will Rogers” program over ABC. It presents excerpts from old Will Rogers broadcasts and should interest a lot of old-timers.

And incidentally, an A. C. Nielsen Co. survey indicates radio listening in homes with television receivers showed a decided gain in 1950. Radio obviously is not dead. It must merely be used to fit the pattern of the times.

> How radio and TV can work in happy combination was demonstrated Saturday by the simulcast of the Toscanini broadcast over NBC. It was an experience in both media. The TV coverage was uneven and did not make the most of its many opportunities, but the potential appeal was clearly established.

> Television programming gets a thorough going over tomorrow when the Sylvania Television Awards Committee of Judges issues its “Report on the State of TV” and hands out its awards to programs and individuals considered to have made “the greatest contribution to creative television technique” during the first seven months of 1951. The awards should be a challenge to the entire industry.

> That Gene Autry suit against Republic will further stem the flow of pictures to TV. Interesting that he should introduce the anti-trust angle in his action. . . . Educational television making headway. Apparently the networks are quite capable of handling the job. Maybe this will convince the FCC that it’s foolish to hand over part of the crowded spectrum to the educators.

—Fred Hift

Promote Sullivan, Codebo In 20th-Fox Foreign Positions

William W. Sullivan and Cesar M. Codebo have been appointed managing directors in Japan and Argentina, respectively, of 20th-Century-Fox.

Prior to his promotion, Sullivan was managing director of Argentina, with Codebo in the post of sales manager.

Sullivan joined 20th-Century-Fox in 1930, and since then has held various posts in Latin-America. From 1941 to 1944 he served with the Navy. Upon returning to civil life, Sullivan became managing director for Fox in Mexico.

Codebo joined 20th in 1934, as branch manager in the Argentine. He became sales manager in Buenos Aires some years later.

CBS to Telecast UN Paris Sessions

The CBS Television Network will broadcast exclusive coverage of the United Nations preparatory sessions in Paris, including daily re- portage, beginning Sunday, the network reports.

The broadcasts are made possible by a tri-partite agreement signed by CBS, the United Nations and Paramount Pictures.

To Edit Digests

On Sundays, there will be edited digests of the week’s events at the United Nations, with Walter Cron- kite of CBS-TV news and public affairs providing the narration. The Nov. 11 program will be seen from 3:30 to 4:00 P.M., EST. Beginning Sunday, Nov. 18, the program will move into the 3:00-5:30 P.M., EST, time period.

Services on Coast For Wallace, 57

Hollywood, Nov. 6—Funeral services were held here today for Richard Wallace, 57, whose Wall- lace collapsed and died of a heart at- tack in the Los Angeles Coliseum Saturday while watching the California-UCLA game.

SAG to Resume Talks Tomorrow

Hollywood, Nov. 6.—The Screen Actors Guild will resume contract negotiations with major studios Thursday, it was announced Tuesday.

Negotiations had been temporarily recessed due to the absence from Hollywood of Guild and studio of- ficials.

EXECUTIVE ASSISTANT EXECUTIVE SECRETARY

For past 3 years treasurer, secre- tary and assistant to independent producer, active experience in all phases of creating, financing and producing to bookings. Pres- ently unemployed but desire change featured experience. Address:

BOX 469
MOTION PICTURE DAILY
1270 Sixth Ave., New York City
Motion Picture Daily

Wednesday, November 7, 1951

Hear Workman, Branton Testify
In Anti-Trust Suit

MINNEAPOLIS, Nov. 6.—W. H. Workman, local M-G-M branch manager, took the stand in a $570,000 suit filed by Martin Lebedoff charging all majors, except Columbia and Republic, of conspiring with the Minnesota Amusement Co. to deprive the Minneapolis neighborhood Homewood Theatre of adequate product under reasonable terms and clearance. Workman, expected to be the key distributor witness for plaintiff because of his activity with the outlawed Film Board of Trade and his tenure as M-G-M branch manager during the entire period in which the alleged violations occurred, proved to have a vague memory under questioning of Lebedoff counsel.

John Branton, M-G-M chief film buyer, was on the stand nearly all day answering questions mostly on routine buying and booking. He again denied that M-G-M sought or received special privileges from distributors and declared distributors set up clearance for individual theatres which was necessary to "keep an even flow of product available for subsequent runs and prevent booking jams." In reply to a question of Lebedoff counsel, Branton said that to the best of his knowledge no M-G-M theatre ever resorted to false reporting in any accounting to distributors.

Chicago Tax Down

CHICAGO, Nov. 6—The October Chicago amusement-taxes of 1950, $97,115.98, compared with $105,432.94 for October last year.

Laugh It Off!

The Week End That Shocked the World

LAUGH IT OFF!
GET MONEY-HAPPY!
PLAY

Universal-International's
WEEKEND
WITH FATHER

Supreme Court Upholds WB In Stephon Estates Plea

WASHINGTON, Nov. 6.—The Supreme Court has dismissed Stephon Estates Co. to intervene in the Warner Brothers Consent decree proceedings.

Previous to one decision, the high court—which heard argument on Stephon's appeal last month—upheld a decision of the special three-judge court, denying Stephon a chance to intervene.

Stephon Argued

Stephon, which owns the property on which the Warner Theatre in New York is located, leases the property to the theatre and agreed to a long-term lease. That lease is now guaranteed by the present Warner Brothers company, holding both the production-distribution and exhibition assets. Stephon argued that under the divestiture proposed in the consent decree it would be deprived of its property only by the theatre-owning company and that this guaranty would not be backed by any distribution firm, and that this guaranty would not be backed by any theatre-owning company and that this guaranty would not be backed by any distribution firm, and that Stephon was entitled to have in the control of a third party a guaranty of the proposed combination's production-exhibition company. It said it should have a guaranty from both of the distribution firms, the Warner and the exhibition firm. It sought to intervene in the decree so that it might make this point. When the New York court refused to allow it to intervene, Stephon appealed to the supreme court. Despite protests from the Justice Department and Warner, the high court agreed to hear argument on the case.

Justice Maintains

Both Justice and Warner then argued that Stephon had no standing in the consent decree proceedings, and that any claim it had should be prosecuted through other legal proceedings than by intervention in the consent decree. They also argued that a chief purpose of the decree was to separate the production-distribution and exhibition sides of the business, and that therefore Stephon's plea ran counter to the intent of the decree.

U. K. Union Strike Lifts Lippert Film

LOUISVILLE, Nov. 6.—James Carreras' Exclusive Films, shooting here in a working agreement with the Robert Lippert interests, will be forced to shut down as a result of the wage dispute between the Association of Cine and Allied Technicians and the Producers Association of the U. K.

ACT has imposed a ban on overtime work which restricts shooting to five days this week and those five cannot operate on that basis. Under his contract with Lippert, the latter pays the London crew of $35 a week for a 48 hours' production time. Beyond that period Carreras must find the dollars to pay the stars. He said with a five-day crew in London he can't remain within the five-week limit and cannot fulfill his next year's agreement. He has asked the producers to extend the pictures until ACT modifies its rule.

"Stolen Face," starring Lizbeth Scott and Paul Henreid, which is now shooting here, is only one of many other starring Arlene Dahl and Ces-sar Romero, scheduled to start Jan. 8, 1952. The latter was nominated for the George Cukor directing pictures until ACT modifies its rule.

Jerry Adams Elected Capital Variety Head

WASHINGTON, Nov. 6.—Jerry Adams, branch manager for M-G-M, has been elected the new chief banker of the local Variety Tent No. 11.

Adams and other new officers were elected at a luncheon-meeting and will serve a one-year term. Jerry Orsinger was elected first assistant banker and Jerry Price, secretary-treasurer. Leslie Schuchman was named property manager and Sam Galaney was reelected treasurer.

The new board of officers will consist of Adams, Price, Orsinger and another starring Arlene Dahl and Cas-sar Romero, scheduled to start Jan. 8, 1952. The latter was nominated for the George Cukor directing pictures until ACT modifies its rule.

Hendel Leaves Sterling

SEATTLE, Nov. 6.—James Hendel, former West Coast division manager for KMTA, has resigned both his music and salesmanship posts and is moving to Los Angeles to assume the presidency of a distribution company in the East.

Wolfson

(Continued from page 1)

UTOR problems through arbitrage and similar efforts of unified industry action rather than through the courts.

HIGHLIGHTS LOCAL AUTONOMY

"I believe," said the TOA president, "that TOA should engage in no function that can be done by local or regional groups. For example, I believe that the competition board should engage in no function that can otherwise be done by local and state governmental agencies. It is an internecine and co-ordinate and co-ordinate problems that must be handled at a national level. This especially concerns Federal taxation and other nationalities—the sales policies—both good and bad—and other national problems."

Wolfson said his administration as TOA head, which has just begun, will be dedicated to effecting "a very strong grass-roots organization throughout the region and throughout local state organizations." He spoke also of TOA's aims in cooperation with the networks of television and civil defense.

500 Attend

Five hundred theatrenet attending the convention also heard Leon Bamberger, sales promotion manager for KMCTV, KMTA, warn that the competition for the amusement dollar will intensify as television and sports try to keep pace with the better pictures now coming out of Hollywood.

Herb Bemmin, manager of Loew's Inc., told of the gratifying results from the "Movietime, U.S.A." campaign in this area. Glenn Hall, Cassville, Mo., exhibitor and a director of KMTA, explained methods and results of small town publicity and exploitation.

Theatre TV Heads Topics

On KMTA Meeting Agenda

KANSAS CITY, Nov. 6.—Theatre television, trailers, drive-ins, showmanship and a bunch of other topics are on the agenda of the annual convention today and tomorrow of the Kansas-Missouri Theatre Association at the President Hotel here.

Speakers will include W. C. Gehring of 20th Century-Fox; Leon Bamberger of KMCTV; Roger Simon of M-G-M; Joe Redmond of Fox Midwest; Jay Jackson of National Collegiate Athletic Ass'n, Variety Theatre Owners of America president, and Gail Sullivan, TOA executive director. KMTA president and Elmer C. Rhoden, Jr., is convention chairman.
Universal Gets A Gov't Tax Refund of $450,000

WASHINGTON, Nov. 7.—Universal Pictures and Universal Film Exchanges together benefited to the tune of $450,000 from tax adjustments made by the government in the 12 months ending June 30, 1951. The adjustments covered excess profits taxes paid in the years 1941, 1942 and 1943. It is the second in a series of Universal tax claims settled by the government. It follows a claim reported involving a claim for $1,150,000 paid early in 1950.

The two companies were among 19 film industry firms which got tax refunds during 1950-51 on excess profits taxes paid in World War II and in post-war years. The refunds were just announced by the Bureau of Internal Revenue.

In every case, the Bureau went back (Continued on page 5).

Midwest Houses to TV Saturday Game
Six Midwest theatres are scheduled to carry the Michigan State-Notre Dame game this Saturday on their large-screen television systems.

United Paramount Theatres, which heard the event, said that its Marboro and Tivoli in Chicago; Paramount in Hammond, Ind.; Paramount, St. Paul, and Radio City, Minneapolis, will carry the contest.

At the same time, Theatre Network Television announced that the Skirball circuit's Rivoli in Toledo, has booked the event, which will mark (Continued on page 5).

TOA Leaders to Meet Here To Plan Regional Session
Mitchell Wolfson, Theatre Owners of America president; Gael Sullivan, executive director; Herman M. Levy, general counsel; S. H. Fabian, executive committee chairman and a number of other top TOA officials will meet here tomorrow to set up an agenda for the first regional meeting of the exhibitor organization, to be held in New York, on Nov. 16. Among the decisions to be made at tomorrow's parley will be one indicating to what extent trade practice complaints will be taken up at the Nov. 16 meeting, if they are taken up at all. A checkup yesterday brought out the fact that only tomorrow's session would determine if trade practices would be discussed at the meeting one week hence.

It was pointed out that the regional (Continued on page 4).

DeBerry Is Named Paramount Manager
BUFFALO, Nov. 7.—Edmund C. DeBerry has been promoted to the post of manager of Paramount's Buffalo branch by A. W. Schwabler, president of Paramount Film Distributing Corp.

Former salesman in the Charlotte exchange, DeBerry replaces John W. Brown who has been transferred to Boston as a special representative.

Allied to Ask D. of J. Okay On Arbitration
Believes Plan Will Have To Be Part of Decrees
Any industry agreement on an all-inclusive arbitration plan such as proposed by Allied States Association will have to be submitted to the Justice Department for approval, Allied believes.

This was revealed by a top Allied official who asked, however, that his name be not used.

Any arbitration plan along this line will have to be incorporated into the Paramount case decrees, and will have to be approved by Justice,” this official said. “Allied would not want to take any chances on a plan not approved by Justice, and I don’t think any distributor would, either.”

Meanwhile, in Washington, Allied general counsel Abram F. Myers said (Continued on page 4).

TOA Will Strive to Prevent Theatre Television Monopoly
KANSAS CITY, Nov. 7.—Theatre Owners of America will strive to prevent any monopoly in the theatre television field, Mitchell Wolfson, TOA president, declared today in an address before the convention of the Kansas-Missouri Theatre Owners, a TOA affiliate.

“Television must be made available to all theatres in all towns regardless of size,” he told the assembled delegates.

Wolfson said the importance of the (Continued on page 4).

MPITO Organizes Grievance Comm.

ST. LOUIS, Nov. 7.—The Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, closed their 1951 convention at the Hotel Chase here yesterday with a banquet and general business meeting at which a regional grievance committee was organized to deal with exhibiting problems in this area.

Also on the second day agenda was the election of officers for the coming year. Tom Edwards, retiring presi-
An announcement of industry-wide importance will be made in this week's issue of Motion Picture Herald.
Announcement

THE PICTURE SELECTED

BY RADIO CITY MUSIC HALL

FOR CHRISTMAS

IS WARNER BROS.

"I'll See You In My Dreams"

THE GLORIOUS STORY OF GUS KAHN, THE LOVE SONGS HE WROTE INTO AMERICA'S HEART, AND THE GIRL WHO PUT THEM INTO HIS
Motion Picture Daily

Thursday, November 8, 1951

National Pre-Selling

Universal - Internation-AL has set a record opening motion picture hit with a star, Gigi Perreau, to start in New York on Nov. 18 and end in Chicago on Dec. 7. Miss Perreau is the “star” in the film. "Hotel Hellin and Patricia Neal in "Week-End With Father," also has leads in The Lady Pays Off and "Treasure in Benedict," both appearing on national television and in personal appearances, store promotions, civic events, etc. The promotion will go on while on tour. Also, she is expected to boost the membership in the Gigi Perrea Fan Clubs, the 200,000 admirers of the child star. She will take part in Macy’s famous Thanksgiving Parade on Nov. 25 in New York, and has scheduled dates in Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Cincinnati, Cleveland and Detroit.

George Pal, producer of Paramount's "When Worlds Collide," now in New York on a personal appearance tour, is beginning a promotional tie-in taking him to Buffalo, Detroit, Chicago and Denver. The picture will have its American premiere in Chicago on December 11 at the Paramount Theatre, Buffalo, under the sponsorship of the Bell Aircraft Co. Pal will tell audiences that science-fiction will rival other action stories on movie screens. Horace McMahon, one of the featured players, will be in attendance to explain the "Plan 9 from Outer Space" story on a 16-city personal appearance tour in behalf of the film.

A tieup between Fawcett Publications, Korday Sportscar Manufacturing Co., of New York, Commod Zipper and 51 department stores will beat the drum for 20th Century-Fox's "Deep in the Sheltering Palms." The fashion world will respond with a Gloria DeHaven Korday-designed "Match-Maker" with promotion placed in 9,000 retail stores. Commod gives the tieup a start with a full-page in Women's Wear, trade acceptance for the "Match-Maker" in Motion Picture Magazine will carry a full-page ad, and list the key stores where twin goods may be purchased. Stores will key their advertising to coincide with local theatre playdates.

First motion picture script to be co-sponsored for publication in the Readers Digest will be Wald and Krasna's plaudit-winning RKO release, "The Blue Veil." The producers have been negotiating with the publication for the reprinting of the screen play, which will mean the largest circulation a motion picture script has ever seen. Current distribution of the Digest is more than 9,000,000 copies, for the domestic edition alone.

Leon Roth of United Artists is mailing out Christmas cards to press and publicity people, announcing the new Christmas film, "A Christmas Carol," six months in the making, never shown before - which will be a three-hour story to be shown to the Christmas spirit in a lot of film theaters on both sides of the Atlantic.

Walter Brooks

Snow Storm Delays Prints in Midwest

Kansas City, Nov. 7.- A snow storm blocked traffic and caused the stuffing of many cars on U.S. highways south of the Midwest, and traffic was heavy in Missouri and Southeastern Kansas. By tonight, however, most main highways had been cleared but even then these were called hazardous. Several trucks of Exhibitors Film Deliver Service were blocked for hours but all got through to deliver prints in time for shows.

TOA Will Strive

(Continued from page 1)

are television and its impact upon the public cannot be ignored. "TOA will continue to strive for a national system, a competitive system, and to promote any monopoly in this field."

He reiterated what he had to say on the subjects of arbitration, "grass roots" problems and the TOA's counterplay versus national activity and other subjects at the St. Louis meeting yesterday of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

Cook Elected President

At KMTA Convention

KANSAS CITY, Nov. 7.—President Wolson of Theatre Owners of America was re-elected and Branch C. E. "Doc" Cook of Maryville, Missouri was elected president at the annual meeting at the Hotel President here. He has been before president and secretary of the exhibitors branch in 1950. A letter of introduction was delivered in Kansas was elected vice-president; Glen Hall of Cassville, Missouri, secretary-treasurer, and Homer Strong of Alhena, Kansas was elected treasurer to succeed Fred Meyn, who has been treasurer 25 years and has sold his theatre.

Missouri directors are R. R. Biechele, Kansas City; Marcus Landau, Horon; J. T. Delaney, B. Dr. Dinning, Garnett; Ernest Block, Sabetha; Dale Danielson, retiring president Russell and Gordon Hallas- day, Lacsy.

Missouri directors elected are Jay Meats, Kansas City; Virgil Harrison, Tarkio; Donald Windy, Richmond; Leo Hayob, Marshall; Ken Winklemeyer, Boonville; Lauren R. Kello, Independence and Emler Bills, Salisbury.

TOA Leaders

(Continued from page 1)

snowstorm, so was the "Night of the Northern Exposure," screenings were held, especially in Missouri, Kansas and Southern Illinois.

Paris was a CITY, Nov. 7.—President Wolson of Theatre Owners of America was re-elected and Branch C. E. "Doc" Cook of Maryville, Missouri was elected president at the annual meeting at the Hotel President here. He has been before president and secretary of the exhibitors branch in 1950. A letter of introduction was delivered in Kansas was elected vice-president; Glen Hall of Cassville, Missouri, secretary-treasurer, and Homer Strong of Alhena, Kansas was elected treasurer to succeed Fred Meyn, who has been treasurer 25 years and has sold his theatre.

Missouri directors are R. R. Biechele, Kansas City; Marcus Landau, Horon; J. T. Delaney, B. Dr. Dinning, Garnett; Ernest Block, Sabetha; Dale Danielson, retiring president Russell and Gordon Hallas- day, Lacsy.

Missouri directors elected are Jay Meats, Kansas City; Virgil Harrison, Tarkio; Donald Windy, Richmond; Leo Hayob, Marshall; Ken Winklemeyer, Boonville; Lauren R. Kello, Independence and Emler Bills, Salisbury.

TOA Leaders

(Continued from page 1)

morris Stein, head office chief of the Motion Picture Theatre Owners Association, has been named to the board of directors and a director of the MPTAO, reported on the recent annual meeting of the MPTAO in Calgary of Canada; H.C.D. Main reported on the convention of the National Convention of Motion Picture Exhibitors and a formal farewell was extended to Clare J. Appel, former Canadian Ondol Theatre owners who has resigned as MPTAO director to take over as executive secretary of the Canadian Distributors Association.

Another Extension For Loew's Needed

Washington, Nov. 7.—A further postponement in Loew's deadline for filing a divorce suit between Margaret Rockefeller and New York State Court is likely, Justice Department officials said.

The current deadline is Nov. 18. Justice officials and Loew's attorneys have been holding pretrial conferences and have talked in recent weeks, but admit that final agreement has not been reached, and that another postponement will be necessary.

Allied to Ask

(Continued from page 1)

he hoped to have a detailed plan worked out "definitely by the end of the month, maybe sooner."

Myers said the resolution approved by the Allison convention and board meeting last week had the "bare bones" of an arbitration plan. "It supposes it is up to me," he said, "but I think we should not have anything to do with the arbitration, and I think the law will breathe some life into the skeleton."

He said piled-up mail and attendance at certain Allied meetings would prevent them from getting a plan on the scheme in the next week or 10 days, but that he hoped to get down to the nuts and bolts of the plan and have it finished reasonably soon thereafter.

The finished plan would be put before a joint meeting of all distributors. Myers thought—not presented to them one at a time. "Myers made a strong plea for industry officials to hold off "snap judgments" on the Allied plan, and told them to "pick it to pieces before it can be fully stated and formally presented to the film companies."

Some industry officials will recognize the plan differently only in form and procedure from the proposals considered by the United Nations' Film Industry conference in 1942," Myers said.

DPOWA Calls Time In Tilt with Pathé

The severance pay charges District No. 65, DPOWA, brought against Pathé Industries and Eagle Lion Classes were slated to be heard in New York Supreme Court here this week, but the union asked Justice Carroll G. Walter for more time to prepare its arguments. Defense attorney William H. Englander protest-ed vigorously and asked for an immediate hearing; but the judge decided to give DPOWA until today to prepare its case.

All union members are not considered to be entitled to additional pay, but the parties, who have agreed to give DPOWA until today to prepare its case.

The DPOWA, which represents the order of defendants are required to show cause why they should not be cited for not abiding by a court order. The plaintiffs are in favor of all claims filed by ELC employees who lost their jobs when Pathé sold to United Artists this year.

The ALBANY TRADE SHOWING of "DOUBLE DYNAMITE" will be held at the Fox Screening Room, 1032 Broadway

Friday, November 5, at 8:00 P.M.

RKO RADIO PICTURES, Inc.
Union locals affiliated with the industry all over the country are participating in the Foundation of Motion Picture Pioneers’ “Midnight Frolic,” which is to take place at the Roxy Theatre on Nov. 16 for the benefit of the Pioneers Fund.

Among the 21 cities which have already made contributions are: Motion Picture Machine Operators, Local No. 327, Cincinnati; IATSE, District No. 8, Indianapolis; IATSE, Local No. 84, Hartford; IATSE, Local No. B-39, Des Moines; IATSE, Local No. 547, Florence, Ala.; IATSE, Local No. 33, Los Angeles; IATSE Local No. 23, Providence; IATSE Local No. 51, Houston; IATSE Local No. 650, Westchester (N.Y.) County; IATSE Local No. 386, Columbus; Theatrical Stage Employees, Local No. 579, Kansas City; IATSE Local No. 96, Worcester; State Employees, Local No. 10, Buffalo; IATSE Local No. 30, Fort Worth; Local No. 306, New York; IATSE No. 444, West Kensington, Pa.; IATSE Local No. 162, San Francisco; IATSE Local No. 218, Pottstown, Pa.; IATSE Local No. 140 Chattanooga; IATSE Local No. 4, Brooklyn; IATSE Local No. 316, Miami.

Mono. Forms TV Film Subsidiary

Hollywood, Nov. 7 — The formation of Interstate Television Corp., a wholly-owned subsidiary of Monogram Pictures Corp., to produce films solely for television, was announced here by Steve Broidy, Monogram president. The announcement came on the heels of the disclosure of Republic Pictures that it has allocated $1,000,000 for its entrance into the production of films for television.

Appointed to head the Monogram TV subsidiary was G. Ralph Branton, recently nominated to the Monogram board of directors.

Midwest Houses

(Continued from page 1)

the premiere of its large-screen TV installation, the only one in Toledo. Although National Broadcasting will televise the game in the East and in Detroit, the contest will be an exclusive for the six Midwest theatres for it will not be on home TV in those cities.

21 Industry Unions Aid Pioneers Fund ‘Midnight Frolic’

The Council of Motion Picture Organizations reported here yesterday that ‘Movietime’ campaign committees throughout the country are continuing to function in high gear to set up plans for promotions and programs designed to capitalize on the “tempo” of the campaign to be featured in newspapers and with the public by the recent national tours of Hollywood personalities who have been asked to use their influence by official COPO. COPO offices in New York have received copies of elaborate mailings prepared by the Texas Committee and the Midwest committee, both emphasizing the benefits already seen from the “Movietime” campaigns to date, and outlining ideas for future promotions. Both committees urge all showmen in their territories to continue the same intensive promotions which fed off the nationwide “Movietime” campaign, and have arranged to set up circuits to channel all ideas by individual showmen to every other theatre in their areas.

Many other regional committees are duplicating this same intensive follow-up to the initial campaign. COPO, at the request of exhibitors whose territories were not included in the nationwide “Movietime U.S.A.” tour, in October, will launch fifth additional tours which will be held between November and December, it was announced by national COPO chairman Robert J. O’Dell.

MPAA, Ad-Publicity Group Weigh ‘Movietime’ Plans

COPO officials met with MPAA’s Advertising and Publicity Directors Committee here yesterday to discuss various proposals for maintaining the high tempo of public interest in motion pictures and the industry already generated by the “Movietime U.S. A.” campaign.

Further meetings will be held between COPO heads and members of the Ad-Publicity Directors Committee to formulate plans for the subsequent phases of the “Movietime” program and to consolidate recommendations for presentation to the COPO executive board and the MPAA board.

Representative COPO at the meeting were Ned E. Depinet, Arthur L. Mayer, Robert W. Coyne and Charles E. McCarthy, Ad-Publicity heads who attended included S. Barrett McCormick, chairman of the committee; Howard Dietz, Charles Einfeldt, Mort Blumenstock, David A. Lipton, Arthur A. Schmidt, Jerome Pickman, Charles Simonelli, Sid Blumenstock, Francis Winkus and Alfred Corwin.

Truman Telecast In Mass. Theatre

Boston, Nov. 7 — President Truman’s United Nations speech late tonight is scheduled to be carried by the Colonial Theatre, Natick, Mass., on its newly-installed Television set.

Billed as an added attraction to its regular feature film program, the telecast is to be picked up by the theatre from either station WBZ-TV or WNAC-TV, Boston. The television screen at the theatre is 14-by-38 feet, suited to the low-cost system for small houses which sells for $3,750.

Italian Films (Continued from page 1)

weeks in New York to establish an office for the Italian Film Export agency, at a press interview here yesterday. He will return to Italy on Nov. 24, by way of Paris.

The IFE head, who also is president of Lux Films, Italian production organization, said producers of Italy are not in a position to accept or reject hisU.S. | IFE’s Drafted recommendation, individual-ly or as a group. He said the recommenda-tions will be made in accordance with his own belief that any nation’s producers should be at liberty to make pictures in conformance with the standards of their own country.

The Italians, he believes, should make a general “declaration of policy” with respect to moral content of their films. “We want to make films on a high moral level,” he said.

‘Quo Vadis’ (Continued from page 1)

peak out a thunderous fanfare of well-wishes to his customers.

Ray Emerson and Sketch Henderson will broadcast over Station WMGM from the Capitol before picture starts and newscasts also will have cameramen covering the event.

Both theatres have had spectacular fronts specially constructed for the engagements which tomorrow will start a continuous run policy at the Capitol and a two-day reserved seat run at the Astor.

Invited to attend the simultaneous premieres are leaders in the industry, radio, education and civic fields, as well as film critics from newspapers in many parts of the country.

Welch Represents MPAA

Vincent Welch will represent the Motion Picture Association of America at the forthcoming Federal Commis-sions Commission hearings on theatre television channels. He is not an FCC attorney, as erroneously reported in these columns yesterday. Welch has offices in Washington. Welch and James L. Flyn were appointed by the MPAA last week to the staff of lawyers and engineers who will prepare and present the association’s case for theatre TV channels.

ITALIAN FILMS

(Continued from page 1)

and allowed the taxpayer extra excess profits credit, which had the effect of cutting the excess profits tax liability. In most cases this also resulted in some increase in the regular income tax liability—though, of course, far less than the reduction in the excess profits tax liability. In all cases, the net result was a tax refund for the firm.

In most cases, the extra credit allowed by the Bureau was far less than that sought by the taxpayer. Universal Pictures, for example, wanted an increased credit of over $15,000,000 and was allowed an increase of $390,000. Even this increase in the credit resulted in a reduction in excess profits tax liability of $955,088. The company’s ordinary income tax was increased $284,470, for a net benefit of $630,588.

Universal Film Exchanges, after adjustments in its taxes, came out ahead by $119,170.

Greene Names Slate For RKO Theatres

An opposing slate of RKO Theatres directors has been nominated by the minority stockholders group led by Wall Street financial advisor David J. Greene.

Under the banner of “RKO Theatre Stockholders’ Committee,” the proxy literature, prepared for the first annual stockholders’ meeting Dec. 6, listed the following nominees: Greene, A. Louis Oresman, attorney; Jay Emanuel of Jay Emanuel Theatres, Pennsylvania; Robert Parke Baruch, partner in H. Heinz and Co.; and Daniel O. Morton, vice-president of Albert Greenfield & Co.

LOOS OF PEP?

MONEYS will bring back that old fighting spirit! Load up on it! PLAY

UNIVERSAL INTERNATIONAL'S
Take a generous helping of MITZI GAYNOR. (You can't have too much!)

Add a virile man-sized portion of DALE ROBERTSON.

Blend in DENNIS DAY for lilting lyrical flavor.

Spice with JAMES BARTON for lightness and tang.

Cut in Melody Romance Spectacle

Sift together with selected YOUNG STARS for effervescence and sparkle.

Mix all ingredients thoroughly with taste and discretion and let it heart-warm for 90 minutes on a screen of glowing color...

Send your order in RIGHT NOW to 20th Century-Fox, sole purveyor of this delectable divesture. Serve hot to your theatre guests for Thanksgiving.

THAT'S A Rare and Entertaining Holiday Treat

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!
Theatres Get Many Permits For Building

Find ‘Entertainment’ Group Is Faring Well

WASHINGTON, Nov. 8.—Persons seeking government permission to build theatres and other entertainment and recreation buildings fared comparatively well, in the fourth quarter, the National Production Authority reports.

It reported that of 131 applications from theatres, radio and TV stations and other recreational facilities, 75 received permission to start construction or were exempted, while only 56 were denied. This means that only about 43 per cent of the applications were turned down.

NPA said that 63 per cent of construction applications of all types were (Continued on page 11)

Time for Planning Expected to Delay Exposition in NY

New York exhibitor committee men who were to go to Hollywood for conferences to plan an industry exposition have "temporarily postponed" the trip, it was learned her

The exposition, envisaged as an adjunct of the Council of Motion Picture Organizations "Movietone U.S.A." campaign, was tentatively set for New York's Grand Central Palace next spring.

It is acknowledged in exhibition (Continued on page 14)

MPAA Studying Gualino Statement

Pending consultation with Dr. Renato Gualino, head of the newly-formed Italian Film Export agency, Motion Picture Association of America officials will withhold comment on his statement in New York on Nov. 7. The Italian government warned that he will recommend that Italian producers refrain from submitting their pictures to the Production Code Administration for a seal of approval.

It was indicated that John G. Mc- (Continued on page 3)

U. K. Fears Restrictions

LONDON, Nov. 8.—Despite the absence of any mention of motion pictures to date in the grim, austerity speeches to Commons of leaders of Britain's new government, the feeling persists in many informed circles here that the government yet may insist on discussions of a revision of the monetary agreement with the American film industry prior to the conclusion of the first treaty, unless the progressive deterioration of Britain's economic position is substantially arrested before the spring of 1952.

Meanwhile, the film trade here was immensely relieved that the voluminous list of reductions in imports asked by the government did not include (Continued on page 3)

Frenke, Nebenzal Form Partnership

Hollywood, Nov. 8.—Formation of Sunbeam Productions, Inc., was announced today by Eugene Frenke, as president, who will be associated with Harold Nebenzal, as secretary. They have scheduled one picture for United Artists release, to be in Cinicolor. It is slated to start at Motion Picture Center Studio on Nov. 26.

SSB Board Starts Talent Pay Sessions

WASHINGTON, Nov. 8.—A special three-man committee of the Salary Stabilization Board met here today to start formulating recommendations on salary control policies for film, radio and other talent employees. The panel is headed by Roy Hendrickson, and members are Neil Agnew and Philip Siff. The panel will continue meeting tomorrow.

Board officials said they hoped the committee would finish its work by tomorrow, but emphasized that its conclusions are only recommendations. (Continued on page 11)

“Quo Vadis” (M-G-M)

IF BIGGER, more spectacular motion pictures than “Quo Vadis” have been made, showmen will have difficulty naming them, and will be inviting argument no matter what. For it is the vastness of the scale on which M-G-M's producer Sam Zimbalist has built their production that impresses even more than its epic story of the heyday of pagan Rome and the burgeoning of Christianity in the midst of manical persecution.

M-G-M has let it be known that 12 years of planning and an investment of $7,000,000 have gone into the production of this picture. A look at its nearly three hours of screen time affords the visual evidence that those are not fanciful statistics. Out of painstaking research and resourceful imagination there has been recreated a large section of Rome, capital of the world of nearly 2,000 years ago, its people, its commerce, its literature, and its gods, with Nero, who destroys it to find in its flames inspiration for a song.

Inherent in the magnitude of the production are box office values readily recognizable from any audience viewpoint. No doubt but what it will carry a price tag commensurate with the production investment it represents. It could not be otherwise. That, in turn, means that it should be commensurately priced for the public. For premium entertainment of this kind, that should be no deterrent at the box office.

ERYVYN LEROY has directed the many-faceted story of “Quo Vadis”, with showmanship of the myriad production assets at his disposal. The story rises to one dramatic peak after another, ebbing naturally into the gathering forces that create the ensuing climax.

Robert Taylor, as Marcus Vinicius, commander of one of Nero's victorious armies, and Deborah Kerr, as Lygia, the hostage girl with whom he falls in love, are well teamed. Peter Ustinov, as Nero, provides an impressively

All-Industry TV Meet to Be Held Tuesday

Progress Reported on Plans for FCC Session

WASHINGTON, Nov. 8.—Another all-industry meeting on the coming Federal Communications Commission's television hearings is scheduled at the Motion Picture Association of America's headquarters here on Tuesday.

Spokesmen for the MPAA and the Theatre Owners of America are already definitely lined up, while an invitation to attend has gone out to Allied States Association.

A similar meeting held in New York last night held considerable interest in the progress toward working out a united front in the industry on the question of frequencies for theatre TV. (Continued on page 3)

“Quo Vadis’ Bows Here to Thronges At Astor, Capitol

New York's Astor and Capitol theaters on Broadway last night held simultaneous world premieres of M-G-M's “Quo Vadis" in an atmosphere of glittering celebration.

“Quo Vadis' premiere in pictures on pages 4 and 5.

Scores of celebrities and personalities from the theater, film, radio, newspaper and many other fields were on hand for the openings of the Technicolor production which was 12 years (Continued on page 14)

Federation to Hold Meeting Here Today

An organizational luncheon-meeting of the Amusement Division of the Federation of Jewish Philanthropies of New York will be held today at the Hotel Astor here. The meeting was called by Emanuel Fried, chairman, and Barney Balaban and S. H. Fabian, co-chairmen, of the industry's current drive to assist the Federation in its campaign for $20,000,000.

Joseph Willen, director of the Federation, will address the meeting on

(Continued on page 11)
General Precision Lists $124,048 Net For Third Quarter

General Precision Equipment Corp. and subsidiary companies reported consolidated net sales of $6,950,481 for the three months ended last Sept. 30, compared with net sales of $7,400,140 for the quarter ended Sept. 30, 1950. Consolidated net income for the third quarter of 1951 amounted to $124,048, equal to 21 cents per common share, compared with net income of $299,438, or 50 cents per share for the three months ended Sept. 30, 1950.

Directors of General Precision have declared a dividend of 25 cents per share payable Dec. 11 to stockholders of record on Nov. 23.

Resnick to Preside At Para. Hearings

WASHINGTON, Nov. 8—Leo Resnick, one of the Federal Communications Commission’s top trial examiners, has been named to preside over the Commission’s hearings on the antitrust record of Paramount Pictures and its affiliates and the proposed merger between United Paramount Theatres and American Broadcasting Co. The hearings are slated to start Jan. 15.

Stockholders, Board Of Mono. Meet Weds.

Hollywood, Nov. 8—The annual stockholders and directors meetings of Monogram-Al lied Artists will be held here on Nov. 14.

Several to Close On Armistice Day

Loew’s, M-G-M, Monogram, RKO Pictures, 20th Century-Fox and Warners will be closed all day Monday, Armistice Day. Closed a half-day will be Columbia, Paramount, United Artists, Universal and the Motion Picture Association of America.

Barasch Opens Office

Lewis Barasch Associates, public relations firm, has been formed here. Barasch, veteran publicist in the entertainment and sports fields, will concentrate on special promotions for motion pictures, radio and television.

Sheil to Aid Harbert

Dick Sheil of Good Housekeeping Magazine, will serve as film industry contact for Ruth Harbert, West coast motion picture pictures, editor of the publication, who is in New York from Hollywood to interview industry executives for material for her “Assignment in Hollywood” feature.
Austine Cables Praise to Paramount
For Televising U. N. Paris Meet

A congratulatory cable to Paramount Pictures for its "very special contribution" to the work of the United Nations in recording the proceedings of the current General Assembly meeting in Paris was sent by Warren R. Austin, chief delegate for the U. S.

The cable, addressed to Barney Balaban, Paramount Pictures president, and made public yesterday, praised the company for its "wise and timely action in the use of television equipment to block television coverage of this assembly in Paris."

The television recorder installed by Paramount technicians for Dean Acheson's speech today was claimed to be the fastest installation of equipment to date.

**Plans Two Network TV Shows for Denver Theatre**

Negotiations for two television network shows, for sports and news, to be pipped into Denver's only present television outlet, at John Wolfberg's Broadmoor Theatre, are nearing completion, Wolfberg disclosed while on a visit here.

While expressing confidence that he will be able to reach deals with National Broadcasting for the Broadway to pick up the network's Saturday night package program, sponsored by Westinghouse, and NBC's five-night weekly Camel News show.

The Colorado exhibitor, who was in New York for two weeks to obtain shows for his theatre, said that as far as the news show went he already has received an offer from the William Eady advertising agency which would have a contract to cable cast it in his theatre. Wolfberg plans to carry the advertising message with his contemplated pick-ups. His theatre was the only one in the country which televised the World Series games, Denver having no home TV reception.

Despite his optimism in booking the news and sports programs, Wolfberg met a good deal of opposition from both national booking MMG production. He will be presented at the English star in the leads. The bookings will write, produce and direct the picture.

**Greenfield Named 'U' Albany Manager**

Leo Greenfield has been named manager of Universal-International's Albany exchange by Charles J. Flood, domestic sales manager.

Greenfield, who succeeds Eugene Vogel, who resigned, had been a salesman in the New York exchange since June 1947. He started in the industry in 1936 as a film buyer and booker for Courthorpe Theatres.

**All-Industry TV Meet**

(Continued from page 1)

The FCC hearings are slated for the end of February, and the industry is stepping up its pace of preparation. FOA will co-operate at the meeting by TV attorney Marcus Cohn and the engineering firm of Jonasky and Voss. FOA spokesmen will include Vincent Welch and James Fly, attorneys hired by the MPAA to represent the chain in the meeting.

Taylor Mills, Sidney Schreiber and MPAA's engineering experts, McIntosh and Inglis.

**French Exhibitors Group Wants Quota System Abolished**

By HENRY KAHN

**Paris, Nov. 5 (By Airmail).**—The French Syndicate of Exhibitors has asked that the quota system be abolished. Mr. Charles Notary, president of the Syndicate, told an exhibitor meeting at La Baule, that the French industry needed more shows. He said, "If French production is worth seeing, the public will see it, he said. A quota demanding that theatres play five French feature films each week would be impossible since the public simply stays away from the theatres.

At the meeting France is not making a sufficient number of quality films to meet the demand of exhibition. Trickett made the point that too few of the quota would not harm French production and would benefit exhibition.

**Gualino Statement**

(Continued from page 1)

Carly, AMPA vice-president, would confer today with Gualino, who is here to establish an office for IFP, which was set up to implement the new film agreement between Italy's National Association of Motion Picture and Allied Industries and the MPAA. The MPAA was said to be desirous of getting from Gualino a "clarification" of his statement.

**Negotiated Last Summer**

Under the Italian agreement negotiated last summer by McCarthy and Ellis, the Society of Independent Motion Picture Producers, of every 100 lira which the U. S. companies have blocked in Italy, 37.5% are transmittable to the companies at the official rate of 625 to the dollar; 12.5% go to finance IFP and the remaining 50 go toward the production of films in Italy and the importation by Italy of films from any country in the world.

When Gualino made his statement, he acknowledged that films without the Production Code seal meet with certain restrictions before they can be shown by operators. He said he was of the opinion, however, that if Italian pictures which entered this country with the new agreement do not meet with condemnations from organizations such as the National Legion of Decency, "we'll have no trouble."

**Fears Restrictions**

(Continued from page 1)

films. It is emphasized, however, that the curtailments announced for the present are interim and emergency measures only. The whole pattern of the curtailment will be for more detailed examination during the coming eight weeks' recess of Parliament.

**Legion Puts French Film in Class C**

The latest report of the Legion of Decency places the French film, "La Ronde," which was placed in Class D last May, and has placed four other films in Class B. The latter are: "The Girl on the Bridge," "Archie, Where Are You?" and the French language Juvenile Films: "Ten Tall Men," Colombia: "The Unknown Man," M-G-M.
"Quo Vadis" in Twin B'way Premiere

The eyes of the industry last night centered on the world premiere of "Quo Vadis," M-G-M's much-heralded spectacle-drama of Rome in the days of Nero and the early Christians. Broadway crowds, and police, were out in force for the openings at the Astor and Capitol. The premiere was mostly invitational although some seats were sold in the balcony of the Astor where the attraction starts its reserved seat, two-a-day policy today. The Capitol engagement will be at prices advanced beyond regular schedule on a grind policy.

Nicholas M. Schenck, president of Loew's, Inc., and Mrs. Schenck

S. H. Fabian and Sam Rosen, partners in Fabian Theatres

Sol A. Schwartz, president of RKO Theatres, and his wife

Dore Schary, vice-president in charge of M-G-M production, and Mrs. Schary
Rouben Mamoulian, film and stage director; his wife, and Howard Dietz, M-G-M vice-president in charge of advertising and publicity

Oscar A. Doob general executive of Loew's Theatres; Sam Zimbalist, producer of "Quo Vadis" and Silas F. Seadler, advertising manager of M-G-M

Joseph R. Vogel, vice-president of Loew's, Inc. in charge of Theatres; Barney Balaban, president of Paramount, and Mrs. Balaban

Herman Robbins, president of National Screen; left, Mrs. Robbins; Mrs. George F. Demou and her husband, NSS vice-president in charge of sales


Photos for Motion Picture Daily by Cosmo-Sileo
“The Barefoot Mailman”  
(Columbia)  
ROBERT CUMMINGS is a chucklesome hero-villain in this outdoor, which successful运用s the American highways and byways. The back-country the swamplands and jungles of Florida were the last frontier of America. That hardy soul, known as the barefoot mailman, kept communications between outposts moving by foot, and it was a job frequently menaced by the elements. Well known is the story of how the barefoot mailman, Jerome Courtland plays one of these mailmen whose route is from Palm Beach to Miami. He makes the trip one day with Cummings, a smooth-talking, cunning mailman, who encourages them to steal money from another person. Terry Moore, who at first disguises herself as a 12-year old girl. The journey is marked with dangers, clashes, kidnapping, and other incidents devised by the devilish beachcombers, but the trio finally reach their destination. By this time, however, a rivalry for Miss Moore has developed between Courtland and Cummings. As the screenplay, by James Gunn and Francis Swann conceives Cummings, he is quick with his tongue, handy with his fists and fast with a schema. In Miami he teams up with storekeeper Will Geer in an attempt to block the people of funds which are supposed to be used to build a railroad. A plot is arranged whereby the beachcombers raid the town and steal the money. A full-scale battle finally ensues between the townspeople and the beachcombers, and when the tide is about to turn against law and order, Cummings steps in and saves the day. In a comic ending, a worn but relieved group of Mi amians gives Cummings his walking papers.

There is a certain mirth and bounce to Cummings which gives a lift to the picture even in its more routine aspects. Robert Cohn produced and Earl McEvoy directed.

Running time, 83 minutes. General audience classification. For December release.

MANUEL HERBSTMAN

“Double Dynamite”  
(RKO Pictures)  
WITH SUCH SOLID NAMES as Frank Sinatra, Jane Russell and a show choreographed by Busby Berkeley, “Double Dynamite” starts out immediately with assurance of popular box-office response. The picture is one of those light-hearted comedies with songs that is not strong on credibility but manages to strike a mood that always is relaxing and satisfying. This time the three in a team are again involved in a by-law domestic drama. Sinatra plays a cautious young bank-teller who tries unsuccessfully to convince his boss that he needs a raise in order to marry his shapely fellow-worker. That strategy fails and the teller is assured that she has Sinat ra over money that leads to her getting caught up in a whirlwind of melodramatic events. After a luncheon quarrel, Sinatra takes a short-cut alley route back to the bank when he comes upon some thugs plugging a man. Sinatra is quick to the rescue and the victim turns out to be “Hot Horse” Harris, a bookie, who insists on giving Sinatra a thousand dollar reward and who then proceeds to partake the money for him on a series of races so that the discomfited Sinatra wanders up with a fortune.

By a weird coincidence in the Melville Shavelson screenplay, there is a shortage of thousands of dollars at the bank, leaving Sinatra a bundle of contraband. Sinatra sets to work to do with the money, a slight story of song by Sinatra, Irving Cummings, Jr. produced and Irving Cummings, Sr. directed.

Running time, 80 minutes. General audience classification. For December release.

M. HERBSTMAN

“South of Caliente”  
(Republic)  
ROY ROGERS gets away from his usual plot formula in Republic’s “South of Caliente” and the departure makes this an unusually entertaining story. Most of the suspense for the screenplay goes to Eric Taylor, Edward J. White was associate producer and William Witney directed.

Rogers conducts a trucking service which takes horses from one race track to another. One job requires him to take a valuable horse belonging to Dale Evans away from the ranch which she is in danger of losing. Miss Evans, it seems, must sell the horse in order to save the ranch. The first trouble ensues when Rogers and his caravan cross the border into Mexico. In a tense situation, with its valuable cargo of horses, including the one belonging to Miss Evans, is hijacked, Rogers sets out to discover who the criminals are and while doing so finds that murders have been committed. As the plot unfolds, Rogers discovers that a couple of men on Miss Evans’ ranch is involved in the criminal getup, and that the as tute detective work he has done finds that Miss Evans’ horse has been stolen and his identity changed in order to enter him as a “dark horse” at various tracks. Rogers does some good action as the culprits are rounded up, Rogers does a good deal of riding on Trigger, his famous horse. Providing the comedy relief as Rogers’ helper is Pinky Lee. The picture is also enlivened by several musical numbers.

Running time, 67 minutes. General audience classification.

“Elopement”  
(20th Century-Fox)  
CLIFFTON WEBB, that wonder man of the screen, now has a new sensation in the form of his latest screen creation of the elopement arouses Webb’s full pedantic fury, for he is almost certainly convinced that no man is worthy of his daughter’s hand. The picture is a thoroughly enjoyable one and the general public should react favorably.

This is the story of 1951 and in the Rose Theatre where the film was “snaked” the audience responded with obvious delight.

Anne Francis, as Webb’s daughter, makes her first appearance on the screen with some valuable assistance from Thomas Gomez. For the citizenry of Webb, the parents on both sides decide to drive to the town where the youngsters are to marry and block it.

The sequel, by Bess Taffel, has a maximum of laughs and incidents in the night drive to the “rescue.” When the parents finally catch up with the youngsters they have a change of heart and decide that they really want the marriage to go through. In the meantime, however, the youngsters quarrel and this makes the parents decide to have the marriage broken off. The film appears to have wrung out of these cross currents, until finally all misunderstandings are resolved in a happy ending.

Regional Gardner, who skis humorously about the periphery of the story, contributes considerably to the overall enjoyment of the film. Fred Kohlmar produced and Henry Koster directed.

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

M. HERBSTMAN

“Fort Defiance”  
(Ventura—United Artists)  
There is a quality of latent power to this story which immediately sets it apart from the average outdoor action drama. It has other qualities which the exhibitor will find redeemable at the box office, among them, good performances by Dan Clark, Ben Johnson and Peter Graves, greater character development than customary in a Western, and impressive outdoor shots by Cunningham.

Clark portrays one of the toughest, nastiest hombros that ever menaced the West. Not only that, he deserted in a battle in the Civil War, causing all sorts of trouble in the country’s course, as well as in his cousin’s course. By this time he is determined to kill Clark. While waiting for Clark to return to his ranch, Johnson grows attached to Clark’s blind brother, Graves. It seems that Graves thinks Clark is a shining hero, which makes the final realization of his worthlessness all the more painful when it comes.

Several cross-currents of emotion have been put into the screenplay by Louis Lantz. When Clark finally arrives there is the deadly tension between him and his cousin, the twin qualities in the man, the set of crime against the rage of a town mob that is bent upon the elimination of both brothers for motives of their own. The fight against the mob is presented against an even larger fight against around Indians. To be sure, there are some scenes which are in the hands of the mob, but this is offset by the wealth of the story.

A slight romance between Tracey Roberts and Graves has been worked into the story. By the time the finale rolls around, Clark bows out with redeeming the affection of both brothers.

Frank Melford produced and John Rawlins directed for Ventura Pictures.

Running time, 81 minutes. General audience classification. Release date, Nov. 9.

M. HERBSTMAN

“The Big Night”  
(Philip A. Wazan—United Artists)  
JOHN BARRYMORE, JR., tops the cast in this melodramatic adaptation of Stanley Ellin’s novel, “Dreadful Summit.” The film is studded with moments of suspense and excitement, and, although it has its slow spots too, it is on the whole an effective offering whose saleability will depend somewhat on the drawing power of the Barrymore name and that of Preston Foster, who co-stars.

Directed by Philip A. Wazan and directed by Joseph Losey, “The Big Night” opens with Foster, an ex-boxer who presently operates a café, celebrating the birthday of his young son, Barrymore. Howard St. John, a sports columnist, walks into the restaurant as the boy and his father are chatting, orders Foster to get down on his hands and knees, and beats him mercilessly with a cane. The youth cannot understand why his father takes the beating without fighting back.

John takes both at his father for not confiding in him and at St. John, Barrymore takes a revoler from the cash till and sets out to track down the columnist. He is shunted from one series of circumstances to another, will be shot by St. John who explains that the boy’s father was the cause of his sister’s committing suicide.

Further disillusionment for Barrymore, the columnist is shot as it turns out later not so seriously, and everything is wrapped up in the usual note-everybody-is-going-to-get-married-in-the-end ending, and so do Philip Bourneuf in the rather complex character of philosopher and playwright who first befriends the youth and then renews his loss. Losey and Ellin wrote the script.

SCENE AFTER SCENE CHEERED LAST NIGHT!

A Pictorial Review of M-G-M's Mighty Technicolor Masterpiece!

"QUO VADIS"

(Above) Robert Taylor as the pagan Roman general who succumbs to the allurements of Deborah Kerr as the Christian hostage. (Right, above) Principals in the magnificent cast of thousands. All won plaudits from a cheering World Premiere audience.

(continued)
AUDIENCE THRILLED AT WORLD PREMIERE!
“QUO VADIS”

Just a Few of the 1,000 Big Scenes From M-G-M's Famed Technicolor Production!

(on the opposite page)

TOP PHOTO: Pagan ceremony before 30,000 people in the forecourt of Nero's palace as the Roman populace pays homage to vestal virgins and pagan gods.

INSET: Hundreds defy Nero’s soldiery to listen to the thrilling message of Peter.

BOTTOM LEFT: The court of Nero at the height of its decadent revelry.

BOTTOM RIGHT: The martyrs at the mercy of the hungry lions in the circus of Nero.

(on this page)

TOP CENTER: The mad Emperor Nero.

TOP RIGHT: Robert Taylor remembers his love for Lygia as the seductive Empress Poppaea, guarded by pet cheetahs, seeks to entice him.

BOTTOM RIGHT: Panic in the night—fear-stricken citizens flee through the sewers of Rome to escape the burning city.
On this page:

TOP: The Giant Ursus fights a death-duel with the maddened bull to save Lygia tied to the stake as thousands ask for the blood of the Christians.

BELOW (Right): Nero strangles his beautiful Empress.

BELOW (Left): Acclaimed by the wealth and beauty of the city, triumphant Roman legions return with chained captives.

Last night’s World Premiere at the Astor and Capitol, New York was a milestone in film annals. No attraction in all show history is so eagerly awaited!

starring

ROBERT DEBORAH
TAYLOR - KERR
LEO GENN and
PETER USTINOV

COLOR BY TECHNICOLOR

Screen Play by JOHN LEE MAHIN and
S. N. BEHRMAN - SONYA LEVIEN
Based on the Novel by Henry Sienkiewicz
Directed by MERVYN LEROY
Produced by SAM ZIMBALIST

A Metro-Goldwyn-Mayer Picture
**SSB Board**

(Continued from page 1)

and that the final decision rests with the Salary Board itself. They said there was no indication how long the board might take in considering the committee's recommendations, but pointed out the board so far has moved very slowly on similar issues.

Indications are that the committee's recommendations would not be made public until a final decision is made by the Salary Board.

**Submitted Supplemental Brief**

The Association of Motion Picture Producers and the talent guilds have submitted a supplemental brief, again requesting that the committee permit the film industry to continue working under traditional salary policies, as sanctioned by the so-called Wirtz Letter from the Wage Stabilization Board.

Meanwhile, Wage Board officials said there is absolutely no sign of any early action on the supplemental report from the special WSB panel on whether to lift wage control entirely in the film industry. The committee's request remains exempt from price control.

The panel, in its report on Aug. 22, split half-a-dozen different ways, and the board has been slow to act on an obviously complicated problem. A board spokesman said there are "too many other pressing problems to look for any early action" on the exemption question.

**DPOWA 'Withdraws' Charges Against ELC**

District No. 56 of the Distributive, Processing and Office Workers of America withdrew the severance pay charges against Pathe Industries and Eagle Lion Classics which were scheduled to be heard yesterday in New York Supreme Court here, it was reported by William H. England, attorney for the companies.

A spokesman for the union said, however, that the withdrawal was not official but rather represented "a legal move" designed to benefit the union's case. Under the hearing order the defendants were given leave to file answers why they should not be cited for not abiding by a court-appointed arbitrator's award in a 1944 case, and by firing employees who lost their jobs when Pathe sold ELC to United Artists this year.

**Chaplin, 'I' Settle**

Hollywood, Nov. 8.—The IATSE has disclosed that Charlie Chaplin Studios has signed a basic pact with the union thereby clearing the way for shooting Chaplin's new picture, "Limelight," scheduled to start Nov. 19.

The union earlier had threatened to pull off construction crews, and if necessary prevent shooting crews from working on the picture when they encountered what appeared to be opposition to signings of a new pact with the company, according to IATSE representatives.

**Sell Brandt Property**

Berk and Krumgold, theatrical realty specialists, in association with John W. Real of Mt. Vernon, N. Y., have sold for Harry Brandt the Embassy Theatre in Vernon to Louis Rubinstein, real estate investor.

**Reviews**

"Flight to Mars" (Monogram) Hollywood, Nov. 8

SOLID entertainment value is embodied in this fanciful story of interplanetary flight in a rocket by a group of adventurous scientists of the Earth. What the planet Mars and Martians might be like is seen. The flight of the rocket from the mother ship, eye-witnesses the fundamentals and scenes depicting life as it is lived almost totally underground by the Martians, are perceptively enhanced by the use of Cinicolor. Walter Mirisch produced and Lesley Selson directed.

"Jungle of Chang" (Seven-RKO Pictures) St. Louis, Nov. 4

Svensk Filminustri Productions has turned its documentary camera on the filming of an interesting and informative study of the life and customs. Woven into the documentary background is a slight dramatic narrative that concerns a young married couple, PoChai and MyYing, and their struggle for existence.


"Elephant Stampede" (Monogram) Hollywood, Nov. 6

THERE ARE MORE things, more story, more bearies and more action packed into "Elephant Stampede" than in several of its predecessors in the Bomba series joined together: not that any of its earlier counterparts has been too weak to be received, especially in the category of youngsters.

Beebe's script opens in a jungle village where a white woman is teaching the native chief English in a makeshift schoolroom and her aide, played by David Harrow, is the adjutant jungle. This pleasant place is disrupted by a couple of white hunters who invade the area, an elephant sanctuary, intent upon killing elephants for the profit which the sale of their tusks can bring them. The depredations begin when they murder their guide, and end, after many conflicts, with one of the villains killing the other and the elephants killing the killer.

Other in the cast are Edith Evanson, Martin Wilkins, John Kellogg, Morrie Healy, Leonard Mudie and Gerald Knecht.


**Get Permits**

(Continued from page 1)

turned down in the fourth quarter, meaning that entertainment projects fared considerably better than construction generally. In fact, only "miscellaneous residential" projects had a lower denial percentage. All other major categories had denials upward of 20%.

$21,602,000 of Building

The 131 entertainment applications involved $21,602,000 of building, NPA said. It allotted materials to 11 projects, involving the approval of another 26 projects, involving $1,520,700 of construction, without making any allotments of materials; and ruled that 38 other projects, totaling $804,820, were exempt. The 56 projects turned down involved $11,229,000 of building.

NPA officials said indications are that the rate of rejection for the first quarter of 1952 will be higher than for the fourth quarter of 1951. They made this statement about construction generally—but it is believed certain to be valid for theatre construction specifically.

NPA said it was unlikely that an approval could be given any project not at least 20 per cent complete or of a direct military or defense-supporting nature.

**Federation Meeting**

(Continued from page 1)

the Federation's non-sectarian services to the community through its network of hospitals, child care and psychiatric agencies. He will also outline the objectives of the current campaign.

Leo Brecher, New York circuit assistant, will report on the achievements of last year's drive.


**Masterpiece Gets Realmart Franchise**

New Orleans, Nov. 8.—Master- piece Pictures, owner of thebooth, said its spokesman, Milton Dureau, vice-president and general manager, says it has secured a franchise of Realmart Pictures and Jack Broder Productions for exclusive territory. The deal was consummated between former Dureau and Lan- daiche, Realmart, New York and Mas- terpiece, New Orleans officials. Sales price was not disclosed.

**Dallas Theatre Deal**

Dallas, Nov. 8.—The Dallas The- atre, formerly a Telegoners operation, is now under ownership of Greater Texas Theatres, owned and operated by L. N. Crim, Jr. and Robert Hartgrove.
NOW IN PRODUCTION
"COLORADO SUNDOWN"
"THE LAST MUSKETEER"
FOR THE SEASON 1951-52

REPUBLIC, THE #1 WESTERN STAR MAKER OF THE INDUSTRY, IS PROUD TO ANNOUNCE REX ALLEN WITH KOKO, "THE MIRACLE HORSE OF THE MOVIES," IN A NEW SERIES OF THE FINEST OUTDOOR PICTURES EVER BROUGHT TO THE SCREEN . . . SUPPORTED BY THE GREATEST NAMES IN OUTDOOR ENTERTAINMENT.

ALLEN

ZONE COWBOY

aimed by thousands of exhibitors and millions of movie fans!
in preparation and took three years to film in Italy. As the invited guests entered the Capitol, 30 trumpeters stop the theatre’s marquee heralded the event, and at the same time 100 other trumpeters greeted from atop the Astor’s marquee those who entered that house.

Newsreels Recorded

Also, as the guests arrived newsreel cameras recorded the proceedings at the Capitol and other theatres. In the lobby of the Capitol from 8:00 to 8:30 P.M., Ray Emerson and Skitch Henderson interviewed over Station WMGM the celebrities and MGM executives as they arrived. The newsreel clips were to be shown on television networks broadcasts later in the evening over a national network.


Also, Leonard Goldenson, Louis Nizer, Moss Hart, Herbert Bayard Swope, Nate J. Blumberg, Barney Balaban, numerous city and state officials and military officers and others.

111/2 HRS. ONESTOP
3 DC-6 Mainliners daily
TO LOS ANGELES
ON UNITED!

De luxe service oaks, including de luxe
mainliner meals at no extra
cost. United’s famous flight, “the
Hollywood,” leaves noon, arrives at
8:00 P.M. East. Diverts at
convenient hours during the day
and evening.

UNITED AIR LINES

believable characterization of the mad, whimsical emperor. Leo Genn, as
Petronius, courtier to Nero and uncle of Marcus, completes a quartet of
principals that is foremost throughout the story.

The color by Technicolor, exquisitely photographed under the direction
of Robert Surratt and William V. Skall, adds splendor to the palace scenes,
drama to the amphitheatre where Christians are sacrificed to lions and put
through a fire, terror to the mob scenes, and majesty to the settings,
brightness to the details of costumes, furnishings and countryside, throughout.

Running through the story of Nero’s reign of cruelty and madness, is the
romance of Marcus and Lygia, which has its beginning with his return to
Rome with his victorious legions and the conqueror whom they have made
their slaves. Billeted at the home of a retired Roman general, played by
Felix Aylmer, Marcus encounters Lygia, hostage daughter of a complete
member and one of Aylmer’s housemaids and Conduct. When she
rejects Marcus’s advances, he uses the good offices of his uncle to have
him assigned to her as a hostage by Nero.

An old friend of Marcus’s giant servant, played by Buddy
Baer. Marcus trails her to a secret gathering of Christians addressed by
Paul of Tarsus (Abraham Sofer) and the fisherman, Simon called
Peter (Finlay Currie). Attempting to re-take her, Marcus is injured by the
girl’s servant and is brought to her residence where, while caring for him, Lygia
learns to love him. They quarrel over her devotion to Christianity and
Marcus leaves her for Nero’s court to assume a flirtation begun by
Empress Poppea (Patricia Laffan).

MEANWHILE, Nero has conceived the idea of burning Rome to experi-
ence new inspiration and to build a new city to bear his name. Marcus
plans and sets out to rescue Lygia. The Emperor, accompanied by charioteers to head him off and there ensues a spectacular chase reminiscent of
some of the outstanding sequences of the kind in the old “Ben Hur.”
Before the hero can reach the baths that lie near the southern section of the city
in which Lygia resides, their escape cut off by guards who bar a bridge,
Marcus finds Lygia and leads her from danger through an underground
erow. They emerge at the bridge where he overcomes the guard captain
and escapes.

The populace rebels in an aftermath to the confabulation and to appease
them, Nero afolds the blame for the burning of the city on the Christians
and proceeds to destroy the amphitheatre before the public, burns the
Christians and his slave girl lover, played by Marina Berti, take their own lives
by poison to escape Nero’s designs. Marcus and Lygia are imprisoned with
other Christians. Peter, who has fled Rome, receives a sign and returns.
He dares to drive the populace gathered at the amphitheatre to save
the Christian victims but is seized and imprisoned. Before being crucified, he
unites Marcus and Lygia in marriage.

IN THE amphitheatre, Christians are burned to death on crosses or left to
attack by lions. As a climax designed by the Empress, Lygia and her
masquerad are placed in the arena alone with a maddened bull, while Marcus
is bound in the gallery and forced to watch. Nero decides that if the man
servant kills the bull, Lygia’s life will be spared. In this spectacular encoun-
ter—a man pitted against bull with the girl bound to a stake near the
are-the hero is able to avoid all danger. Marcus frees himself from
his bonds and leaps into the arena to free Lygia and arouse the people against
Nero. The terrorized emperor flees to his palace where he kills himself as
the mobs storm his hall.

The picture is played by John Lee Mahin, S. N. Behrman and Sonya Levien,
based on the novel by Henryk Sienkiewicz. Music is by Miklos Rozsa. Art
direction, set decoration, special effects, costumes, and, in fact, every technical
aspect of the film is of a high order never before achieved. The result is
beautiful detailed effects as well as splendid panorama and pageantry in
such scenes, by way of example, as the vast public fete decreed by Nero to
wage home Marcus’s victorious legions and the orgiastic feast in his
palace which follows it.

Some may feel that the picture is needlessly lengthy. Some may object
to spoken lines of double entendre in questionable taste and some may object
to the producer’s heavy burden of pictured cruelty, murder, suicide and sadistic
brutality and torture. They are present but it is difficult to say they could
have been avoided in the depiction of a pagan world by a madman who
thought himself divine.

The very magnitude of the production insures its longevity. It is certainly
designed for extended runs and revivals over the years. Running time, 171

MR. EXHIBITOR! ONLY 6 WEEKS TO X \n
WALTER NANGERS

Acadin and his lamp

SHERWIN KANE

WSAY Seeks UPT Deal Intervention

WASHINGTON, Nov. 8.—Station WSAY, owned by Raymond W. Rochestie, Mass., has asked permission of the Federal Com-

munications Commission to intervene in opposition to the proposed merger

of the American Broadcasting Co. and United Paramount Theatres.

The station said it has spent over $30,000 in recent years fighting A.B.C.
in the courts. It claims the network has cut the station off from national

advertisers.

Exposition

‘Starlift’ Premiere At Travis Air Base

The world premiere of Warner Brothers’ “Starlift,” directed by Roy

Piland of the director holding for the

Exposition. The Grand Central Palace

exhibit was caused by the need for further planning among the

committee members and the execu-
tives who assigned which they repre-

sent before conferences with studio

executives could be held, it was said.

The committee consists of Fred J.

Schwartz, Joseph Vogel, Max A.

Cohen, Sol Schwartz and Leonard

Goldenson. The Motion Picture As-

sociation of America has been asked to

supply the $400,000 it is estimated the expositon would cost.

Levin Associates to Hold Weekend Meet

INDIANAPOLIS, Nov. 8.—Distribu-
tor-exhibitor relations as well as sev-

eral new industry surveys will be

discussed at a weekend regional meet-

ing of Jack H. Levin Associates at the

Lincoln Hotel here.

Attending the sessions will be repre-
sentatives from Chicago, St. Louis,

Cincinnati, Cleveland, Minneapolis,

Detroit, and Indianapolis.

Five Per cent Sales Filed in Pittsburgh

PITTSBURGH, Nov. 8.—Adolph Par-

nes, named as defendant in five per-
cent sales actions filed here today by

Universal, Paramount, Loew’s, RCA

and 20th Century-Fox, alleged under-

reporting of sales. The suit asks 14

percentage points exhibited at the

Lyric and Rialto theatres in John-

son.

James R. Orr of the Pittsburgh law

firm of Reed, Smith, Shaw and Mc-

Clay represent the distributors.
The Eastman 16mm. Projector,

MODEL 25

HERE is a precision-designed, craftsman-built projection instrument which delivers a screen image and sound reproduction from 16mm. film that compares favorably with the performance of the most advanced 35mm. equipment. You can be certain of theater-quality projection of your 16mm. sound films when they are shown with an Eastman 16mm. Projector, Model 25. The standard model may be fitted with tungsten or carbon arc lamp.

For more detailed information, including mechanical and installation specifications, fill out the coupon below now, and mail it today. Your free copy of the booklet, "Theater Quality 16mm. Projection," will be in the return mail, postpaid.

Extra Assurance for Trouble-Free Performance

Every purchase of an Eastman 16mm. Projector, Model 25, in the U.S.A. includes installation supervision and thirty-day service from date of installation by the Altec Service Corporation.

Eastman Kodak Company
343 STATE STREET, ROCHESTER 4, N. Y., DEPT. 8
Please send copy of "Theater Quality 16mm. Projection" at earliest convenience.

NAME

COMPANY (OR THEATER)

STREET

CITY ZONE STATE
THE BIG CHRISTMAS PACKAGE for the whole family is from U-I!

'Mommy, is that Schmoe gonna be our Father?'

Their Romantic Weekend for two...is a riot for Eight! Her kids...his kids...an ex-flame...and a wildly bewildered hotel clerk!

UNIVERSAL INTERNATIONAL presents

VAN HEFLIN
PATRICIA NEAL
GIGI PERREAU

Week End with Father

The Week End that shook the World...with Laughter!

VIRGINIA FIELD • RICHARD DENNING • JIMMY HUNT

Screenplay by JOSEPH HUTHAM • Directed by DOUGLAS Sirk • Produced by TED HIRAMOND

BOOK IT NOW... for the Holidays!
See Ruling on Film Wages Within Week

Board Reports Progress In Mapping Govt Policy

WASHINGTON, Nov. 11. — The special three-man Salary Stabilization Board committee studying salary control policy for the film industry and other talent workers is expected to have its final recommendations ready "within a week or 10 days."

This was announced by chairman Roy Hendrickson following a two-day meeting of the committee here Thursday and Friday. Other members are Philip Siff and Neil Agnew. Film producers and talent guilds have asked for permission to continue their traditional salary policies.

Hendrickson told press conference Friday that the committee found "very difficult going" in working out its recommendations, because "this is (Continued on page 2)

All-Year Tours Favored by Stars

Hollywood, Nov. 11.—First questionnaires from among the 110 players who participated in the recent "Movie U. S. A." tours in the field indicate approval of the basic idea, with the reservation that an all-year plan of visitation, state by state, was more highly considered than a "shoot the works in two weeks" schedule, reports George Murphy, president of

(Continued on page 2)

Never Was A Film Shortage: Golden

Washington, Nov. 11.—"There never was a raw stock or film shortage, and now it's running out of their ears," National Production Authority film chief Nathan D. Golden declared on his return here from a trip to Rochester.

"Eastman Kodak has removed all limitations on purchases," Golden declared, "and is now even inventorying film. Anybody can buy now anything he wants. We have helped them bring along extra production, and everything is going fine. Both military and civilian users are all being taken care of."

No Developments in AMPP-Union Meets

Hollywood, Nov. 11.—The Association of Motion Picture Producers went into huddles Friday with IATSE and SAG on the resumption of contract negotiations which were interrupted last week. Nothing of importance developed at either meeting.

The IATSE meeting, according to Roy M. Brewer, was of short duration, because the principals had other commitments during the day, which allowed too little time to go over the disrupted escalator clause. However, the meeting will be resumed sometime early this week.

Hartman Sees A Cut in Production

Paramount may reduce by five or six the number of features customarily turned out annually in order to keep within the spending limits it has set for itself under the formula of production planning and time-cutting which it adopted last June, Don Hartman, the company's production supervisor, reported here at the weekend.

Paramount has been producing 36-odd pictures a year.

First of Six Set for Nov. 16 at Hotel Astor

Some 70 exhibitors from eight states and the District of Columbia have been invited by George Siff to the first regional meeting of Theatre Owners of America, which will be held at the Hotel Astor here on Nov. 16 under the chairmanship of S. H. Fabian.

The New York meeting will be followed at later dates by five more regional meetings, with the locations to be as follows, Atlanta, Chicago, Dallas, Denver and Los Angeles. The dates for these five will be set by the respective regional chairman.

The states which will be represented at the Nov. 16 gathering and the exhibitors from each who are expected to attend, follow:

NEW YORK: Harold Eskin, George P. Skouras, Walter Reade, Jr., Harry

Continued on page 6)

Frisch Names Committees For Federation Drive

Plans for the forthcoming campaign of the industry division of the Federation of Jewish Philanthropies were discussed at a luncheon-meeting at the Hotel Astor at the weekend. Emannuel Frisch, chairman of the federation division, named several committees and their members.

Barney Balaban and S. H. Fabian, co-chairman, pointed out the nature of current needs in the light of rising costs. Leo Brecher, retiring chairman, who introduced Frisch, cited the cooperation of industry leaders in last year's drive. The overall Federation campaign this year is $600,000.

Joseph Willen, director of the Federation, spoke of the organization's non-sectarian services to the community.

New Delay Won on Belgian Curbs

Another two-week postponement in the proposed Belgian restrictions on Hollywood film imports and U. S. federations, at which the U. S. distributors, it was learned here at the weekend, was proposed by the Belgian Economic Ministry, was originally slated to go into effect on Oct. 10.

(Continued on page 2)

$3,750,000 S. & S. Suit Is Settled

CINCINNATI, Nov. 11.—Because of an out-of-court settlement—the terms of which have not been made public—U. S. District Judge John T. Duffel dismissed the $3,750,000 damage suit filed last May 1 by the S. and S. Amusement Co., operating the in-theatre Twin Drive-in, against major distributors and RKO Midwest, Southern Ohio Theatres, Cino Theatre Co., Southern Theatre Co. and Greater Cincinnati Theatres, charging violation

(Continued on page 6)

Patrons Will Be Unaware of Drill

The scheduled city-wide air raid drill here during the week of Nov. 25 will find most New York theatre patrons at the time of the drill unaware of the alarm, according to John Phillips, executive director of the Metropolitan Motion Picture Theatres Association.

He explained that there is no reason to vacate theatres, nor any reason to have special trailers or make any special announcement to inform patrons. Civilian Defense officials consider theatres safer than out-of-door areas, he added.
Motion Picture Daily
Monday, November 12, 1951

Newsreel Parade

PERSONAL MENTION

EUGENE A. ARNALL, president of S.I.F.M., is due to arrive here Wednesday from Atlanta.

DORIS SAYRE and WALTER REAY, his M-G-M studio assistant, will arrive on the Coast from New York.

JERRY FAIRBAKNS, producer, has returned to Hollywood from Chicago and New York.

HARRY PEISTEN of KFO Radio's legal staff here will spend a few days in Buffalo and return this week.

LOU GERSMAN, auditor of Fox West Coast operations, arrived in San Francisco from Los Angeles.

WARNERS HERE FOR PIONEERS TRIBUTE

Harry M. and Jack L. Warner arrived with much excitement today to attend the Motion Picture Pioneers dinner on Thursday at the Waldorf-Astoria where, with Albert Warner, they will be honored as "Pioneers of the Year."

Leading figures of American industry, including Henry Ford II, president of the Ford Motor Co.; Donald Sarnoff, chairman of the board of RCA; Jerry Wald, president of RKO, and Eric Johnston, president of the Motion Picture Association of America, will head the guest list at the dinner honoring the three brothers for their many years of motion picture leadership.

Pioneers 'Frolic' Is Off Until Early Next Year

Postponement of the "Midnight Frolic" because of unforeseen difficulties has been announced by the Foundation of Motion Picture Pioneers. The all-star benefit was to be held at the Roxy Theatre here on Nov. 16.

The show will not be held till early next year and ticket holders have been asked to keep their tickets for the later event.

All-Year Tours

(Continued from page 1)

the Hollywood Coordinating Committee and compiled and circulated the questionnaire.

"The players seem to feel," said Murphy, "that we are just the time when we need a massive ‘one shot’ stunt to impress people. They feel we are at a state of public relations affairs which are most intensive in the small towns as well as large cities is indicated as the best way to get the most good out of these tours."

Services for Sullivan

Funeral services will be held in the home of St. Paul's Cathedral tomorrow for Matthew Sullivan, 88, who died of a heart attack on Tuesday. He was the father of Matthew V. Sullivan of Warner Brothers, and Edward E. and Katherine J. Sullivan of 20th Century-Fox.

JOHN BOURLINGTON, British pro- ducer, left here for New York this week-end by plane; his brother, Roy, will sail on the S.S. Queen Elizabeth Wednesday.

CHARLES K. FLINT, Eastman Kodak vice-president and general manager of the Eastman Park Project here is observing his 40th anniversary with the firm.

MIKE SIMONS of M-G-M's home office sales staff has returned from Kansas City, St. Louis and Milwaukee.

ARNOLD KAHN, 20th Century-Fox national sales manager, arrived in San Francisco from New York.

SDG Sets Forum on Sponsored Films

Screen Directors Guild has chosen "Why Sponsored Films?" as the subject of its sixth public film forum, to be held at the Museum of Modern Art on Thursday, Nov. 29, according to an announcement by Paul Falkenberg, Guild forum chairman.

Four films will be shown, including "Angry Boy," produced by independent Film Producers and "And a Voice Shall Be Heard," produced by March of Dimes and directed by Jack Glenn; "International Ice Patrol," produced for the U.S. Information Service; and "Bari" while produced by United Productions of America.

Rembusch, Myers To Boston Meet

BOSTON, Nov. 11—Trueman T. Rembusch, president of Allied States, and Robert Myers, general counsel, have notified the Independent Exhibitors of New England that they will attend that organization’s convention to be held at the Copley Plaza Hotel here on Dec. 4. W. Leslie Zendles, Norman Glassman, Melvin Sains, and Irving Issacs and Leon Pardo are on the general convention committee, reports Ray Feeley, executive secretary of the New England group.

Belgium Curbs

(Continued from page 1)

were postponed until Nov. 7 and it has now been delayed another two weeks.

one portion of the law which would cut all remittances to the U.S. companies to 60 per cent. Another would bar any imports of positive prints from dollar manufacturers, except Technicolor prints and certain educational films. A third provision would limit U.S. film companies’ dollar remittances still further, to dollars for only 200 features and 200 short subjects a year.

Ann Lehr, ex-Guild Head

Hollywood, Nov. 11—Ann Lehr, who during World War II conducted the Ann Lehr Hollywood Guild, which was known as "A Home Away from Home," died Tuesday of a heart attack at Cedars-Sinai Hospital.

See Ruling (Continued from page 1)

much more patternless than any other area of compensation. Salary practices vary all over the lot in this field."

He added, however, that the three members of the committee had made considerable progress and hoped to send this coming week drafting sections of the report and to finish their work without any further meetings.

Recommendations to Full Board

The recommendations will then go to the full board for final decision. They probably will not be made public until the board acts.

Hendrickson said the committee members had been working "very harmoniously" and that he didn't think "we'll have much trouble getting together" — in contrast to a wage board panel which split half-a-dozen different ways in making recommendations on whether to exempt from wage control the film industry and other industries exempt from price control.

LOWER PLATE WOBBLE?

For goshsakes, throw 'em away before you choke from laughter when you play

UNIVERSAL-INTERNATIONAL'S WEEKEND WITH FATHER

The Week End that Shook the World...

wgw

WHEN YOU NEED

SPECIAL TRAILERS

'GOOD' AND 'F-A-S-T'

FOR YOUR WEEK-END

FILM

CHICAGO, 1227 S. Wabash, 
NORTH, 630 North W.
PICTURE
DeCARLO
IN YOUR
HOUSE!

"DeCARLO IS A VOLUPTUOUS
FIGURE! Her native dance
is a highlight!"
—BOXOFFICE

"DeCARLO IS EASY ON THE EYE!"
—MOTION PICTURE HERALD

"DeCARLO IS AN EYE-FULL!"
—MOTION PICTURE DAILY

"DeCARLO GUSHES WITH ALLURE!"
—INDEPENDENT FILM JOURNAL

"DeCARLO SINGING, DANCING
AND COQUETTING MOST EFFEC-
TIVELY! Joyful comedy...great fun!"
—SHOWMEN'S TRADE REVIEW

IT'S A FULL HOUSE
for great returns in initial en-
gagements in Syracuse, San
Francisco and Toronto! Watch
the hundreds of other play-
dates coming up!

HOTEL
SAHARA

YVONNE DECARLO - PETER USTINOV - DAVID TOMLINSON. "Hotel Sahara"

Roland Culver - Albert Levene. Produced by GEORGE HAMILTON PERRY. Executive Producer STEVEN PALS

Directed by HENRY HARRIMAN. Original Story and Screenplay by Patrick Kavanagh. Georgia Haines Bram - A New View Ltd. Production

Date her... thru UA
Announcing
The HERALD INSTITUTE
of Industry Opinion

Foreword:
That a mutually well informed industry is a more effective industry is a fact that requires no emphasis. Yet it is a point that now should be brought into sharp focus. For, as all will agree, this industry too frequently has been finding itself somewhat in the position of the man who put a better lock on the stable door after the horse had fled.

When it comes to business, we can never afford to believe that "what we don't know won't hurt us"—or that any of us can afford not to know, in advance, certain vital facts that others among us are in a strategic position to know or find out.

While the motion picture business has had ample reason to feel proud of its many progressive steps through the years, there is one direction in which our methods are far behind those of other increasingly successful industries. We do not know enough about the trend of public thinking, soon enough. We, as an industry, do not know the consensus of our own thinking, soon enough. All too frequently nobody really knows, accurately, the combined thinking of the industry on matters which all of us should know as exactly as possible and as soon as possible!

Consequently, those who originate and those who carry out the planning upon which the continued prosperity of the industry depends, are obliged to rely on a good deal of guesswork.

The more we can reduce that guesswork to surer grounds for sound planning—the more we can, together, provide factual information to stimulate the right kind of creative thinking—the sooner we shall constructively and consistently keep this industry headed toward increasingly greater prosperity.

It has long been obvious that there has existed a need for a suitable method of providing accurately and promptly the combined thinking of the industry, to each of its three divisions—Production, Distribution, and Exhibition—so that each and all can benefit by knowing instead of guessing; to take proper advantage of the "listening posts" we possess in theatres of all sizes strategically located throughout the nation; to bring consistently to each division of the industry the combined opinions of the other divisions—so that Exhibitors can be more constructively helpful to Producers, and Distributors can be more constructively helpful to both Producers and Exhibitors.

There is need also to be in a position to release to the public press, whenever necessary or advisable, reliably factual information to prevent the use of incorrect and psychologically harmful concepts of the state of the industry.

It is for those purposes that Quigley Publishing Company announces the Herald Institute of Industry Opinion, organized solely for the mutual welfare of the entire industry.
Purposes of The HERALD INSTITUTE of Industry Opinion . . . .

- An organized, continuous means of fact-finding and opinion-gathering—on a thoroughly representative basis—for the purpose of providing reliable information for the benefit of the motion picture industry as a whole . . .

- A method of obtaining the individual opinions of all segments of the industry on specific points affecting its welfare and continuous progress—and arriving at "combined-industry-thinking" in clearly set forth Reports available to the entire trade . . .

- A system for utilizing the vantage points of motion picture theatres as "listening posts" to ascertain public trends on various aspects or developments—so as to determine quickly whether such factors or developments are becoming national trends which should be brought to the attention of the industry . . .

- A source of reliably gathered facts for release to the public via the press, etc.—when incorrect concepts have been published to the detriment of the industry—or to enlighten those who write for widespread readership, so that incorrect concepts will not be disseminated to the public.

ORGANIZATION . . .

The Institute organization consists of an Administration and Editorial Board and three industry Panels. These Panels, respectively, are:

(1) An Exhibitor Panel, thoroughly representing all sizes of theatres in all types of locations throughout the United States and Canada.

(2) A Production Panel, representing producers, directors, writers and others—independsents as well as those employed by or affiliated with major studios.

(3) A Distributor Panel, represented by executives of the distribution companies and others concerned with marketing motion pictures to the trade.

The Institute is completely independent and impartial. Its function is to provide a reliable, united information service from all parts of the industry to the industry as a whole. The individual opinions of Panel Members will not, at any time, be attributed to them by name without express permission. Every possible effort will be made to assure that all facts or opinions tabulated are unbiased and reliable and are provided solely for the benefit of the entire industry.

The first Report of the Herald Institute will be published soon in Motion Picture Herald, and further Reports will be published at regular intervals, on a continuing study basis. The Institute invites comment and suggestions from all members of the motion picture industry. Please address:

THE HERALD INSTITUTE
1270 Sixth Avenue
New York 20, N. Y.
Arbitration

(Continued from page 1)

dorsement of “all-inclusive” arbitration will be weighed by the TOA board. TOA during the past two years has repeatedly urged the industry to establish an arbitration system as a means of reducing the increasing litigation that is borne by distributors and exhibitors.

Will Set Agenda

The executive committee also will set up an agenda for the TOA regional meeting which will take place at the Astor on the following day. Also slated for discussion are plans for the TOA national convention in 1952; the theatre TV hearings before the Federal Communications Commission; plans for the mid-winter meeting of the TOA board in Los Angeles, and plans for the five other regional meetings scheduled by the organization for other cities.

S. & S. Settles Suit

(Continued from page 1)

rection of the Fair Trade Act and monopoly.

Miller’s suit charged collusion by the defendants in withholding immediate availability of first-run product for showing on both sides of the twin-screen until after regular downtown first-run clearance.

Jerome Goldman, attorney for the plaintiff, indicated that under the compromise settlement, the Twin Drive-in availability had been reduced and that there was a cash consideration, but declined to disclose the details.

Paramount Trade Shows

TUESDAY, NOVEMBER 13, 1951

HAL WALLIS’ PRODUCTION

“RED MOUNTAIN”

starring ALAN LADD • LIZABETH SCOTT

ARTHUR KENNEDY • JOHN IRELAND

Color by Technicolor • Directed by William Dieterle

Screenplay by John Meredith Lucas, George F. Slavin and George W. George

From a Story by George and David Selznick and George W. George

PLACE OF SCREENING

ALBANY

FOX SCREENING ROOM, 1052 Broadway

5 P.M.

ATLANTA

PARAMOUNT PROJECTION ROOM, 154 Walton St., N.W.

10:30 A.M.

BOSTON

PARAMOUNT PROJECTION ROOM, 58-62 Berkeley St.

10:30 A.M.

BUFFALO

PARAMOUNT PROJECTION ROOM, 484 Franklin St.

2 P.M.

CHARLOTTE

PARAMOUNT PROJECTION ROOM, 505-707 So. Church St.

10:30 A.M.

CHICAGO

PARAMOUNT PROJECTION ROOM, 1306 S. Michigan Ave.

1:30 P.M.

CINCINNATI

PARAMOUNT PROJECTION ROOM, 1314 Central Parkway.

1:30 P.M.

Cleveland

PARAMOUNT PROJECTION ROOM, 1735 East 23rd St.

1:30 P.M.

DALLAS

PARAMOUNT PROJECTION ROOM, 500 N. Patton St.

2:30 P.M.

DENVER

PARAMOUNT PROJECTION ROOM, 500 Stout St.

2 P.M.

DEtroit

PARAMOUNT PROJECTION ROOM, 1125 High Street.

1:30 P.M.

INDIANAPOLIS

PARAMOUNT PROJECTION ROOM, 130 West Michigan St.

10 A.M.

KANSAS CITY

PARAMOUNT PROJECTION ROOM, 1800 Wyandotte St.

2:30 P.M.

LOS ANGELES

PARAMOUNT PROJECTION ROOM, 1613 West 20th St.

1:30 P.M.

MEMPHIS . . .

PARAMOUNT PROJECTION ROOM, 212 Second Street.

3 P.M.

COLUMBUS

PARAMOUNT PROJECTION ROOM, 1214 Ninth St.

3 P.M.

OMAHA

PARAMOUNT PROJECTION ROOM, 1214 N. 7th Avenue.

3 P.M.

NEW HAVEN

PARAMOUNT PROJECTION ROOM, 82 State Street.

2 P.M.

NEW ORLEANS

PARAMOUNT PROJECTION ROOM, 215 South Liberty St.

2 P.M.

NEW YORK CITY

PARAMOUNT PROJECTION ROOM, 1301 Broadway (9th fl).

10 A.M.

OKLAHOMA CITY

PARAMOUNT PROJECTION ROOM, 1201 Avenue.

10 A.M.

OMAHA

PARAMOUNT PROJECTION ROOM, 1724 Denver Ave.

1 P.M.

PHILADELPHIA

PARAMOUNT PROJECTION ROOM, 248 North 12th Street.

2 P.M.

PITTSBURGH

PARAMOUNT PROJECTION ROOM, 909 Northeast 19th Ave.

1 A.M.

PORTLAND

PARAMOUNT PROJECTION ROOM, 5909 Northwest 19th Ave.

1 A.M.

RUGOBE

PARAMOUNT PROJECTION ROOM, 2701 East 9th St.

12 M.M.

SEATTLE

PARAMOUNT PROJECTION ROOM, 2701 East 9th St.

12 M.M.

WASHINGTON

PARAMOUNT PROJECTION ROOM, 306 14th St., N.W.

4 P.M.

MOTION PICTURE DAILY

Monday, November 12, 1951

Hartman Sees

(Continued from page 1)

ceeding in effecting the sizeable savings that were envisaged in June.

The new streamlined Paramount production operation, which Hartman first announced when he visited New York five months ago, embodies preparation to the extent that the studio is already well advanced on its plans for the Monty Woolley-Dorothy Lamour film and a film directed by John H. Sturges. In addition, there is said to be a large backlog of scripts ready for shooting in 1953.

Hartman also announced that the studio has received commitments for one of the first stars that thus far have not appeared in Paramount pictures. These include Robert Donan, James Mason, Donnybrook Bogart, Jean Simmons, Gregory Peck and Cary Grant, Hartman said.

Want to Avoid Salary-cutting

Last June, Hartman announced that by applying new planning and technical and time-saving methods while avoiding such steps as salary-cutting and lessening of picture quality the company would be able to hold its budget at $2,000,000 from the $1,200,000 per-picture-budget average which it had been sustaining.

Services Today for Lichtig on Coast

Hollywood, Nov. 11—Burial services will be held here tomorrow at Hollywood Cemetery for Harry Lichtig, founder of the Lichtig-England Agency since 1942, one of the earliest talent agents in Hollywood, who died suddenly on Thursday at Cedars of Lebanon Hospital.
Set New Low Rate to Ship Film by Plane

CAB Allows $12.50 Per 100 Lbs. West-East

A new low rate of $12.50 per 100 pounds for transportation of motion picture film from Hollywood to New York by plane has been granted by the Civil Aeronautics Board, effective on Thursday. It was reported here yesterday by William Barnett, president of Barnett International Forwarders, the largest film forwarding firm in the U.S. industry.

Barnett said his company filed for the new tariff rate and received approval of it from the CAB. The transportation of film from the West to the East Coast, he reminded, provides 48-hour delivery.

The new rate was described by Barnett as the lowest for any transcontinental carrier, and compares with $15 per 100 pounds charged for railway express. He indicated it was his firm's ability to arrange for sizeable shipments that won CAB's approval of the new rate.

Rodgers and Myers At Indiana Meet

INDIANAPOLIS, Nov. 12.—William F. Rodgers, sales vice-president of M-G-M, and Abram F. Myers, general counsel of national Allied, will be among the headliners speakers at business sessions of the Allied Theatre Owners of Indiana's silver jubilee convention here Wednesday and Thursday at the Hotel Lincoln.

Speakers for the annual banquet Wednesday night will include the (Continued on page 4)

Vadis' Smashes Two House Records Along Broadway

House records are being smashed this week along Broadway by the opening of M-G-M's "Quo Vadis," which highlights a fairly strong box-office forecast among first-run theatres for this week. All grosses were aided by the Armistice Day holiday.

A terrific $130,000 is estimated for "Quo Vadis" at the Capitol, which hiked its prices to $95 cents to $1.80 for the continuous performance engagement, while at the two-a-day Astor, where tickets range from $1.50 to $2.40, a towering $20,000 is forecast for the first stanza, just about $1,000 less than capacity.

Both opening week gross figures are record-breaking, with "Gone With the Wind" at the Capitol and Astor in 1939 the only comparable performances on a straight picture policy. According to management, "Gone With the Wind" surpassed substantially all but the current drop to about $75,000 at the Capitol when it opened during the off business week of pre-Christmas and at lower prices than current prevailing.

"Detective Story" at the Mayfair is expected to hit a robust $55,000 for its first stanza, the first best-week grosser for a house since "Gentleman's Agreement" (Continued on page 2)

Notes Brokers Are Bullish on Films

Brokerage houses are of the opinion that motion picture dividends will be maintained because higher box-office receipts and strict attention to cost-cutting make it almost certain that second-half earnings will be better than figures reported earlier this year, it is reported in the current issue of Business Week magazine in an article which discusses industry financial prospects in the light of the competition of television.

"The juggling at Hollywood's box (Continued on page 4)

Plan Next Seminar For Jan. on Coast

Prospects of a second exhibitor-producer seminar to be held in Hollywood under the Council of Motion Picture Organization auspices appear to be good for early in the New Year.

A decision has yet to be made on whether the next seminar should be on a full-scale basis or limited to a small committee, but in either case it will probably be scheduled early in January. The first seminar held in Hollywood last summer was regarded as highly beneficial by both exhibitor and producer groups.

See Reluctance in Pressing TV Tax

An apparent reluctance to press an attempt to tax the theatre telecasting of fights as a "live" event subject to the regular levy of the state boxing commission is evidenced in the Reade circuit's tilt with the New Jersey Boxing Commission.

Walter Reade, Jr., president of the circuit, said that he had not heard from boxing commissioner Abe Greene since he suggested a meeting.

"U's" Minneapolis Office in Record Year

Minneapolis, Nov. 12.—An all-time record year in income is reported for the local Union International exchange by Roy Miller, branch manager.

Declining to disclose dollar figures, Miller said the gross income of the exchange for the past year was around $34 per cent ahead of the previous 12 months, which in turn had held the high mark.

Johnston's Return Waits on Successor

Washington, Nov. 12.—Eric Johnston is ready to return to his post as Motion Picture Association of America president immediately after President Truman appoints his successor as Economic Administrator. That action is expected in the very near future, probably in time to permit Johnston to resume his MPAA duties by Dec. 31.

Milgram Appeal Is Advocated By Some

The likelihood that distributor defendants will ask the U.S. Supreme Court to review the Philadelphia Circuit Court decision affirming a ruling which requires them to sell first-run pictures to David Milgram's drive-in theatre at Allentown, Pa., appeared stronger yesterday.

Indications are the defendants may first ask the Circuit Court for a rehearing and, if that is denied, application for a writ of certiorari very (Continued on page 4)

RKO Pictures, UPT To Honor Weitman

RKO Pictures and United Paramount Theatres are combining in the celebration of the New York Paramount Theatre's "Silver Anniversary" on Nov. 21.

A "Paramount Silver Anniversary" brochure, honoring Robert M. Weitman, managing director of the Paramount, will be held on that date. Among invited guests will be civic officials, newspaper and trade press representatives, and members of the (Continued on page 3)
Italians Govt. Honors MPAA's McCarthy

The Star of Solidarity, Italian government decoration, has been conferred on John G. McCarthy, vice-president of the Motion Picture Association of America, according to a cable received yesterday at the MPAA office here.

The honor, formal presentation of which only today will be made, is being given to McCarthy by the Italian government in recognition of his services in the field of friendly relations between the film industries of the U.S. and Italy.

Goldwyn in 'Post' Anniversary Issue

Samuel Goldwyn is among the contributors of special articles to the 50th anniversary edition of the New York Post, published yesterday.

In his article, entitled "Taking the Picture of America," Goldwyn explains that in its 50 years of existence the motion picture industry has admirably depicted American life in its multifaceted facets.

Demonstrate Filmless 'Camera' on Coast

Los Angeles, Nov. 12—Two electronics engineers demonstrated yesterday a filmless "camera" that they hope will revolutionize the motion picture industry and provide for television a cheaper way to reproduce programs.

John T. Mullin, and Wayn E. Johnson, unveiled their device at a special showing. The audience saw a series of slides that the engineers have recorded on tape, instead of film. The accompanying sound had been recorded on the same tape.

$2,000,000 Fire At Kodak Plant

ROCHESTER, N.Y., Nov. 12—A fire raged through the Eastman Kodak plant here over the weekend, destroying much equipment and large stocks of sensitized photof paper.

2,000 Appearances For Hollywood Stars

Hollywood, Nov. 12. Although "Motionvie U.S.A." accounted for 141 personality appearances during the month, the Hollywood Coordinating Committee reports an additional 141 appearances at other approved events during the month. The 250 appearances exceeded the previous monthly number of 218, bringing the year-to-date figure of appearances to over 2,000. The Coordinating Committee is currently assembling personalities for additional "Motionvie" tours, as well as obtaining additional catering units to give Christmas shows at overseas troop bases.

Italian Govt. Honors MPAA’s McCarthy

The Star of Solidarity, Italian government decoration, has been conferred on John G. McCarthy, vice-president of the Motion Picture Association of America, according to a cable received yesterday at the MPAA office here. The honor, formal presentation of which only today will be made, is being given to McCarthy by the Italian government in recognition of his services in the field of friendly relations between the film industries of the U.S. and Italy.

Golden in ‘Post’ Anniversary Issue

Samuel Goldwyn is among the contributors of special articles to the 50th anniversary edition of the New York Post, published yesterday. In his article, entitled "Taking the Picture of America," Goldwyn explains that in its 50 years of existence the motion picture industry has admirably depicted American life in its multifaceted facets.

Demonstrate Filmless ‘Camera’ on Coast

Los Angeles, Nov. 12—Two electronics engineers demonstrated yesterday a filmless ‘camera’ that they hope will revolutionize the motion picture industry and provide for television a cheaper way to reproduce programs.

John T. Mullin, and Wayn E. Johnson, unveiled their device at a special showing. The audience saw a series of slides that the engineers have recorded on tape, instead of film. The accompanying sound had been recorded on the same tape.

$2,000,000 Fire At Kodak Plant

ROCHESTER, N.Y., Nov. 12—A fire raged through the Eastman Kodak plant here over the weekend, destroying much equipment and large stocks of sensitized photof paper.

2,000 Appearances For Hollywood Stars

Hollywood, Nov. 12. Although “Motionvie U.S.A.” accounted for 141 personality appearances during the month, the Hollywood Coordinating Committee reports an additional 141 appearances at other approved events during the month. The 250 appearances exceeded the previous monthly number of 218, bringing the year-to-date figure of appearances to over 2,000. The Coordinating Committee is currently assembling personalities for additional “Motionvie” tours, as well as obtaining additional catering units to give Christmas shows at overseas troop bases.

Italian Govt. Honors MPAA’s McCarthy

The Star of Solidarity, Italian government decoration, has been conferred on John G. McCarthy, vice-president of the Motion Picture Association of America, according to a cable received yesterday at the MPAA office here. The honor, formal presentation of which only today will be made, is being given to McCarthy by the Italian government in recognition of his services in the field of friendly relations between the film industries of the U.S. and Italy.

Golden in ‘Post’ Anniversary Issue

Samuel Goldwyn is among the contributors of special articles to the 50th anniversary edition of the New York Post, published yesterday. In his article, entitled “Taking the Picture of America,” Goldwyn explains that in its 50 years of existence the motion picture industry has admirably depicted American life in its multifaceted facets.

Demonstrate Filmless ‘Camera’ on Coast

Los Angeles, Nov. 12—Two electronics engineers demonstrated yesterday a filmless ‘camera’ that they hope will revolutionize the motion picture industry and provide for television a cheaper way to reproduce programs.

John T. Mullin, and Wayn E. Johnson, unveiled their device at a special showing. The audience saw a series of slides that the engineers have recorded on tape, instead of film. The accompanying sound had been recorded on the same tape.

$2,000,000 Fire At Kodak Plant

ROCHESTER, N.Y., Nov. 12—A fire raged through the Eastman Kodak plant here over the weekend, destroying much equipment and large stocks of sensitized photof paper.

2,000 Appearances For Hollywood Stars

Hollywood, Nov. 12. Although “Motionvie U.S.A.” accounted for 141 personality appearances during the month, the Hollywood Coordinating Committee reports an additional 141 appearances at other approved events during the month. The 250 appearances exceeded the previous monthly number of 218, bringing the year-to-date figure of appearances to over 2,000. The Coordinating Committee is currently assembling personalities for additional “Motionvie” tours, as well as obtaining additional catering units to give Christmas shows at overseas troop bases.

Italian Govt. Honors MPAA’s McCarthy

The Star of Solidarity, Italian government decoration, has been conferred on John G. McCarthy, vice-president of the Motion Picture Association of America, according to a cable received yesterday at the MPAA office here. The honor, formal presentation of which only today will be made, is being given to McCarthy by the Italian government in recognition of his services in the field of friendly relations between the film industries of the U.S. and Italy.

Golden in ‘Post’ Anniversary Issue

Samuel Goldwyn is among the contributors of special articles to the 50th anniversary edition of the New York Post, published yesterday. In his article, entitled “Taking the Picture of America,” Goldwyn explains that in its 50 years of existence the motion picture industry has admirably depicted American life in its multifaceted facets.

Demonstrate Filmless ‘Camera’ on Coast

Los Angeles, Nov. 12—Two electronics engineers demonstrated yesterday a filmless ‘camera’ that they hope will revolutionize the motion picture industry and provide for television a cheaper way to reproduce programs.

John T. Mullin, and Wayn E. Johnson, unveiled their device at a special showing. The audience saw a series of slides that the engineers have recorded on tape, instead of film. The accompanying sound had been recorded on the same tape.

$2,000,000 Fire At Kodak Plant

ROCHESTER, N.Y., Nov. 12—A fire raged through the Eastman Kodak plant here over the weekend, destroying much equipment and large stocks of sensitized photof paper.

2,000 Appearances For Hollywood Stars

Hollywood, Nov. 12. Although “Motionvie U.S.A.” accounted for 141 personality appearances during the month, the Hollywood Coordinating Committee reports an additional 141 appearances at other approved events during the month. The 250 appearances exceeded the previous monthly number of 218, bringing the year-to-date figure of appearances to over 2,000. The Coordinating Committee is currently assembling personalities for additional “Motionvie” tours, as well as obtaining additional catering units to give Christmas shows at overseas troop bases.
**Wide Publicity** is planned by Greyhound Bus Lines and RKO’s “Two Tickets to Broadway,” color in Technicolor, in a tieup made by Don Prichard, Greyhound’s director for the film company. Much of the action centers about Janet Leigh on a bus, and with her co-star, Tony Martin, a Greyhound bus terminal in New York. Greyhound is alerting 25,000 employees and 7,000 stations throughout the country to tell them how to take full advantage of the picture’s publicity value. In addition, Greyhound will call attention to the picture in its newspaper advertising.

---

**Theatre Tax**

(Continued from page 1)

early last month on Greene’s notice that the Robinson-Turpin band in Reade’s Ashbury Park Theatre would be subject to the commissioner’s levy. In an exchange of letters, Greene suggested a meeting at the time of the Theatre Owners of America convention in the hopes of working out an agreement. While Greene explained he would be busy during that week and proposed another date, Reade, however, insisted on the payment of the tax on the sell-out telecast, asked the commissioner for “citations” and said that the state boxing board could legally tax theatre telecasts of fights as a “live” event, as such are held in arenas.

---

26 Towns Say No, 19 Say Yes to Pa. Sunday Film Ban

HARRISBURG, PA., Nov. 12.—In local referenda in connection with municipal elections throughout Pennsylvania, voters in 25 communities authorized Sunday film bookings in areas designated by local referendum. Of those areas, 19 other municipalities voted to retain existing prohibitions against Sunday shows.

Among the largest communities voting to lift the ban were Greenville, Harrisville, Northern, Butler and Shamokin. Among the municipalities retaining the ban are Lewisburg, State College, Milton, Northumberland, Somerset, Danville, Selinsgrove and Schuylkill Haven.

Other communities voting to remove the ban include: Bedford Township, Bedford County; Schickshinny, Luzerne County; Birmingham and Springfield Townships, Delaware County; College Township, York County; Tioga County; Westville, Pike County; Butler, Lehigh Township, Northampton County; Titusville, Forest County; Armstrong County; Bedford County; Antis Township, Blair County; College Township, Centre County; Mifflin County; Mansfield Township, Montgomery County; Fairview Township, Butler County; East Brady, Clarion County; Clarion, Centre County; Westville, Adams County; and Bedford County.

Claremont Favors Shows

CLAREMONT, N. H., Nov. 12—Organizers of the show of clowns for Sunday afternoon events favoring Claremont voters in a referendum. Beano playing in the city also was approved.

Stars for ‘Night of Stars’

Barry Gray, Phil Foster, Harry Hirschfeld, Joey Adams, Henny Youngman, Bert Lytell, Roddy McDowall, Tex McHenry and June Falkenberg have been added to the 18th annual “Night of Stars,” which will be held at Madison Square Garden here on Monday, Nov. 19.

Mrs. Johnston Is Hostess

WASHINGTON, Nov. 12.—Mrs. Eric Johnston, wife of the Motion Picture Assn. of America president, gave a luncheon at MPAA headquarters today for Mrs. Truman and some 150 guests of top government officials and Washington residents.

Giannini MPP Guest

Mario Giannini, president of the Bank of America, Los Angeles, will be an honored guest at a Motion Picture Pioneers dinner Thursday at the Waldorf Astoria here. Some 500 are expected to attend.

Weitman

Broadcast (Continued from page 1)

and producer representatives and it was urged that the time that, those ones be scheduled at regular intervals every few months.

One-Week ‘IA’ Board Meet Opens in N. Y.

A regular meeting of the IATSE board of directors here yesterday was attended by Richard F. Walsh, “IA” international president, President.


**National Pre-Selling**

**TV Programs**

(Continued from page 1)

has been a slackening off in the pace of orders placed within the last four weeks. Orders for equipment, he stated, had been received from forwarders who estimated that about 110 theatres would be equipped with TV by the end of the year, as compared with the 36 theatres now equipped with large-screen television.

As to line facilities, it is known from other industry sources that many theatres in certain areas had to forego TV installations because of the American Telephone and Telegraph Co., which either could not assure a line would be installed or that present lines are being completely booked by the existing networks.

**Show Will Eildophor Here in December**

A more definite date of early December for a demonstration in this country of 20th Century-Fox’s Swiss color Eildophor system is predicted by Earl Spors, 20th-Fox director of research. The demonstration will probably be held here at the Roxy Theatre, 20th Century-Fox’s home territory in New York, on its current run of “The Great Gamin.” Spors P. Skouras is expected to return to New York from his current trip abroad tomorrow or Thursday.

The 20th-Fox president and Charles P. Skouras, president of National Theatres; George Skouras; head of Skouras Theatres; Frank H. Ricketson, president of Fox Inter-Mountain Theatres, and Elmer Rhodon, head of Fox Theatres, are all scheduled to meet in Zurich, Switzerland, yesterday for a demonstration of the Eildophor system.

**Hove to Aid ‘Decision’**

George Howe, author of the book adapted for the screen by 20th Century-Fox under the title of “Decision Before Dawn,” now being exhibited in New York from Washington for a series of newspaper, radio and television interviews in connection with the newspaper premiere to be held later.

**Esther H. Riester**

SHAMOKIN, PA., Nov. 12.—Esther H. Riester, wife of George J. Riester, manager of the Market Enterprises, Shamokin, passed away on Sunday at Geisinger Memorial Hospital, Danville.
Arbitration

(Continued from page 1)

tor. This, plus travelling expenses and the cost of having hearing reports transcribed, would bring to $125 the daily cost for a three-man arbitration panel, he estimated.

Albee's plan, Snaper reminded, is being worked out in Washington by Abram F. Myers, Allied general counsel. It is expected to be ready for submission to the distributors in about six or eight weeks.

Snaper said he could not see why any arbitration case would take more than three or four days for presentation of testimony. It is more likely, he believed, that hearings would run two or three days. Under the American Arbitration Association's administration of cases in the past, according to Snaper, considerable time was spent in explaining to arbitrators who were unfamiliar with industry operations the meaning and application of many trade terms.

The Allied plan, as disclosed at the three-day convention at the Hotel Biltmore here, which ended Nov. 1, envisages a three-man arbitration panel made up of a distribution representative, an exhibition representative and a third member agreed on by the other two. AAA is ruled out of the plan.

Snaper expected that the plan would be flexible enough to allow for a single arbitrator if and when there is presented a case that could be handled efficiently by one individual.

The AAA cases invariably were marked by the participation of large numbers of lawyers, Snaper held, in his opinion, and presumably in the opinion of the Allied membership at large, nothing but extra costs resulted from the arbitration activity of attorneys.

Rodgers and Myers

(Continued from page 1)

Rev. William Alexander of Oklahoma City and Col. William McCraw, Dallas, executive director of Variety International, Truman Rembusch, president of both the state and national Allied organizations, and, Marc T. Wolf, chief lawyer of Variety International and a director of ATOI, also will be on the agenda.

The program again calls for film clinics on problems of the industry to be held in the mornings. City, small-town drive-in exhibitors will meet separately under moderators who will report their findings and recommendations for action to the general convention at the afternoon sessions.

Advanced price films, competitive bidding, clearances, exhibitor-salesman relations, increased film rentals and arbitration are among the issues expected to be discussed. A registration of 225 is expected by William A. Carroll, ATOI secretary.

McMahon in Albany

For 'Detective'

ALBANY, N. Y., Nov. 12.—Horace McMahon met exhibitors, the press and radio at a cocktail party in the Ten Eyck Hotel here this afternoon, as part of his tour for "Detective Story." Edward J. Wall, director of publicity for Paramount in the Albany and Buffalo districts, arranged it.

McMahon, who broadcast over several stations, will be in Philadelphia Tuesday and Wednesday for the premiere at the Stanley Wednesday night.

Equity Won't Fight Employer Blacklists

Actors Equity has decided not to take any action against employers or agents who use a blacklist to bar performers, the American Civil Liberties Union reports.

The Equity council, ACLU reported, turned down a resolution to fight blacklisting, saying that there was a "possible inference from some of its language that Equity endorses all political beliefs and activities, including those which are subversive." The council decided however to reaffirm "its vigorous protest against blacklisting, and appointed a committee to study ways to protect people accused unjustly," ACLU said.

Milgrim Appeal

(Continued from page 1)

likely will be made to the U. S. Supreme Court.

Decision to pursue the litigation further appears to have been encouraged by appraisals of the dissenting opinion of Federal Judge David W. Cicotte Circuit Court. The latter not only cited numerous instances of what he regarded as weaknesses in the evidence and the decisions of both the Circuit Court and District Court in Milgrim's favor, but also pointed out that the decision, if permitted to stand, might lead to a breakdown of the industry's present licensing of runs throughout the country.

Judge Hastic pointed out that the ruling "does not depend upon anything peculiar to drive-in theatres," but could be used by any "physically adequate neighborhood theatre" to obtain "first-run privileges."

Bullish on Films

(Continued from page 1)

office has caught Wall Street's ear. Movie attendance, which started picking up this summer has leveled off at an encouraging figure, despite the recent turn of top TV programs to provide competition," the article states.

Business Week examines cost-cutting prospects, the extent to which films may be shown on television, and the "coming marriage between Hollywood and TV." It speculates freely on the possibilities inherent in subscription television, the merger of Universal and Decca and the weakenings of foreign currencies, and poses a wide variety of questions about the industry's prospects, leaving it to the reader to supply his own answers in most instances.

Cartoonists Eye 'IA'

HOLLYWOOD, Nov. 12.—The Cartoonists Guild and IATSE's Roy M. Brewer met here tonight for a discussion on the pros and cons of the Guild's joining the IATSE.

WANTED

TOP FILM MAN, familiar with Des Moines, Minneapolis, Omaha, Kansas City, St. Louis, Chicago, etc. Film area, wanted by independent distributor.

Box 476, MOTION PICTURE DAILY, 1278 Sixth Ave., New York 29, N. Y.
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INT'L</th>
<th>WARNERS</th>
<th>INT'L RELEASES</th>
</tr>
</thead>
</table>

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Release Date.)
Texas Votes A Permanent Business Building-Plan

DALLAS, Nov. 13.—Texas showmen of the Council of Motion Picture Organizations have voted to make permanent their state COMPO organization and have drafted plans for a continuing program of business-building activities. Action was taken at an exhibitors’ meeting held here yesterday.

The successful Texas “Movietime” promotion influenced exhibitor demands for a permanent organization for the state.

Plans were set for an intensified spring program, with a speakers bureau to carry a major role in a steadily continuous “grass roots” series of messages to influential people in all communities of Texas. After hearing a report prepared by Paul Short on the activities and results of Texas COMPO showmen to date, presented (Continued on page 4)

PUBLIC FAVORS ‘MOVIETIME’S’ DAILY COAST BROADCASTS

Fan reaction to the Liberty Broadcasting System’s “Movietime U.S.A.” programs heard every weekday over 432 stations of the Coast-to-Coast network is approaching the proportions of a landslide, according to Liberty officials who report a greater flood of daily mail comments on the show than has ever been received on any previous program broadcast by the network.

“We get a big total of fan mail,” declares a Liberty executive, “is unanimous in its praise for the fact that the ‘Movietime’ program presents the truth about Hollywood, and tears away the slanderous rumors which some sensation-hungry writers have attempted to spread. We believe that the program is doing a great public service, not only by bringing fine entertainment to our listeners, but also by convincing them that the people of Hollywood are normal, hard-working citizens who are doing great work for their country.”

The “Movietime” program, which runs a half-hour daily, presents star interviews by Art Gilmore, a “Human Side of Hollywood” personality presentation by Bill Tusher; and a round-up of Hollywood headlines.

40 General Precision TV Theatre Systems on Order

A backlog of 40 orders for General Precision Laboratories theatre TV equipment was disclosed here yesterday by National Theatre Supply, Inc., distributors of GPL sets. The 40 orders were said to be scattered in eight states, but a NTS spokesman declined to state the location of the theatres ordering the equipment, nor when the 40 on order would be installed.

The current pace of orders was described as “spasmodic, due to what a company spokesman said was the lack of programming and the inadequacy of line facilities. The GPL equipment, which is now in use in two theatres, has two systems—the video film unit, selling for $33,000, and the Simplex direct projection system selling for $15,615.

Both GPL and the theatre TV (Continued on page 5)

MGM to Sell ‘Quo Vadis’ on Bidding Basis

Pre-Release in Cities Over 100,000 at First

Competitive bidding will be employed as a basic sales policy for M-G-M’s “Quo Vadis,” William F. Rodgers, M-G-M vice-president in charge of distribution, disclosed yesterday.

The picture will be offered first to suitable theatres in cities of over 100,000 population for pre-release first-run engagements. Pertinent information which M-G-M requests such situations to include in bids is:

Dollar guarantee to distributor as its minimum share for entire engagement.

Participating terms.

Minimum length of run guaranteed.

A holdover control figure to (Continued on page 4)

Agreement Between M-G-M and Ascap Reported Reached

The first contract between ASCAP and a Hollywood production company is expected to be signed momentarily. The company is M-G-M, whose attorneys have been meeting regularly in recent weeks with ASCAP representatives to negotiate a pact.

The agreement, it is said, provides for payment of approximately $135,000 by M-G-M in the next year for the performing rights to music used in its motion pictures.

The next producer expected to be signed up by ASCAP is 20th Century Fox.

(Kramer Has Five Finished: Schaefer

Stanley Kramer Productions has five completed features in the can and is proceeding with new production plans, George J. Schaefer of the Kramer organization reported yesterday following his return here from a 10-day coast visit.

The completed pictures are “High Noon,” last of Kramer’s commitments for United Artists; “The Sniper,”

(Continued on page 4)

Upward Trend Seen Continuing

The upward trend of boxoffice grosses nationally continues, according to E. K. O’Shea, vice-president of Paramount Film Distributing Corp. The distribution executive attributed the upward swing to two principal factors—the quality of pictures and the return to large-scale pre-selling campaigns.
Columbia Gets ‘IA’ Bid for ‘Collarite’ Pay Raise of 18%  

An 18 per cent general pay increase, consisting of 12 per cent on all boards and six per cent based on length of service, was proposed yesterday by the IASTE for the 275 office workers of Columbia Pictures and Columbia International.

Colleen R. Reilly, vice-president in charge of union relations, who presented the proposal in a meeting with 275 agreeable employees of the National Labor Relations Board conducted on Oct. 22.

A new meeting between company and union representatives is expected to be held early next week.

Concerned Over ‘Fox’ Release in Germany  

In a communication to Paul Ginsberg, head of the Jewish War Veterans, Geoffrey W. Lewis, acting director of the State Department’s German Affairs, discloses that the Department has “made no plans” to send a message to the German Government concerning the German release of the American film, “The Desert Fox” starring Albert Abraham, which is set for premiere in Germany.

Home officials of 20th Century-Fox said yesterday that they had not received copies of the exchange of correspondence between the Jewish War Veterans and the U. S. State Department concerning the distribution of “The Desert Fox” in Germany and withheld comment pending receipt of copies of the documents involved.

Kahane Gets New Columbia Pact  

Hollywood, Nov. 13.—B. B. Kahane, vice-president and production executive of Columbia Pictures for the past 16 years, has signed a new long-term contract with the company, it was disclosed here today by the studio.

RKO Gets de Sica Film  

RKO Radio has signed contracts for the European distribution of Victor de Sica’s “M mejorar de Milonga” in which the celebrated Phil Keisman, the company’s vice-president in charge of foreign distribution, worked closely with the Italian producer upon his return here from Europe.

Reserve Decision on Phillips-Nizer Motion  

The three-judge Statutory Court has reserved decision on a motion by the New York law firm of Phillips, Nizer and Benjamin, and Riker seeking to quash government interrogatories directed at the firm in connection with the Department of Justice move to amend the “Little Three” decree. The amendment is intended to prevent government interrogatories in the “fishing expedition” with the interrogatories, Philip Marcus, Depart- ment’s attorney, told the court that the government believed the interrogatories would show that the firm’s members did not act only as attorneys, but that also one or more of them were officers of a corporation in the “Little Three.”

Boston Luncheon to Set ‘Snow White’  

Boston, Nov. 13.—Nat Levy, RKO Radio Eastern division sales manager, and Terry Turner, director of exploitation, will meet exhibitors, department store executives, department store and city newspaper, radio and TV representatives of Boston at luncheon at the Copley Plaza here today to announce plans for the forthcoming re-release of Walt Disney’s “Snow White and the Seven Dwarfs,” scheduled to open this new run in February with New England as the first area.

Tent 23 Fulfills Quota  

Boston, Nov. 13.—Executives of the Variety Club of New England, Tent No. 23, have presented a check to John Collins Farrell, chairman of the Children’s Medical Center of Boston, completing a commitment for the annual gift to the blood bank and blood research department of the Children’s Hospital of Boston. Arthur H. Locke- wood, chairman of The Heart of Va- rious companies, presented the check for the promise made upon his return home from Europe.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsay, Consulting Editor. Published daily, except Saturdays. Sundays and holidays, by Quigley Publishing Company, Inc., 1200 Sixth Avenue, Rockefeller Center, New York, N. Y. Telephone Circle 7-1000. Cable address: ‘Quigpubco, New York.’ Copyright, 1951, by Quigley Publishing Company, Inc. All right reserved. No part of this publication may be reproduced without the written permission of the publisher. Printed by Atlantic Lithographing Company, New York, N. Y. Entered as second class matter, Sept. 21, 1928, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

{ };
T O P S!

MGM MUSICALS!

"AN AMERICAN IN PARIS" (Tech.) is the sensation of today as "Show Boat" and "Great Caruso" were yesterday and new musicals will be tomorrow. ("Singin' In The Rain" for instance.)

MGM DRAMAS!

"ACROSS THE WIDE MISSOURI" (Tech.) biggest in 2½ years at State, N. Y. and socko everywhere. Next, "WESTWARD THE WOMEN," another Giant Adventure Spectacle to be followed by "THE WILD NORTH" (Ansco Color) and "LONE STAR."

COMEDIES!

For Thanksgiving the uproarious "TOO YOUNG TO KISS" to be followed at Christmas-New Years by the great novelty comedy "CALLAWAY WENT THATAWAY."

MGM MILESTONES!

From the very beginning with "Big Parade" and "Ben Hur" up through the years with the release of "Gone With The Wind" and the memorable "Battleground" and now topping them all... "QUO VADIS"

M-G-M's Technicolor masterpiece is making history at the Astor and Capitol, N. Y.
**Texas Votes**  
(Continued from page 1)  
by Charles E. Carden, an enthusiastic response brought forth plans for the future from the following executives in attendance:  
Arrangements were made to have a testimonial dinner on Nov. 23 for all the salesmen from Dallas exchanges who canvassed independent exhibitors throughout the state, showing them how to set up their local “Movietime in Texas” program, taking their pledges and sending their accessory orders into COMO office.  
A plan suggested by Bob Euler, general manager for Tri-States Circuit, that a statewide Texas COMO convention be held, was accepted, with the date and place to be announced later.  
Short urged the continuation and further development of Phil Isley’s “regional exhibitor seminars” such as were conducted at a number of the regional “Movietime” meetings. This was approved.  
Rowley stated: “The effect of our program on the newspapers alone in creating a more enthusiastic and cooperative press would be worth the amount of money we have spent on the entire ‘Movietime’ activity to date.”  
Cole stated, “In my 35 years in the industry the star tours have been one of the greatest contributions to the industry that I know of.”

---

**Set Policy on ‘Quo Vadis’**  
(Continued from page 1)  
the continuation of the engagement beyond the minimum run guaranteed.  
The M-G-M exhibitor plans to charge exclusive of any admission taxes.  
Price of admission will be set by exhibitor for advertising in the second and subsequent weeks of the run. M-G-M will handle and be responsible for all advertising for the pre-opening and first week, exclusive of lobby displays, queue and outdoor advertising.  
The distributor will specify the run granted and no specific clearance will be granted. M-G-M also will require that “Quo Vadis,” which runs nearly three hours, shall not be used with another feature on the same program.  
After pre-release first-run engagements in cities over 100,000 are set, additional localities will be selected for showings and the same procedure will be employed. Thereafter, still other localities will be selected, also following the same procedure.  
After sufficient experience has been gained in the selected communities, arrangements for second-run engagements will be made.  
In larger situations in which the possibilities have not been exhausted after second-run, the cities will be divided into a number of areas and theatres in each area will have an opportunity to bid for that particular run. The winning theatre will be required to purchase against other theatres in its area. Later, such provisions will be made for the next run in each such area until every interested theatre has had an opportunity to present the picture.  
Rodgers said no other method of marketing the picture could be devised which would permit M-G-M to recoup the cost of the production and, at the same time, assure a profit for exhibitors. The production cost of “Quo Vadis” is in excess of $7,000,000, he said, and the cost of prints, advertising and distribution will add “several millions” more.  
Rodgers said he thinks “Quo Vadis” will gross more than “Gone With the Wind.” “If it doesn’t,” he observed, “we won’t make a profit.”  
Replying to a question, he said “GWTW’” grossed $53,500,000 the first time around for M-G-M.  
He said it will take “the better part of a decade” to liquidate the picture. “It will be around a long time,” he observed.  
Rodgers pointed out that the “Quo Vadis” sales policy “complies with every phase of existing law. We will have nothing to do with the setting of admission prices. If this picture were to be sold on a percentage and guarantee, or left to ordinary negotiation, it would be impossible to make such a policy which would lead to discussion of admission prices. This policy will avoid that.”  
Moreover, in leaving the admission price decision to the exhibitors, those best qualified to determine it will do so. The exhibitor knows what his community can afford and what he can charge to insure a profit for his theatre. One city might well get a $1.50 admission but another might not be able to get more than $1.20. The exhibitors concerned know best.”  
Rodgers said that starting Nov. 21, first theatres in Pittsburgh, Cleveland, Chicago, Detroit, St. Louis and San Francisco will start playing “Quo Vadis,” each one on a different policy as an experiment, and the results will be made known to exhibitors in advertisements to be placed in the trade press. The sales policy itself will be the subject of trade press advertising during the next two to 10 days.

---

**M-G-M and Ascap**  
(Continued from page 1)  
In order to preserve the total involved will be in the neighborhood of $800,000. Under the treat seat music tax, which was established by the ASCAP anti-trust consent decree signed in the spring of 1930, theatres paid ASCAP approximately $1,200,000 a year, which included a 25 per cent collection expense.  

---

**New Honors to Philbrick**  
Bosworth, Nov. 13.—Gov. P. A. De Witt has proclaimed Nov. 27 as “Herbert A. Philbrick Day” in honor of Herbert A. Philbrick of Melrose, who for nine years posed as a common pedestrian by acting as an undercover agent for the Federal Bureau of Investigation in order to gather evidence against the Communist Party. The Crear-Bush-Post of the American Legion will honor Philbrick with a testimonial dinner on Nov. 27. While Philbrick was acting as an undercover agent, he was employed by Mullin and Pinaski New England theatres.

---

**New England Allied**  
(Continued from page 1)  
Theatre, Boston; Samuel Pinaski, president, American Theatres Corp., and Charles E. Kuntz, general manager of Boston Theatres; treasurer, Stanley Sumner, University Theatre, Cambridge, Mass.; secretary, Kurtzman; executive secretary, Frank Lyon.  
The following are the members of the board of directors: John J. Ford, Maine and New Hampshire Theatres; Edward Con, Cleveland Theatres; Edward Con, Boston Theatres; Edward Con, New England Theatres; James H. Doyle, Broadway Theatre, South Boston; Walter A. Brown, president, Boston Theatres Corp.; Lloyd Clark, Hudson Amusement Co., Malden, Mass.; and Harry Feinstein and Joseph P. Waring, the latter two with Warner Theatres.

---

**Eltinger Expands**  
Hollywood, Nov. 3.—Expansion of publicity services to include the press throughout Great Britain, was announced here by Margaret Eltinger, president of The Eltinger Company, with the signing of an agreement with the English publicity firm of Mullal-
NPA Will Study Camera Rulings

WASHINGTON, Nov. 13.—A special task force of the National Production Authority's photographic equipment industry advisory committee was set up today to work out definitions of what constitutes cameras for personal use, as distinct from cameras for professional use.

The action came at a meeting of the advisory group with NPA film chief Nathan D. Golden. Production of items for personal use has come under attack to tight limitations on use of steel, copper and aluminum, in line with NPA limitations to cut down use of these metals in other consumer durable goods.

The industry task force will also study a better base period for cut-back orders. At present, these orders are based on production in the first half of 1945, which industry officials contend, was a depressed period.

Three-day conference

The three-day annual conference will be attended by 15 UPT executives, among them Harry B. French, president of Minnesota Amusement Co., Minneapolis, and A. H. Blank, head of Tri-State circuit, Des Moines.

Editors, Writers Seminar

Hollywood, Nov. 13.—The American Cinema Editors and the Screen Writers Guild co-sponsored a seminar to promote creative crafts, on December 4 at the Beverly Hills Hotel. This will be their second get-together.

Film ‘Widow’ on Coast

Hollywood, Nov. 13.—“The Widow,” starring Bette Davis, will be produced here instead of in London, as previously announced, producer John Nast disclosed on his return to New York last night, who will produce the film independently, is said to have two major release channels under consideration.

Television--Radio

Comment and Opinion

The television commercial is coming in so far as any criticism. Certain sponsors apparently have realized that repetition and long-windedness don't sell the goods and they are going in for a more subtle, and much more effective, approach. The tendency now, particularly on the big networks, is to integrate the commercial plug with the actual script and, if possible, make it of real interest to the audience. This doesn't always come off, but it is at least a step in the right direction. Too many sponsors' messages are inseparably tangled with the hackneyed sales pitch and treating the viewer with a condensation that suggests he can not be trusted to grasp what is being said.

The new approach tends to eliminate repetition and substitutes viewer appeal. The Schlitz Playhouse of Stars, for instance, blends a short film on beer brewing into its commercial, a process which is of automatic interest. Ed Wynne, on the All Star Revue over NBC-TV last Saturday, invented an amusing skit to sell his product and so did Red Skelton Sunday night. Fred Allen, on “Sound Off Time,” got a lot of laughs for the way he handled the Chesterfield message.

As he may, Allen, undoubtedly one of the finest of all American comedians, doesn't seem to be success in hurling the TV obstacle. His half-hour show Sunday again used him as a narrator rather than the principal and had a sluggish quality that was brightened only during a few spots. The script still hasn't caught that intangible something that made the Allen of the humor clock on radio.

In contrast, Allen's great and traditional radio rival, Jack Benny, has taken the TV medium in his stride. He had a busy week last week celebrating 20 years in radio. CBS Radio honored him with a somewhat uninspired "Salute to Jack Benny," and on Sunday he made a hit on TV's "This Is Show Business." He wound up last night on the Sinatra Show.

This is Americanism Appreciation Week and two of the top TV shows demonstrated in contrasting fashion how the theme can be treated. The Westinghouse "Studio One" over CBS Monday night came up with a very fine dramatic offering depicting the life of Colonial hero James Oatis. If Studio One and its Worthington Miner have given us some extremely uneven programs, "A Bolt of Lightning" on Monday night was ranked among the best in its telling of America's fight for freedom. Charlton Heston proved himself a very capable actor.

In contrast, "Flight to Freedom" on the Goodyear Television Playhouse on NBC Sunday exhibited all the glaring faults of a deliberate propaganda piece. Its message, put across in sledge-hammer fashion, was almost annoyed. The production, which, of course, was not dramatic series, produced by Fred Coe, also has maintained an uneven standard this season. The Sunday show in particular lacked the attributes of top-flight entertainment. When the show is over, the entertainment value inevitably suffers. Benny has already learned that lesson.

Many news names on the air. Ethel Barony making her TV debut. Hargo Marx, a hit on the Colgate Comedy Hour and Dorothy Lamour lovely on the Ed Wynn program. But some other names are missing. Where, for instance, is Bill Stern, long-time favorite with the sports fans? Isn't it time that one of the networks brought him back into the TV picture?

NBC's "The Big Show" on radio hasn't been its old self. Time Miss Bankhead changed her approach. Much talk about Sheldon Reynolds' "Foreign Intrigue" film series on NBC-TV. Those pictures are old! . . . The FCC now planning to lift the "freeze" in the spring. They've said that before . . . Dinah Shore may come back soon.

Ralph Edwards signed to a $65,000 contract at NBC. It runs for the next five years. . . . Sylvester L. Weaver elected vice-president in charge of television at NBC . . . Dr. Allen B. DuMont honored today on "The DuMont Hour." Secretary of State Acheson showing up fine on the UN kinescopes made by Paramount for CBS. Here's an outstanding example of public service. . . . William Phillips named director of ABC radio and television activities on the West Coast.

FCC Meet

(Continued from page 1 of this section)

of each, the portion of the spectrum. "We are able to co- ordinate, "declared after the meeting. "The method of presentation will differ, however. Each party will stress the exact use and service he knows best."

Allied States association will share in this "harmony," it was predicted. Allied States, through its representative to today's meeting, but did not. Allied is expected to attend other, similar meetings to be held later.

Attorneys, Engineers Present

MPAA was represented today by Taylor Mills, attorneys Vincent Welch, James L. Fly and Sidney Schreiber, and MPAA's engineers, Frank McIntosh and Andrew Inglis. TOA was represented by attorney Marcus Cohn and engineers Stuart Bailey and C. M. Janksy.

Welch said the meeting "worked toward putting together an organized basis." He said joint meetings of the lawyers for TOA, MPAA and Allied were planned for every other Friday, starting Nov. 30, to continue working on details of the presentation. Engineers will also meet from time to time, he said.

Heads of the MPAA companies will meet on the subject some time after the Nov. 30 legal meeting, it was indicated.

"Went Over Mutual Problems"

"We went over mutual problems and techniques of presentation," Cohn said. "There are a few things we don't see eye to eye on, but we are very close together on most things. We will hold further meetings of the same kind in the near future to go over specific items of strategy."

UFT-ABC Hearing

(Continued from page 1 of this section)

Full-scale hearings before the examiner, Leo Resnick, are slated for Jan. 15. The pre-hearing conference, which will start at 10 A.M. next Wednesday, will be held to agree- ment on simplifying or reducing the issues in the proceedings, the pro- hibition being that there is no possibility of even to stipulate by common consent the accuracy of certain facts. Resnick said the pre-hearing conference had been suggested by Allen B. DuMont Laboratories.

Essences Theatre in Chi.

To Install RCA TV System

CHICAGO, Nov. 13.—An RCA large- screen TV installation is scheduled to go into the Essences Crown Theatre here early next month.

Sets for the three other Essences theatres are being put up pending the perfection of a new type of installa- tion for single floor theatres where there is no balcony available for at- taching the equipment, the manage- ment disclosed.
REPUBLIC PICTURES announces

WORLD PREMIERE of

"THE WILD BLUE YONDER"

at the

ORPHEUM THEATRE, OMAHA

(UNITED PARAMOUNT-TRI STATES THEATRES CORP.)

THURSDAY, NOVEMBER 29th

Republic is happy to join Honorary Chairman Governor Val Peterson and Mayor Glenn Cunningham, the city of Omaha and the Chamber of Commerce in the celebration of “A Salute to the Strategic Air Command.”

HERBERT J. YATES presents

THE WILD BLUE YONDER

STORY OF THE B-29 SUPERFORTRESS

starring

WENDELL COREY • VERA RALSTON

FORREST TUCKER • PHIL HARRIS

with WALTER BRENNAN • WILLIAM CHING • RUTH DONNELLY • HARRY CAREY, JR. • PENNY EDWARDS

Screenplay by RICHARD TREGASKIS • Story by ANDREW GEEG and CHARLES GRAYSON • Directed by ALLAN DWAN

A REPUBLIC PICTURE

REPUBLIC PICTURES CORPORATION • HERBERT J. YATES, PRES.
275 Theatres
Now in Line
For TV Sets

See 100 Smaller Houses
With TV by June '52

A record number of some 275 theatre television sets are currently
on order with evidence pouring in
that smaller theatres are climbing the
TV bandwagon by increasing numbers.

One hundred installations in
smaller theatres across the
nation are forecast by George
Trad, head of the Trad Televisi-
tion Corp., for the next six months of 1952. Trad, whose "full-screen" system is designed
mainly for 1,500-seaters and sells for $9,000, said his estimate was on the "conservative side" despite reports from other quarters that the pace of orders has declined.

Among the more expensive sets designed for larger theatres, an RCA
(Continued on page 3)

Secondary Product
Dropped by RKO
For Top Pictures

Hollywood, Nov. 14.—RKO Pictures will shift over its production policy to top-caliber attractions only
in 1952, company officials disclosed here last night after a protracted meeting at the Beverly Hills Hotel. The striking contrast between business done with "Flying Leathernecks," "His Kind of Woman," and others in kind and skimpy returns from secondary offerings, influenced the executives' decision to eliminate
(Continued on page 2)

John E. Mcinerney
Dies Here at 55

Funeral services will be held Sat-
urday at St. Jean Baptiste Church
here for John (Jack) E. Mcinerney, 55, director of advertising-publicity of
United Paramount Theatres and of
the New York and Brooklyn Para-
mount theatres. The latter died yest-
day morning after a brief illness.
Survivors include the widow, Mrs.
Hortense Mcinerney, a son, John E.
(Continued on page 7)

Martin Smith Urges Check Against
Unfair Tax-Exempt Competition

Columbus, O., Nov. 14.—Martin G. Smith, president of the Independent
Theatre Owners of Ohio, advises exhibitors to notify the Internal Revenue
Bureau of cases where competitive enter-
tainment is operated with tax-exempt admissions and which is not entitled to the Federal ticket tax
exemption.

"The Internal Revenue Bureau cannot be ex-
tected to detect every attempt to take advantage of the (excise ticket tax) bill by organizations which are not entitled to an exemption under the act," Smith pointed out. "If tax free shows are given in your community by any organization that does not qualify under the act, or if the proceeds of the show do not inure exclusively to the benefit of such organization, report the facts immediately to your Collector of Internal Revenue.

"Some day we may be able to get rid of this nuisance tax, provided the industry will cooperate wholeheartedly in the effort, but in the meantime exhibitors must see to it that they are not sub-
jected to the unfair competition of these tax free shows that are not entitled thereto under the act," Smith said.

Rodgers Tells ATOI Meet
Industry Needs Peace

I D A P O P E L S , Nov. 14. — "The sooner we can learn to live together in
peace, the better it will be for all of us," William F. Rodgers, Loew's Inc, vice-president in charge of sales, told the Silver Anniversary convention of the Allied Theatre Owners of In-
diana at the Hotel Lincoln here today.

"You are going to contribute your share of these verdicts being rendered against us," Rodgers warned the ex-
hibitors. "No industry could stand the number of lawsuits that are being filed today.

"It detracts from our business, which is to make good motion pictures. There is a great future in motion pic-
tures," Rodgers assured the hoosier film men.

Truman T. Rembusch was reelect-
ed president of ATOI by the board
(Continued on page 6)

CEA Defers Action
On New REP Plan

L 0 N D O N , Nov. 14. — The proposed
strengthening of the industry Rentals,
Exhibitors and Producers committee to handle all matters of intra-industry interest was considered by the general counsel of the Cinematograph Exhibitors Association at its monthly meeting last night, and was referred to the legal and parliamentary committee for further examination.

The proposals would deprive the CEA four provincial branches of much of the
influential position they have held in the past.

The REP committee was formed at
(Continued on page 6)

Martin Smith

Brylawski Relected
For His 29th Term

WASHINGTON, Nov. 14.—A. Julian
Brylawski was elected president of the Motion
Picture Thea-
tre Owners of Metropoli-

tan Washington for the 29th con-
secutive term.

All other of-
ficers were also reelect-
ed at a luncheon meet-
ing held here today. They are: Fred Rogod, vice-president; Lloyd Wine-
land, Sr., treasurer; Harry Bach-
man, secretary.

A. Julian Brylawski

French Here, Will
Study TV's Impact

The impact of television on the American motion picture industry is due to be studied first-hand over the next two weeks by Sir Henry French, director general of the British Film Producers Association, who arrived in New York yesterday by plane from London.

This study, Sir Henry indicated on his arrival, would be in conjunction
(Continued on page 6)

93 Inductees At
Tonight's Pioneers'
Tribute to Warners

Ninety-three new members, all of
whom have completed the required 25
years, or more, in the motion picture
industry, will be inducted into the Motion Picture Pioneers' Class of '51 at tonight's annual Pioneers dinner at New York's Waldorf Astoria Hotel.

Five hundred leaders of the indus-
try and distinguished guests from other fields of American business will
honor Harry M., Jack L., and Albert
Warners at the dinner. The Warner
(Continued on page 7)

Dates Set for Star
Tours in 6 Areas

The Council of Motion Picture Or-
ganizations yesterday arranged for
"Movietone U. S. A." star tours in six
more areas where they were post-
poned when the nationwide star tours were held early last month.

Three Kirchwood players, a direc-
tor and a writer, will visit Buffalo
and Albany during the week of Nov.
25. Co-charmants of the Buffalo event
(Continued on page 6)

Offers a Plan
To Hike TOA
Member Ranks

Associate Classification, Training Schools Sought

The Theatre Owners of Amer-
ica's executive committee, at its
meeting at the Hotel Astor here
today, will receive a proposal that the organization establish training schools for exhibitor personnel and amend its membership rules to pro-
vide for associate members who would pay "nominal dues.

The proposal will be made by the O. A. K. Ball, TOA execu-
tive director, who said yes-
terday that the organization "is always in need of new faces, new blood, and new ideas.

There are, said Sullivan, "many young men among the various circuit
and independent operations who would like to become part of TOA through
an associate membership. In this way, too, we could expand our committee
(Continued on page 6)
Hollywood 'Red' Hearings to Resume

WASHINGTON, Nov. 14.—The House Un-American Activities Committee will resume its and motion picture industry activities in Hollywood here before the end of the year, a committee official said yesterday.

He declared that the committee hopes to have about 15 more witnesses, including nine or 10 missing witnesses who are expected to appear to serve with subpoenas for some time. The other witnesses, he said, would be brought in and asked to appear as the result of the recent hearings in Hollywood, those who wanted to answer charges made against them and others who wanted to supply the committee with additional information.

New Effort to Save Copper Drippings

CAMPBELL, N. J., Nov. 14.—The government is making a new effort to save copper drippings from the projection booths of America's motion picture theatres which will be paid for and engineered by members of the RCA Service Co. At the request of Nathan D. Goldin, director of the motion picture photo division of the national production authority, the company has planned each of the theatre's activities to attract projectionists and enlist their active cooperation in NPA's copper conservation program.

See $985,000 for 'American' at Hall

A big $985,000 gross for the week-end run of "An American in Paris" at Radio City Music Hall here is forecast, with $115,000 seen for the seventh and final week which begins today. The only other comparable figure for a film which ran for seven weeks at Radio City is "Sunset Boulevard" which in the summer of 1950 grossed $1,015,000 for the period.

DON HARTMAN, Paramount's supervisor of production, left here for the coast yesterday.

AL MENDENHALL, Universal Eastern radio and TV contact, will leave here today for Camp Ernst, Va.

VINCENT E. PALMER, former general manager in Mexico and Central America for Universal Pictures, has been appointed export manager of the A. C. Gilbert Co., New Haven.

SAY HARRIS of the State Theatre, Hartford, has been recuperating from auto accident injuries at the St. Francis Hospital here.

OSCAR MORGAN, general sales manager for the most part, Field News, will leave here tomorrow for Jacksonville and Atlanta and will return Nov. 26.

LAWRENCE WENDGARTEN, M-G-M studio executive and producer, has delayed his visit here from the Coast until Nov. 22.

ROBERT WILLS of the Universal-International home office exploitation staff is back in New York from Hartford.

ED CANTILE of the Republic exchange, New Haven, and his wife are the parents of a new daughter.

LOU LILLY, head of the scenario department of Jerry Fairbanks Prod. is in Miami from the Coast.

W. E. KOLLMYER, manager of Western Company, India, is now en route to Bombay from New York.

DON HARTMAN, Paramount's supervisor of production, left here for the coast yesterday.

AL MENDENHALL, Universal Eastern radio and TV contact, will leave here today for Camp Ernst, Va.

VINCENT E. PALMER, former general manager in Mexico and Central America for Universal Pictures, has been appointed export manager of the A. C. Gilbert Co., New Haven.

SAY HARRIS of the State Theatre, Hartford, has been recuperating from auto accident injuries at the St. Francis Hospital here.

OSCAR MORGAN, general sales manager for the most part, Field News, will leave here tomorrow for Jacksonville and Atlanta and will return Nov. 26.

LAWRENCE WENDGARTEN, M-G-M studio executive and producer, has delayed his visit here from the Coast until Nov. 22.

ROBERT WILLS of the Universal-International home office exploitation staff is back in New York from Hartford.

ED CANTILE of the Republic exchange, New Haven, and his wife are the parents of a new daughter.

LOU LILLY, head of the scenario department of Jerry Fairbanks Prod. is in Miami from the Coast.

W. E. KOLLMYER, manager of Western Company, India, is now en route to Bombay from New York.

James Hendel Will Join Souvaive Sales

James Hendel, formerly Western division manager of Eagle-Lion will join Souvaive Selective Pictures early next year as its sales manager. Charles Amante, the company's sales vice-president, has disclosed.

Hendel's territory will be announced later. His appointment completes the Souvaive divisional territory personnel.

Street Car' Hits $310,000 in Chicago

CHICAGO, Nov. 14.—After a slow start due to very bad weather, "A Street Car Named Desire" has pushed ahead to a tremendous first week's gross of $310,000 at the Kings. Grand here, topping the second week's attendance of "Desert Fox. "The Street Car" gross is being helped by an ad campaign which has brought in $41,000 in excess of the usual 86 cents.

UA Opening in N. C.

NEW ORLEANS, Nov. 14—Bill Shirley, Mill Overton, Ben Hill and Mobi Kruhen's U.A.'s exploitation, publicity and public relations representatives for New Orleans yesterday to promote the "Lady Says No," which will have its premiere here at the Foreign Mountain Theatre.

Personal Mention

PYROS SKOURAS, president of 20th-Century-Fox; CHARLES SKOURAS, president of National Theatres, and PYROS SKOURAS and CHARLES SKOURAS, accompanied by ELMER RICHEN, president of Fox Midwest Theatres, and Frank H. RICKETSON, president of Fox Southwest Theatres, are expected to arrive here from Europe Saturday or Sunday, after a stop-over in London.

MARK GOLDMAN, former Eagle Lib-branch manager in Cleveland but in no the past year on account of illness, is now with Universal in Detroit in a sales capacity.

ELIIS G. ARNALL, president of SMMP, who was in New York for the opening of "78" here, is expected to arrive in Washington and will arrive here today.

MAURICE W. WOLF, field assistant to H. M. Richely of M-G-M, will speak before the Men's Club at West New- tion, Mass., Dec. 29.

FRANK MURPHY, Loew Theatres division manager, and his wife, are in New York in connection with adoption of a 10-year-old boy brought over from Ireland.

MANNIE MEYER has been added to the staff of Classic Pictures to handle the local New York exchange area.

H. M. Richey, M-G-M exhibitor relations head, will return here today from Indianapolis.

ERNST COTOGNA of the 20th Cen- tury-Fox home-office publicity staff, will report for Army induction tomorrow.

MOTO INTERVIEW

November 14, 1951

Executive Editor

SAMUEL H. JONES

1105 West 58th Street

New York, N. Y.

To: All Publishers

The following newsworthy information is being released by the Motion Picture Herald...
Says Spectacles Trend Is Hard On Independents

In the light of the success of such pictures as "Quo Vadis" and "David and Bathsheba," a new public wants something they cannot get on TV in their homes.

However, the independent who is shrewd in the selection of his story does not have to worry because he can overcome the trend, Greene said. "The trend for good, strong stories is evolving in Hollywood a trend for mammoth spectacles that may put the independent producer in a precarious position because he can not compete with them," Clarence Greene, co-producer of the United Artists release, "The Tale," declared here prior to his departure for the Coast.

Caused in Part by TV

The demand for the spectacle is in part caused psychologically by TV, Greene explained, since the public wants to see something they cannot get on TV in their homes.

"The only way that independent producers can hold their own," he asserted, "is to present stories that TV cannot handle.

Greene asserted that spectacles will continue to have box-office appeal only if there are rumors of good showmanship, such as a film has an all-star cast.

Want No Film Stars On Weekend TV

OMAHA, Nov. 14—Members of the Iowa-Nebraska Allied requested that film makers do not permit their stars to appear on television on weekends in a resolution passed at their meeting here. They also requested action by their national board against producers releasing prints to television until 10 years after they had been released to theatres.

Other action included an okay on national convention resolutions. Leo Wolcott of Eldora, la.; chairman of the Iowa-Nebraska Allied; and exhibitors both rapped the "so-called security picture contracts as being unfair." Eddy's "The 1952 Market, when immediate pictures have little meaning."

Holman in London, To Paris Meet Next

LONDON, Nov. 14—Russell Holman, Paramount home office production chief, arrived here for meetings with James Perkins and Richard Mealand, following which he will conduct further production talks with Paramount's French and Italian representation.

Holman will attend the charity premiere tomorrow at the Plaza Theatre here of "Excite," the film made by the Royal Air Force and the J. Arthur Rank Organization.

Yergensen's Buy Two

SALT LAKE CITY, Nov. 14—In a $2 million deal, Mel and Pearl B. Yergensen, who operates a theatre at Monroe, and his brother Elden Yergensen, have closed with John Rowberry and Melville Grigg, for a 900-seat theatre at Cedar City to be named "The Monarch," which will be operated by Mr. and Mrs. Yergensen.

Six Heroes Here for "Bayonets' Opening

Summoned by the Department of the Army, six Congressional Medal of Honor winners will arrive in New York today to prepare for the world premiere of 20th Century-Fox's "Fixed Bayonets!" at the Rivoli Theatre next Tuesday. Their presence will aid the benefit performance of the film for the New York Journal American War Wounded Fund, and New York City's Victory Loan Drive.

The Medal of Honor winners are to meet with Mayor Impellitteri and appear publicly at a press and broadcast collections for soldiers fighting in Korea.

Sells Realtar Franchise

MEMPHIS, Nov. 14—The Realtar franchise here was sold yesterday by J. D. Jernigan to Clifford Wallace.

Likens Advent of Eidophor To First Talking Picture

The industry potentiality of 20th-Century-Fox's Swiss Eidophor CBS theatre color television system was compared to the advent of the first talking picture by Charles P. Skouras, president of National Theatres, of Chicago, yesterday following a demonstration of the system.

Color in Para. TV Possible in 1952

The possibility that Paramount may incorporate color in its scheduled production output for the 1952-1953 season was raised yesterday by Richard Hodgson, president of Chromatic Television Laboratories, Inc., a Paramount subsidiary. He said the incorporation of color in the Paramount TV equipment, which will make use of Paramount's tri-color tube, is now being discussed.

TV for 275 Theatres

(Continued from page 1)

spokesman acknowledged that more than 200 sets were on order, while General Precision Laboratories placed the number on order at 40.

Hodgson of Chromatic

Richard Hodgson, president of the Paramount subsidiary Chromatic Television Laboratories, said six new installations of Paramount TV equipment are scheduled to be completed before the end of the year and Paramount schedules 1,600 sets for the manufacture of 50 theatre TV sets. Paramount, he added, is feeling the scarcity of certain materials due to the defense effort.

Among the cities slated to be equipped with Paramount TV sets are: Denver, Dayton, Chicago, Toledo and Indianapolis, Hodgson said.

While installations in larger theatres are continuing at a rather steady pace, the biggest developments in recent weeks have been in the theatre TV outlook for smaller houses. Trud, whose four projects are being rushed, have 100 installations in a six-month period, currently has 14 orders on hand and expects complete installation on these within the next 60 to 90 days. Eight of the 14 installations are destined for the Walter Reade circuit.

Another television system designed for the smaller houses, — Theatre TV, which sells for $3,750 — will make its first demonstration today for distributors at the New York Television Theatre in East Rutherford, N. J. A test demonstration was held yesterday in Detroit, Maine and Portland, Me. by this equipment of the world. The equipment will continue for a number of weeks, a spokesman said, adding that in about three weeks the equipment will also be demonstrated in Boston. The initial production run of the theatre TV equipment was said to be 150 sets.

As reported previously, the overrunning contract by theatre operators who are expected to be equipped with TV by the end of the year is 1,110.

Ontario MPTA Gets 3 New Directors

TORONTO, Nov. 14—Three new directors were elected at the annual meeting of the Motion Picture Theatres Association of Ontario are announced as follows: Angus Jewell, Jewell Theatre, Cannington; W. J. McLaughlin, Exponda, and William Smmmerville, Jr., supervisor of Bloom and Fine Theatres, Toronto.

They succeed Sam Fim of Toronto, who retired as a director; Clare J. Appel, who resigned as chairman, and Helen B. F. Taylor, executive secretary of the Canadian Motion Picture Distributors Association, and Sam Goold of Toronto, who died last June. New officers have not yet been elected.

Legion Report Puts II of 12 in Class A


Dayton Variety Charity

DAYTON, O., Nov. 14—The Dayton Variety Club has assumed responsibility in providing a free winter coat and building for Variety Man, a guidance center clinic for emotionally unstable children, the operating costs of which will be written off by the Community Chest.
The rescue... the throbbing jungle-drums
the steaming Everglade
swamp-wilderness
aflame with wild unseen menace!
Starring Gary Cooper

Blade in his hand, blood in his eye — as Captain Quincy Wyatt, Swamp-Fighter, in the war against the savage Seminole Tribe

with Mari Aldon as the captive beauty

Screen Play by Niven Busch and Martin Rackin
Directed by Raoul Walsh
Produced by Milton Sperling
United States Pictures
Music by Max Steiner
December Deadline For Loew’s Filing

The deadline for Loew’s filing of a divorce plan with the New York Statutory Court will be the post pound court today to "sometime in December," it was reported yesterday by a Department of Justice spokesman.

Loew’s and D. O. J. representatives have been conferring here on a postponement. The precise deadline in December was expected to be set today.

ATOI Meet

(Continued from page 1)

of directors following this afternoon’s business session. Other officers, all reelected, are Sam Noall, vice-president; Marc J. Wolf, treasurer; William A. Carroll, executive secretary, and Ann Craft, secretary.

John M. Simms, TV research expert for the General Precision Corp., told the convention “the time may come when you'll pay 10 cents a seat for the VHF without being pound charged.” He predicted 300,000 seats for theatre TV by the end of 1953. "Nobody can bid against the kind of buying power," he said. Simms predicted that theatre TV, with this capacity, can afford to bid $300,000 for a single series game or $1,000,000 for two nights of a Broadway musical hit.

William Snaper, president of New Jersey Allied and coordinator of National Allied’s film committee, reported "general sales manager acceptance" of its arbitration efforts. Film clinics on specialized problems of city, small town and drive-in situations were held at the morning session. Each group will report its recommendations to the convention Thursday afternoon.

A banquet tonight closed the day’s activities. Speakers were the Rev. William Alexander, Oklahoma City, and Col. William McCray, Dallas, executive director of Variety Int’l.

An ATOI director’s meeting Tuesday night voted to support resolutions on increased admissions, excessive film rentals and arbitration passed at the national Allied convention. Rembusch announced the following

Review

"Young Scarface"

(Boiling-M, K. D. Distributors)

GRAHAM GREENE'S novel, "Brighton Rock," has been converted into an exciting and suspenseful, albeit somewhat horrifying, picture entitled quite aptly "Young Scarface." There are scenes of slashing and murder which make this the sort of fare that is best withheld from the very young and the impressionable. Richard Attenborough stars in this British crime film a cruel and vicious gangster, the leader of a clique of "thinnor" mobsters at a resort site in England. On the whole, the picture stands up very well as a crime thriller. The story opens in a rather involved way with a attempt being conducted by a newspaper. A murder takes place and the victim, presumably, is an employee of the paper. Attenborough is the killer, but in his attempt to uncover his tracks he goes from one sordid crime to another. He meets an innocent young waitress, excellently played by the good-looking Carol March, and since she could make a key witness against him, he decides to marry her because a wife cannot testify against her husband.

Meanwhile, Hermione Baddeley, who does a fine job as a vaudville performer who is suspicious that the first death was not due to natural causes, slowly tracks down Attenborough. The killer plots to do away with his wife in a suicide pact in which she will die first and he will flee. But the police arrive just in time to foil the plan and Attenborough eventually goes to his punishment.

The acting is good all around, and the climaxes are built to a terrific pitch with the assistance of obstreperous background music and some rather unorthodox photography. The screenplay is by Greene and Terence Raffigan.

Running time, 80 minutes. Adult audience classification. Release date, Nov. 27.

CEA Defers

(Continued from page 1)

the suggestion of J. Arthur Rank several years ago and it is believed he is likely to make acceptance by CEA of the proposals for strengthening REP a condition to the return of his theatres to CEA membership. Also, the Rank interests are understood to favor Sir Wilfrid Eady, author of Britain’s Early Plan, as paid secretary of the REP committee, if and when CEA accepts the new setup. Sir Wilfrid is due for retirement from the Civil Service in a few months.

Harry Mears, CEA president, left here tonight for Bournemouth to report the general counsel’s feeling on the withdrawal of Rank’s theatres from CEA membership to Rank. The latter is attending a convention of his theatre managers in Bournemouth.

The MPA and BFPA officials will discuss plans for international film festivals as well as the capacity of the radio to sustain foreign product, according to both Sir Henry and McCarty. Asked if he would oppose renegotiation of the Anglo-American film agreement, Sir Henry said he would not.

French Arrives

(Continued from page 1)

with the primary purpose of his visit, namely, to confer with Motion Picture Association of America officials on the latter’s new advisory service for aiding foreign producers in marketing their films in the U.S.

Meetings are scheduled to get under way in New York today between Sir Henry and John G. McCarthy, MPAA vice-president. McCarthy said yesterday he planned to arrange for a conference in Washington early next week at which they would be joined by Eric A. Johnston and Joyce O’Har. Also sitting in on the Washington meeting will be Réginald Baker, BFPA president, who has sailed for the U.S. aboard the S.S. "Mauritania," which is scheduled to dock in New York on Monday.

The MPAA and BFPA officials will discuss plans for international film festivals as well as the capacity of the radio to sustain foreign product, according to both Sir Henry and McCarty. Asked if he would oppose renegotiation of the Anglo-American film agreement, Sir Henry said he would not.

Boxoffice is better when patrons hear

Loudspeaker Systems

REG TRADE MARK

Available from Theatrical Supply Dealers Throughout the World

Banners to Fly on Para. Anniversary

Some 200 banners, honoring the “Silver Anniversary” celebration of the New York Paramount Theatre on Nov. 21, will be displayed on Broadway from 57th to 69th Street beginning next week.

The Broadway Association will fly 28-inch banners from sidewalks of the Paramount and the anniversary feature musical film, RKO’s “Two Tickets to Broadway,” sharing credits.

TOA Membership

(Continued from page 1)

functions in the local units and at the national level by calling upon talent that is not now officially a part of the TOA family.”

S. H. Fabian, executive committee chairman of TOA’s meeting yesterday, conveyed the impression that approximately 20 TOA leaders, including Mitchell Wolfson, organization president, are scheduled to attend. Tomorrow some members from the New England and Middle Atlantic states will gather at the Astor for TOA’s first regional convention.

Elaborating on the proposal he will submit today, Sullivan said:

"TOA, in providing a broader diversity of units, should develop schools for motion picture theatre personnel. The local units, when they have the proper conventions, could set aside sessions for the interchange of information between veteran showmen, the younger members and their assistants. Speakers and constructive papers could be presented on the manifold operational techniques for the large or small theatre."

"These service schools could stimulate tremendous interest among the younger members and many suggestions and programs could be channeled through our national TOA organization to assist our local units where they may prove helpful.

"More and more we need to develop plans and ideas in today’s economy that can be effected in theatre operation, and in planning for future conventions, our local leaders should put the accent on youth. One of the ideal uses of the regional committees, in addition to creating constructive group sessions, would be to formulate plans for these service schools for the younger men and women of exhibition. If a love of the business can be achieved only by continuing incentives that flow from the interchange of information at these schools, some results are certain if the younger people in exhibition feel that they really belong.

Six Star Tours

(Continued from page 1)

are George H. McKenna and William Dipson; the Albany chairman is Harry A. Dwyer. During the week nine Hollywood personalities will visit Salt Lake City, and three will tour small towns of Western Pennsylvania. A "flying circus" of personalities will cover the states of Louisiana and Mississippi during the week of Dec. 2.
**Pioneers**

(Continued from page 1)

brothers, who have been named “Pioneers of the Year” by the organization of founders and builders of the industry, will receive a special plaque honoring them “for their vision and enterprise in bringing sound to the screen; for their participation in blazing a new path in screen entertainment and public service; and for their unswerving pictures and in their industry as a bulwark of the American way of life.”

Guests at the dinner will include: Henry Ford II. Ford Motor Company; David Sarnoff, chairman of the board of RCA; Frank M. Olson, president of Viacom, and Eric Johnston, president of the Motion Picture Association of America.

**12th Annual Award**

Jack Cohn, president of the Pioneers, reports that the award to the Warners, the 12th annual award, will be the first for Picture in a category that has bestowed on more than one individual.

The 93 new inductees follow:

- Edwin A. Arnold
- Morris Lebannon
- Joseph A. Baldwin
- Louis F. Bamber
- George M. Beatty
- Albert Beck
- Maurice Berman
- Joseph Bernard
- Bernstein, Harry M.
- Bernard
- Foster, M. Bliss
- Brian O’Byrne
- Ralph Branson
- Nathan N. Brower
- Milton G. Cohn
- Joseph Cordero
- Mel E. Doff
- Paul Duskin
- Fred E. Deitch
- Albert Delft
- David Diamond
- Jack Etra
- Emil K. Ellis


**Jack Warner Cited by Treasury Dept.**

Hollywood, Nov. 14.—Jack L. Warner has received the U. S. Treasury Department’s Distinguished Service Award, presented to him at Warner Brothers studio by Joseph Messick, State Director of U. S. Savings Bonds.

The award, highest honor conferred by the Treasury Department for Public Service, was made for his leadership in building security for the nation through the sale of savings bonds. The citation was signed by Secretary of the Treasury John Snyder, who said in an accompanying letter: “The patriotic and selfless service of the founders of Warner Bros. and Jack—has been outstanding through the years.”

25-Cent WB Dividend

At a special meeting of the board of directors of Warner Brothers here yesterday a dividend of 25 cents per share was declared payable on Jan. 5, 1952 to holders of common stock of record on Dec. 7, 1951.

**Reviews**

**“Hong Kong” (Paramount)**

A QUICKLY-PACED story of intrigue in post World War II in China, “Hong Kong” has been carefully packaged with the ingredients necessary to popular favor. Producers William H. Pine and William C. Thomas have given the story a generous production treatment including action. Action is a staple of the series and every inch of the way with a satisfying element of suspense added to the movement.

Ronald Reagan has returned to China after the war to make a quick fortune but ends up running into the wrong company through a mishap of a type, he soon finds himself in the guardian of a deaf Chinese's five-year-old son, Danny Chang. Since Reagan cannot leave the boy to die in the fields he decides to take him along. Eventually, he comes upon an old man and the little lady grows to three.

The intrigue gets underway when Reagan discovers the boy has in his possession a valuable idol. Reagan conspires to dispose of the boy, get the money for the idol, and do a disappearing act. He makes a deal for the sale with some underworld characters but then has a change of heart. He discovers that he cares for the welfare of the boy and that he loves Miss Fleming.

Whet ensues is an underworld kidnapping of the boy and a desperate, melodramatic attempt by Reagan and Miss Fleming to get him back. Their attempt is eventually successful, but only after a series of fights, chases and considerable gunfire and fistfights.

There will be few who can resist the gallant charms of little Danny Chang. Winston Miller wrote the screen story, based on a tale by Lewis R. Foster.

Foster also directed.

Running time, 91 minutes. General audience classification. For January release.

**“Callaway Went Thataway” (Metro-Goldwyn-Mayer)**

A FRESH and exciting satire on the rise to fame of the television cowboy is etched in “Callaway Went Thataway.” A bright, affecting script loaded with wit and imagination has been fashioned by Norman Panama and Melvin Frank. Howard Keel plays a dual role as a cowboy actor, one as a hero of the bygone film era and the other as a modern TV star. Also in the cast are Fred MacMurray and Dorothy McGuire, as two advertising agency executives.

As the story opens, Keel, the old film cowboy has long since dropped out of sight, a casualty of hard drinking. The playing of his films on television, however, has made him a hero again and very much in demand once more in the small screen. When MacMurray and Miss McGuire launch a desperate search for him, the search is unavailing.

But, when MacMurray and Miss McGuire are about to confess to the would-be sponsor that the search is hopeless, they find a cowboy on a Colorado ranch who is the image of the old film star. In a series of comic episodes that are better seen than described in words, the cowboy is groomed to pose as the old idol. In time he becomes a national institution, but trouble hobbles when the old Keel comes on the scene and demands the full share of the popularity and “gravy.”

The films of the old cowboy are of such complications are developed artfully and the humor inherent in the situation is well realized. The ending is a surprise one, in which virtue wins out, a foundation for youngsters is established, and romance blossoms among the latter-day Keel and Miss McGuire. In the cast are Texas White, Fay Roope and Natalie Schafer. Panama and Frank also produced and directed.


**“Man in the Saddle” (Columbia Pictures)**

A CITION again is the principal exploitation ingredient of this Randolph Scott western starrer which features the usual amount of gun-play and skull-duggery. The color by Technicolor enhances the value of some of the off-color mountain shots.

The story, which runs according to time-tested formula, concerns an ambitious woman, a greedy, unscrupulous ranch owner, and Scott, as Owen Merri, caught in the middle between conflicting forces. Scott’s girl, Joan Leslie, makes the weatherly owner of the Skull Ranch, Alexander Knox, for his pet pony, Will Isham, because she thinks that she will find security as his wife. The bargain turns sour, however, when she realizes she still loves Scott and recognizes that he is the only love of her life. In vain does one of his hired guns, led by Richard Rober, who portrays Ray Dutcher, to drive Scott off his land and in the process two of Scott’s close friends are killed. The galpal is won by Will, who, as one of the cowboys of the Skull Ranch, wins the heart of Miss Leslie.

Others in the cast include John Russell, Alan Juno, Gino Williams, Clem Blevins and Cameron Mitchell. Harry Joe Brown produced and Andre Berloff directed, from a screenplay by Kenneth Gaim, based on a novel by Ernest Haycox.

Running time, 87 minutes. General audience classification. For December release.

**McMenery**

(Continued from page 1)

McMenery, Jr., and a sister, Mrs. Marguerite Wilkerson of Miami Beach. Born in New York City, McMenery attended Fordham and Columbia Universities before joining the old New York Herald as a reporter. Later he joined the old New York World and Variety in the same capacity. He left the newspaper field to do publicity for Cosmopolitan Pictures and then Universal Pictures, joining the Paramount exploitation department in 1929. Paramount promoted him in 1925 to the post of publicity director of the Rivoli and Rialto theatres on Broadway, where he held that position for many years.

With the opening of the Paramount Theatre on Times Square in 1926, McMenery became publicity director of that house, a post he continued to hold until his death. When the Brooklyn Paramount was opened in 1928 that theatre was added to his jurisdiction.

As an ambulance drive in World War I he sustained wounds in both legs.

Interment will be at Calvary Cemetery, Queens.

**Fabian Ads Promote Movie-Giving Habit**

ALBANY, N. Y., Nov. 14.—Four Fabian theatres in Schenectady ran special newspaper copy yesterday stating: “We know—you have—because of the increased number of persons attending—noticed the vast improvement in movies of late. They are going to continue to improve. Get back, the habit of seeing a movie once a week.

It is a good habit.”

Copy headed: “One Picture a Week—A Movie U.S.A.”...
Another Sign That Paramount Is Keeping Its Boxoffice Pace Blazing!

A four year record on Broadway at the Mayfair! And city after city proving "Detective Story" is another top grosser in Paramount's steady flow of hits.

In some spots it's registering up to 140% of those Paramount boxoffice leaders that have been the wonders of the industry during recent months!

Detective McLeod can face a killer's gun—but not the truth about his own wife.
Spain Refuses To Meet Here On Film Pact

MPAA-SIMPP Expected To Transmit Proposals

MADRID (By Cable), Nov. 15—The Franco government's cabinet has decided against the sending of a Spanish delegation to the U.S. for meetings with the Motion Picture Association of America, it was learned here today from an official government source.

Although no reason was given for the decision, the consensus in the Spanish film industry is that the cabinet probably felt that it would not become for a government delegation to discuss a possible Spanish-American film agreement with American industry rather than (Continued on page 5)

Moral Tone of US Films on Upgrade, Legion Declares

WASHINGTON, Nov. 15.—The Legion of Decency reports there has been during the past year "an increase in wholesome and moral themes in Hollywood-produced motion pictures."

The Legion's views were outlined by the Most Rev. Raymond A. Kearney, Auxiliary Bishop of Brooklyn and chairman for the past year of the Bishops' Committee on Motion Pictures. He gave the Legion's views in (Continued on page 4)

Truman Releases Johnston Nov. 30

President Truman announced in Key West, Fla., yesterday that he had accepted the resignation of Eric Johnston as Economic Stabilization Administrator, effective Nov. 30. Presumably, that would permit Johnston to return to his post as president of the Motion Picture Association of America on Dec. 2, as planned. Johnston's resignation was submitted to the President some time ago, but no action was taken on it up to yesterday.

M. P. PIONEERS HONOR WARNERS

Jack, Harry and Albert Warner receive plaque from Jack Cohn honoring them as "Pioneers of the Year" at the annual banquet of the Motion Picture Pioneers at the Waldorf-Astoria Hotel here last night.

(Photograph by Mike Elkins)

500 At 12th Annual Fete Of Industry's Veterans

Approximately 500 industry veterans from all parts of the country, members and guests of the Motion Picture Pioneers, witnessed the presentation to Harry M., Jack L., and Albert Warner of a plaque designating them as the "Pioneers of the Year," at the 12th annual presentation of the organization in the Starlight Roof of the Waldorf-Astoria here last night.

The annual festivities of those who have served in the industry 25 years or more were presided over by Jack Cohn, president of the Pioneers and vice-president of Columbia Pictures.

The tribute to the Brothers Warner was made in recognition of the 20th anniversary of talking pictures, the introduction and success of which they contributed so much, and to their contributions to the industry throughout the 48 years of their association with it.

In accepting the plaque, Harry Warner, president of Warner Brothers Pictures, said, in part:

"If the producers of pictures see only the dollar sign at the end of their production efforts, then I believe those production efforts will fail. "The capacity to earn a profit is very much a part of the whole American idea of free-enterprise. But if we are to keep enterprise free, we must see to it that we keep ideas free as well. The communication of ideas is as essential to our business as free-

TOA Plaque Will Be Given to the 3 Warners Today

The Theatre Owners of America today will present a silver plaque to the Warner brothers, Harry M., Jack L., and Albert, on the occasion of Warner Brothers' "Silver Anniversary of Talking Pictures."

The plaque, in recognition of their services to the industry, will be presented by TOA president Mitchell Wolfson in a brief ceremony at the Warner home office here this afternoon.

"On this Silver Anniversary of sound," said Wolfson, TOA executive director, said yesterday, "the exhibitors of America want to recognize and to show their appreciation to the Warner brothers not alone for their great trail-blazing in this medium of mass communications, but also in meeting the challenge and opportunity of what lies ahead. "They have worked as a family unit-

Hughes Continues Buying RKO Stock

WASHINGTON, Nov. 15.—Howard Hughes boosted his holdings of RKO Pictures common stock by 8,400 shares during September and October, according to reports submitted to the Securities and Exchange Commission.

At the end of October Hughes had held 1,013,420 shares of the firm's common. During September, he had five purchases totaling 53,600 shares, and during October there were six purchases totaling 48,800 shares.

See Two-Way TOA Plan on Grievances

Aiming at Approaches on National, Local Levels

Theatre Owners of America's planning of methods whereby trade practice grievances could be taken up with distributors is tending toward a policy under which selling as it affects exhibition nationally would be handled within the national exhibitor organization, while strictly local or individual experiences would be discussed with the companies by the individual theatres, on the basis of advice given those theatres by national TOA.

This was indicated yesterday by G. W. Sullivan, TOA executive director, in a press interview which followed the meet-

Ohio Allied Unit Is 17th to Join Compo, Only 2 Yet to Apply

The 17th Allied regional organization yesterday applied for membership in the Council of Motion Picture Organizations, it was reported here by COMPO. Martin G. Smith of Toledo, president of the Independent Theatre Owners of Ohio, filed that unit's application for membership.

This leaves but two Allied regions that have yet to apply for COMPO membership, namely, Allied of Illin-
Personal Mention

ED E. DEPINET, RKO Pictures president; W. H. Clark, treasurer, and Garrett Van Wagner, comptroller, are scheduled to return here from the Coast today.

MORGAN HUDGINS of the M-G-M studio, asst. to be flown to the Coast this weekend after five weeks of lecturing on "Quo Vadis" in 23 towns.

ROBERT LAMONT of Lamont Theatres, Albany, N.Y., has been appointed administrative supervisor at the Albany Air Defense filter center.

LARRY KENT has resigned as manager of the Esquire Theatre, Sacramento, Cal., and returned to Hartford, Conn., for a visit.

MRS. CLARENCE ECHOLS is celebrating her 20th anniversary as head of the Dallas Motion Picture Review Board.

M. L. SOMERS, office home assistant to H. M. Richley, will leave here Sunday for Atlanta.

OSCAR RUBY, Columbus branch manager in Cleveland, became a grandfather last week.

B. F. PERRY of the Westrex Corp. has returned to New York from Holly-

wood.

ALBERT LEWIS, producer, will leave here for the Coast on Sunday.

Stockholders of RKO Pictures Meet Dec. 5

First annual meeting of stockhold-

ers of RKO Pictures Corp. since completion of divestiture under its consent decree last Jan. I will be held Dec. 5 at Wilmington, Del. Notices of the meeting will be mailed to stockholders by the company this week.

Depinet Flies Here Today; 'Big Feature' Policy Confirmed

Hollywood, Nov. 15.—RKO presi-

dent Ed Depinet leaves here for New York by plane tomorrow fol-

lowing announcement that the company will begin to mail proxies to stockholders by the company this week.

Deny Coast Report Mayer Seeks UA

A Hollywood report that Louis B. Mayer is negotiating for purchase of United Artists was dismissed by com-

pany heads here yesterday as "com-

pletely unfounded.

Mary Pickford and Charles Chap-

lin have placed 50 per cent of the UA stock in trust, according to the firm which now owns 50 per cent of the UA stock, and it is not believed that they will decide to sell their remaining 50 per cent, which is not regarded as likely, but would be attractive to investors without management control accom-

panying it.

Final Sprint in UA Sales Drive

Every United Artists exchange in the U. S. and Canada has set up one week in December during which every theatre in the exchange area will be asked to play at least one UA fea-

ture, deny the completion of sales drive, it was announced here yesterday by William J. Hein-

eman, UA sales vice-president. Each theatre will determine for itself the week to be declared "UA Week."

Sues to Stop Use of 'Movietime' Slogan

The Council of Motion Picture Or-

ganizations, Theatre Owners of Amer-

ica, numerous distributors and several New York City radio stations, in

cluding Brant, Fabian, Century and Randforce yesterday were named defen-

dants in an injunction action brought by Movietime, Inc., which was incor-

porated in 1945 as a telephonic film timepiece "for the public. The service was information on film the-

atre programs in the New York Me-

telephone movement. The service was information on film theatre programs in the New York Metropolitan area.

String Attached to Stock Bonus Gifts

Washington, Nov. 15.—The Salary Stabilization Board discussed the possibility of granting stock certificates for a company's stock, providing the option price is at least 95 per cent of the market price at the time the option is given and that the price to be paid is lower than 95 per cent, the Board said, the arrangement must be approved only by the Board in advance.

Can't Base Ledebold Action on N.Y. Case

Minneapolis, Nov. 15.—Lo-

cal conspiracy action of Mar-

comb Homeowners The-

atre cannot be based on the New York case, Judge Nord-

bye ruled here today, af-

ter denying six for com-

pany defendants and Minne-

sota Amusement Co. motion to dismiss. The court held that stipulating admissions as established by plaintiff was not damaging as such. The case resumes Nov. 28.

Elect German to Head N. Y. Tent

William German was elected chief

keeper of Variety Club of New York, Tent No. 35, on elections held here yesterday. He succeeds Fred

Schwartz.

The first assistant chief banker was Ira Meinhardt; second assistant chief banker, William F. Rodgers; property master, Edward Lachman; and secretary-treasurer, Ira Stahl. The following canvassers were elected: Harry Brandt, Russell Liberman, Jack Eisenberg, Harold J. Klein, Martin Kornbluth, Chick Lewis, Robert Mochrie, Abe Montague, Jerry Pickman, Walter Herem, Harry Rothberg, Ben Santry, Cy Seymour, George Slous-

ak, Dick Walsh, Max Wolf, Nathan Howard, Morris Sanders and David Snaper.

Deny Coast Report Mayer Seeks UA

A Hollywood report that Louis B. Mayer is negotiating for purchase of United Artists was dismissed by company heads here yesterday as "com-

pletely unfounded.

Mary Pickford and Charles Chap-

lin have placed 50 per cent of the UA stock in trust, according to the firm which now owns 50 per cent of the UA stock, and it is not believed that they will decide to sell their remaining 50 per cent, which is not regarded as likely, but would be attractive to investors without management control accompany-

ing it.

Final Sprint in UA Sales Drive

Every United Artists exchange in the U. S. and Canada has set up one week in December during which every theatre in the exchange area will be asked to play at least one UA fea-

ture, deny the completion of sales drive, it was announced here yesterday by William J. Hein-

eman, UA sales vice-president. Each theatre will determine for itself the week to be declared "UA Week."

Rites for Furman

Funeral services for Robert T. Fur-

man, 77, pioneer film producer and one-time general manager of Pathé Freres, are to be held this afternoon in the Frank E. Campbell Home here.

Furman, who died Tuesday as a result of a stomach ailment, directed the pro-

duction of such famous silent films as "The Perils of Pauline." At the time of his death he was owner of the Manufacturers Service Co.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramayse, Consulting Editor. Published daily, except Saturdays. Subscriptions and holidays, by Quigley Publishing Company, Inc., 1709 South Avenue, Rockefeller Center, New York 20, N.Y. Telephone Circle 7-1500: Cable address: "Quigpubco, New York." Quigley Publishing Company owns the copyright to all articles in this issue. Any permission to quote from the column and illustrations must be obtained from the columns.
THE WORD IS BEING DROPPED
... the boys who played "PICKUP" are whispering that Columbia has done it again!

HARLEM TROTTERS

GLOBE

HARLEM TROTTERS

... the boys who played "PICKUP" are whispering that Columbia has done it again!
Plaque to Warners

(Continued from page 1)

38 to Aid Rogers

The newly-formed vendors committee of the Federation of Jewish Philanthropies of New York will meet here on Friday to discuss plans for the annual committee dinner which will be held here on the night of November 15th.

Legion

(Continued from page 1)

his 1930-31 report to the annual meeting here of the Catholic Bishops of the United States.

While the moral tone of Hollywood films improved, Bishop Kearney said, "foreign motion pictures continue to be a source of concern." He singled out the "considerable" concern the "announced intention of foreign film producers deliberately to avoid using the facilities and guidance of the Production Code Administration" in the distribution of their films in the U.S. He added that "the democratic self-regulatory system instituted by the American industry has been a strong bulwark against much that is immoral and indecent in motion pictures."

The Committee reviewed 365 feature U.S. films during the last 11 months, Bishop Kearney reported, and classified 136 or 37 per cent as A-1 or morally unobjectionable for general patronage. Another 162 or 44 per cent were classed as suitable for persons 16 years and older. He pointed out that some were designated as morally objectionable in part, and only one film was condemned.

In contrast, out of 27 foreign featured reviewed, 18 or 25 per cent were found to be objectionable in part and 13 or 17 per cent were condemned.

Of several recent features with religious themes were contemplated in the future, the Bishops' Committee pointed out some of these did not measure up to the standards suitable for such stories. It expressed the hope that "the stories dealing with Biblical and religious material would be treated with the dignity and good taste such subjects require."

Bishop Kearney noted that several recent pictures with religious themes were contemplated in the future, the Bishops' Committee pointed out some of these did not measure up to the standards suitable for such stories. It expressed the hope that "the stories dealing with Biblical and religious material would be treated with the dignity and good taste such subjects require."

Levin to Check on Ads and Concessions

Indianapolis, Nov. 15.—Jack H. Levin Associates, continuing a three-year survey of motion picture industry representatives, reports the start of several surveys throughout the U.S. beginning with a 500-key newspaper survey. The surveys, which the company says will be a starting point for the compilation of information on cinéma and the theater advertising,
ATOI Meet Closes; Hits ‘Clearance By Subterfuge’

INDIANAPOLIS, Nov. 15.—A resolution condemning “clearance by subterfuge” was passed by the Allied Theatre Owners of Indiana in the closing session of their Silver Anniversary convention at the Hotel Lincoln here today.

It was pointed out that the practice of distributors to move some theatres into sub-run positions by claiming unavailability of prints and calling on theatre owners to provide sufficient prints to serve all theatres normally playing a film on the same day and date.

Other resolutions objected to blind checking in flat rental cases without notification of the exhibitor immediately thereafter to eliminate disagreements and advised “a realistic position in regard to film prices and adjustments in view of current box-office receipts, particularly in distressed situations.”

The meeting voted approval of inclusive arbitrations and all other resolutions passed by the National Allied convention.

Rembusch Says No Date Set For Arbitration Meet

INDIANAPOLIS, Nov. 15.—Trueman Rembusch, head of Allied Theatre Owners of Indiana, stated that their Silver Anniversary meeting here had not yet been set for the arbitration meeting with distributors, and that it probably won’t happen for a month.

Agenda Set For W.Pa. Allied Convention

PITTSBURGH, Nov. 15.—Plans for the 31st annual convention of Allied Motion Picture Theatre Owners of Western Pennsylvania have been completed, reports convention chairman Dave Hadburg. The meetings will be held Monday and Tuesday, Nov. 26 and 27 in the William Penn Hotel. The first day’s meetings will be preceded by a lunch to which all of Film Row is invited.

Monday’s meetings will be highlighted by talks featuring Max Youngstein, United Artists; Jerry Pickman, Paramount; Dan Terrell, M-G-M, and Jack Jackson, National Screen Service. They are expected to tell what their respective companies are doing in the way of national and local selling and how they are helping exhibitors.

Illinois Allied Okays Arbitration

CHICAGO, Nov. 15.—The board of directors of Illinois Allied has unanimously approved the proposal for establishment of an all-industry arbitrations system for the industry recommended by the recent Allied States national convention in New York.

Jack Kiracofe, head of Illinois Allied, introduced the arbitration proposal at the national convention and is one of the national committee members appointed by Trueman Rembusch, Allied States president, to confer with distributors on the proposal.

Canada Escapes Price Controls

OTTAWA, Nov. 15.—Canadian motion picture theatre owners have not been appealed by producers, for the time being anyway, since the Canadian Parliament has rejected by an overwhelming majority the bill to give the Film Wages Board power to order producers to 19 a proposal to introduce controls in Canada to halt the rising cost of living.

Rank Asks Check On CEA Secretary

LONDON, Nov. 15.—Proposals for revisions of the constitution of Cinematograph Exhibitors’ Association, which would drastically limit the authority of its secretary have been proposed by J. Arthur Rank as one of the schemes for the return of his theatres to CEA membership.

This was revealed today following the return of Harry Mears, CEA president, from a conference with Rank at Bournemouth, where the latter’s theatre managers are in convention. CEA appointed a committee of independent and circuit representatives to examine Rank’s proposals, which are in the hands of the authority of W. Fuller, CEA general secretary, whom Rank interests have accused of favoring independents over circuits in efforts to obtain admission tax relief.

Any amendment to the CEA constitution requires the approval of the executive committee. Presumably, final action could be taken in that respect prior to the annual meeting next March.

TOA Plan (Continued from page 1)

ing at the Hotel Astor here of the TOA executive committee. Further discussion of that subject as well as an examination of prospects for the establishment of a national industry-wide arbitration system will be undertaken by the executive committee today, he said.

The committee will meet today during the first TOA regional convention at the Hotel Astor which is expected to be attended by some 70 exhibitors and circuit owners from the New England and Middle Atlantic states. The executive group found it impractical to dispose of all of the business that was on the agenda of its scheduled one-day meeting yesterday.

Sullivan reported that if it is learned at the six forthcoming TOA grievance panel meetings in various sections of the country that there are widespread practice complaints that are strictly individual or local in character, the aggrieved exhibitors will be advised of the benefit of advice of other TOA members who have had similar experiences. He emphasized, however, that this was a plan which so far has not gone beyond the discussion stage.

The first TOA grievance panel will be conducted in Charlotte on Nov. 20.

The executive committee meeting which was presided over by S. H. Fabian, executive committee chairman, was held on the TOA convention dates of Sept. 14-18 at the Shoreham Hotel, Washington, D. C. Julian Vaughn will be the executive chairman, and Morton T. Schimmer and Sidney Lust will be co-chairmen.

The executive group voted to hold the TOA mid-winter board meeting in Los Angeles on Jan. 28-30.

Walter Reade, Jr., was named chairman of a committee which will endeavor to arrange with the Theatre Supply Manufacturers Association and the Theatre Equipment Dealers Association for a convention trade show co-sponsored by those organizations and TOA.

Sullivan’s proposal for establishing in TOA associate memberships and training schools for exhibitor personnel was approved by the executive committee.

The group also voted approval of a Council of Motion Picture Organizations plan to provide a one-reel trailer to assist the Army in recruiting WAVES and WAVES.

Their next meeting will probably be in the next COMP-OI I—sennial panel seminar.

It was reported by Sullivan that the CEMA, which will be invited by TOA to utilize the membership of TOA regions which have not yet applied for membership in the all-industry agency.

Loew’s Decree Now Due By Dec. 15

WASHINGTON, Nov. 15.—The Justice Department has agreed to another month’s extension—until Dec. 15—a party in the suit brought by a group of New York theatres to require the owners of their theatres to file their divorce plan with the New York Statutory Court.

Spain Refuses (Continued from page 1)

American government representatives.

It is reported also that the MPAA will not send a delegation to Spain to discuss an agreement. It is expected, however, that the MPAA and the Society of Independent Motion Picture Producers will attempt to work out in New York a formula for an agreement which would be transmitted to the Spanish government for its approval.

John G. McCarthy, MPAA vice-president, recently returned to the U. S. from Spain with the basis of an agreement. Meetings in New York between MPAA and SIMPP officials have been held with a view to bringing the basis into line with advantages which SIMPP is seeking, but which were not included in the formula McCarthy arrived at here.

Sharp Cut in Steel For Film Industry

WASHINGTON, Nov. 15.—The National Production Authority’s film division got an allotment of only 27.1 per cent of the structural steel it requested for the first quarter of 1952, a breakdown made public by the Defense Production Administration discloses.

The film division asked for 356 tons of structural steel and got 91 tons. The heavy steel is used for new construction, repair of existing facilities, and other purposes.
...AND NOW THE CROWDS ARE BACK THANKS TO
"GOLDEN GIRL"
Technicolor

*8 A.M. Day after opening, Fox Theatre, San Francisco

It's one gold strike after another thanks to
"ANNE OF THE INDIES"
"DAVID AND BATHSHEBA"
"THE DESERT FOX"
"THE DAY THE EARTH STOOD STILL"
"MEET ME AFTER THE SHOW"
"PEOPLE WILL TALK"
"TAKE CARE OF MY LITTLE GIRL"
"LET'S MAKE IT LEGAL"

20th Century-Fox's Shining New Star
MITZI GAYNOR
hits the screen in "GOLDEN GIRL"
Technicolor

The Wonderful New Face
You Asked For-

BUILD HER! SELL HER!

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS
$15,000,000
For Product
In '52: Yates

Aiming for Top Talent,
He Tells Coast Group

Hollywood, Nov. 18.—Republic has earmarked over $15,000,000 for production for theatres during the next 12 months, company president Herbert J. Yates told studio executives at the weekend. Yates reaffirmed his faith in the future of the industry when he told his production aides, "Enthusiasm is the life-blood of our business. I have always prided myself in being an optimist and I am backing this optimism with the greatest appropriation of production dollars since...

(Continued on page 12)

Present Board of
RKO Pictures Is
Up for Re-election

The re-election of the present five-man board of directors of RKO Pictures Corp. is proposed in a proxy statement prepared by management for the Dec. 3 annual meeting of stockholders in Dover, Del., the first such meeting since the divestiture of the picture and theatre companies last January.

The nominees are: Ned E. Deplein, (Continued on page 12)

3 Warner Brothers
Get TOA Plaque

The Theatre Owners of America on Friday presented a silver plaque to the Warner brothers, Harry M. Jack L. and Albert, on the occasion of Warner Brothers’ Silver Anniversary of Talking Pictures. The presentation was made by TOA President Mitchell Wolfson in a brief ceremony at the Warner home office here. The inscription on the plaque reads:

(Continued on page 14)

Para. Earns
$1,373,000

Consolidated earnings of Paramount Pictures Corp. for the third quarter ended Sept. 29, 1951 are estimated at $1,373,000 after provision for taxes. This compares with earnings of $1,745,000 for the quarter ended Sept. 30, 1950.

This year's third quarter earnings represent 60 cents per share at the 302,125 shares outstanding.

Consolidated earnings for the nine months ended Sept. 29 are estimated at $15,965,000 in this 1951 period as compared with $15,758,000 in 1950. In 1950, the consolidated earnings for the first nine months were estimated at $14,571,000, which is at the rate of $1.75 per share.

The consolidated earnings reported do not include Paramount's share of net undistributed earnings of partially owned non-consolidated subsidiaries. Such shares amounts to $183,000 for...

(Continued on page 12)

Rank's Davis to Eye
Decca-'U' Prospects

A complete canvass of the Universal stock acquisitions by Decca Records together with a study of the future implications of Decca's ownership of sufficient stock to give it effective control of Universal is expected to be made within the next scheduled arrival here from London today of John Davis, managing director of the J. Arthur Rank Organization, and Ronald G. Leach, financial adviser to the Rank Organization.

Davis and Leach will be here until the end of the week when their sched...

(Continued on page 14)

TOA Favors 'Inexpensive
And Efficient' Arbitration

Theatre Owners of America reiterated at the weekend its desire to see established "an efficient, inexpensive and industry arbitrators" in this respect was outlined by Herman M. Levy, TOA general counsel, following the New...

Mary Pickford to
Return to Films

Mary Pickford will return to the screen for the first time in 19 years, as she signed a contract with Stanley Kramer to appear in one picture, "The Library," written by Daniel Taradash and Ellick Moll. Rehearsals will start late this year. Her last picture was "Secrets," in 1933, distributed by United Artists, of which Miss Pickford is part owner.

(Continued on page 12)

Expect 500 At
Carolina Meet

Atlanta, Nov. 18.—Some 500 are expected at the annual meeting of the Theatre Owners Association of North and South Carolina at the Charlotte Hotel which opened to-day and will run through Tuesday, it was announced by Mrs. Walter Griffith, executive secretary. Among those on the program are Gae Sullivan, Herman Levy, Alfred Stary, Walter Vincent Everette, Olsen and Ray G. Colvin. Fuller Sams, Jr. will preside.

The national TOA regional seminar on grievances will be held on Tuesday.

TOA Meeting Hits 'Rigid'
Selling Terms

Wolfson Cites Ignoring'
Of Local Conditions

Theatre Owners of America's first regional meeting, held on Friday at the Hotel Astor here, formulated plans for combating what Mitchell Wolfson, TOA president, termed "the practice of a national sales policy being imposed on every exchange area without regard to local economic and purchasing problems."

These plans, in part, call for a survey of communities in the State of Virginia by a national research agency to determine if prevailing admission prices are equitable, and if exploitation techniques and other forms of promotional activity measure up to the demands of the times.

Wolfson, in a statement to the press during the one-day meeting's luncheon recess, declared that the practice he cited represented "one of the biggest...

(Continued on page 13)

TOA Sets Route
For Handling
Trade Grievances

A system for routing trade practice grievances in the field into Theatre Owners of America headquarters here was established at the organization's New York regional meeting on Friday.

It was voted that the chairman of the six TOA regions each shall appoint as many committees of three exhibitors as there are exchange centers...

(Continued on page 12)

Back CD, TOA Will
Urge the Industry

Calling on the delegates at the Theatre Owners of America's New York regional meeting at the Hotel Astor here on Friday to spearhead an all-out campaign to arouse public interest in the Civilian Defense program, Albert Pickus of Stratford, Conn., urged the production of informational films for public instruction.

Pickus, a member of the TOA ex-

(Continued on page 12)
Ticket Prices
Drop for the Second Time

WASHINGTON Nov. 18—Motion picture admission prices in large cities fell slightly during the third quarter, dropping for the second consecutive three months period, after rising during the first quarter. The biggest drop in admission prices at the end of the March, the Bureau of Labor

Civil. The Consumer's admission prices, which hit a post-war low during the second quarter at 49 per cent above the 1938-39 base period, fell another 4.8 per cent during the quarter, the Bureau reported.

The index for adult admission prices also fell, but only a fraction. At the end of the second quarter the index was 75.9 per cent above the base figure, and at the end of the third quarter it was 75.7 per cent above. This is well below the 78.0 per cent at the end of the first quarter, but still the third highest figure on record. The three highs are for the quarters of the current year.

An analysis of the drops in the two indices, the combined adult-child index fell from the June figure of 72.3 per cent above base to 72.0. The March figure was 75.1 per cent above the 1935-39 level.

The Bureau collects price figures in each of the 18 largest cities and weights the figures to be representative of price trends in the 34 largest cities.

DuMont TV Sales
Show Sharp Drop

A sharp decline in the sale of television sets received for the first ten months of 1952 is noted in a message to distributors by the management of Allen B. DuMont Laboratories, Inc. The statement shows sales for the 40-week period ending Nov. 27, 1952, compared to $35,675,000 for the same period in 1951. The sales decline in TV sets was attributed to the government credit restrictions, the new 10 per cent excise tax, the current industry fight over color TV, and the Federal Communications Commission's proposal to unfreeze the Ultra High Frequency band for TV broadcasting. The net loss for the period was put at $319,547.

Two-Day 'Telethon'
Of Stars for UCP

Stars of motion pictures, television, stage and radio will appear in behalf of the United Cerebral Palsy drive on WFIL-710,1450 kHz in a two-day, 14-hour "telethon" entitled "Celebrity Parade for Cerebral Palsy." Going on WNEW, 680 kHz KDKA, KDKA, 610 kHz, and WABD, 1370 kHz, Dec. 8, the show will continue through Dec. 9. The next day with a steady parade of stars will be on the air to help raise funds for UCP in the New York area.

Personal Mention

B. K. ROUZE, executive assistant to William Horner, United Artists vice-president in charge of distribution, left here yesterday for Chicago, Pittsburgh, Detroit, Cleveland and Indianapolis.

Lawrence Weinigarten, producer and M-G-M studio executive, is due here today. He and his wife, the T-history with his wife for a 10-day visit.

Ann Mayo has been appointed office manager and head booker of the New York office of H.M. Fla., which will open about Jan. 1.

Arthur C. Bronberg, producer of Motion Pictures Corp., is back in Atlanta from the Coast.

At Lewis, producer, left here yesterday for the Coast.

DAVIE L. Lipton, Universal vice-president in charge of advertising publicity, left here for the Coast on Friday.

Harold Field, pioneer of Pioneer Theatres, St. Louis Park, Minn., is visiting here. Daniel E. Field, secretary-treasurer of the company, left here for Hollywood last night.

Ego Lynch, manager of the Roger Sherman Theatre, New Haven, has been on vacation for the past nine years, and both the Warner circuit for more than 20 years, has resigned from active duty.

Elis G. Arnaud, president of SIMPP, left here over the weekend for Atlanta.

John Huston, director, arrived in New York from London yesterday.

Newsreel Parade

The climax of the Red Korean atom bomb drill and the Civil Defense drill in New York are currently highlighted. Other items include politics, health and sports. Complete contents follow:


SUIT AGAINST TWO
Salesmen Sought By Center Theatre

WASHINGTON, Nov. 18—Litigation between the Center Theatre, Centerville, Md., and two theatre-owning salesmen has been settled out of court.

The Center brought a $190,000 damage and injuction suit against Paramount, 20th Century-Fox, Columbia, RKO and Charles Wingfield and E. B. Klein, a 20th-Fox salesman, and accounted for $24,000 from them by the Center's interstate shows. The suit also named all the salesmen and theaterbig in the area. The suit's claim was that the Center was being profit on the franchise for 10 months, and expressed the feeling that other industries should be "as unselfish."

John Horner quit as Stabilizer on Nov. 30. He will probably return to the MPAA the following Monday, Dec. 3. MPAA information chief and Stabilizer, Clark, Stabilizer's secretaries, Merrie Smith and Mary Danzinger and Clark's secretary will also be back at MPAA then.

‘Detective’ Heads
Four Top Grosses

Field reports indicate that Paramount's "Detective Stories" is heading for top grosses throughout the country.

In Boston, the opening week gross at the Metropolitan Theatre was a big $30,000, and in Seattle, a sizable $14,500 for the initial seven days was reported for the Para Theatre. In Providence, the film scored $6,000 in the first two days of its engagement at the New Britain Theatre, the largest gross at the house in the last five years. While in Beverly Hills, at the Wilshire Theatre, the first and second week grosses were $14,000 and $11,400, respectively.

Erie Johnstons Urges Industry to Lend Executives to Gov’t

WASHINGTON, Nov. 18—Motion Picture Association of America president Erie Johnston urged the motion picture industry to lend personnel to the government to serve as Economic Stabilizers.

In a swan-song press conference Friday an Economic Stabilizer remarked on the difficulty of getting businesses to loan executives to the government for necessary "lend-lease" effort. He said he wanted to pay tribute to the Motion Picture Association for granting him a leave of absence for 10 months, and expressed the feeling that other industries should be "as unselfish."

Johnston will quit as Stabilizer on Nov. 30. He will probably return to the MPAA the following Monday, Dec. 3. MPAA information chief and Stabilizer, Clark, Stabilizer's secretaries, Merrie Smith and Mary Danzinger and Clark's secretary will also be back at MPAA then.

Forming Expand Costs Properties

SPOKANE, Nov. 18—Forman Theatres of Seattle, headed by William Forman, has purchased an interest in the Autowue theatre, and later will form a chain of drive-in to accommodate 1,000 to 1,500 cars. Cyrus Young and Raymond L. Strack, with Forman Theatres, are in the firm, and Forman made the disclosure.

Forman Theatres is said to be the largest chain of drive-in theatres on the Pacific Coast. Associated with the Ted Gamble theatre interests, which have headquarters in Portland and San Diego. The firm has both indoor and outdoor theatres in most of the principal cities in Washington and Oregon, with a number of drive-ins in California.

James O’Connell, for many years executive of Evergreen Theatres in Eugene, Portland, Spokane and Seattle, is now associated with Forman as city manager of three theatres in Salem, Ore.

Religious Film for TV

ALBANY, N. Y., Nov. 18—Family Rosary Crusade officers here announced that an hour film television broadcast of the H. F. H. Puozzi, Our Lady of Mount Carmel Church, Rt. 9W, Auburn, the March 1, 1953, 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.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kang, Editor; Terry Ramsar, Consulting Editor, Published daily, except Saturdays, weekly, 1200 East 35th Street, Chicago, III., New York, N. Y. Telephone Quigley 1-0730, N. Y. 20, Box 1000, New York, N. Y. Telephoone Quigley 1-0730, "Motion Picture DAILY," Martin Quigley, President; Edward G. President; Martin Quigley, Jr., President; Theodore J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Feizzle, Advertising Manager; Gary F. Fess, Production Manager, Hollywood Bureau; Joseph V. Fess, Production Manager, New York Bureau; William F. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Chicago, Illinois. 60603. Atlanta News Service; Donald A. Weygand, Washington, D. C. 10, Kindt, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, London W1; Hope Burnett, Manager; Peter Burnett, Editor; cable address, "Omphalos, London." Other Quigley Publications: "Motion Picture Herald," "Better Theatres and Theatres Sales; each as a motion of Motion Picture Herald; International Televising. Entered as second-class matter, Sept. 21, 1913, 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, 25c.
Announcing
THE SALES PLAN
FOR M-G-M's
QUO VADIS
THE GREATEST MOTION PICTURE OF ALL TIME
THE unusual position in which we find ourselves in the preparation of a merchandising policy for this great picture prompts us to adopt this method of acquainting our customers with the problems confronting us.

QUO VADIS has been produced at a cost in excess of any picture ever before made. It has an actual production cost of more than seven million dollars. This does not include print cost or advertising cost. At the time it is ready for a pre-release market, we estimate that our investment will be some millions more. So costly a production is indeed unheard of in the history of this industry. It is clear to all who understand our business that with the customary methods of distribution, and at regular admission prices, there could not be a chance for us to recoup our investment, much less to earn a profit or produce an appropriate profit for the exhibitors.

Inasmuch as no picture has ever developed the large revenue at regular prices which it would be necessary to achieve in order to pay for such a production, we cannot reasonably expect that under the present market conditions we could do so now.

In view of the restrictions under which we are operating, there is no course but to pre-release this great production on a competitive bidding basis for first run showings in suitable theatres. We have every right to believe we have a most outstanding picture. In fact, as has been stated by those expert showmen who have seen this production, it eclipses anything ever produced.

QUO VADIS will be trade shown in theatres and not in projection rooms. We hope and expect to have a large attendance of theatre owners at all trade shows.

We are fully conscious of the existing Court Decree to which we are subject. We cannot and will not have anything to do with the fixing or determination of admission prices; they will be decided by the theatre operators and no one else. Our entire selling organization understands their responsibilities in this respect. Should any exhibitor at any time have reason to believe that this policy is not followed, we urge upon him to make the facts known to the Sales Head of our organization.

In New York City and Los Angeles we have arranged for special simultaneous exhibitions in two theatres in each city—one on a reserved and the other on a continuous policy. We intend to avail ourselves of the Loew's Theatres for test engagements, so that the exhibitors of the country may be informed of the public reaction to this picture. Because of the unique quality of the picture, we believe that this information will be helpful in acquainting exhibitors throughout the country with its potentialities.
For the immediate future we intend to confine the pre-release first run of QUO VADIS to localities of approximately 100,000 population or more. We shall welcome bids from those exhibitors located in these situations of over 100,000 population who desire to exhibit QUO VADIS first run — such offers to include:

A. Name of the theatre and operator.

B. Guarantee (dollars) to distributor as its minimum share for entire engagement.

C. Participating terms.

D. Minimum length of run guaranteed.

E. A holdover control figure to determine the continuance of the engagement beyond the minimum run guaranteed.
F. Admission price exhibitor plans to charge exclusive of any admission taxes.

G. We, as the distributor, will handle and pay for all advertising for pre-opening and first week exclusive of lobby displays, marquee and outdoor advertising. Offer shall state the amount to be spent by exhibitor for second and following weeks of engagement weekly.

In connection with the above offer, the following conditions apply:

1. QUO VADIS is not to be played as part of a double feature program.

2. The run granted will be specified; no specific clearance will be granted.

3. Our right to reject all offers is reserved.
The sole purpose in asking for admission prices which the exhibitor intends to charge is to enable us to evaluate the offers received and thus award the picture on the basis of the best bid. Any offer which contains a participation in the gross receipts requires an estimate of such receipts for proper appraisal. This estimate, of course, necessitates a knowledge of the admission prices prevailing during the engagement. The failure to include proposed admission prices in an offer will not disqualify the bid, but their inclusion will enable us better to evaluate the bids.

As rapidly as arrangements are completed for the showing of the picture (which has a running time of approximately three hours) in the situations described above, additional localities will be selected, probably larger in number, where also the same procedure will be followed. After these have been completed, other localities will then be selected and the same procedure again will follow.

At some point during the course of the playing-off of QUO VADIS in these selected communities, after sufficient experience has been had, arrangements will be made to make the picture available for second run showing in the places where it has already played first run.

In the smaller communities, it is likely that the possibilities will be exhausted following the second run. In the larger situations, a city will be divided into a number of areas. Theatres located within each area will have an opportunity to bid for this particular run. The theatre winning the bid will have clearance against all other theatres in that particular area. Subsequently, similar provisions will be made for the next run in each of these areas, so that eventually every theatre which is interested will have an opportunity to present this picture.

In the near future we will advise theatre owners when the picture will be available for booking and when bids will be considered.

LOEW'S INC.
Deborah Kerr is the beautiful Lygia, daughter of a king, beloved hostage of Rome who is treated as a daughter rather than a captive.

Peter Ustinov, Russian-born British actor, portrays the decadent Emperor Nero whose vanity and wickedness are appalling.

Robert Taylor is Marcus Vinicius, Rome's finest soldier, faithful to Nero until he saw that the mad emperor's course meant ruin.

Buddy Baer is the giant Ursus, faithful slave and servant to Lygia, who conquers giants and slays a maddened bull in her defense.

Marina Berti, Italian actress of rarest beauty is Eunice, slave girl who rejects Robert Taylor to stay with Petronius whom she loves.

Petronius, Nero's dictator of elegance, is played by British Actor Leo Genn who subtly reveals the vanities and weakness of Nero.

Peter Miles is Nazarius, the orphaned boy through whose lips comes the answer to Peter's query of the Divine Presence "Quo Vadis?"

Finley Currie, as Peter, brings a beautiful and moving story of salvation through Christ to the suffering people in their dark hour.

Abraham Sofaer, as the Apostle Paul, brings the message of Christianity to the household of General Plautius, protector of Lygia.
M·G·M presents
QUO VADIS
Starring
ROBERT TAYLOR
DEBORAH KERR
LEO GENN
and
PETER USTINOV
Color by
TECHNICOLOR
Screen Play by
JOHN LEE MAHIN
S. N. BEHRMAN  SONYA LEVIEN
Based on the Novel by
Henryk Sienkiewicz
Directed by
MERVYN LE ROY
Produced by
SAM ZIMBALIST
A Metro-Goldwyn-Mayer Picture
“Westward the Women”  
(Metro-Goldwyn-Mayer)  

A LARGE-SCALE Western in which the women are the heroic figures is an unvacuous departure from formula. “Westward the Women” goes back to the frontier days to relate the story of some 200 women who went on a wagon train from Chicago to California to find husbands. In the 118 minutes running time the picture crowds in many a surprise and much excitement. At times, however, the picture falls into a retierative pattern which suggests the wisdom of sharper editing. There are enough exploitable angles in the picture, however, to make it attractive to almost any showman.

Robert Taylor plays the slywey, veteran scout who undertakes to herd the wagon train. The charge of potential Indian attacks is placed on the shoulders of the women. The camera is aimed, quite fittingly, right near the fighting lines in the Pacific, where Frances Langford, Ben lesy and Tony Romano entertain troops. The job was well done, thanks to producers Malcolm Barcroft, Jack Agee and John Shirley.

The tale, while a simple one, does get over the story of the USO. It is based on singer Langford’s Hearst newspaper syndicate column. That factor, and that the USO story is the theme, should go a long way to help make any USO production, earning considerable promotional values.

Miss Langford, Lesy and Romano are shown being flown to the Pacific war theatre and hopping from one spot to the other to give their shows. These shows are in no way elaborate and at times there is only an old piano to provide the accompaniment. The actors live little better than do the troops, and are subject to the same rigors and dangers. At one base in the Pacific, Miss Langford encounters a situation involving an amputee’s romance with a nurse, his feeling of frustration and self-pity, and, ultimately, finding himself with the help of the singer and some understanding officers. Brett King and Aline Dorm are the soldier and nurse, and they play their parts nicely. The supporting cast fits well into the proceedings.

“Irving Holder also rates mention for his playing of an officer who accompanies the troops. The screenplay is by William Sackheim. The film is in sepia tone.

Others in the cast are Jerry Stewart, Joel Marsion, Richard Grant, Rory Mallinson, Selmer Jackson, Lyle Talbot.

Running time, 75 minutes. General audience classification. For December release.

“F. B. I. Girl”  
(Lippert)  

AN EXPERTLY PLOTTED PICTURE packed with suspense and action has resulted from a well-written screenplay by Richard Landau and Donald Bucckow, and effective photography by George Butler. The plot, which begins in New York and moves through Washington, starts with the arrest of M. T. Langford, a character as sinister as they come. Motivated by a fear that an impending investigation of corruption in his state by a Senate Crime Committee might lead to his eventual arrest and consequent fingerprinting, the Governor decides to take the fingerprints upon him. He is recognized by a series of guided-glass film fakes.

Based on a story by Rupert Hughes, and inspired by the recent government crime investigations, the picture opens with a documentary introduction to the Federal Bureau of Investigation by Romero who explains how important to the prevention of crime is the fingerprint file of the Bureau’s division of identification. It is for the want of a card out of these files that prompts Governor Owen Brishby, played by Raymond Greenleaf, to bare his past criminal life to his Washington representative, Blake, (Raymond Burr), a character as sinister as they come. Motivated by a fear that an impending investigation of corruption in his state by a Senate Crime Committee might lead to his eventual arrest and consequent fingerprinting, the Governor decides to take the fingerprints upon him. He is recognized by a series of guided-glass film fakes.

The card would identify him as John Williams, a murderer of 20 years ago. The machinations of Blake implicates two FBI employees, one of whom loses her life to uphold her trust. Aided by Rome Barcroft, the other employee, Andrew Totter, through a series of exciting and suspenseful events, including murder and intrigue, uncover the plot to steal the fingerprint record, and the identity and apprehen- 

sion of the culprits behind this daring plot.


“Street Bandits”  
(Republic)  

A STANDARD action melodrama has been fashioned around the story of a young law school graduate who resolves to get ahead in the world at any price. The picture keeps up a good tempo and action fans should be satisfies, but the more discriminating may find it wanting in imagination.

Robert Clarke is the lawyer and he starts out by forming a partnership with Ross Ford. Since Ford is idealistic an honest controversy arises when Clarke accepts the case of the underworld “carr.” One time the partnership breaks up and Clarke becomes more and more embased in the defense of the underworld leader, played tellingly by Roy Barcroft. He becomes rich and even marries his partner’s sister. Clarke is the romp and the.villanous depressions provide the laughs and a wagon-load of women brings romance to the carr. Armand Schaefer produced and John English directed, from a script by Gerald Malleable. With the imported stars are Leonard Maurer, the ex-cop who gets the ship before they arrive and they spark the rivalry between two mining camps, one led by Lauter, who has been run out of Austry’s town.

“Purple Heart Diary”  
(Columbia)  

COLUMBIA comes up with a most unusual production, telling the story of the USO—United Service Organization—the service’s purveyor of entertainment at the front, behind the lines, and at hospitals and camps at home. The camera is aimed, quite fittingly, right near the fighting lines in the Pacific, where Frances Langford, Ben Lesy and Tony Romano entertain troops. The job was well done, thanks to producers Malcolm Barcroft, Jack Agee and John Shirley.

The tale, while a simple one, does get over the story of the USO. It is based on singer Langford’s Hearst newspaper syndicate column. That factor, and that the USO story is the theme, should go a long way to help make any USO production, earning considerable promotional values.

Miss Langford, Lesy and Romano are shown being flown to the Pacific war theatre and hopping from one spot to the other to give their shows. These shows are in no way elaborate and at times there is only an old piano to provide the accompaniment. The actors live little better than do the troops, and are subject to the same rigors and dangers. At one base in the Pacific, Miss Langford encounters a situation involving an amputee’s romance with a nurse, his feeling of frustration and self-pity, and, ultimately, finding himself with the help of the singer and some understanding officers. Brett King and Aline Dorm are the soldier and nurse, and they play their parts nicely. The supporting cast fits well into the proceedings.

“Irving Holder also rates mention for his playing of an officer who accompanies the troops. The screenplay is by William Sackheim. The film is in sepia tone.

Others in the cast are Jerry Stewart, Joel Marsion, Richard Grant, Rory Mallinson, Selmer Jackson, Lyle Talbot.

Running time, 75 minutes. General audience classification. For December release.

“Honeychile”  
(Republic)  

JUDY CANOV—“man” said. It’s Judy’s picture all the way, with good support from Eddie Foy, Jr., Alan Hale, Jr., Walter Catlett, Karoly Gimres, Brad Morrow, Roy Barcroft and Leonid Kinskey, all contributing to Judy’s large following particularly will be pleased with her heroine’s latest.

The tones of Trucolor enhance the proceedings, which have backgrounds of Western scenery. Victor Young, too, rates commendation for his lively musical score.

The film’s highlights are the slam-bang chuck-wagon race and Judy’s song “Honeychile.” “Tutti Frutti,” “More Than I Care to Remember,” and an operatic satire of “Rag Mop.” An almost continuously disgruntled Eddie Foy makes a great job of a man who gets lots of laughs and makes the elle- 

motive wagon race a good deal funnier than it might have been. Audiences also will like bits by the old reliable, Roscoe Ates and Fuzzy Knight. R. G. Springfield directed the script, written by Jack Townley and Charles E. Roberts, and J. Yates production.

Others in the cast are Gus Schilling, Irving Bacon, Ida Moore, Sarah Edwards, Edomy Parmell, Dick Elliot and Dick Wessel.

Running time, 90 minutes. General audience classification.

“Valley of Fire”  
(Columbia)  

ALTHOUGH this Gene Autry Western departs very little from formula it is nevertheless attractive fare for Autry fans. Action is the key- note throughout. Done in Sepiatone, the film has the star back in the Old West where men rode hard, lived dangerously and occasionally rallied to bring order to their communities.

Austry, a cattleman is elected mayor of Quartz Creek, a roaring California gold camp in 1899. He gets the job despite the efforts of gambling king Harry Lauter, who doesn’t stop short of murder to accomplish his objective.

The film has all the trappings that make a successful Western, including a couple of songs by Autry. He uses his fists freely when in a tight squeeze and he and his men ride the dusty trails to the accompaniment of as much horse and foot thunder as the budget will allow. And Autry himself provides the laughs and a wagon-load of women brings romance to the camp. Armand Schaefer produced and John English directed, from a script by Gerald Isabelle. With two imported stars are Leonard Maurer, the ex-cop who gets the ship before they arrive, and they spark the rivalry between two mining camps, one led by Lauter, who has been run out of Austry’s town.

“Girl Davis has the feminine lead as the girl who finally captures Autry’s heart. She has shown her versatile personal qualities and her innocuous background of Russell Hayden, the thief she had picked as a husband.

Yates Says
(Continued from page 1)

our company was founded in 1935, every dollar of which must find its way to the screen.

With this all-time record allocation for property, he declared that the determination to secure the greatest available star names for our forthcoming pictures, Yates declared, "We intend to compete with the biggest on the talent market.

In Republic's current productions, said Yates, are such stars as John Wayne, Errol Flynn, James Mason, Brian Donlevy, Maureen O'Hara, Wendell Corey, Forrest Tucker, Luther Adler, Rod Cameron, Judy Canova, Claire Trevor, Barry Fitzgerald, Phil Harris and Victor McLagen.

Properties Listed


"We're in show business all the way," Yates told his aides. "While it is true that we are "the enemy," that we shall not be caught napping on any market which can return revenue to our stockholders of any media where motion pictures are presented, our main business is— and always will be— making the best entertainment we know how for exhibitors."

In referring to Republic's participation in "any media where motion pictures are presented," Yates precipitously was referring to the company's activities or contemplated activities in television.

This Is Our Program"

"This is our program," Yates concluded. "I am more conscious now than ever before of the necessity of leadership in this industry. I am aware of my personal responsibility to this industry and of my responsibility to the loyal personnel of Republic Pictures and to the theater owners whom our present position could not have been achieved.

New Recorders to 'Voice'

The International Broadcasting Division of the U. S. State Department has completed negotiations with Wess- rees Corp., Chicago, for a 12- to 14-watt type R-4-1389 disc recording machine, to be used by "Voice of America" to master master records from which many a number has been made.

300 Spots for Roxy Film

A 300-spot announcement barrage has been set by 20th Century-Fox for the New York opening of "Golden Girl," Nov. 21, at the Roxy Theatre.

Hits ‘Rigid’ Selling Terms
(Continued from page 1)

complaints that I have received from exhibitors throughout the country proceeding that “production must be encouraged to produce better pictures through higher income," Wolfsen has declared. "It is not always through higher admission prices on higher film rentals that income is not always recovered by higher admission prices on higher film rentals.

Should Not Be Arbitrary

He said he thought a general sales policy "is necessary, but it must not and should not be so arbitrary that there will be no competition to negotiate fair deals to producer and exhibitor based on the local problems and local economic conditions.

Continuing, Wolfsen said: "With the advent of better pictures I fear ever mounting problems of more and more ‘road shows’ and so-called ‘road show’ picture deals and more exhibitor complaints on this problem.

It was reported that the regional meeting, which was attended by New England and Middle Atlantic States exhibitors, manifested ‘apprehension’ over M-G-M’s announced sales policy for "Quo Vadis." The policy was based on a form of pre-releases and minimum guarantees.

Should Be Flexible

"Distributors,” Wolfsen warned, "should be very careful about increasing the friction between the three branches of the industry through providing many good box-office pictures which are really road shows, with policies whereby exhibitors on the basis of local sales policies should be able to permit local competition for the inclusion of the local sales policies to conform with the regional problems and local economics.

"While with Wolfsen’s statement, criticism of Warner Brothers’ sales policy on "A Streetcar Named Desire" was voiced during the meeting by a number of exhibitors.

Survey for Virginia

Virginia was indicated for a survey when Morton Thalhimer of that state proposed a national survey. A contract was not released on the ground economic conditions are not the same in all parts of the country. It was told that a survey of a single state, such as Virginia, could offer a "pattern" or representative picture of local conditions in their relation to national sales policies of distributors.

Thalhimer said he believed a survey would prove the theory that the state and local revenue policies of distributors. Schwarz Presents Plans

Fred J. Schwartz, chairman of the New York Federation of Motion Picture Theaters, has been planning an industry exposition for November’s "Fair of the Year," which was attended by New York and Middle Atlantic States exhibitors, manifested "apprehension" over M-G-M’s announced sales policy for "Quo Vadis." He also spoke of the need for exhibitors to consult the group time to time with the publishers, or their representatives in their communities as a means of "sidetackling" unfavorable publicity.


RKO Board
(Continued from page 1)

responsible of the corporation, Noah Dietrich, Howard R. Hughes, Francis J. O’Hara, and William J. Walker.

The proxy statement, which included the consolidated profit and loss statement for the nine months ended Sept. 30, 1951, listed the following stock holdings of the nominees in the corporation: Hughes, 1,013,420 shares; Detinet, 535,000; William H. Clark, treasurer, $9,300; and Walker, who besides a director is also a vice-president, $40,000. The appraisal in all directors and officers as a group, included those mentioned above, was put at $35,000, with $23,700 put aside for pension and retirement payments.

Back CD

(Continued from page 1)

ters in their respective regions; these committees will collect grievances which should be forwarded to the regional chairman. Then, if necessary, grievances will be forwarded to a grievance board which will be set up at TOA headquarters.

The task will be to secure from general sales managers whatever adjustments make necessary. Before complaints are sent to New York, the regional chairman will take any constructive adjustments from local sales managers.

The six TOA regional centers are, respectively, Los Angeles, Chicago, Dallas, New York, and Las Angeles.

Paramount
(Continued from page 1)

the third quarter of 1951, compared with $1,127,500 for the year period of 1950, and $179,000 for the first nine months of 1951 as compared with $354,000 for the same period of 1950.

United States and Canadian income tax (no excess profits taxes required) were approximately $60,000 higher for the third quarter and $1,130,000 higher for the first nine months of 1951 as compared with the same period of 1950.

Want Compo Chiefs
(Continued from page 1)

to be relieved of his COMPO position so that he may devote full time to his private business.

Depinet Here Today

Depinet, RKO Pictures president, will return to New York today from the Coast where he participated in company production conferences last week. It is presumed, therefore, that O’Hara’s nominating committee has not conveyed to Depinet any plans it reportedly has for nominating him for reelection.

Pictura to Release First Feature Film

The completion and forthcoming presentation of "Paintura-Aventure in Art," the first full-length feature of Pictura Films Corp., was announced here by the company. This film, based on the lives of six painters, has live action scenes featuring Vincent Price and has cinematic photography by Gregory Peck, Lilli Palmer and Martin Gabel.

Herman Starr, formerly Skouras Theatre executive, is president of the corporation. Chairman of the board is General Royal B. Lord, Leonid Kipnis is vice-president in charge of production.
Producers Seek New Deal on Credits
SPG Head Reports

Hollywood, Nov. 18.—The Screen Producers Guild, organized in 1940 as a professional organization without formal union status, has revealed for the first time a limited bargaining basis soon if a projected meeting with major producers next week results in agreement on a basic agreement contract covering screen credits and kindred matters. SPG president William Perlberg has disclosed.

Uppermost among changes sought in the screen-credit system is the elimination of instances in which pictures are billed in such a fashion that production credit appears split, confusingly, between the director or writer and the actual producer. Major studios have expressed a willingness to entertain negotiations for a contract governing this and similar procedures.

SPG officials say the Guild has no present plans for ever undertaking to broaden its scope to include working conditions, etc., since producers classify as employers and supervisory executives and therefore do not qualify as employees under NLRB or Taft-Hartley definition.

Says Welding of TV, Films Approaches

Independent producers today should plant themselves in both motion picture and television productions, according to Alexander MacDonald, vice-president of Doug-Fair Productions and Odyssey Pictures, which is producing for TV.

MacDonald Here

MacDonald, here to discuss promotion plans with United Artists officials on Doug-Fair’s “Another Man’s Poison,” starring Errol Flynn and Garry Merrill, said the welding of the two industries is fast approaching.

“Another Man’s Poison,” he said, would be precisely the type of color film suitable to qualify it for Academy Award consideration before going into regular release early next year. Another Douglas Fairbanks’ production, “Mr. Drake’s Duck,” is currently in release by U-A.

Projected Film Schedule

The projected film schedule for Doug-Fair next winter, he said, includes a film based on the book “Elephant Walk,” which will be shot in Ceylon. The target date for production on that film is February. Negotiations now underway with M-G-M to secure Walter Pidgeon. The film, which will be produced by Technicolor, will also star Fairbanks.

In the television field, MacDonald’s company is in negotiations with Sol Lesser Productions, Inc., on an order for 12 half-hour dramatic shows and expects to get them into production next spring.

MacDonald, who was here for a week, has returned to the Coast.

Coming Events

Nov. 19-20 — Theatre Owners of North and South Carolina convention, Charleston, S.C.

Nov. 20 — Theatre Owners of America second regional grievance and trade practice meeting, Charlotte, N.C.

Nov. 25-27 — Allied Motion Picture Theatre Owners of Western Pennsylvania annual convention, William Penn Hotel, Pittsburgh.

Dec. 3-5 — Allied Theatres of Michigan convention, Hotel Book-Cadillac, Detroit.

Dec. 4 — Independent Exhibitors of New England annual convention, Copley Plaza Hotel, Boston.

Dec. 5-6 — Kentucky Association of Theatre Owners annual convention, Henry Clay Hotel, Louisville.


Dec. 11-12 — Allied Theatre Owners of the Gulf States annual convention, Roosevelt Hotel, New Orleans.


Urge Tax on Boxing

On Chi. Theatre TV

CHICAGO, Nov. 18.—Accusing the local television of “stripping the Illinois Athletic Commission of money and prestige,” the Nov. 12 issue of TV Forecast, Chicago weekly covering the local television field, urges that the commission be empowered to levy a fee on theatre boxing telecasts.

The article says that “theatre TV is a wonderful medium,” but “it is inadvisable to allow boxing to have a roll in the L.A.C. and to turn a danger to the Illinois athletic commission in the U.S.”

Elsewhere in the article the statement is made that “on theatre-television, the money boots, which are and more numerous, the commission has no jurisdiction over boots piped in from other cities. Nor does it derive any income.” (The commission receives 10 percent of paid receipts on bouts held in Illinois.)

Mrs. Lottie Cooper, 73

CHICAGO, Nov. 18.—Mrs. Lottie Cooper, 73, died late last week after a long illness. She is survived by two daughters, Elizabeth Eichard and Rose Ruhner, and two sons, Moe and Charles Cooper. A resident of Chicago for 50 years, she was the widow of Jacob Cooper, who entered the theatre business in Chicago in 1913. Moe and Charles Cooper now operate the Cooper-Kirsch Theatres, along with Mrs. Cooper’s son-in-law, Jack Kirsch, the Chicago branch of the Allied Theatres of Illinois. Services will be held today.

Another Goldwyn Article

This Week magazine, published yesterday, carried an article with Samuel Goldwyn’s byline in which he sends a Thanksgiving message to America’s families.

Texas COMPO Gets Behind Church Drive

Dallas, Nov. 18.—The Texas Council of Motion Picture Owners, in the interest of support and cooperation of the “Go to Church Sunday and Take Someone With You,” issued a statement, launched here, by all major radio networks and the vast number of churches throughout the nation, were disclosed by Col. H. A. Cole, state chairman of COMPO.

Studies Blamed for Exposition Delay

Responsibility for the delay in planning for the proposed industry exposition at New York’s Grand Central Palace is placed by Fred J. Schwartz, executive of the Exhibitors Associated committee, on Hollywood studio executives.

Schwartz, who has been designated head of a committee of New York exhibitors who will center on exposition plans with production representatives of Hollywood, said the group has been waiting for the studios to set a meeting date.

Motion Picture Daily reported on Nov. 9 that the New York committee members had “temporarily postponed” their meeting, which was to have been held some weeks ago. In addition to Schwartz, the committee includes Joseph Vogel, Max A. Cohen, Ted Alexander and Leonard Goldenson.

The exposition, contemplated as an adjunct of the Council of Motion Picture Owners’ “Movietime U.S.A.” program, has been discussed with the Motion Picture Association of America board.

The New York exhibitor group asked the MPAA to supply the $400,000 which would be needed to put on the exposition. The group also indicated it would requisition funds to the request after the exhibitors received studio executives’ estimates of the cost of producing the event. The studio executives said the plans, ship East a number of sets and other equipment for display at the exposition.

Soule’s Firm Buys Pictorial Films

Motion Pictures Unlimited, Inc., of which Frank Soule is chairman of the board, has purchased Pictorial Films, Inc., from Pathie Industries. Included in the transaction is the entire Pic- torial Film Library, numbering several hundred motion pictures.

Soule will also continue as president of Pictorial Films. Several new pictures will be named in the next ten days.

Gov’t Film Release Set

WASHINGTON, Nov. 18.—The Department of Defense announces the release of the United States government’s public information motion picture, “Air Force Special Services.” This Hemisphere black-and-white film has been cleared for public profit, theatrical and television screenings. Within the next near future, 16mm prints may be ordered through Castle Film Inc., New York, N. Y., the contractual agency for the U. S. Office of Education.

‘Bayonets’ Rally At Noon Today

In Times Square

Four American Congressional Medal of Honor winners, all of whom came from the armed services, will take part in the “Fixed Bayonets” rally to be held in Times Square at noon today.

The rally will emphasize the need for additional blood donors. The heroes are in New York with the permission of the 1st Armored Division, Army to attend the premiere tomorrow night of the 20th-Fox film at the Rivoli theatre. Leading personalities in the entertainment, sports and military fields will be at the Rivoli Theatre for the premiere.

Among those expected will be Samuel Fuller, the film’s writer-director; Jane Froman, MacDonald Carey, Jayne Meadows, Thelma Ritter, Charlton Heston, Robert Merrill, Richard Greene, Eileen Wilson and Audrey Gaffney. The picture will be accompanied by firearms from Maj. Gen. Buddy Thorpe. Also, Maj.-Gen. L. S. Hubbs, Deputy Commanding General of the Armory, Gen. W. L. Barriger, Chief of Staff of the 1st Army, in addition to ranking officers representing all the services.

Production Is Off, 30 New Filming

Hollywood, Nov. 18.—The production index went down four points last week, for a total of 30 motion pictures (14 pictures were started and nine pictures were completed).


Projects included were: "The Marrying Kind," Columbia; "Starlight Canyon," Monogram; "This Is Dynamite,"" (Hecht-Alamy), Paramount; "Tzar's Savage Land," (20th Century-Fox Productions), RKO Radio; "The I Don't Care Girl," and "Lady in the Iron Mask," "W-F Productions," "Century-Fox; "Has Anybody Seen My Gal," (formerly "Oh, Money, Money, Money," Universal-International; "San Francisco Story" (Fideltv Productions), Warner Brothers.

Party for Martin

A Broadway "Show Business" party has been arranged by RKO Radio and RCA Victor for actor-singer Tony Martin, to follow his guest appearance at the Paramount Theatre here in conjunction with the opening of RKO’s "Two Tickets To Broadway." Wednesday, the party will be held at Toots Shor’s, at 11:30 P.M. Invited guests will include some 50 New York night club celebrities from all entertainment fields.

When you need SPECIAL TRAILERS “GOOD” AND F-A-S-T SEND YOUR CHECK TO: FILMACK

CHICAGO, 1237 S. Wabash • NEW YORK, 630 Ninth Ave.
Review

"The Strange Door"
(Universal-International)

The principal assets in "The Strange Door" are the marquee names of Charles Laughton and Boris Karloff, and its principal appeal is to the thriller seekers.

The over-all result is fair entertainment which tells the rather weird tale of a French nobleman in the 17th century, as enacted by Laughton, an evildoer, who at times is brutal to extremes. Karloff's role places him in the position of the faithful servant and he is incarcerated in a dungeon for 20 years. The romantic parts are played by Sally Forrest and Richard Stapley, the latter a dashing young adventurer tricked into Laughton's clutches and forced to marry Sally. Ted Richmond was the producer-director.

The picture has its moments particularly in the climax when Laughton tries to destroy the lovers and Sally's father who are trapped in a cell while the walls keep moving in on them. They are saved and Laughton destroyed in a spectacular manner.

Jerry Sackheim did the screenplay, based on Robert Louis Stevenson's "The Sire De Maletroit's Door." The dialogue becomes as at times comical in its Shakespearean eloquence but this may not bother the adventure-loving who will find the action aspects of this picture enjoyable.

Others in the cast are Michael Pate, Alan Napier, William Crowell, Morgan Farley, Edwin Parmer, Charles Horvath, and Paul Cavanagh. Running time, 81 minutes. General audience classification. For December release.

K.C. Area Reports
On 'Movietime'

Kansas City, Mo., Nov. 18.—Thirty producers of the industry met here to receive reports on the "Movietime U.S.A." program in the Kansas City exchange. Rudolph Berg, distributor chairman, presided.

The group also discussed proposals recently coming from the "Movietime" organization and activities in the area.

Five Technicolor Films for Freed

Producer Arthur Freed, who will have completed five Technicolor musicals during 1951 by year's end, already has four top productions set for his 1952 schedule at M-G-M. First to go before Technicolor cameras probably will be "Fanny" starring Danny Kaye and Gene Kelly; with "I Love Louisa," starring Fred Astaire; "Brigadoon," starring Kathryn Grayson, and "The Robe" story. Freed told a "Royal Wed-

Korean Gift Project
For 'Yonder' Opening

Osaka, Nov. 18.—A Korean gift project will be feature of "Wild Blue Yonder" world premiere and three-day "Salute to SAC" here Nov. 27-29. A civic reception will be held at the City Auditorium Nov. 28 for film stars and Republic officials. Admission will be package for a

To Release Eliot Film

Max J. Rosenberg has returned from England where he completed negotiations for the distribution of the film production of T. S. Eliot's "Murther in the Cathedral." Pictures of which Rosenberg is president, Release is planned for January.

Rank’s Davis

(Continued from page 1)

ule calls for a visit to Canada to look into Rank’s Canadian Odeon interests. Until the 134,375 shares of Universal common, was the largest single stockholder in the com-

Buffalo House to
Rosenow, Brett

Buffalo, Nov. 18.—The Com-
dore theatre, 725-seat community house theatre, has been acquired by William P. Rosenow and William Brett, who recently acquired the Ken-

Barrimorey, Jr.’s P.A.’s

Bookings of Philip A. Wannam’s "The Big Night" in Boston's RKO Theatre on Dec. 5, in Providence's Carlton on Dec. 5 and in Cincinnati's RKO on Dec. 11, will be launched with personal appearances of John Barrimorey, Jr., it was disclosed by Max E. Youngstein, United Artists vice-president.

Casolaro Acquires Three

The distribution rights to three Italian films—"Abuna Majas" and "Mate Dei," have been acquired by Casolaro Films Distributing Co., S. F. Biltiiter of the com-

Debney to Hurrell Prod-

Hollywood, Nov. 18.—Lou (Whit-

e) Debney, president of the Debney Productions, has been appointed national sales representative for Hur-

Rank's Davis

(Continued from page 1)

St. Louis, Nov. 18.—Elyce Davis, star of "The Good Rebel" on Elyce Davis of the

Granats Plan Opening

Mexico City, Nov. 18.—The Cin-

Urbina Now with Bank

Mexico City, Nov. 18.—Jecrino (Jimmy) Urbina, former UA man-

Bell House to
Rosenow, Brett

Buffalo, Nov. 18.—The Com-
dore theatre, 725-seat community house theatre, has been acquired by William P. Rosenow and William Brett, who recently acquired the Ken-

K. C. Area Reports
On 'Movietime'

Kansas City, Mo., Nov. 18.—Thirty producers of the industry met here to receive reports on the "Movietime U.S.A." program in the Kansas City exchange. Rudolph Berg, distributor chairman, presided.

The group also discussed proposals recently coming from the "Movietime" organization and activities in the area.

Five Technicolor Films for Freed

Producer Arthur Freed, who will have completed five Technicolor musicals during 1951 by year's end, already has four top productions set for his 1952 schedule at M-G-M. First to go before Technicolor cameras probably will be "Fanny" starring Danny Kaye and Gene Kelly; with "I Love Louisa," starring Fred Astaire; "Brigadoon," starring Kathryn Grayson, and "The Robe" story. Freed told a "Royal Wed-

Korean Gift Project
For 'Yonder' Opening

Osaka, Nov. 18.—A Korean gift project will be feature of "Wild Blue Yonder" world premiere and three-day "Salute to SAC" here Nov. 27-29. A civic reception will be held at the City Auditorium Nov. 28 for film stars and Republic officials. Admission will be package for a

To Release Eliot Film

Max J. Rosenberg has returned from England where he completed negotiations for the distribution of the film production of T. S. Eliot's "Murther in the Cathedral." Pictures of which Rosenberg is president, Release is planned for January.

Rank's Davis

(Continued from page 1)

St. Louis, Nov. 18.—Elyce Davis, star of "The Good Rebel" on Elyce Davis of the

Granats Plan Opening

Mexico City, Nov. 18.—The Cin-

Urbina Now with Bank

Mexico City, Nov. 18.—Jecrino (Jimmy) Urbina, former UA man-

Bell House to
Rosenow, Brett

Buffalo, Nov. 18.—The Com-
dore theatre, 725-seat community house theatre, has been acquired by William P. Rosenow and William Brett, who recently acquired the Ken-

K. C. Area Reports
On 'Movietime'

Kansas City, Mo., Nov. 18.—Thirty producers of the industry met here to receive reports on the "Movietime U.S.A." program in the Kansas City exchange. Rudolph Berg, distributor chairman, presided.

The group also discussed proposals recently coming from the "Movietime" organization and activities in the area.

Five Technicolor Films for Freed

Producer Arthur Freed, who will have completed five Technicolor musicals during 1951 by year's end, already has four top productions set for his 1952 schedule at M-G-M. First to go before Technicolor cameras probably will be "Fanny" starring Danny Kaye and Gene Kelly; with "I Love Louisa," starring Fred Astaire; "Brigadoon," starring Kathryn Grayson, and "The Robe" story. Freed told a "Royal Wed-

Korean Gift Project
For 'Yonder' Opening

Osaka, Nov. 18.—A Korean gift project will be feature of "Wild Blue Yonder" world premiere and three-day "Salute to SAC" here Nov. 27-29. A civic reception will be held at the City Auditorium Nov. 28 for film stars and Republic officials. Admission will be package for a

To Release Eliot Film

Max J. Rosenberg has returned from England where he completed negotiations for the distribution of the film production of T. S. Eliot's "Murther in the Cathedral." Pictures of which Rosenberg is president, Release is planned for January.

Rank's Davis

(Continued from page 1)

St. Louis, Nov. 18.—Elyce Davis, star of "The Good Rebel" on Elyce Davis of the
INDEPENDENT EXHIBITORS
of
NEW ENGLAND

Plan Now To Attend The
CONVENTION
of
INDEPENDENT EXHIBITORS, INC.

COPLEY PLAZA HOTEL
BOSTON, MASSACHUSETTS

DECEMBER 4, 1951

ONE full day of BUSINESS MEETINGS with Luncheon served at 1:00 P.M. and an evening of FUN including a cocktail party and a banquet attended by civic leaders—trade personalities—and stars.

SEND YOUR RESERVATIONS IN NOW TO:
RAY FEELEY – 36 Melrose Street – Boston 16, Massachusetts
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO</th>
<th>PARA</th>
<th>REPUBLIC</th>
<th>KKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INT'L</th>
<th>WARNERS</th>
<th>INT'L RELEASE'S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 14</td>
<td>(Oct. Releases)</td>
<td>THE MUB Brothers, Crawford</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Oct. Releases)</td>
<td>THE MAD CARPET</td>
<td>Lucille Ball, Jack Benny</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct. 21</td>
<td>FEE BEE GILLUM George Gabe, George Brent</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Oct. Releases)</td>
<td>THE GREAT ADVENTURE</td>
<td>Debbie Reynolds, Jack Hawkins</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct. 28</td>
<td>FIVE</td>
<td>William Prince, Susan Dolan</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 4</td>
<td>KID FROM AMERICA</td>
<td>Charles Burrell, Sally Forrest</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 11</td>
<td>(Oct. Releases)</td>
<td>THE BAREFOOT MARTIAN</td>
<td>Robert Hutton, Patsy Kelly</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Oct. Releases)</td>
<td>SUPERMAN AND THE Mole Men</td>
<td>George Reeves, director's cut</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 18</td>
<td>FLYING TO MARS</td>
<td>Walter Pidgeon, Marjorie Rambeau</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 25</td>
<td>TALE OF A FIRE</td>
<td>Robert Alda, Dorothy Dandridge</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 2</td>
<td>(Dec. Releases)</td>
<td>TEN TALL MEN</td>
<td>Burt Lancaster</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Dec. Releases)</td>
<td>THE FAMILY SECRET</td>
<td>Robert Mitchum, Joan Fontaine</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 9</td>
<td>THE FAMILY SADDLE</td>
<td>Randolph Scott, Louise Allbritton</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 16</td>
<td>CALLING DRUMMOND</td>
<td>Claude Rains, Claire Trevor</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 23</td>
<td>CAMELOT</td>
<td>Richard Burton, Elizabeth Taylor</td>
<td>(Rev. 9/25/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Conservative Warns of U.K. Film Curbs

**Studying Action But Pact Bars Solution**

LONDON, Nov. 19.—Existing reciprocals agreements between the British government and foreign motion picture-dollar distributors prevent any action on curtailing Britain's film imports but do not mean that restrictions will not be forthcoming. J. Boy Carpenter, financial secretary to the Treasury, told a weekend political meeting in the London suburb of Morden that it was the first public reference of the new Conservative government to British film imports during the current economic crisis.

Carpenter referred to public questions as to why the government had not cut imports of films, wines, tobacco and petrol, instead of food. He said the government has given careful consideration to these matters but has decided to take no action at present.

Another smash week looms for “Quo Vadis” as other first-run theaters along Broadway report a good-to-fair box-office forecast for this week.

With the projected Thanksgiving holiday gross included in the estimates, a figure of $141,000 to $162,000 is seen for the second week of “Quo Vadis” at the Capitol. While at the two-day Astor, a near capacity of $23,354,000 Film Company Dividends in 9 Months

WASHINGTON, Nov. 19.—Publicly-reported cash dividend payments of $23,354,000 during the first nine months of 1951, compared with $27,876,000 in the like 1950 period, the U. S. Commerce Department reports.

The 1951 figures are, however, preliminary and may be revised upward later. Commerce estimates that publicly-reported cash dividends in the film industry account for about 65 per cent to 70 per cent of all industry dividend payments.

Publicly-reported cash dividend payments in September amounted to $4,454,000, compared with a revised September, 1950, figure of $6,923,000, Commerce said. Most of the drop was accounted for by the fact that Warner Bros., decided to pay this year in October a $2,000,000 dividend paid last year in September, according to Commerce statisticians. Stanley Corp. also had not yet reported any dividend for this period.

M-G-M Accounts for $3,535,000 at Hall

M-G-M's “An American in Paris” finishing its seven-week run at Radio City Music Hall here tomorrow, M-G-M has accounted for 25 weeks of the Hall's bookings since May, grossing $3,535,000. "Caruso" ran for 10 weeks starting in May, followed by eight weeks of "Showboat", which ran through September, while in October, "An American in Paris" bowed in.

Says Industry Harmony Is Being Blocked

Starr of TOA Assails "Another Organization"

CHARLOTTE, Nov. 19.—Evidence that hostility between national exhibitor organizations is far from being a thing of the past and has very likely been intensified in recent weeks was presented today at the 39th annual convention of the Theatre Owners of North and South Carolina.

The convention keynote speaker, Alfred Starr of Nashville, stated flatly in his address, that while TOA is "ready and eager for positive action" to achieve an industry arbitration system, "I wish I could say as much for another exhibitor organization which talks loudly of its achievements and its future aims, but which remains a roadblock in the path of harmony and order in the industry."

Chairsman of TOA Regional Units Named by Wolfson

All six chairs of the regional organizations which the Theatre Owners of America has established have been named by Mitchell Wolfson, TOA president.

In addition to S. H. Fabian, whose chairmanship of the New York region was announced previously, the following have been appointed: E. D. Martin, Atlanta; James Coston, Chicago; John Rowley, Dallas; F. H. (Continued on page 5)

Reactivating Albany Theatre Owners Unit

ALBANY, N. Y., Nov. 19.—Steps to reactivate the Albany Theatre Owners Unit of America are expected to be taken after a meeting in New York this week between Harry Lamont, who served as temporary chairman of the unit for two years, and Gael Sullivan, TOA executive director. Sullivan may come to Albany later for a series of regional meetings.

It is hoped to launch the revival before the legislature meets in Janu-
N.Y. Grosses

(Continued from page 1)

$28,000 is estimated for the second showing of "The Streetcar Named Desire" at the "Good Girl" in Westchester County, New York. A good $2,500 is seen for the final week of "Streetcar." A drop to only a tepid $19,000 is estimated for the second round of "Desire," which opened at the "Good Girl" in Westchester County, New York. A drop of $26,500 is forecast for the fourth week of the "Blue Veil" at the Criterion, where the week ends on September 29.

Among the long-time bowdlerizers, "David and Bathsheba" at the Rivoli is expected to drop by $30,000 for its 14th and final week, while "Tales of Hoffman" at the Bijou is expected to lose $12,500 for its 3rd week. "Fixed Bayonz" box office at the Rivoli today is $4,150, which is still higher than a week $7,500 box office for the house but below expectations.

"American's First Week at State Lake Good, But Below Expectations"

CHICAGO, Nov. 19.—"An American in Paris," which got off to a disappointing start at the B. and K. State Lake last Wednesday night, picked up over the weekend and appears to be headed for a first week of $40,000, which is still lower than the $60,000 expected for the house but below expectations.

"American" Will Gross $125,000

At Two Boston Houses

BOSTON, Nov. 19.—"An American in Paris," continuing a four-week run tomorrow at the State Lake and the Lincoln Park, grossed $125,000 for both houses over the weekend, bringing the total to $175,000 for both houses. The house will gross $75,000, the state $50,000.

Monogram Increases Program and Budget

HOLLYWOOD, Nov. 19.—Monogram will expand its production budget to $30 per week, for 1952 and increase its output from 42 to 48 pictures, executive producer Walter Mirisch disclosed.

"Quo Vadis" Opens in San Francisco Today

HOLLYWOOD, Nov. 19.—M-G-M is giving away all its Hollywood world tour premiere of "Quo Vadis," following its launching at the Capitol and Astor theaters in New York, with a special invitation performance at the Four Star Theatre on Nov. 29. M-G-M is converting the entire front to resemble an ancient palace with a special front to spread 500 feet, several times the present width of the theatre. Additional set box office will be constructed along Wilshire Boulevard, and the entire front will take on a Roman appearance.

S. Z. Simon, producer, back from New York where he attended the world premiere and stayed over several days for home office conferences, will be on hand for the local opening as well as the one in San Francisco at Loew's Warfield tomorrow.

D. R. Tucker, Veteran Operator of Circuits

OKLAHOMA CITY, Nov. 19.—D. R. Tucker, prominent Oklahoma theater owner, died Nov. 12 in St. Anthony hospital, Oklahoma City, from a heart attack. Tucker, aged 68, of Guthrie, at one time operated one of the largest theatre circuits in the state, owning theatres in Tulsa, Perry, Stillwater, Ponca City, Guthrie, Oklahoma City, Bristow and Drumright.

"Quo Vadis" Hits All the High Notes

KANSAS CITY, Nov. 19.—William Trow, head manager for United Artists since 1927, died on Friday.

William Trow, 71

UA Branch Manager

KANSAS CITY, Nov. 19.—William E. Trow, 71, branch manager here for United Artists since 1927, died on Friday.

"Quo Vadis" is survived by four sons, one of whom is Morton Trow, associated with United Artists. Christian Church funeral services were held this afternoon in Woodson, St. and McChlery Chapel, Kansas City.

Allied Arbitration

(Continued from page 1)

could meet without the president. My feeling was that an arbitration plan meanwhile, but would not be able to discuss it until it was gone over by the Allied committee.

"An American in Paris"

To the music of GEORGE GERSHWIN and sings the songs of LESLIE CARON and color by TECHNICOLOR

AN M-G-M Picture

plus SPECTACULAR STAGE PRESENTATION

"Quo Vadis" Opens in San Francisco Today

HOLLYWOOD, Nov. 19.—M-G-M is giving away all its Hollywood world tour premiere of "Quo Vadis," following its launching at the Capitol and Astor theaters in New York, with a special invitation performance at the Four Star Theatre on Nov. 29. M-G-M is converting the entire front to resemble an ancient palace with a special front to spread 500 feet, several times the present width of the theatre. Additional set box office will be constructed along Wilshire Boulevard, and the entire front will take on a Roman appearance.

S. Z. Simon, producer, back from New York where he attended the world premiere and stayed over several days for home office conferences, will be on hand for the local opening as well as the one in San Francisco at Loew's Warfield tomorrow.

D. R. Tucker, Veteran Operator of Circuits

OKLAHOMA CITY, Nov. 19.—D. R. Tucker, prominent Oklahoma theater owner, died Nov. 12 in St. Anthony hospital, Oklahoma City, from a heart attack. Tucker, aged 68, of Guthrie, at one time operated one of the largest theatre circuits in the state, owning theatres in Tulsa, Perry, Stillwater, Ponca City, Guthrie, Oklahoma City, Bristow and Drumright.

William Trow, 71

UA Branch Manager

KANSAS CITY, Nov. 19.—William E. Trow, 71, branch manager here for United Artists since 1927, died on Friday.

"Quo Vadis" is survived by four sons, one of whom is Morton Trow, associated with United Artists. Christian Church funeral services were held this afternoon in Woodson, St. and McChlery Chapel, Kansas City.

Allied Arbitration

(Continued from page 1)

could meet without the president. My feeling was that an arbitration plan meanwhile, but would not be able to discuss it until it was gone over by the Allied committee.
Soon from WARNER BROS. comes

**Distant Drums**

Actually filmed in Florida's Everglades where cameras never penetrated before—in color by TECHNICOLOR

CALLING ALL SHOWMEN TO THE BIG TRADE SHOW NOV. 28!!

STARRING

GARY COOPER

as Captain Wyatt, Swamp-Fighter in the savage Seminole Indian War

with MARI ALDON as the captive beauty

SCREEN PLAY BY NIVEN BUSCH and MARTIN RACKIN

PRODUCED BY MILTON SPERLING • RAUEL WALSH • UNITED STATES PICTURES FOR WARNER BROS.

MUSIC BY MAX STEINER

ALBANY

Warner Screening Room

778 Pearl St. • 12:30 P.M.

ATLANTA

20th Century-Fox Screening Room

157 Walton St. N.W. • 7:00 P.M.

BOSTON

RKO Screening Room

127 Arlington St. • 7:30 P.M.

BUFFALO

Paramount Screening Room

464 Franklin St. • 7:00 P.M.

CHARLOTTE

20th Century-Fox Screening Room

308 S. Church St. • 2:00 P.M.

CHICAGO

Warner Screening Room

1737 N. Western Ave. • 1:30 P.M.

CINCINNATI

RKO Palace Theater Screening Room

Pine St. Bldg. 6th • 8:00 P.M.

CLEVELAND

Warner Screening Room

2205 Payne Ave. • 8:30 P.M.

DALLAS

20th Century-Fox Screening Room

1001 2nd Ave. • 2:15 P.M.

DENVER

Paramount Screening Room

7100 York St. • 7:00 P.M.

DES MOINES

Paramount Screening Room

1725 High St. • 12:45 P.M.

DETROIT

Film Exchange Building

2319 Cass Ave. • 7:00 P.M.

INDIANAPOLIS

20th Century-Fox Screening Room

1725 E. Washington St. • 1:00 P.M.

JACKSONVILLE

Warner Screening Room

128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY

20th Century-Fox Screening Room

1721 Wyandotte St. • 1:30 P.M.

LOS ANGELES

Warner Screening Room

2213 S. Vermont Ave. • 2:00 P.M.

MEMPHIS

20th Century-Fox Screening Room

720 Vine Ave. • 12:15 P.M.

MIAMI

Warner Screening Room

212 W. Marquette Ave. • 9:00 P.M.

MINNEAPOLIS

Warner Screening Room

1720 W. 46th St. • 1:30 P.M.

NASHVILLE

Warner Screening Room

212 Vine Ave. • 2:00 P.M.

NEW ORLEANS

20th Century-Fox Screening Room

2005 Liberty St. • 8:00 P.M.

NEW YORK

Home Office

315 W. 44th St. • 2:15 P.M.

PHILADELPHIA

Warner Screening Room

1401 S. 15th St. • 1:30 P.M.

PITTSBURGH

20th Century-Fox Screening Room

1725 Blvd. of Allies 13:30 P.M.

PORTLAND

Jewel Box Screening Room

1942 W. Roosevelt St. • 2:00 P.M.

SALT LAKE

20th Century-Fox Screening Room

1921 W. 300 South • 1:30 P.M.

SAN FRANCISCO

Paramount Screening Room

205 Golden Gate Ave. • 1:30 P.M.

SEATTLE

Paramount Theatre

2401 Third Ave. • 10:30 A.M.

ST. LOUIS

Paramount Screening Room

315 Olive St. • 1:00 P.M.

WASHINGTON

20th Century-Fox Screening Room

1301 E. 15th St. • 1:30 P.M.

PHILADELPHIA

Warner Screening Room

2001 S. 15th St. • 2:30 P.M.

PITTSBURGH

20th Century-Fox Screening Room

1725 Blvd. of Allies 1:30 P.M.

PORTLAND

Jewel Box Screening Room

1942 W. Roosevelt St. • 2:00 P.M.

SALT LAKE

20th Century-Fox Screening Room

1921 W. 300 South • 1:30 P.M.

SAN FRANCISCO

Paramount Screening Room

205 Golden Gate Ave. • 1:30 P.M.

SEATTLE

Paramount Theatre

2401 Third Ave. • 10:30 A.M.

ST. LOUIS

Paramount Screening Room

315 Olive St. • 1:00 P.M.
**Review**

**"It's A Big Country"**  
(Metro-Goldwyn-Mayer)

A PROUDLY SONOROUS and patriotic horn is blown in behalf of America in M-G-M's "It's A Big Country." In a series of eight interlaced episodes, the country's news media, newspapers, radio stations, and networks, turn their attention to the Winter War, and: 

- In the first episode, talking heads and panels of experts discuss Americanism.
- The second episode features a debate on the war's impact on the economy.
- The third episode is a series of interviews with war veterans.
- The fourth episode shows the war's effect on the arts and entertainment industry.
- The fifth episode explores the role of the press in shaping public opinion.
- The sixth episode discusses the war's influence on foreign policy.
- The seventh episode looks at the war's effects on the home front.
- The eighth episode concludes with a final panel discussion on the war's legacy.

The final episode includes a somber reflection on the war's impact on the nation as a whole.

---

**COMPO Honors**

(Continued from page 1)

Collecting their pledges, John J. Houlihan, chairman of the COMPO distribution committee, credited the salesmen for filling the orders. 

- Collected from circuits, including Interstate Theatres Enterprises, Rowland Theatres, and others, the funds will be used to support military personnel and their families. 
- The money will also be used to purchase急需 supplies for soldiers abroad.

---

**Maas on MPEA**

(Continued from page 1)

Staff and reviewers of the MPEA's achievements since it began operations at the end of World War II. 

- Collected statistics and other data related to MPEA operating costs and earnings abroad, the report was released to foreign managers as "confidential." 
- Foreign management executives who chose to comment on it expressed opinions that the 10-page document "tells the truth to Maas" credit it with "not having taken time and time again in the trade press." 

- The statistics also revealed that Maas was "fitting a lot of new shoes into the same old shoes." 

---

**Johnston to Meet FRI. With BAKER, French**

Reginald Baker, president of the British Film Producers Association, who has been working on a new project from England, will cross the Atlantic for a meeting with Sir Henry French, BPCA director general, who is also here since last Wednesday, will leave Thursday for Washington where, on Friday, they will have a meeting with Eric Johnston, president of the Motion Picture Association of America, and his executive assistant, Joyce O'Hara, who has been working on the MPPA's ties with foreign producers.

---

**Movie Time Tours**

(Continued from page 1)

Pittsburgh on Nov. 25, Jody Laverne, Jack Paar, Mel Ferrer, David Brian.
DOCA Meet
(Continued from page 1)

exhibitor organization to which he referred.

"It seems to me," Starr told the assemblage delegates, "that our only hope for restoring order to our business is through the medium of arbitration."

TOA and other exhibitor organizations have for some time supported efforts looking toward the establishment of an arbitration system. Allied States Association, at its convention in New York early this month, approved "all-inclusive arbitration for the motion picture industry."

Starr told the convention that the distributors, "in spite of their natural desire to exploit competitive bidding and excessive film rentals to the fullest cannot continue to stagger under the ever-growing mountain of lawsuits that plague them. I am convinced that the distributors are ready for a fair system of arbitration."

Starr was keynote speaker also at the national TOA convention in New York last month. It is understood that his remarks at national and regional TOA conventions carry the unqualified blessing of the TOA leadership.

Referring to the industry anti-trust suit divemore, Starr told the Charlotte meeting that "We never dreamed that the alternative to affiliated chains, with their crushing buying power, would be competitive bidding, which is the greatest evil of all. We never dreamed that to abolish block booking was to bring into being a system that permits the distributor to demand and receive outrageous terms on every good picture. Can anyone deny that our position is just as bad or even worse than it was before these evils were cured by court decree?"

Starr continued: "A member of the Supreme Court has urged the industry to adopt a system of arbitration. We are assured that the Department of Justice will look with favor on the inclusion of such a system into the court decree. I need not remind you that TOA and its predecessors have been wholeheartedly in favor of a system of arbitration. This the entire industry knows."

The probability of theatres televising the next annual Academy Awards ceremony in March, 1952, with a possible television network of 100 was reported at the convention by Mitchell Wolfson, president of the TOA.

Pointing out that the board of directors of the Academy of Motion Picture Arts and Sciences had voted in favor of telecasting a portion of the Academy Award ceremonies, Wolfson said: "This could develop into a very valuable promotion and public relations program for our industry, and I hope that the idea finds favor with the producers who might have to waive some contract clauses for the event."

Gael Sullivan, TOA executive director, predicted that within the next five years 60 per cent of all television programs will be on film. He added that the industry "has no fear of any kind of competition if we have a quality product."

Fuller Sams of Statesville, N. C., organization president, is presiding at the convention, which will be given over in part tomorrow to the first TOA grievance panel hearing in the field.

Trade Press Merits Cited by Sullivan
Charlotte, N. C., Nov. 19.—The 91th annual convention of the Theatre Owners of North and South Carolina was reminded today by Gael Sullivan, executive director of the Theatre Owners of America, of the merits of the film trade press.

"Interest yourself daily in the trade press and industry bulletins," Sullivan advised the exhibitors. "These are the real friends of the industry and should serve it "with gather real inspiration."

"From our trade journals," he said, adding that the trade press is the showman's daily classroom for new ideas."

Chairmen of TOA
(Continued from page 1)

Ricketson, Denver, and Charles P. Slouros, Los Angeles.

Under the system TOA has devised for routing trade practice grievances in the field into the organization's headquarters here, each chairman will appoint as many committees of three exhibitors as there are exchange centers in their respective regions. It will be the committees' task to collect grievances and forward them to New York through the chairman if the latter should be unable to secure adjustments from local sales managers.

Albany TOA Unit
(Continued from page 1)

Since the founding of the unit, representation of the industry at the Capitol was one of the Albany TOA's most valuable contributions. Lamont, president of Lamont Theatres, and Saul J. Ullman, upstate general manager for Fabian, will spearhead the reactivation. The unit has not been active for a year.

FCC Pre-hearing on Para. Issue Today
WASHINGTON, Nov. 19.—A pre-hearing conference before a Federal Communications Commission examiner on the so-called Paramount issue has been moved up from Wednesday to tomorrow. The examiner is trying to simplify the issues and get stipulations on some of the facts in connection with the Commission's investigation of the proposed merger between American Broadcasting Co. and United Paramount Theatres and the status of "anti-trust law violators" of all Paramount companies.

UPT Files to Keep Georgia Drive-in
WASHINGTON, Nov. 19.—United Paramount Theatres has notified the UPT Department that it wants to retain the Columbus Drive-in, Columbus, Ga.

Under a recent amendment to the Paramount decree affecting Southern partnerships of UPT, there was a provision that the circuit could, if it wanted, apply to retain this theatre. UPT has now filed such an application, it was reported.

Much obliged,
SEVENTEEN, for your top tribute to
MY
FAVORITE
SPY
It's Bob Hope and Hedy Lamarr...in a hilarious spy story based on no known records—but sure to break them at the box office!
(EXHIBITORS: SEVENTEEN's award means even more business for you!)

A
PARAMOUNT
PICTURE
Hearings in G. & P. Anti-Trust Suit Due to End Soon

CLEVELAND, Nov. 19—Hearings in the G. and P. Amusement Company anti-trust suit which began on Sept. 17, are expected to end this week. The plaintiffs in suit charged that G. and P. Amusement Company, through a conspiracy alleged between the defendant distributors, Loew's, Warner, 20th-Fox and Universal, and Co-operative Theatres of Ohio, had stifled out Samuel T. Gaines charges that the distributor defendants were "coerced" into being parties to a conspiracy by reason of the great buying power of Co-operative Theatres.

Defendant witnesses, including local branch managers, 20th-Fox assistant general sales manager William C. Gehring and Loew's general sales manager Sy Rodgers denied the conspiracy charges in toto, stating their policies are to sell theatres-by-the-theatre, not by agreement. Judge J. Howard, Lapidus, Warner Eastern division sales manager stated that his company's policy is to welcome new old customers and possible to split product in a competitive situation if it can be done satisfactorily.

In examining Rodgers admitted to the fact of his testimony in the Schine case in which, according to the record, he said he "couldn't jeopardize the Schine account."

Clay, Crusade Head, Commends Industry

Lucius D. Clay, national chairman of the Crusade for Freedom, has telegraphed a commendation for the film industry to Mitchell Wollson as president of the theatre owners of America for the industry's support.

Said Clay: "Please convey to the executive committee of the theatre owners of America the sincerest thanks and appreciation of Harold Stassen, President-elect of the crusade for Freedom committee and myself for the excellent cooperation given during the last few days in showing our short subject 'The Big Truth,' as well as the newsreels depicting our activities in the fight against world communism."

"The splendid response of the motion picture theatre industry of the country is very heartening to everyone engaged in preserving our rich heritage of liberty and freedom."

Schine Wins Another 2-Week Extension

Another two-week extension of the lease of seven theatres has been won by the Schine circuit, it was learned here, on the previous extension granted by the Department of Justice expired yesterday.

While Schine attorneys in Washington are reportedly conferring with Justice Department attorneys, the one-month extension to fulfill the government consent decree.

SEE THEATRE VIDEO BUILD-UP ALLOWING TOP PROGRAMMING

With the installation of some 75 theatre video projection units to be in by the end of the year, the day is fast approaching when it will be economically feasible for theatres to carry extended-run programs as top variety revues and Broadway shows, industry sources pointed out here yesterday.

Only 36 Equipped

What seems to be a lack of current theatre TV programming, it is argued, is in reality a build-up by the industry to the point where it will be able to extend a variety of theatre programs with regularity. As of today, with only about 36 theatres equipped with theatre TV, the programming has been limited economically, and additions to the list have been limited by the line facilities available.

Despite the handicaps, industry officials stress, theatre TV in its infancy, has been able to book outstanding sports attractions, in addition to telecasting special events such as the Kentucky Derby Committee hearing. If the industry is able to corral outstanding attractions in its infancy, the programming possible in the not-too-distant future will be phenomenal, it is argued.

110 Equipped in '52

As to the immediate future—with 110 theatres scheduled to be equipped with TV by 1952—it is possible that the Theatre Television Network plans to build on its sports programming by extending football events this winter. In addition, TNT hopes to experiment with the telecasting of Broadway shows in various regions.

Building theatre TV public habits, like film-going customs, is, it is pointed out, takes time and the tools potentials for theatres will be fully clarified when more theatres are equipped with TV, making a more near and regular programming possible, it is contended.

Seek Extended Run

For 'I Want You'

CHICAGO, Nov. 19—Federal judge Michael Igoe has set the hearing on a preliminary injunction in the case of RKO release of Samuel Goldwyn's "I Want You" for Thursday, Dec. 29. Under the Jackson Park decree, first-run pictures cannot be shown for more than two weeks in B, and K, or RKO theatres without special permission from the court.

Aid Bloodbank

More than 200 pints of blood have been donated in the past six months for fighting service men by the American Legionnaires and women of 20th-Century Fox.

Twice visited at the New York office by a Red Cross Blood Drive, the employees contributed under the supervision of company nurse Charlotte Berger.

Warner Managers Meet

HARTFORD, Nov. 19.—Harry Fein- stein, zone manager of Warner Brother projection department, was welcomed at the headquarters of Hartford area theatre managers in the Warner Regal Theatre Building. Managers from the circuit's houses in Northern and Eastern Connecticut attended.

2 Milwaukee Houses Will Install Theatre Television

MILWAUKEE, Nov. 19.—Warner's Theatre and Standard's River- side soon will feature wide-screen television programs. The installation at the Warner theatre is complete except for some focusing of the projector. Roy Pierce, manager of the theatre, said installation at the theatre probably would be completed this week.

Not on Home TV

The televised programs will be programs which the regular television audience will not have. The Warner and Riverside will be part of the nationwide group formed to bid for and show the exclusive televising of special events and possible "live" stage productions. They will generally be assessed on a "per set" basis for the exclusive showings. The monthly payments to the telephone company here for use of the telephone line cables from the telephone company's long lines office here will be about $175.

Federation Forms New Industry Unit

Formation of the exhibitors' committee of the Amusement Division of the Federation of Jewish Philanthropies of New York was announced here yesterday by A. Leo Saperstein, chairman, who shares leadership of the industry's campaign with Barney Goldberg, director of the Federation, and Max Schine, chairman. A committee of the Federation are Speros Storeras, Jr., and Ed Fabian.

Committee members include William Brandt, Max A. Cohen, J. Joshua Goldberg, Walter Reede, Jr., Samuel Rinzler, Edward Rugoff, Joseph Sander, Melvin Strausberg and Morton Sunshine.

Federation seeks to raise $20,000,000 this year in support of its 116 non-sectarian health and welfare institutions.

Pine-Thomas Add 2 More to Schedule

Producers William Pine and William Thomas have added two more color by Technicolor productions to their schedule for 1952. Rhonda Fleming will co-star in both, with John Payne sharing top honors in the first.

Geoffrey Homes has been assigned as writer of the screenplay of "The Streets Were Paved With Gold."

The second vehicle, "Turkish Delight," will be written by Lewis R. Foster.

Loetz's Degree Status Known in 10 Days

Washington, Nov. 19—Further investigation will be made today in connection with the Loetz of Justice Department, the body was informed that a quotable declared that "we should have a pretty good idea in a week or 10 days when we will have a definite answer if we're going to have one."
$8,607,040 in Remittances With MPEA Aid

$3,100,228 Came from the 'Iron Curtains'

American film companies received remittances of $8,607,040 through the operations of the Motion Picture Export Association from the MPEA's beginning in June 1946, to its end, on Oct. 31, 1951.

Of the total, $3,100,228 came from the 'Iron Curtain' countries.

The foregoing are the highlights in the report of his MPEA's stewardship submitted by Irving Maas, retiring vice-president and general manager, to Joyce O'Hara, vice-president of the Motion Picture Association of America.

The MPEA handled exports to and distribution in 13 foreign countries, for American distributors. Maas' report not only summed up the financial aspects of the MPEA.

(Continued on page 16)

MGM-MBS Set Air Programs

Hollywood, Nov. 20—Metro-Goldwyn-Mayer and Mutual Broadcasting System have set up the talent and programs for the series of air shows which they will jointly broadcast starting the week of Dec. 31. There will be eight half-hour and two full-hour all-star broadcast series over the

(Continued on page 19)

Ginger Rogers Signs CBS-TV Contract

Ginger Rogers was signed to a long-term contract by CBS-TV to star in her own half-hour show starting some time after April. It was disclosed here yesterday by Hubbell Robinson, Jr., CBS-TV vice-president in charge of network programs.

The deal, which was consummated

(Continued on page 10)

Paramount Theatre Anniversary Issue

Commemorating the Silver Anniversary of the Paramount Theatre, New York, being observed this week, MOTION PICTURE DAILY publishes an anniversary section in this issue. Beginning on Page 3, the section runs through Page 18.

DuMont Tops FCC Agenda

WASHINGTON, Nov. 20—All issues involving Allen B. DuMont Laboratories will lead off the Federal Communications Commission's catch-all Paramount hearings, it was decided at a preliminary hearing here today.

The hearings are due to start Jan. 15 before an FCC examiner and will last from three to four weeks. The decision to lead off with the DuMont issues, which changed the commission's initial order of issues, resulted from a request by DuMont attorney William A. Roberts. The request was made before FCC examiner Leo Resnick, who will conduct the Janmary hearings. Attorneys for the Commission, Paramount Pictures, United Paramount Theatres, American Broadcasting Co. and Columbia Broadcasting System were in court today.

The hearings cover transfer of Paramount subsidiaries pursuant to the consent decree, the question of whether any Paramount companies should continue to operate their own program services, and a hearing on the question of whether any Paramount companies should continue to operate their own program services.

(Continued on page 16)

Elliman Is First Dublin Variety Head

Louis Elliman, the Theatre Royal in Dublin, has been elected the first chief banker of Dublin Variety. Tent No. 41, Variety International, disclosed here yesterday. Other officers were elected as follows:


(Continued on page 16)

20th-Fox's Third Quarter Net Is Up, To $1,076,515

For the third quarter ended Sept. 29, 20th Century-Fox's consolidated net earnings after all charges were $1,076,515. This amounted to 39 cents per share on the common stock. "The improvement continues into the fourth quarter," the company reported here yesterday. Earnings for the second quarter of 1951 were $196,337. Earnings for the third quarter of 1950 on a comparable basis were $1,012,142, including income of prior years of $753,500 from countries with currency restrictions.

The company and subsidiaries, including National Theatres and Roxy, Theatre, Inc., reported consolidated net earnings, after all charges, for the 39 weeks ended Sept. 29, of $2,145,628. After deducting dividends on preferred and convertible preferred stocks, the consolidated net earnings were $1,912,142.

(Continued on page 16)

Individual Panels to Feature AITO Meet

MILWAUKEE, Nov. 20—the agenda of the annual convention of Allied Independent Theatre Owners of Wisconsin, to be held here on Dec. 10-12, will highlight individual group discussions.

Discussions on drive-in theatres, headed by S. J. Goldberg, Wausau, will be held on the morning of Dec. 11. Subjects discussed will be: construction of drive-ins; types of ramps.

(Continued on page 18)

'T' to Pay Common Stock Dividend

The board of directors of Universal Pictures, at a meeting held here yesterday, declared a year-end dividend of 60 cents per share on the common stock, payable on Dec. 19 to stockholders of record on Dec. 10.

The last dividend on "U's" common stock was paid on July 31, 1948. It was 75 cents per share then.

(Continued on page 18)

TOA Panel Flooded With Grievances

'Artificial' Competition Charged to Distributors

CHARLOTTE, Nov. 20.—The charge "distribution had created artificial competitive situations where they had established no 'rules of the game, so everyone could live by," today touched off a long discussion of bidding and clearances at the first Theatre Owners of America regional grievance panel session.

The theatre operators of North and South Carolina and surrounding states who gathered at the Hotel Charlotte for the session also bared their tales of action by TOA grievance facilities and charges relating to print shortages, "blind" checking, forcing of features with tie-in bookings, pre-releases, move-overs and 16mm. competition.

The panel which heard the large

(Continued on page 18)

Bryant Heads Carolina TOA

CHARLOTTE, Nov. 20.—Robert E. Bryant of Rock Hill, S. C., is the new president of the Theatre Owners Association of North and South Carolina, said to be the oldest such organization in the world. Bryant was elected to office during the first day's sessions of the group's

(Continued on page 18)

Harvey Chairman of Compo Seminar Unit

H. V. (Rotus) Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, yesterday was named chairman of the permanent round-table committee of the Council of Motion Picture Organizations.

The establishment of such a com-
HULBERT DIETZ. M.-G.-M. advertising and publicity vice-president, will leave for the Coast next week.

EDWARD C. DOWDEN, assistant public-ity and advertising director of Louis B. Mayer, is in charge of arrangements for ground-breaking ceremonies for the new hospital of the New York Infirmary on Dec. 1.

WILLIAM B. ZOLLENS, head of M-G-M publicity and press relations, has returned here following a visit to Washington, Charlotte, Atlanta, Jacksonville, New Orleans, Dallas, Oklahoma City and Memphis.

JAMES PATITCICK will leave Los Angeles for New York on Jan. 1, following which he will depart on a world tour for M-G-M Technicolor Traveltalks.

JOAN BURIAN, secretary to GAIL SULLIVAN, executive director of the American Film Institute, was married on Dec. 29 in Bronxville, N. Y., to ROBERT FINNIGAN of Boston.

ARTHUR SILVERSTONE, 20th Century-Fox’s Eastern and Canadian sales manager, will return here from Toronto today.

RICHARD GORDON, president of known Pictures of America, Inc., will leave London for New York by plane Saturday.

RUSSELL HOLMAN, Paramount’s Eastern production manager, has returned here from London and Paris.

JACK MUNDSTUK, M-G-M Buffalo branch manager, is in New York for home office conferences.

WILLIAM FOX, industry pioneer, is ailing at Doctors’ Hospital here.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow. Thanksgiving Day, a legal holiday.

Nominators Eye O’Donnell, Coyne For Compo Posts

Although reportedly determined to persuade Nel E. Depinet and Arthur L. Mayer to continue as president and vice-president, respectively, of the Council of Motion Picture Organizations, the nominating committee of COMPO is said to be considering Robert J. O’Donnell for the presidency and Robert W. Coyne for the executive vice-presidency. Should the incum- bendents fail to run, O’Donnell is head of Interstate Theatres of Texas and national director of M-G-M’s “Twenty-Fifth Fleet” campaign, while Coyne is special counsel to COMPO. The latter, who has made a career of theatrical work, was the first executive director of Theatre Owners of America.

The nominating committee met here last weekend for the first time and is not expected to convene again until after next Monday when its chairman, Jack A. Guild mem-

Report on ‘IA’ Board Meet Is Due Today

A report on the meeting held here last week of the IA’s executive committee, which was held here last week in New York today by Richard F. Walsh, “IA” International president, was adjourned at the weekend after five successive days of sessions.

The meeting, presided over by Walsh, was attended by William F. Cline, treasurer; Frank C. Farr, secretary; Philip Holmden, William P. Covert, James J. Bremmer, Roger M. Kennedy, Felix A. du Pont, Harry J. Abbott and Louis Wrigley.

Wm. Adams, Veteran Col. Salesman, Dies

KANSAS CITY, Nov. 20.—William Adams, 76-year-old motion picture salesman who resigned from the Columbia branch here a year ago because of ill health, died Sunday at Wadsworth Veterans Hospital.

He had previously been with Col- umbia, U.S. Military Intelligence, and the Minneapolis Tribune. He joined the Kansas City exchange in 1945. The widow survives. Inter-

Harold Blumenthal, Fabian Circuit, Dies

Harold Blumenthal, 52, general manager of the New Jersey division of Fabian Theatres, died yesterday morning of a heart attack. Survivors in- clude the widow and two daughters. Funeral services will be held this morning at Temple Emanuel, Passaic.

Academy Awards Groups Are Named

Hollywood, Nov. 20.—The scient-
ific or technical awards committee for the forthcoming 24th Academy Awards was announced by Charles Brackett, president of the Academy of Motion Picture Arts and Sciences as follows: John P. Lividay, chairman; Pres- ton Ames and Benjamin Hayne, art direction; John W. Boyle and Sol Halpin, cinematography; Linwood Boomer, costume design; Ray Rennull and Glenn Farr, electrical; Dick Cahoon and G. Carle-

Coast Publicists Get 10% Increase

Hollywood, Nov. 20. — The Screen Producers Council last night ratified a recently-negotiated contract with major studios, as ex-

Newsreal Parade

ELIZABETH and Philip back in England and the Italian floods are currently at the top of the news. Other items include Peron’s election, blood for Korea servicemen, and football highlights. Complete contents follow:

MOVIEPITE NEWS, No. 24—Elizabeth and Philip back in England; the Italian floods are currently at the top of the headlines. Other items include Peron’s election, blood for Korea servicemen, and football highlights. Complete contents follow:


‘Quo’ Policy Change At Cleveland House

CLEVELAND, Nov. 20.—Loew’s has inaugurated a new policy for “Quo Vadis,” which opened last night at the Stillman Theatre. While the previous-announced reserved seat policy has been abandoned, it has been announced that a continuous policy would be pursued during the day and a reserved seat policy for the night. Price $3. Under this revised policy remain as formerly announced, 90 cents for mati- nes and $1.50 after 5:00 P. M.

Flash Preemiere For ‘Quo Vadis’

FITTSBURG, Nov. 20. — A Holly-

Are You Doing All You Can to “Help Care for Our Own’ by Getting All Your Friends to Sign the 1938 Christmas Salute?’

HAZARD DIETZ. M.-G.-M ad-

Saturday, Nov. 21, 1938

SPORTS WORLD, Saturday, Nov. 21, 1938

The Quo Vadis’” picture was staged here to- night by manager Bill Elder of Loew’s Penn theatre in connection with the showing of “Quo Vadis.” The entire ad-Vertise section was set aside for city officials and representatives of the press and radio.

One of the Roman chariots used in the film was an attraction, together with 18 graveyard scenes, for the picture. A broadcast from the theatre lobby was made at the conclusion of the showing.

Green Succeeds Seib

SALT LAKE CITY, Nov. 20.—W. G. Seib retired today as branch manager of the Western Pacific Salt Lake after nearly 15 years in that job. He is succeeded by Harold Green, sales- man for the company.
Dear Bob-
The crowds* are back--thanks to showmen like you and 20th Century-Fox

* World Premiere "FIXED BAYONETS" Rivoli, N.Y. Nov. 20th

S. - There's No Business Like 20th Century-Fox Business!
THE GIANT C

T R I E M

D A Y

A N D

B A S H

C O L O R B Y

THERE'S NO BUSINESS LIKE
F THEM ALL!

TESTED... and PROVED!

Sheba

The "Money-in-the-Bank" Picture in every situation!

0th CENTURY-FOX BUSINESS!
25th ANNIVERSARY OF PARAMOUNT THEATRE RECALLS STARS WHO GOT THEIR START THERE

By MURRAY HOROWITZ

The twenty-five year history of the New York Paramount Theatre, one of the leading motion picture showcases of the world, to a large measure is a success story in terms of personnel, talent and product.

When the theatre at the "crossroads of the world" made its bow on Nov. 19, 1926, a 22-year-old student from the Publix Theatres Managers Training School was assigned to handle the overflow crowd which milled outside. He was Robert M. Weitman, now vice-president of United Paramount Theatres and present managing director of the Paramount.

The theatre, then called "the foremost of all the Publix Theatres," from its inception has served as a vehicle for the introduction of new talent. From its stage such stars as Ginger Rogers, Bing Crosby, Danny Kaye, Red Skelton, Betty Hutton and Ethel Merman built their popularity.

Bands, too, soon found themselves basking in the limelight following an engagement there.

Opening Night

When the house darkened and about 3,700 prominent guests settled themselves comfortably in their seats on opening night a quarter of a century ago, the film "God Gave Me Twenty Cents," a Paramount Picture produced by Herbert Brenon and presented by Adolph Zukor and Jesse L. Lasky, began to unfold. It starred Lois Moran, Lye de Putti, Jack Mulhall and William Collier, Jr. Apparently the film augured well for the house and the rosy forecasts in the addresses of welcome to the opening day audience by Lee J. Eastman, president of the Broadway Association, Mayor James J. Walker and Will H. Hays, president of the Motion Picture Producers and Distributors of America, Inc., was borne out by subsequent years.

Played 775 Films

For since then, 775 films have played the house, some of them the nation's top grossers, to patrons totaling more than 100,000,000. Among the top grossers, coupling the film fare with the stage show—and taking into account first week business only—were "Dear Brat," with Dean Martin and Jerry Lewis on stage; "Road to Utopia," with Benny Goodman and his orchestra; and "Lady in the Dark," with Xavier Cugat and his orchestra.

When the late Thomas A. Edison came to the theatre as a distinguished guest on opening night in one of his last public appearances, the great motion picture pioneer partly paid tribute to the alertness of the management of Publix Theatres, a subsidiary of Paramount, which invested some $17,500,000 in the venture. At the time, its seating capacity was only topped by the Capitol. But its lavish, huge interior, in addition to its stone collection in the Hall of Fame and its display of prominent works of art, made it a "must" for all visitors who came to New York. At the time, there was nothing like it in the nation.

And although since then other show cases have been built in New York, the management of the Paramount Theatre has kept it in the forefront of Broadway's attractions. A steady flow of innovations has been inaugurated. Most outstanding today is the installation of theatre TV equipment, allowing the Paramount Theatre to be one of the first theatres in the country to telecast an event. In early 1948, amateur fights from the Brooklyn Navy Yard were carried by the theatre. Weitman, the present managing director, following his graduation from the managerial school conducted by Publix Theatres, went to the Rialto Theatre as assistant manager in 1927 and then was boosted to the post of manager of the Brooklyn Paramount before returning as manager of the New York Paramount in 1933. In two years, he was named managing director when at about the same time he inaugurated the band policy in order to hike the declining grosses of the depression years. It was just prior to the Paramount Pictures Co. divestment splitting the production and exhibition phases of the company, that Weitman was made vice-president of the new United Paramount Theatres in 1949, in addition to managing director of the New York and Brooklyn Paramount theatres.

First Run Training

Another member of the managerial staff who grew with the theatre is Robert Shapiro who rose from usher in 1928 to manager in 1941, his present position. After being promoted to assistant treasurer of the theatre, the Paramount circuit began using his services in various first-run houses such as the Rival, Rialto and the Brooklyn Paramount Theatre. He returned to the New York Paramount as treasurer in 1934, advancing to manager in seven years, now in charge of a staff of 150, including 80 ushers.

Glenn Gray a 'First'

Inaugurating Weitman's "name" band policy was Glenn Gray and his Casa Loma Orchestra in 1935, followed by such box-office knockouts as Rudy Vallee, Benny Goodman, Paul Whiteman and Harry James. As an indication of the success of the policy, there were 2,500 persons standing on line during the Easter of 1943 when Harry James was starred on stage and by noon more than 12,000 tickets were sold.

When Paul Whiteman's Rhythm Boys were headlined in 1927, Bing Crosby was a comparative unknown, but his singing even then captured the multitude. To pacify the throngs that crowded the theatre, a platform was built in the lobby and on it Bing and his two other partners would render a few songs between their stage appearances.

When Frank Sinatra first appeared on (Continued on page 10)
HOWARD HUGHES presents

TWO TICKETS TO BROADWAY

Color by TECHNICOLOR

starring
TONY MARTIN | JANET LEIGH | GLORIA DeHAVEN | EDDIE BRACKEN | ANN MILLER

with BARBARA LAWRENCE • BOB CROSBY • featuring THE CHARLIE'S ANGELS • SID SILVER & HAL KANTER • directed by JAMES V. KERN
PARAMOUNT THEATRE'S COMING ATTRACTION

THE RACKET

BOLDLY BEGINS WHERE THE SENATE CRIME COMMITTEE LEFT OFF!

HOWARD HUGHES presents

THE RACKET

starring

ROBERT MITCHUM, LIZABETH SCOTT, ROBERT RYAN

an EDMUND GRAINGER production - JOHN CROMWELL - WILLIAM WISTER HAINES and W. R. BURNETT
PARAMOUNT THEATRE'S
BIG HOLIDAY ATTRACTION

JANE RUSSELL • GROUCHO MARX
FRANK SINATRA

in
DOUBLE DYNAMITE

Directed by IRVING CUMMINGS • Produced by IRVING CUMMINGS, JR.
Screenplay by MELVILLE SHAVELSON • Story by LEO ROSEN
PARA. THEATRE

(Continued from page 6)

the Paramount stage as a vocalist with Tommy Dorsey's orchestra, the ads in the New York papers heralding the Dorsey show carried Sinatra's name in such small print that it was hard to read. Things were much different a few years later, however, when Sinatra returned as a solo headliner.

Perhaps the most outstanding example of what the Paramount "two-for-the-price-of-one" show policy has meant to further the careers of talented personalities is that of Ginger Rogers.

Back in 1928, the effervescent Miss Rogers was virtually unknown to the public, a far cry from the spotlight she holds today as star of the forthcoming Cecil B. DeMille Paramount film, "The Greatest Show on Earth." It was during the "Jazz Age" that the little girl from Texas won a national Charleston contest and as a reward was booked by the Paramount.

Since the headlined stage appearance of Maurice and Eleonora Ambrose, a dance team, assisted by Canaro's Argentine orchestra, ushered in Paramount stage shows at the opening of the theatre, the personalities that have crossed the Paramount stage reads like a show business Hall of Fame. Besides those mentioned above, they include Gertrude Lawrence, Mae West, Dennis King, Miriam Hopkins, Gloria Swanson, Gary Cooper and Dinah Shore.

Some Top Grossers At Para. Theatre

Among the long run top grossers in the Paramount Theatre's 25-year history:


"Road to Utopia" and Benny Goodman's Orchestra. Opened Feb. 27, 1946. Ran seven weeks and grossed $663,066.


OVER PARAMOUNT THEATRE’S 25 YEARS

OPENING NIGHT. The scene, right, when the Paramount Theatre opened its doors to the public for the first time, Nov. 19, 1926. Below, the theatre’s 25-year record gross for a first week was established last July by the program displayed.

GOOD TIMES. Waiting lines turn the Broadway corner and stretch down 43rd Street, occasionally encircling entire block.

LOTS OF NEW YORK HOME TV SCREENS ARE DARK when the Paramount Theatre draws lobby holdouts, as shown upper right.

PREMIERE. Typical Broadway street crowds (at right) attracted by a special opening night program at the Paramount.

25TH ANNIVERSARY FILM. RKO Pictures’ “Two Tickets to Broadway” in the Paramount’s 25th Anniversary feature, opening today. At left, Tony Martin and Janet Leigh in a scene from the Howard Hughes’ Technicolor musical.
Our sincerest congratulations to Bob Weitman and his staff of the New York Paramount Theatre on its 25th Anniversary!
The Paramount Clock has ticked off quite a bit of time since the Paramount Theatre opened its doors in 1926.

Paramount Pictures Corporation is proud to have shared these 25 years "under the same roof" and very proud that hundreds of Paramount Pictures have played on this great theatre's screen.

It is with affection that we salute the Paramount Theatre and look forward to a long future as its friend and neighbor at The Crossroads of the World...
Happy Birthday

from

RADIO CITY MUSIC HALL

Showplace of the Nation

Rockefeller Center, N.Y.

An institution known throughout the world for its presentation of outstanding motion pictures and stage shows notable for their good taste, beauty and perfection of execution.
...was such a money-minter at the Paramount that we made another out of the same metal and are sending it over for January with our anniversary best.

Keep your eye on

**The Dark Page**

BRODERICK CRAWFORD • DONNA REED • JOHN DEREK in **THE DARK PAGE**

with ROSEMARY DeCAMP • HENRY O’NEILL • HENRY MORGAN • Screen Play by TED SHERDMAN, EUGENE LING and JAMES POE

Produced by EDWARD SMALL • Directed by PHIL KARLSON

from Columbia
Kodak Sales Rise; Net Earnings Down

ROCHESTER, N. Y., Nov. 20.—Sale for Eastman Kodak for the 36 weeks ending Sept. 9, 1951 were $384,243,040, against $285,364,390 in the preceding year, while net earnings for the three quarters were $82,350,194 or $2.13 a share on 15,028,745 common shares outstanding, compared to $43,134,237, or $3.13 a share on 15,663,833 shares outstanding a year ago. Increased taxes accounted for the drop.

The financial report was issued by Perley S. Wilcox, chairman, and Thomas J. Hargrave, president, following a meeting of the board.

Luncheon for 'U's Greenfield Friday

A luncheon for Leo Greenfield will be given Friday at Toots Shor's here by the New York Lodge of the Coliseum of Motion Picture Salesmen and the Motion Picture Bookers Club of New York.

Greenfield is about to leave for Allany, N. Y., to take up his new position as manager of Universal International's exchange.

50-Cent UPT Dividend

United Paramount Theatres' board of directors have declared a dividend of 50 cents per share on the common stock, payable on Dec. 18 to holders of record on Nov. 30.

MPEA Aid

(Continued from page 1)

operation, but also contained several recommendations, including one that an MPEA New York headquarters and field staff of eight be maintained to liquidate MPEA business and carry it on in Austria and Yugoslavia where MPEA licenses are not due to expire until the latter part of 1952.

Additional $6,913,060

The Maas report indicated that while $6,607,040 was shared among the companies an additional $6,913,060 came from the dollar component of local currency, advances. With payments for prints and accessories, total payments to the companies in dollars and foreign currency amounted to $17,468,942.

The value of funds currently blocked and available for future participation payments was given as $9,089,220. Japan alone accounts for most of this total and Maas was optimistic that the better part of that money could be remitted in the next six months. Between now and August 30, 1952, additional transfers are foreseen from Japan ($600,000), Austria ($300,000) and Yugoslavia ($200,000). The U.S.-Yugoslav business currently runs at a weekly gross level of $20,000 and is expected to continue.

Breakdown by Country

Country-by-country dollar remittances to date are as follows:

Austria, $1,592,968;
Bulgaria, $19,745;
Czecho-
slovakia, $1,943,425;
Germany, $383,225;
Indonesia, $1,508,080;
Hungary, $447,987;
Holland, $2,456,487;
Japan, $3,235,985;
Korea, $353,935;
Lromania, $450,806;
Japan, $307,276;
Yugoslavia, $345,995.

The highest total of overall payments to the companies was reached in 1950, at $6,025,205. The net MPEA business, taking into account $9,227,078 in home office expenses, totaled $26,710,905.

Dublin Variety

(Continued from page 1)

Odeon (Ireland) Ltd.; Patrick Farrell and Peter Farrell, Capitol Theatres, Dublin; Jack Lyons, M-G-M, Ireland; Maurice Baum, Rialto Cinema, Dublin.

These officers and crewmen were formally inducted along with the new tent at a special function on Friday, when International Chief Barker, Marc J. Wolf, flies to Ireland from the U.S.

Wolf will be accompanied by his wife and will be joined in Dublin by a large delegation from the London Tent which Wolf will visit after his visit to Ireland. Before returning to his home in Indianapolis, Wolf and his wife will take a trip through France, Italy, Switzerland and as many movie capitals on the Continent as time will permit.

Las Vegas Tent Contributes $10,000 to Local Project

The Las Vegas Variety Club Tent No. 39 started off its pet charity project by handing over the first check for $10,000 to Chief Barker, Frank Seidlis, on behalf of the Nevada Variety Club, for the benefit of Handicapped Children.

The presentation was made at a luncheon at the Club Tent, which Wolf attended in his capacity as chairman of the Committee for Handicapped Children. Presentation on behalf of the Tent was made by Chief Barker, Frank Seidlis, who represents half of the original pledge of $20,000.

Cannott Teletest Awards to Theatres

Hollywood, Nov. 20. — A spokesman for the Academy of Motion Picture Arts and Sciences said today closed-circuit Award ceremonies to theatres equipped with television telecasts as discussed at the North and South Carolina TOA conventions in Charlotte Monday by Mitchell Wolfson, president of the national TOA, is among developments favored for future consideration but could not be accomplished in time for the next Awards due to a multiplicity of contractual and mechanical problems not yet soluble.

20th-Fox's Net

(Continued from page 1)

amounted to 69 cents per share on 2,769,396 shares of common stock outstanding. The preferred stocks were both retired in full last July 13.

Consolidated net income, after all charges, reported by the corporation for the comparable 39 weeks of 1950 was $6,593,723 (including income of prior years of $2,401,210 from countries with currency restrictions), which after deducting preferred dividends amounted to $2.24 a share on the 2,769,168 shares of common stock then outstanding.

In the 39 weeks ended Sept. 29, 1951, the company reported gross income of $66,030,817 from film rentals and $43,619,276 from theatre receipts, compared with $64,836,975 from film rentals and $45,146,380 from theatre receipts in the same period in 1950.

Total gross income from both sources was $109,649,276 for the third nine weeks of 1951 and $109,983,355 for the same period in 1950.

The other side, 20th-Fox charged off to amortization of film costs, $46,182,709 in the 1951 period, and $42,872,707 in 1950. Costs of film distribution, theatre operation and administration expenses were: $59,581,984 in 1951's 39 weeks and $59,309,683 for the same period in 1950.

58-Cent 20th-Fox Dividend

A dividend of 50 cents per share on the common stock of the 20th Century-Fox has been declared, payable on Dec. 21 to stockholders of record on Dec. 5.

DuMont Tops Agenda

(Continued from page 1)

time to hold radio and TV licenses, and the UPT-ABC group merger. Further pre-hearing conferences are expected to be held in an attempt to simplify and expedite the complicated hearings.

At the hearings today, Roberts insisted that DuMont's early appearance in the hearings would help the company in getting a quick decision on its transfer from Paramount Pictures, Inc. to Paramount Pictures Corp., as well as a possible eventual decision that DuMont is not controlled by Polygram Pictures Corp. The group therefore agreed to take up at the outset of the hearing all issues concerning DuMont, with the exception of the directorship of both Paul Kaisbourne and Barney Balaban on both Paramount and DuMont boards.

Our congratulations to the biggest grossing theatre

in Times Square!

Buchanan & Company, Inc.

Congratulations to Paramount on their Twenty-Fifth Anniversary

JACK E. LEONARD

"Extra Padded Attraction"

Now appearing at the Paramount Theatre, New York

Have You Signed the 1951 Christmas Salute to YOUR Variety Clubs? Win Rogers Memorial Hospital!
CONGRATULATIONS

to the

PARAMOUNT

THEATRE

on the occasion of their

25TH

ANNIVERSARY!

The Prize Baby
New US Competition For Argentine Films Seen by Golden

WASHINGTON, Nov. 20.—The return of U. S. films to the Argentine market and the recent approval of the revision of the whole system of releasing films in Argentina, Commerce Department film chief Nathan D. Golden believes.

Golden Points Out

Golden pointed out that the Central Bank had approved U. S. distributors’ applications for importing some 480 features—largely the best produced here in the 1949-51 period when U. S. films were kept out of Argentina—plus American newsreels.

“Argentine producers are encountering real competition for the first time in more than a year,” Golden said.

“The National Bureau of Public Performances has reminded Argentine exhibitors that they must adhere strictly to the regulations on required 50 per cent showing time for Argentine films. The Bureau also reminded exhibitors that they must show an Argentine document or newsreel for each performance. It appears the whole system is under the recent approval of films in Argentina may be revised.”

Birth of a Nation’ Rights to Guild

David Gould, veteran foreign sales executive, has acquired foreign representation rights to the new sound version of “The Birth of a Nation” from H. E. Attle who controls the world copyright to the 50-year-old D. W. Griffith production. The new sound version has a synchronized music score and sound effects, but no dialogue.

Gould reports that under a deal just concluded with Frieder International Corp., the picture has been licensed for immediate release in Japan, Indonesia, Formosa, Philippine Islands, Malaya, Singapore, Stann and Hong Kong.

Legion of Decency Puts 2 in Class B

The 21 films listed in the latest Legion of Decency report, 19 were placed in Class A and two in Class B. The latter were: “The Big Night,” in Class B, and “The Light Touch,” M-G-M.

TOA Panel On Grievances

(Continued from page 1)

volume of trade practice complaints consisted of Gael Sullivan, TOA executive director; Herman M. Levy, of the newly-elected president of the Theatre Owners of North and South Carolina, and Pauline Griffith, executive secretary of the Carolina unit.

Bryant will appoint within a few days a committee of three exhibitors from the headquarters exchange center to collect grievances, which in turn will be turned over to the regional chairman, E. D. Martin. Then if they require national attention, the grievances will go to a grievance board at TOA’s New York headquarters.

Atlanta Meet

Martin expressed confidence that the next TOA regional meeting in Atlanta in early January, following patterns set in Charlotte and in New York, will be one of the most constructive moves made by TOA in resolving trade practice difficulties.

The grievance panel, scheduled for a morning session only today, grew so “hot” that members voted to have it continued throughout the rest of the day. Sullivan reported that from the standpoint of the exhibitors the first panel was highly successful.

Because the panel was held in closed session, some details were withheld by Sullivan and the results will have to be finalized at a later date.

Martin, head of the grievance panel, in the opening session made a strong plea that exhibitors speak their minds, that they document their cases, “chapter and verse,” that they stand together with other exhibitors who agree with them. He pointed out that it is a favorite tactic of distribution to divide and conquer, and “we will either hang together or hang alone.”

First complaint was registered by Hugh M. Sykes, Jr., of the Queen City Booking Service, Charlotte, He produced a lengthy list of blind checking and abuses that come from assistant checkers hired by the distributors, originally assigned a called unrealistic the assumption that two and one-half persons per car is the average for drive-ins, explaining there going in, the company would be wrong by 50 admissions if there were only two people in each car. Others substantiated Sykes’ complaints.

A long list of complaints on print shortages was registered by Howard Anderson of Mullins, S. C.; Alfred Starr of Nashville, Tenn., and Howard McNally of Fayetteville.

Bidding, Clearances

Longest discussion was on bidding and clearances, where it was claimed that distribution had created artificial competitive situations, where they had fixed a minimum “right price” that exhibition could live by.

Leaders in this discussion were Irwin Rourke and Howard McNally of Fayetteville, Harry Pickett of Charlotte, Robert Jeffries of Rock Hill, and Alfred Starr of Nashville.

The need for a leader of the discussion by the Carolina exhibitors, was a brief present by S. T. Stoker on “forcing of features, tie-in bookings—forcing two or three mediocre pictures in order to get one good one.”

Rogers Christmas Drive Progressing

Will Rogers Hospital Fund distribution chairmen in the 31 exchange cities report that all theatres have now received their 1951 “Christmas Salute Scroll.”

These scrolls have in most cases been delivered by the film salesmen who are also following up for signatures and contributions from these theatres.

Charles J. Feldman, national distribution chairman, after reviewing the reports, stated, “We feel that our distribution forces are well organized.

Compo Seminar Unit

(Continued from page 1)

The committee was authorized last August at the industry round-table seminar involving production and exhibition. The seminar was held in Hollywood. The committee will be responsible for preparing an agenda for the next COMPO round-table conference expected to be held in connection with production and exhibition representatives.

A member of the committee are: Mitchell Wolfson, president of the Theatre Owners of America; Herman T. Rombusch, president, Allied States; Leo Brecher, board chairman of the Metropolitan Motion Picture Theatre Association, and Harry Brundt, president of the Independent Theatre Owners Association of New York.

Wisc. AITO Meet

(Continued from page 1)

used; kind of equipment that has been most useful; kinds of pictures, film prices for drive-ins, and business outlook for the future of drive-ins.

Other group discussions will include small towns, headed by Eric Brey of Plymouth; large towns, Russell Ledyard, Green Bay, and subsequent runs in cities, headed by Proctor of Madison, Mil.

waukee. Subjects discussed will be film prices, right and wrong allocation of pictures, film companies’ policies, tactics, competitive bidding and advanced admission prices.

Levy Sees Altered Drive-In Selling by Several Distributors

CHARLOTTE, Nov. 20.—If the present decision in the Milgram (Allentown) case remains undisturbed, several distributors will have to revise their present sales policies with reference to drive-ins, Herman M. Levy, executive secretary of the Theatre Owners of North and South Carolina, declared.

The U. S. Circuit Court of Appeals for the Third Circuit affirmed in the Milgram (Allentown) case that the defendant distributors were guilty of a conspiracy in refusing to grant to the plaintiff drive-in an opportunity for a showing in a downtown theatre on first-run, and in granting it only to downtown conventional theatres.

May Appeal

“There is talk in the industry,” Levy told the meeting, “that the distributors will seek permission to reargue the case before the Circuit Court, and, if that fails, to seek the Supreme Court to appeal to that tribunal.”

Levy said that while the case was unsuccessful, the reasoning behind the decision might well apply, under similar fact situations, to further runs in drive-in theatres which seek to negotiate for a prior run enjoyed by a conventional run-in theatre.

Bryant Heads

(Continued from page 1)

9th annual convention here. He succeeded A. Fuller Sams, Jr., of States Theatre, Clearfield, Pa., who is now chairman of the board, along with Harold Armistead of Easley, S. C.

On the other hand, Pauline Griffith was reelected executive secretary and treasurer in voting which saw the following members elected to the board of directors: Howard Anderson, H. E. Buchanan, George D. Carpenter, J. B. Harvey, Harry Cooke, Howard McNally, Worth Stewart, H. L. White, J. W. Hendrix, Jr., Alfred Smith, Roy Rowe, J. H. Webster and Albert Scottillo.

In other actions delegates last night welcomed visiting M-G-M film star Denise Darcel as guest of honor and approved a resolution calling for arbitration of industry disputes and one commending distributors and exhibitors for efforts toward improving public relations.

Perreau Press Schedule

A full schedule of television and radio programs as well as press conferences and magazine interviews has been set by Universal-International for Gigi Perreau, who arrived in New York from California for a week here prior to a key city tour.

Miss Perreau is in the advance promotion of “Week-End With Father,” in which she is co-starred with Van Heflin and Patricia Neal.

Congratulations to the Paramount Theatre and Bob Weitman from MONTY SALMON

AND THE RIVOLI THEATRE
**Review**

"Fixed Bayonets!"
(20th Century-Fox)

A SNOW-COVERED MOUNTAIN in Korea is the locale of the latest war picture, "Fixed Bayonets!" It is a big, sprawling drama of a shopping infantry unit of our fighting a rear-guard patrol action against the Communists. The picture is as topical as today's newspaper and compares quite favorably with the large-scale predecessor war dramas.

Minus the benefit of any women in the cast the film mirrors the thoughts and reactions, the inner torment of a group of "G.I.'s" who are under heavy enemy attack. It is to the credit of the screenplay by Samuel Fuller that interest never flags and excitement flares frequently. Among those in the cast are Richard Denning, whose instinctive reaction to killing a man; Gene Evans, a lusty red-bearded sergeant and a retreat from World War II; Michael O'Shea, another sergeant and hardened marksmen.

Others in the fighting unit include Richard Hylton, Craig Hill and Shig Hori. There is a vividness to the combat scenes which take place in the vast snow wastes. It is the aim of the small isolated American unit to have the enemy believe that they are far greater in number. Constantly the outnumbering enemy makes stabbing thrusts that cut down the Americans. There is a dramatic intensity to the scenes in a cave where the group takes refuge from the blasting, encircling enemy. Individual characterizations of the men and their relationships among one another are etched effectively. Toward the end, after enemy fire takes its toll, the command of the men falls to Basehart, and he learns finally to overcome his squeamishness about killing the foe. The tattered infantry unit is successful in putting off commission in enemy tank and when at last their mission is completed and they miraculously reignite the regiment, Jules Buck produced and Fuller directed. The screenplay was suggested by a novel by John Brophy. Running time, 92 minutes. General audience classification, For December release.

Mandel Herrstein

---

**MGM-MBS Programs**
(Continued from page 1)

full Mutual network of 552 stations. The contract was approved on Wednesday afternoon in New York by Charles C. Moskowitz for M-G-M, and by Frank White for MBS, after negotiations of several months.

Half of the M-G-M programs, according to Mutual executives, will be offered for local sale by MBS stations. These include the four half-hours from 8:30 to 9:00 P.M., Mondays, Tuesdays, Thursdays, Fridays and the full-hour "M-G-M Theatre of the Air" on Saturday nights.

**Program Follows**

The programs, time and stars follow:

*Woman of the Year* (Mondays, 8:00 to 9:00 P.M., EST), with Bette Davis, two-time Academy Award winner, in the starring role of a series based upon the M-G-M film of the same name.

*Crime Does Not Pay* (Mondays, 8:30 to 9:00 P.M., EST), a series featuring leading stars such as Bela Lugosi, Nancy Kelly, Sidney Blackmer, Betty Furness, Dan Keith and Margot. The programs are based upon Academy Award winning M-G-M film subjects.

*The Black Museum* (Tuesdays, 8:00 to 9:00 P.M., EST), featuring Orson Welles in a presentation of tales taken from case histories in the records of Scotland Yard.

*The Story of Dr. Kilgore* (Tuesdays, 8:30 to 9:00 P.M., EST), starring Lew Ayres and Lionel Barrymore.

*M-G-M Musical Comedy Theatre of the Air* (Wednesdays, 8:30 to 9:00 P.M., EST), a full hour of entertainment with a full roster of M-G-M musical stars in condensations of such films as "Meet Me in St. Louis," "Anchors Aweigh," "The Great Siegfied," and others.

*The MGM Adventures of Casanova* (Tuesdays, 8:00 to 9:30 P.M., EST), Errol Flynn playing the lead in a series of dramatizations, .

**Other Programs**

*The Griffith Field Show* (Thursdays, 8:30 to 9:30 P.M., EST), with England's comedienne, in a half hour of songs and humor, assisted by Bernard Braden, Canadian actor; the "Keynotes," British vocal group, and Billy Tarrant's orchestra.

*Adventures of Madame* (Fridays, 8:00 to 9:30 P.M., EST) with Anna Sten.

*The Hardy Family* (Fridays, 9:30 to 10:30 P.M., EST), with Mickey Rooney in the role of Judge Hardy, and Fay Holden in the role of "Stoneman." Rainbow Theatre, presented in a series directed by Marx B. Loeb. Among guest starts scheduled are Leanne Dietrich, De- borah Kerr, Charles Laughton, Bernard Miles, Princess Margaret, Sir Douglas Fairbanks, Fredric March, Edward Arnold, Corinna Wilde, Margaret O'Brien, Anna Sten, Peter Lawford, Robert Taylor, June Havoc and Jane Wyatt. Howard Dietz, librettist of Broadway musicals and advertising-publicist vice-chairman, will act as host on these hour-long programs.

**Supplemental Shows**

These 10 programs will be supplemented with the re-scheduling of 12 MBS programs currently being heard, thus forming a solid block of entertainment from 8:30 to 10:00 P.M., six nights a week. Among these shows are: "Crime Fighters," "War Front Home Front," "Official Detective," "The Hidden Truth," "Mysterious Traveler," "The Family Theatre," "Rud and Gun Club of the Air," "Reporters' Roundup," "Magazine Theatre," "Twenty Questions," "Armed Forces Review" and "Lamboland, U. S. A."

---

**RKO Radio Pictures, Inc.**

**TRADE SHOWINGS OF TWO PRODUCTIONS**

<table>
<thead>
<tr>
<th>ON DANGEROUS GROUND</th>
<th>OVERLAND TELEGRAPH</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY Fox Screen Room</td>
<td>Tues. 11/27 2:00 P.M.</td>
</tr>
<tr>
<td>ATLANTA RKO Screen Room</td>
<td>Tues. 11/27 2:30 P.M.</td>
</tr>
<tr>
<td>BOSTON RKO Screen Room</td>
<td>Tues. 11/27 10:30 A.M.</td>
</tr>
<tr>
<td>BUFFALO RKO Screen Room</td>
<td>Tues. 11/27 2:30 P.M.</td>
</tr>
<tr>
<td>CHARLOTTE Fox Screen Room</td>
<td>Tues. 11/27 2:00 P.M.</td>
</tr>
<tr>
<td>CHICAGO RKO Screen Room</td>
<td>Tues. 11/27 2:00 P.M.</td>
</tr>
<tr>
<td>CINCINNATI Fox Screen Room</td>
<td>Tues. 11/27 11:00 A.M.</td>
</tr>
<tr>
<td>DETROIT Fox Screen Room</td>
<td>Thurs. 11/29 9:30 P.M.</td>
</tr>
<tr>
<td>LOS ANGELES RKO Screen Room</td>
<td>Thurs. 11/29 2:00 P.M.</td>
</tr>
<tr>
<td>MEMPHIS Fox Screen Room</td>
<td>Thurs. 11/29 10:30 A.M.</td>
</tr>
<tr>
<td>MILWAUKEE Warner Screen Room</td>
<td>Thurs. 11/29 2:30 P.M.</td>
</tr>
<tr>
<td>MINNEAPOLIS Fox Screen Room</td>
<td>Thurs. 11/29 2:30 P.M.</td>
</tr>
<tr>
<td>NEW HAVEN Fox Screen Room</td>
<td>Thurs. 11/29 2:00 P.M.</td>
</tr>
<tr>
<td>NEW ORLEANS Fox Screen Room</td>
<td>Thurs. 11/29 2:30 P.M.</td>
</tr>
<tr>
<td>NEW YORK RKO Screen Room</td>
<td>Thurs. 11/29 2:30 P.M.</td>
</tr>
<tr>
<td>OKLAHOMA Fox Screen Room</td>
<td>Thurs. 11/29 10:30 A.M.</td>
</tr>
<tr>
<td>OMAHA Fox Screen Room</td>
<td>Thurs. 11/29 10:00 P.M.</td>
</tr>
<tr>
<td>PHILADELPHIA RKO Screen Room</td>
<td>Thurs. 11/29 10:30 A.M.</td>
</tr>
<tr>
<td>PITTSBURGH RKO Screen Room</td>
<td>Thurs. 11/29 1:30 P.M.</td>
</tr>
<tr>
<td>PORTLAND Star Screen Room</td>
<td>Thurs. 11/29 10:00 A.M.</td>
</tr>
<tr>
<td>ST. LOUIS RKO Screen Room</td>
<td>Thurs. 11/29 11:30 A.M.</td>
</tr>
<tr>
<td>SALT LAKE CITY Fox Screen Room</td>
<td>Thurs. 11/29 1:30 P.M.</td>
</tr>
<tr>
<td>SAN FRANCISCO RKO Screen Room</td>
<td>Thurs. 11/29 1:30 P.M.</td>
</tr>
<tr>
<td>SEATTLE Jewel Box Screen Room</td>
<td>Thurs. 11/29 1:30 A.M.</td>
</tr>
<tr>
<td>SIOUX FALLS Hollywood Theatre</td>
<td>Thurs. 11/29 11:30 A.M.</td>
</tr>
<tr>
<td>WASHINGTON Film Center Screen Room</td>
<td>Thurs. 11/29 1:30 P.M.</td>
</tr>
</tbody>
</table>
The acquisition of theatre television rights to select major Madison Square Garden events, TNT would not comment at this time whether it was planning to book boxing matches, hockey games, and other contests held in the Garden.

It is expected that TNT will distribute most of the Garden events on the basis of local and regional attractions to theatres. In its announcement, TNT pointed out some of the excellent box-office results obtained by theatre telecasts of basketball contests last year.

Ginger Rogers Signs

(Continued from page 1)

by Robinson, is reported by industry sources, is one of the most successful of the past five years, involving about $1,000,000. CBS announced that Miss Rogers, in addition to starring in original productions, would sing, dance, and act in adaptations of many of her screen productions.

TV to Aid Seal Sale

Special television material for use during the 1951 Christmas Seal sale has been produced by the National Tuberculosis Association for distribution by its affiliates to TV stations in various parts of the country.

Proceeds from the sale of seals support the year-round work of the 3,000 ATA associations in the United States.

Late Dec. Date Set
For Eildophor Show

A new target date of "after Christmas" for the demonstration of the 20th Century-Fox's Swiss Eildophor-CBS theatre color television system has been announced by Earl Sponable, Fox's research director, who has returned here from Zurich, Switzerland.

Regarding the question of whether it would be demonstrated in the Roxy Theatre, Mr. Sponable said that he did not have a chance as yet to talk with Spyros P. Skouras, 20th-Fox president, but a decision would be made shortly. The equipment, he added, is expected to arrive here early in December.
Technicolor Announces Price Cuts

Kalmus Predicts Savings Of $750,000 Annually

Hollywood, Nov. 22.—Price reductions amounting to savings of $750,000 annually to the film industry, effective Dec. 1, were announced by Technicolor president Dr. Herbert T. Kalmus at a news conference in company headquarters today. Cost reduction plans will be reduced from present .0533 cents to .0286 cents per foot or a reduction of 53.3 per cent, which Kalmus indicated, in reply to questions, might amount to about $11,000 in savings per picture on the basis of 1951 volume. Reductions in the cost of other Technicolor services to clients varied over a wide range, with some unchanged, but with no increases in any category.

In a letter to clients, Kalmus pointed out that Technicolor labor costs went up approximately $1,260,000 annually as of (Continued on page 3)

Set 'Vadis' for 7 More Loew's Houses

Seven more Loew's theatres will start experimental playings of M-G-M's "Quo Vadis" in six cities on Christmas Day, the company has announced. The policy for each theatre has not been decided yet.

The newly-scheduled premières are: the State, New Orleans; Buffalo; Loew's, Indianapolis; Midland, Kansas City; Orpheum and State, Boston; and Palace, Washington.

The addition of the seven Loew's theatres brings the total to 17 in which "Quo Vadis" will have opened by the end of the year.

Exhibitor Praises Film Salesmen

Atlanta, Nov. 22.—Joe Por tera, owner of the Lyric Theatre, Brookside, Ala., has ventured into Film Row here for the first time in his 19 years in the industry.

Asked why he never had made the trip before, his reply was that the cooperation of film salesmen was such that it never was necessary.

B & K Buys UATC's Half Interest in United Artists Theatre in Chicago

Chicago, Nov. 22.—Balaban and Katz Corp. has purchased from the United Artists Theatre Circuit, Inc., the latter's half interest in the United Artists Theatre here. Through this purchase the theatre, a first run downtown house, becomes a wholly owned operation of Balaban and Katz Corp.

The purchase was made possible by an order which was recently entered in United States District Court for the Southern District of New York amending the consent judgment entered in that court against Paramount, which at that time included the producing and distributing company and the theatre circuit, in March, 1949. The amendatory order applied to United Paramount Theatres, Inc., of which Balaban and Katz Corp. is a subsidiary. The order requires B. & B. to make the United Artists Theatre available for sale for a period of four months following Nov. 20, 1951. If the theatre is not sold within that time Balaban and Katz will be allowed to retain it.

New Theatre Building Is About at an End, Says US

Washington, Nov. 22.—Construction of new theatres is just about grinding to a stop, government officials believe.

They think the steel and copper shortages now catching up with theatre construction, and that these projects will be very few and far between from now on, until the materials situation improves again “sometime very late this year.”

The situation in the first quarter of 1952 is expected to be even worse than in the current fourth quarter, and the second quarter situation is expected to be just about the same as in the first quarter. The steel and aluminum supply situation “may” pick up in the third quarter of 1952, however government officials do not even guess how long it will before copper supplies get more abundant.

For the fourth quarter, we approved only those projects which did not need much steel or copper or those which had the materials on hand, one National Production Authority official said. “Those projects are just getting fewer and fewer, and I doubt (Continued on page 3)

Hunt Theatre TV Program Material

Leo Rosen, general manager of Fabian Theatres' Upstate New York drive-in operations, has been assigned to the Fabian home office here to make a survey of new sources of program material for large screen theatre television.

While the survey will be conducted exclusively by and for Fabian Theatres, any resultant opening up of new program sources will be made available to television-equipped theatres generally. A number of Fabian theatres have this equipment installed for some time. The irregularity of suitable program material has been a constant complaint (Continued on page 3)

Roach, Official in Deal for TV Films

A deal for “large-scale production of TV films for national and syndicated sales” between the Hal Roach Studio and Official Films has been completed.

William R. Goodheart, Jr., president of Official Films which produces for TV, announced that a program of TV shows already has been scheduled, with four planned for immediate production. The William Morris Agency, which represented Roach in the transaction, will handle national sales of the films produced by the new combination. It is contemplated that the majority will be produced on the Hal Roach lot.

Tells D. of J. Block-Selling Is Prevalent

Lawyer's Charges Prote Arbitration Need: TOA

The contention that certain distributors are guilty of "block-selling," of favoring individuals or circuits, and of other violations of the Federal court's industry anti-trust suit decree, has been made in a letter to the Department of Justice by Emmett Thomson of the Denver law firm of Thomson, Gregory & Taylor. Thomson suggested that the anti-trust division investigate his contention.

An answer, read by public, bids Mitchell Wolfson, president of Theatres Owners of America, who received a copy of it from Thomson, was cited by Wolfson as containing observations that supported the need for an industry arbitration system.

"It would seem to me," Wolfson wrote to the anti-trust division, "that (Continued on page 3)

Honor Weitman On Para. Anniversary

Industry executives, state and city government leaders, journalists and others gathered at Toots Shor's restaurant here on Wednesday for a luncheon tribute to Robert M. Weitman, vice-president of United Paramount Theatres, on the occasion of the silver anniversary of the New York Paramount Theatre. RKO Pictures and UPT were luncheon hosts. The anniversary film at the theatre is RKO's "Two Tickets to Broadway."

Praise of Weitman for his humanity, leadership, kindness, philanthropy, (Continued on page 2)

Skouras, Lichtman, Einfeld to Coast

Spyros P. Skouras, 20th Century-Fox president, Al Lichtman, director of distribution, and Charles Einfeld, vice-president in charge of studio publicity, are slated to leave here for the Coast next week, probably on Wednesday, for conferences with studio heads on forthcoming product.

Jacobsen Is 1ATSE 8th Vice-President

Orin M. Jacobson of Tacoma, Wash., an international representative of IATSE since 1930, has been elected eighth vice-president by the general executive board, it was announced by Richard F. Walsh, international president. The election took place during the morning session of IA executive board meetings here.

The vacancy on the board was created last May by the death of third international vice-president Floyd M. Billingsley of San Francisco.
19 Cincinnati Houses Seek Tax Reduction

Cincinnati, Nov. 22—Con
tending that the Century, New tax
cpetition and general economic conditions have caused them to lose money, 19 suburban
townships in the greater Cin
cinnati area have made a joint appeal to the local State
Board of Tax Appeals for re
ductions in their real estate
taxes, which represent a total of $800,000.

Following the hearing, which is expected to last sev
eral days, the matter will be taken under advisement, and a decision rendered by state
officials in Columbus.

3 Baltimore Houses Increase Prices

Baltimore, Nov. 22—Three
downtown theatres have boosted prices with the coming of Thanksgiving off-
fections. They are the Town and
Hipdrome, owned by I. M. Rappar
to, and Loew's, which will add a price of 6 cts. plus 12 cts. tax, compared with the former 65-cent
total for evening, weekends and holidays matinee prices unchanged.

McMahon Headed of Buffalo Colosseum

BUFFALO, Nov. 22—John McMahon
elected to be president of the Buf
fallo Loge of the Colosseum of Motion Picture Theatres, with the other
ellected include: Michael Jusko, trea
surer, and Herb Gaines, secretary.

Honor Weitman

(Continued from page 1)

intelligemce and magnetism was voiced by
Neil E. Depinet, RKO Radio
president; Judges Samuel Liebowitz and
George Belock; actors Gloria Deh
ta, Henry Youngman and Jocly Adams; Na
thanial L. Goldstein, Attorney-General of New York; Henry Horowitz, De
puty Mayor of New York, and
UPT executives Walter Gross and
Edwin Hyman.

Weitman summarized the tributes of
all when he termed Weitman “the
sweetest guy this side of heaven,” Leo
Cherne, chairman of the Research Insti
tute of America, who confessed
allegiance to Madison Avenue, de
scribed the UPT vice-president as
“the most beloved figure this side of
Fifth Avenue.”

Voicing his thanks to the gathering,
Weitman, who started in the industry as
a management apprentice at the
Paramount Theatre and rose to man
aging director, reminded that the theatre business was the result of
one man’s work. He named
many with whom he worked during the
years, commenting on the men’s credi
tibility. Among those he cited was the late
Jack McInerney, who served as the theatre’s publicist-director.

Personal Mention

H ARRY M. WARNER, president of
Warner Bros., is scheduled to
leave for New York Thursday
following a two-weeks visit. JACK L.
WARNER, production head, returned to
the Coast from here early in the week.

LEON J. Bamberger, RKO Radio
sales promotion manager, will address
the annual convention of Independent
Exhibitors in New York this week at
the Copley Plaza Hotel in Boston, Dec. 4.

LIE Koken, head of the RKO The
tres’ vending department, is vacation
in Florida and from there will visit New Orleans on business.

A. W. Schwaberg, Paramount
vice-president in charge of distribu
tion, will leave for a Florida honeymoon trip.

ANATOLE Litvack, producer, will ar
rive here from Hollywood Monday.

Balaban and Katz Sells Two Theatres

CHICAGO, Nov. 22—The West
Side Admiral and Drake theatres have been
sold by Balaban and Katz to a syndi
cate represented by attorney Louis Shubin, Chicago. The deal was consummated on Jan. 1. Sherman said the
properties were bought strictly as a real estate investment and that they most likely would be converted to
commercial use other than for the
exhibition of films.

Essaness Unloads A Theatre

CHICAGO, Nov. 22—Essaness Thea
tres Corp. is returning the North
Side Devon Theatre to the landlord,
Knickerbocker Building Corp., at the end of this month when the circuit lease on the house runs out. The
theatre will be operated by the landlord with veteran exhibitor Morris Reingold as managing director.

Stars Set for ‘Spy’ Novemner 27

Marilyn Maxwell has joined the troupe of stars who will accompany Jimmie Fidler in his new television
world premiere of his new Paramount
comedy, “My Favorite Spy,” Nov. 27, at the home of Mrs. Anne Kuchinka.

Mrs. Kuchinka was the winner of a contest sponsored by Paramount in conjunction with the opening of the film.

Named to DuMont Board

Percy M. Stewart has been elected to the board of directors of Allen B.
DuMont Laboratories, Inc. Stewart, a
partner of Kahn, Loeb, & Co., has been associated with that firm since 1906.
A regular quarterly dividend of 25 cents per share has been made on the
preferred stock, payable Dec. 1, to stockholders of record on Dec. 15.

Para. Promotes Regan

JACKSONVILLE, Fla., Nov. 22—Dick
Regan has been made office book
manager in Paramount’s branch here by Edward Chumley, manager. Regan
replaces Jack Riggs, resigned.

ARNOLD PICKER, United Ar
tists’ vice-president in charge of foreign distribution, will arrive here Wednesday from a European business trip, his first since joining the company recently.

JUDITH TANNAY, daughter of Jo
seph A. Tannay, head of S. O. S.
Cinema Supply Corp., has become en
listed in the United States Army. The wedding is set for next June.

JAMES R. GRANGER, Republic Pic
ture president, who is in charge of sales and distribution, will be in Washington today and will return here tomorrow.

JOHN MURPHY, handling Loew’s
out-of-town theatre operations, will return here Monday from Atlanta.

Robert Elliano Heads Connecticut Variety

HARTFORD, Nov. 22—Robert
Elliano, owner of the Colonial Theatre at
Wilton Beach, Conn., has been elected
chief banker of Variety Club of
Connecticut. Ending a long tenure
here the Colonial’s current manager,
George M. Levy, general counsel of the
Theatre Owners of America, was named executive secretary, of the Mo
tion Picture Theatre Owners of Con
necticut. Also named were John Pave
no, Monogram’s first assistant chief banker; Morris Jacobson, second as
sistant; George Weber, property mas
ter; and James W. Turner, office man
ager. The board of directors are Ben
Simon, George Milwain, I. H. Levine,
Joseph DiFrancesco, Henry Smith,
George H. Wilkinson, Jr., Barney Pit
kau, Lou Brown, Ray Wylie, Levy.

Installation of officers will be held
at a special dinner on Dec. 1 at a club
defuarters in New Haven.

RKO Names Mendel To German Post

The appointment of Max Mendel as RKO Picture’s general manager in Germany was announced here by James H. Loew, vice-president of foreign distribution. Mendel, long connected with foreign distribution, recently was general manager of Uni
versal-International office in Ger
many. Previously, he was supervisor for U-I in Holland and Scandinavian countries.

Loew’s Sets Dividend

Directors of Loew’s, Inc., have de
clared a regular quarterly dividend of 17 1/2% per share on the company’s common stock, payable Dec.
21, to stockholders of record on Dec. 11.

Will Hold Garland Through December

It is now planned to extend Judy Garland’s engagement at the two-a-day RKO Palace through December at least. Since her bow at the Palace on Oct. 16, management re
ports a steady high gross for all performances.

20th-Fox Sets Field Exploitation Meet

A special regional meeting to in
clude Central and Midwest area can
be expected at the 20th Century-Fox’s “Fixed Bayonets!” will be held in Chicago over
the weekend, attended by field
exploitation representatives.

Stirling Silliphant, publicity man
ager, will be in Chicago for the ses
tions to meet with Chick Evans, Ted
Tan and Sol Gordon of 20th-Fox’s field
forces. The meeting was called by
Rodney Bush, exploitation man
ager.

James C. Ritter, Allied Founder

DETROIT, Nov. 22—Funeral ser
dices will be held here tomorrow at the Ver
heiden Funeral Home for James C.
Ritter, pioneer Detroit exhibitor and
one of the founders of Allied State Thea
tres, Inc. A former president of Allied, he had been active in exhibitor
affairs until illness forced his retire
ment several years ago.

Abram F. Myers, Allied general counsel, paid tribute to Ritter as a man of “high ideals, staunch in his loyalties” whose contribution to Allied was “second to none.”

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rokefeller Center
JUNE ALLSYON
VAN JOHNSON

“TOO YOUNG TO KISS”
plus Spectacular Stage Presentation

JERRY WALD and NORMAN KRASNA
Present
JANE WYMAN in
THE BLUE VEIL
CRITERION, 1st Ave.

MOTION PICTURE DAILY, Morris Quigley, Editor-in-Chief and Publisher; Sherwin Katz, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. New York 38, New York. Telephone 7-1213. Establishes, September 5, 1907. Entered as second-class matter, Sept. 3, 1918, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $2 foreign; single copies, 10c.
Motion
Supporting
such
lightweight
"To
love,
"No
sign
motion
the
picture
of
image,
announced.

Friday,
of
A.
Three
pacity.
the
proach
by
television
apparatus
in
the
film.
covered.
tape.

He
held
research
Coast
RKO
Higgins
Eastman
film.

He
is
suggested.

1947.
the

Robertson
Slavin,

Minnishwaka,

This
official

Douglas

Sirk
director
from

Hughes

400-million
will
left.

This
was

and

Philip

it

90,

Perrau,

Van

three

the


light,

that

used

and

a

on

Foundation.

The


official


No

the


Exhibitors

when

the

to

those

in

the

in

the

in

the

her

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the
The Eastman 16mm. Projector,

MODEL 25

Here is a precision-designed, craftsman-built projection instrument which delivers a screen image and sound reproduction from 16mm. film that compares favorably with the performance of the most advanced 35mm. equipment. You can be certain of theater-quality projection of your 16mm. sound films when they are shown with an Eastman 16mm. Projector, Model 25. The standard model may be fitted with tungsten or carbon arc lamp.

For more detailed information, including mechanical and installation specifications, fill out the coupon below now, and mail it today. Your free copy of the booklet, "Theater Quality 16mm. Projection," will be in the return mail, postpaid.

Extra Assurance for Trouble-Free Performance

Every purchase of an Eastman 16mm. Projector, Model 25, in the U.S.A. includes installation supervision and thirty-day service from date of installation by the Altec Service Corporation.

Eastman Kodak Company
343 State Street, Rochester 4, N. Y., Dept. 8

Please send copy of "Theater Quality 16mm. Projection" at earliest convenience.

NAME

COMPANY (OR THEATER)

STREET

CITY ZONE STATE
Claims Greene Would Control RKO Theatres

Offered 'Inducements' To Join Him: Schwartz

Sol Schwartz, RKO Theatres president, states in an "open letter" to David Greene, chairman of a stockholders committee which is seeking representation on the board of directors of the company through a proxy battle now in progress, that he was offered "inducements" by Greene to aid the latter's objectives.

Schwartz intimates that Greene actually is seeking control of RKO Theatres and asserts in the letter that Greene's solicitation of stockholders has included "distortions" which he feels it necessary to clear up.

One of Greene's solicitations criticized RKO Theatres management because under the company's by-laws it is authorized to issue stock warrants. Schwartz charges that Greene, during a private luncheon, had "indulged" (Continued on page 3)

Plan Million Dollar 1952 'Movietime'

On Agenda of COMPO's Board Meeting in Jan.

Plans for the expenditure of over a million dollars on a 1952 "Movietime U.S.A." campaign are slated for discussion at the forthcoming Council of Motion Picture Organizations executive board meeting, which now is expected to be held shortly after the first of the year rather than in December, as originally scheduled.

Preliminary calculations of the cost of the 1952 drive are based on the estimated expenditure for the "Movietime" activities. A COMPO spokesman indicated that at the weekend that when all financial reports on the 1951 nationwide drive are received at the New York head- quarters the total expenditure very likely will be $1,200,000.

This figure will show, he added, that the exhibitors of the country matched (Continued on page 3)

D. C. Theatres Lose 1-Man-in-Booth Bid

WASHINGTON, Nov. 25.—The District of Columbia Commissioners have turned down the request of Local exhibitors to drop a local regulation requiring two operators to be in theatre booths during all shows at the same time. The Theatre Owners of Metropolitan Washington made the request, arguing that with the almost universal (Continued on page 3)

Cut NPA Tape for Equipment Makers

WASHINGTON, Nov. 25.—The National Production Authority has taken action to make things simpler for manufacturers of theatre equipment which use relatively small amounts of steel, copper and aluminum.

Starting with the second quarter of 1952, NPA said, firms which manufacture "Class B" products and which use less than 30 tons of carbon steel, a quarter, eight tons of alloy steel, 1,500 pounds of stainless steel, 3,000 pounds of copper or 2,000 pounds of aluminum, can self-certify their orders for these metals without formal application to or authority from the NPA.

(Continued on page 3)

MOTION PICTURE DAILY

Vol. 70, No. 101

NEW YORK, N.Y., MONDAY, NOVEMBER 26, 1951

TEN CENTS

Illinois Drive-In Files $225,000 Suit

CHICAGO, Nov. 25.—Attorneys Samuel T. Lawton, Sr., and Samuel T. Lawton, Jr., have filed suit on behalf of the S-Drive-In Theatres, Inc., Kankakee, Ill., in the Federal District Court of Northern Illinois asking $225,000 damages ($75,000 treble) from Paramount Pictures, Inc.; Paramount Film Distributing Corp.; RKO Pictures; 20th Century-Fox; Universal; Columbia; Loew's, Inc.; Warner Brothers Picture Distributing Corp.; United Artists Corp.; Balaban and Katz Corp.; Public-Thereatres Industries, Inc.; the Luna Theatre Corp.; and the owners of the Luna Theatre Corp., Mannie Gottheb and (Continued on page 3)

MPAA Hosts British Production Leaders

WASHINGTON, Nov. 25.—Reginald Baker, president of the British Film Producers', and Sir Henry French, BFPA director general, were guests of honor at a luncheon at Motion Picture Association headquarters here Friday.

The two British film industry spokesmen are in this country to discuss with American exhibitors official ways of increasing British film rentals here. They returned to New York over the weekend.

MPAA president Eric A. Johnston attended the luncheon, as did vice-president Joyce O'Hara and Richard P. MacDonald of MPAA. Other (Continued on page 2)

Schmidt Resigns As Col. Ad Director

Arthur Schmidt, director of advertising-publicity and exploitation for Columbia, submitted his resignation to the company on Friday, effective with the expiration of his current contract, Dec. 3.

Schmidt's future plans were not announced. No successor has been named by the company yet. Regret at Schmidt's decision to resign was ex-

Cut NPA Tape for Equipment Makers

WASHINGTON, Nov. 25.—The National Production Authority has taken action to make things simpler for manufacturers of theatre equipment which use relatively small amounts of steel, copper and aluminum.

Starting with the second quarter of 1952, NPA said, firms which manufacture "Class B" products and which use less than 30 tons of carbon steel, a quarter, eight tons of alloy steel, 1,500 pounds of stainless steel, 3,000 pounds of copper or 2,000 pounds of aluminum, can self-certify their orders for these metals without formal application to or authority from the NPA.

(Continued on page 3)

May Reactivate TOA Unit in Albany

A conference to discuss the reactivation of the Theatre Owners of Albany, N. Y., Exchange Area, will be held at TOA headquarters here Thursday. Harry Lamont, chairman of the Albany unit for the last two years, and Louis Sumberg, Albany attorney, will meet with Gai Sullivan, executive director, and other TOA officials.

The Albany unit has been dormant for the last year.
Mary McCall Named President of SWG
In Heated Contest

Hollywood, Nov. 25.—Mary McCall defeated incumbent Karl Turner, the presidential candidate of Screen Writers Guild by a vote of 263 to 194 in a hotly contested annual election. Crowds of狂热 and left wing forces, supported by dissident middle of the roaders, combined to defeat the incumbent. McCall, a former editor of the Boston Daily, anti-Communist, and Michael Wilson, who last September cited the Fifth Amendment in refusing to testify at the House America-Activities Committee hearings, to disciplinary hearings on charges of conduct calculated to do the best interest of the guild.

In other election results Richard Murphy, was re-elected vice-president; Richard Breen, second vice-president; Howard J. Green, secretary; Wells Root, treasurer. Elected to the board for two years were: Ivan Goff, Robert Pirosh, Robert Carson, John Monks, Jr., Everett Freeman, Barry Shipman, Dorothy Hughes and Harold Greene.

Clasteg L e a v i n g MPAA Post Dec. 14
WASHINGTON, Nov. 25.—Manning Clasteg will resign his information post with the Motion Picture Association, effective Dec. 14, it was announced. Clasteg, who was hired four years ago as assistant director of information, resigned from the academy and who has been active in information director for the past 10 months in the absence of the executive director. He will return home to the estate of his father, the late Judge Judge Clasteg, who died Oct. 25, was elected Washington correspondent. Clasteg has been serving as assistant to acting MPAA president Joyce O’Hara as well as heading the information division.

MPAA Hosts British (Continued from page 1)


Baker, French to Be Honor Guests At MPAA Reception Here Thursday
Maj. Reginald Baker and Sir Henry French, London, who have returned, respectively, of the British Film Producers Association, will be honor guests of the Motion Picture Association of America at a reception at the Hampshire House here on Thursday. Among those invited to attend are the general managers of a number of British film companies and others in the industry. The Brits are scheduled to leave for London a day or two later.

Personal Mention

Dr. Reneo Gualino, managing director of Italian Films Export, left here at the weekend for Paris. He will return to Rome from there.

Oscar Morgan, general sales manager of short subjects and Paramount News, will return here today from Atlanta and Jacksonville.

Bernard Jacot, Lux Film vice-president in charge of sales, left here the end of last week for the Coast, Midwest and South.

U. B. Ross, Westrex Corp.'s regional manager for Latin America, has left here to visit the Caribbean area.

Dan S. Terrell, M-G-M exploitation head, will be in Pittsburgh today for the Western Pennsylvania Allied convention.

W. C. Gerbring, 20th Century-Fox assistant general sales manager, will return here today from Texas.

U. S.-Canadian Tax Treaty Aids Talent
WASHINGTON, Nov. 25.—More U. S. films may be made in Canada as a result of the Canadian tax treaty which has just gone into effect.

At present, talent workers who take their earnings in Canada will have their earnings there no matter how short a time they are in the country. In June, 1950, the U. S. and Canada made a treaty to limit the income tax imposed for a time on various income tax problems. The Senate ratified the treaty on Sept. 17, 1950, with the expectation that it would only go into effect only if Canada agreed to exempt U. S. entertainers from Canadian tax and that the treaty would be needed for six months or more in a year. The Canadian government has now notified the U. S. that this change is acceptable and the necessary documents have been signed to put the treaty into effect.

U. A. Acquires New Ben Hecht Picture
Ben Hecht's new film, "Actors and Sin," starring Edward G. Robinson and Marsha Hunt, has been acquired by United Artists for release in 1952, it was announced by Arthur B. Krim, UA president.

Based on two of the author's stories, the film was produced and directed by Hectar from his own screenplay.

New York Leading in UA Sales Campaign

The New York branch is leading the United Artists wholesale drive with a percentage standing of 133.8, it was reported here on Friday by William J. Heineman, distribution manager for the company, which is running second with 122.3 per cent of its quota. The drive will continue for the remainder of the year. The leaders are the following branches, in the order named: Charlotte, San Francisco, Indianapolis, Chicago, and Atlanta.

John Davis to Canada
John Davis, managing director of the J. Arthur Rank Organization, London, left here on Friday for Toronto, Canada, where he will be Vice-President of the Rank Canadian Odeon interests and accompanied by Ronald Leach, financial advisor, and Jack Dixon, general manager of Artists' representative office. They were due back here tomorrow and will be scheduled to return to London at the end of the week or early next week.

Newsreel Parade

THE Peace efforts and the warm weather were reflected in the current newsreels. Other items include election speculation, sports and fashions. Complete contents follow:

MOVIEFONE NEWS, No. 81—Movein this week was a team of Presidents, Truman talks about 1952. Tension and the atomic bomb. The presidential candidates name its electorate. Paramount News is silent on the 1951 All-American football team.


Claims Greene

(Continued from page 1)

Schwartz reports that all of Greene's proposals are re-

fused on the ground that they did not represent the best interests of all RKO Theatres stockholders. His letter re-

plies to Greene's unfavorable com-

parisons of RKO Theatres' earnings with other chains is un-

folding out that RKO Theatres operates many less theaters than the companies cited.

Cites Management's Activities

Schwartz also cites management's activities in the field of advertising. In its recent proxy statement, RKO Theatres arranges to use an advertising company that will make sure that the advertising campaigns will be continuous. The trustees and officers involved in the advertising arrangements will have their approval of the advertising该公司. The campaign will be conducted by RKO Theatres' advertising director, under the supervision of the managing director of the company. The advertising director will be responsible for the overall advertising strategy, while the managing director will be responsible for the day-to-day operations of the advertising department.

52 'Movietime'

(Continued from page 1)

the $60,000,000 contributed by the distribution companies for national advertising in connection with the 1951 'Movietime' drive.

Cited as examples of the 'Movietime' cost sustained by the nation's showmen were the Texas territory, whose investment totaled some $50,000, and the Minnesota area, where approximately $30,000 was spent.

COMPO administrators are confi-

dent that next year's expenditure for 'Movietime' will not be as large as those achieved over the past three years.

The COMPO board also will elect officers for the coming year and discuss other important matters relating to the operations of the all-industry agency.

Sellersmen, Bookers Honor Greenfield

At Farewell Luncheon

Leo Greenfield, recently appointed branch manager of Universal-International's Albany exchange, on Friday was given a farewell luncheon at Toots Shor's restaurant here by the New York loge of the Motion Picture Salesmen and the New York Bookers Club. Formerly a Colosseum member, Greenfield was presented with luggage by the salesmen's local and a wallet by the bookers.

Schmidt Resigns

(Continued from page 1)

pressed on behalf of Columbia by Nate B. Spingold, vice-president in charge of general public relations.

Schmidt joined Columbia as assistant to Harry Cohn, president, in 1945 after war service in the Navy. He came to the home office in his present capacity in 1948. He had previously been publicity manager for M-G-M and advertising representative for Loew's Theatres. Prior to that he had been in exhibition.

Rentals Conference

(Continued from page 1)

week to visits by the public. This, he held, would create 'public good will and help perpetuate COMPO's slogan, 'It's Movietime U.S.A.'"
If you're part of the amusement industry—
YOU MUST BE PART OF THE XMAS SALUTE TO THE WILL ROGERS HOSPITAL!

WHAT IT IS:

From every part of the country, from every segment of show-business, will come greetings to the patients at the Variety Clubs-Will Rogers Memorial Hospital. 11"x17" Christmas cards are being distributed, each one with room for the signatures of 30 contributors and well-wishers. These cards will be attached to form a five-mile-long greeting to the patients at the Hospital. Contributions from 10c to a million dollars will be welcomed.

WHY YOU MUST "HELP CARE FOR OUR OWN":

1. The Variety Clubs-Will Rogers Hospital is maintained for the benefit of those within the Amusement Industry suffering from tuberculosis. There are no patients from outside of show-business. Yet, anyone from any part of the entertainment business is eligible for treatment without charge to the patient.

2. It depends for its upkeep completely upon contributions from the Amusement Industry. There is no other source of income—and money is desperately needed at this time.

3. In addition to medical care for the industry's tuberculous, the hospital returns them to their jobs in good health, mentally and physically. Last year, 41 arrested cases were returned to normal living.

4. The Will Rogers Hospital is embarking on a research program seeking the cause, source and cure of TB infection. This, too, is costly—and this, too, is necessary.

5. According to the N.Y. Tuberculosis and Health Association report, "the average cost of treatment from detection to complete restoration is $30,000" Yet, there is no charge to our patients. And each patient has a private room.

6. As part of the industry educational program, free chest X-rays have been offered to all industry employees.

WHAT YOU MUST DO:

If you're an exhibitor, get every employee to sign a Xmas Salute Card—and to contribute.

If you're an employee, contribute willingly to the one hospital that belongs to you. If you've got a heart,

GIVE!

AMUSEMENT INDUSTRY'S ANNUAL CHRISTMAS SALUTE TO THE VARIETY CLUBS-WILL ROGERS MEMORIAL HOSPITAL

NOV. 1-DEC. 15
Texas Turns Neat 'Profit' in Its 'Movietime' Drive

DALLAS, Nov. 26.—Texas exhibitors netted an estimated $1,500,000 in grosses newspaper space and radio time after investing $50,000 in the "Movietime" in Texas' campaign. Charles E. Carden, retiring coordinator of the Council of Motion Picture Organizations in that state, reported today.

Some 6,800,000 Texans or 75 per cent of the entire population of the state, heard about "Movietime" during the drive. Carden has informed exhibitors. "Surely," he added, "the impact of this great campaign will gain for your box-office many new customers, and a good return of the so-called 'lost audience.'"

Carden, who will resume his duties with Interstate Circuit after five (Continued on page 6)

Compo Would Elect Bergman or Richey

Maurice A. Bergman, Universal International executive in charge of public and trade relations, and Henderson M. Richey, M-G-M director of exhibitor relations and sales promotion, are being "seriously considered" by the Council of Motion Picture Organizations nominating committee in its search for a successor to Arthur R. Mayer, COMPO executive vice-president. This was reported (Continued on page 6)

Gualino to Report On Production Code

Dr. Renato Gualino, managing director of Italian Films Export, who returned to Rome over the weekend, will report to the unit's board of directors on the reactions which resulted from the statements which he made to the press about the American Production Code, I.F.E. indicated. Here yesterday.

In a press interview here this (Continued on page 3)

Ralph Hetzel of ESA Will Head MPAA's N.Y. Office

WASHINGTON, Nov. 26.—Ralph Hetzel, labor economist who has been assistant administrator of the Economic Stabilization Agency, on Monday will become special assistant to Eric A. Johnston, Motion Picture Association of America president, and will head the MPAA's New York office. The post of MPAA New York office chief has been vacant since Francis Harmon resigned as MPAA vice-president last spring because of ill health.

George Viether, who has been Hetzel's deputy at ESA, on the same day will become head of the MPAA Washington office with the title of special assistant to Johnston. He will assume some of the duties formerly handled by Edward Cheyfitz, resigned, and others the duties may be taken (Continued on page 7)

AMP A Will Honor Robert Weitman

The Associated Motion Picture Advertisers, New York, which this year marks its 55th anniversary, will honor Robert M. Weitman, managing director of the Paramount Theatre, at an industry luncheon at the Hotel Piccadilly on Thursday, Dec. 6 on the occasion of the 55th anniversary of the flagship of United Paramount Theatres.

Maurice A. Bergman of Universal will deliver the tribute and heads of circuits in this area will be guest. (Continued on page 10)

150 Exhibitors at Western Pa. Allied 31st Annual Meet

PITTSBURGH, Pa., Nov. 26.—With about 150 exhibitors on hand, the 31st annual two-day convention of the Allied Motion Picture Theatre Owners Association of Western Pennsylvania got underway in the William Penn Hotel here today. Among the speakers were Max Youngstein, vice-president, United Artists; Jerry Pickman, director of advertising, publicity and exploitation for Paramount Pictures; Dan Terrell, director of exploitation for Metro-Goldwyn-Mayer and Jack Jackson, National Screen Service publicity relations director. Youngstein said in part: "We have to get behind this business and stop it from dying. And to get to that we must provide the kind of entertain— (Continued on page 7)

U. A. to Stress Top Quality in '52: Heineman

Lists 11 Films for The First 5 Months

United Artists will enter 1952 with an increasing emphasis on top quality independent product, with 11 major productions already lined up for the first five months of the year, it was disclosed here yesterday by William J. Heineman, U. A.'s distribution vice-president.

United Artists' 1952 program will represent "the best offered (by U. A.) to exhibitors in five years," Heineman added. "All of us are keenly aware of the new phase in United Artists affairs (Continued on page 7)

NY First-run Take 'Spotty'

The pinch of Christmas holiday shopping on box-office business will be beginning to feel along Broadway, where many theatres forecast a weekend dip following an excellent Thanksgiving Holiday weekend.

Among the newer attractions, "Two Tickets to Broadway," with Patti Page on stage, is expected to hit a big $80,000 for its first week at the Paramount, now celebrating its 25th (Continued on page 2)

Rank Impressed By Eidophor TV Report

LONDON, Nov. 26.—J. Arthur Rank is reportedly greatly impressed with the accounts of the Eidophor large screen television equipment described to him recently by Spross P. Skouras, president of 20th Century-Fox, whose company has been licensed to handle the system.

G. Darnley Smith, chief of Rank's Cinema Television, Ltd., will leave (Continued on page 3)
N.Y. Grosses
(Continued from page 1)

anniversary. A healthy $45,000 to $45,000 is seen for the first timing of "Come Back, Little Sheba," which is opening Wednesday, while a pretty good $126,000 is seen for the first round of "Too Young to Kiss." The reason is, of course, which also features its regular stage show.

Still doing excellent business is "Quo Vadis" at the Capitol, where a continuous performance policy prevails, and at the two-a-day Astor. For the third week, a large $60,000 is seen for the Capitol, while the Astor is expected to do a near-capacity business.

A robust $45,000 is estimated for the third stanza of "Detective Story" at the Astor, $12,000 is seen for the second round of "Tales of the Pennies" at the Rivoli. "Golden Girl," at the Roxy, with the Blackburn twins on stage, is expected to do an okay $70,000 for its first week. "Across the Wide Missouri" at Loew's State is yielding its usual $5,500 plus 10% for the third week, with a fair $19,000 forecast. For the fifth week of "Ten Tall Men" at the Astor, the good $14,000 is seen, while at the Criterion a lukewarm $12,000 is estimated for the fifth week of "The Blue Veil." "The Man Without a Head," at the Globo is expected to gross $15,500, a bit slow.

"Tales of the Hoffmans" will wind up its long engagement at the Bijou on Dec. 5, completing 35 weeks. For its next-to-final week, some $7,500 is seen. The theatre, following the completion of the "Hoffman" engagement, plans to close for two weeks, reopening for Christmas. Another long-term resident, "The River," at the Paris is expected to hit a new $10,000 figure, while a big $12,500 is seen for the sixth week of "The Lavender Hill Mob." An upturn to a fine $7,500 is seen for the fourth week of "The Browning Version" at the Sutton, while a substantial drop is expected for the first round of "The Clouded Yellow" at the Park Avenue. The last four days of "The Clouded Yellow" in the Trans-Lux 52nd Street is expected to bring a pretty good $3,000 before being retired for the season with the Cloak. An okay $4,500 is estimated for the second week of "Laughter in Paradise" at the Trans-Lux 72nd Street.

"A Christmas Carol" will open tomorrow at the Guild theatre, while "Pool of London" bows today at the Trans-Lux 60th Street.

"Queen" Award Candidate
John Huston's production, "The African Queen," is expected to have its first screening at the Capitol theatre this year at a special pre-release premiere at the Fox Wilshire Theatre in Los Angeles during Christmas week, it was announced by William S. Heinein, vice-president in charge of distribution for United Artists. The African Queen, a picture given for S. P. Eagle, will be put into general release by UA during Easter week.

Personal Mention

BARNEY BALaban, Paramount Pictures president, is vacationing in Miami.

MAURICE A. BERGMAN, Universal Pictures executive in charge of public relations, will be the principal speaker at the annual dinner of the Public Relations Club of Philadelphia in that city Friday, Dec. 7.

SAMUEL PINANSKI, president of American Theatres Corp., has been reelected president of the Hebrew Free Loan Society, Greater Boston.

HAROLD HENDEZ, research director for RKO Radio Pictures, will address the Lions Club here today at the Alco Hotel.

PHIL WILLIAMS, March of Time executive, is in Miami from New York.

CHARLES B. MOSS, executive director of the Motion Picture Assn., is in Hollywood from New York.

SPYROS P. SKOURAS, president of 20th-Century-Fox, will leave here tomorrow for the Coast. CHARLES ENFELD, 20th-Fox vice-president, will accompany him on his trip to Hollywood on Friday, while AL LICHTMAN, distribution director, will leave on Monday.

JOHN DAVIS and RONALD LEACH of the Time Warner organization of New York, will return here today from a Canadian visit and will leave for England tomorrow or Thursday.

DAN S. TERRELL, M-G-M exploitation head, will return here today from Chicago, where he addressed the Western Pennsylvania Allied convention.

ARTHUR FEED, M-G-M producer, and GENE KELLY arrived here yesterday from the Coast.

DAVID ROSE, producer, will arrive here tomorrow from London by plane.

Plan Roadshow for 'Beloved Country'

Present plans for Zoltan Korda's "Beloved Country," for an early 1952 release on a two-a-day reserved seat roadshow policy, according to Lopert Films. Korda will arrive here from London Dec. 10 with a print of the film which is filmed entirely in South Africa. It is a London Films presentation.

'Bayonets' Premiere Set for Chicago

CHICAGO, Nov. 26.—"Fixed Bayonets," which follows the current "Ame of the Indies" into the Essaness Woods here Monday for its first mid-west showing, will be given the full premiere treatment of a State of the Art parade plus a first performance to which admittance will be by a signed ticket to a Blood Donor Arm Forces and Red Cross blood bank. Congressional Medal of Honor winner Captain Raymond Harvey is in Chicago for the show with his own radio and TV appearances in connection with the premiere of the picture, which is based on events of the Korean war.

'River' in Chicago

CHICAGO, Nov. 26.—"The River" winds up a seven-week road show engagement at the Ziegfeld Theatre today. The United Artists release will move over to the Ziegfeld for a second round run when "A Christmas Carol," now playing there, bows out.

70 'David' Openings

Seventy-first-run neighborhood theatres in the metropolitan area will open 20th-Century-Fox's "David and Bathsheba" starting tomorrow. Key theatres among almost two dozen theatres in the African-Covered force, Century, Loew's, Brandt, Joelson and Fabian chains will have the picture date-and-day.

SOUTHERN PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kang, Editor; Terry Ramsays, Consulting Editor. Published daily, except Saturdays. Subscription rates: New York, $25 a year; single copy 75c. Cable address: "Quigpubco, New York," Martin Quigley, President; Red Kant, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Bradley, Secretary; James F. Cunningham, News Editor; Herbert V. Fedex, Advertising Manager; Gus H. Fassel, Production Manager, Hollywood Bureau, Yucca Building, 212 South LaSalle Street, Chicago, Illinois. Advertising Representative, Fl 6-304, Washington, D. C. Office: 400 Madison Avenue, New York, New York. Copyright 1951. All rights reserved. Motion Picture Herald: Better Theatres and Theatre Sales, each published 11 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1928, at the post office at New York, N. Y., under the Act of March 3, 1897. Subscription rates per year: $6 in the Americas and 12 foreign; single copies, 10c.
National
Pre-Selling

A DELEGATION of newspaper and trade press visitors will today, to meet Bob Hope and a contingent of Hollywood stars arriving from California, for the living-room preview of a new motion picture, "My Favorite Spy" which will take place in the modest home of Mrs. Anna Goodman, the contest which brought 250,000 letters from fans. Based on this response, it is estimated that the $300,000 pre-selling in favor of the picture were registered with the total radio audience. There will be no engagement in Bellevue, or elsewhere, prior to the release date in mid-January.

The film industry is talking about the Lana Turner story in the December Woman's Home Companion, which will be on sale at stores this week. "My Private Life" is told by Miss Turner to Cameron Ship, of the Companion staff (unlike most "fan stories" writers do her harm, nor flatter the picture, even if it's from a famous friend or influence people,"--to like Lana Turner for her forthright description of her life as a movie star, and to dispel the fog that hangs over Hollywood. The article extends over nine pages, and has many illustrations, including a full-page black-and-white portrait of the attractive star.

The current issue of Time gives top billing in its main story, and one of its columns to "The Life of Lana Turner." Unusual coverage for one magazine to go all out in praise of another magazine's feature article on the life of a sweater girl who became a movie star. Walter Winchell, in his column in last Sunday's New York Mirror, said of the same article: "Lana Turner's personal confessions in Woman's Home Companion offer the the most remarkable candor this side of a psychiatrist's couch. She has everything, except happiness."

An unusual piece of promotional material has been put behind the presentation of "Riptide the Woman" by M-G-M. The company has created a one-reel short subject entitled "Challenge to the Witness" which reveals the behind-the-camera story of this picture in the making. A glimpse of the publicity pictures designed to be handed out along with the reduction of the film, is sufficient to convince anyone that the filming of this story of pioneer women on the early frontier provides interesting material for a short film, and will accomplish a double purpose of pre-selling both audience and critics.

Jack Sidney, publicist for Loew's Theatres in New York, designed the Look Magazine layout for the Oct. 23rd issue as hobby display, but arranged with the publishers of the French magazine to exploit it on a state-wide basis. In Toledo, Arie Ludzner, manager of Loew's Valentine Theatre, posted the spread nowhere on his lobby mirror, where it could not be missed by patrons.

Tuesday, November 27, 1951

Motion Picture Daily

1) Review

"The Model and the Marriage Broker" (20th-Century-Fox)

WHEN one tries to arrange a marriage between two persons who are not married, the results sometimes are both glad and sad. Thelma Ritter in this production tries to marry off several persons. She's a marriage broker, sharply paced, with a line of dialogue that is funny and fast. Beaumont Jeanne Crain, Scott Brady, Zero Mostel, Michael O'Shea, Helen Ford are all marketable names for this kind of operation.

We witnessed a preview of "The Model and the Marriage Broker" at an average midtown-audience theatre, and the reaction of that audience indicated solid enjoyment; that enjoyment was in addition to your reporter's.

A warm tribute to the many "Irish Rose" in the Jewish dialect of Miss Ritter as she seeks to pair off shy, lonely creatures who are not up to establishing their own marriage contacts, and who look upon their New York Flatiron Building "Contacts and Contracts" service as a genuine long, light evenings after the operation and marriage brokerage. In this production there will be gleaned a thorough examination of the drama, comedy, heartbreak and pathos of lonely, rootless creatures seeking aid in their marital perplexities.

The film is the initial production at 20th-Century-Fox of producer-director Charles Brackett. Brackett did a splendid job on both counts. The director is George Color; from him, we expect the best; we were not disappointed.

Walter Keisch and Richard Breen are co-authors with Brackett.


Frank Woods in New Lippert Position

Los Angeles, Nov. 26.—Frank Woods, Robert L. Lippert executive, is in Los Angeles from San Francisco for conferences with Lippert regarding the formation of a new San Francisco Lippert Theatres office to the Los Angeles office of Lippert Productions. As a result of this transfer, Lippert Theatres has been divided into districts with Edward Stokes in charge of the upper San Joaquin and Bay Area district, and Robert Corbin in charge of the other two districts. Stokes will have headquarters at Fresno, Modesto, and Merced, and Corbin at Medford, Oregon.

Name Orchard to Para. Video Post

The appointment of James M. Orchard as sales and account executive of Paramount Television Products, Inc., has been announced by John Howell, director of sales and merchandising. Orchard last year has been associated with Station KTVF of Tulsas as program director.

Charlotte First in Ned Depinet Drive

The RKO Radio branch at Charlotte, for the first prize in the Ned Depinet Drive, Robert Mochrie, vice-president and general sales manager, represented the prize drive went to Dewey Marvin Goldfant, winner. Winner of third prize was New Orleans, J. Rogers Lamanda, manager. Atlanta came fourth, Iris Stone, manager.

DeBerry to Buffalo

Charlotte, N. C., Nov. 26.—E. C. DeBerry, city sales representative of the Paramount exchange here, has been moved to Buffalo, N. Y., as branch manager.

British TV Sets Pass Million Mark

London, Nov. 26.—The Postmaster General announces here that home television licences have topped the million mark. At the end of October there were 1,031,950 licences, sufficient to service a peak viewing audience of 10,000,000.

Meanwhile, the government is prepared to extend the charter of British Broadcasting Co. for six months from its expiration date, Dec. 31.

Mexican Industry

In Emergency Meet

MEXICO CITY, Nov. 26.—The National Cinematographic Industry told the press that an emergency meeting here for Dec. 10-12 to adopt means for combating what it regards as unfair competition to establish a theatre association of 16-mm. films. They will also discuss the competition of television, take steps to combat the monopoly of dealers who said to exist in the trade; and to amend the organization's by-laws to enable the distributors to meet at the next national convention here of the Mexican Confederation of Labor, among them campaigning for legislation to establish a uniform minimum daily wage of $1.15 for Mexico, a new high, limit profits on invested capital to 15 per cent and oblige employers to share profits with unionized employees.

Gualino to Report

(Continued from page 1)

month Dr. Gualino said he would recommend that Italian producers refrain from submitting pictures coming into this country to the PCA for a seal of approval. It is understood that a protestation was submitted by letters received from U. S. exhibition and distribution leaders.

It is Dr. Gualino's intention to put on the agenda of the next general meeting of the Federation of Motion Picture Producers Association, of which he is president, the subject of censorship in general and of the PCA seal, in particular, with the intent of bringing about a common policy in this respect.

WB Sets Plan

(Continued from page 1)

weekly billings quota for every branch from the fiscal year that is past. If at the end of the year a branch has obtained business equal to 53 quota weeks instead of 52, for example, the branch gets ten weeks' extra salary. If the branch gets 54 weeks business then two weeks' 1% of the 54 weeks will be paid, and so on.

Rank Is Impressed

(Continued from page 1)

here for New York in the near future to examine the system. The Rank Organization is proceeding with plans to equip all of its larger theatres with TV.
HELL-RIDERS OF THE WORLD PREMIERE ORPHEUM THEATRE OMAHA • THURSDAY NOVEMBER 29th

A REPUBLIC PICTURE

HERBERT J. YATES presents "THE WILD B" (STORY OF THE B-25) FORREST TUCKER • PHIL HARRIS
Screen Play by RICHARD T

A WOUNDED SOLDIER NEEDS YOUR BLOOD TODAY!

RED CROSS

REPUBLIC PICTURES CORPORATION • HERBERT J. YATES, Pres.
HEAVENS WHO ROAR INTO
THE WILD BLUE YONDER

starring WENDELL COREY • VERA RALSTON

with WALTER BRENNAN • WILLIAM CHING • RUTH DONNELLY • HARRY CAREY, JR. • PENNY EDWARDS

GASKIS • Story by ANDREW GEER and CHARLES GRAYSON • Directed by ALLAN DWAN
Four-A's to Form Group to Solve SAG-TVA Fight

The international board of the Associated Actors and Artists of America (AFL) has decided to set up a committee for the purpose of attempting to work out an equitable agreement between the Screen Actors and Screen Extras Guilds on the one hand, and the Television Authority on the other.

SAG, supported by SEG, has been in bitter rivalry with TVA over the question of the field of films for television.

Paul Dullzell, president of the Four-A's, of which SAG, SEG, and TVA are members, invited the screen guilds to participate in the committee. "I think that you will agree," he visited, "that your acceptance will present another opportunity that may evolve a plan that will be beneficial to the standing enmity and bitterness, and it is with this in mind that I implore you not to close the door for as long as we can keep the door open, there is always a chance that reason and judgment as well as fairness to all, will prevail."

Bid High Court

(Continued from page 1)

Bailey. In its appeal to the high court, Dipsion centered on the Bailey case, and contended that the appeals court had erred in applying the Supreme Court's Paramount case decision.

The distributor-Shea brief today argued that the circuits, taken as a whole, is a Paramount case decision and thrown out the suit nonetheless. It argued that Dipsion had not appealed the lower court decisions for three of the four situations and that "so far as the Paramount case is concerned, all four of the theories are in identical position."

G. & P. Anti-Trust Suit Hearings End

CLEVELAND, Nov. 26.—With hearings on the G. and P. Amusement Co. anti-trust suit in Federal Court continued, Judge W. B. Freed has asked that the plaintiff's brief be submitted to him by Jan. 1, and defendant's briefs be filed. At a date to be set by the judge, following his study of the briefs, he will allow two weeks for further arguments after which he will render a decision as to whether there was a conspiracy to keep suitable product away from the theatre, and whether the plaintiff has a right to damages in the event of a conspiracy Judgment.

Deal Underway for Giles Circuit Sale

Boston, Nov. 26.—Philip Smith, president of Smith Management Corp. of Boston, has announced that negotiations are in progress for the acquisition of the Giles Circuit of New England.

Sources in both the Smith Management Corp. would take over the circuit shortly after the first of the year, and the four circuits—New England, the Uptown, Boston; Gorman and St. George, Framingham, Mass.; Orpheum and Uptown, Gardner; Mass.; and Garden, Lawrence, N. H.—will be sold for approximately $3,200,000.

IA Publicists

(Continued from page 1)

MOTION PICTURE HOME EMPLOYEES Local No. 11, H-D-3 represents them pending a decision with respect to the unit's permanent identity. H-D-3 is a union of office workers in the Motion Picture industry and other non-professional office workers.

It found certain that Walsh will be asked to make a special niche for publicists in the "IA" with the discovery yesterday that the Board of Governors had received the proposal that they swing over to Local No. 230 of the SAG, Postcard and Display Artists. It adds that the Board of Governors has notified the publicists of the RKO Pictures home office and is seeking to win the allegiance of workers by RKO Service Corp. Both the "IA" and SPA are AFL affiliates.

Walsh issues the charge, the Paramount group would represent the nucleus of a projected industry-wide "IA." It will be independent a demand on the part of members of the RKO Pictures home office and is seeking to win the allegiance of workers by RKO Service Corp. Both the "IA" and SPA are AFL affiliates.

The "IA" constitution provides that a charter may be issued to a group of seven or more workers. It stipulates that a fee of $1000 for a charter.

Within the next 10 days the contract demands of the Paramount publicists will be handed to coming to the Paramount executives, according to Russell M. Moss, H-D-3's executive vice-president.

By a vote of eight to two the publicists of United Artists of District No. 65 of the Distributing, Processing and Office Workers of America for their collective bargaining purposes, at the election, conducted by the National Labor Relations Board, gave the employees a choice between the DPOWA and "no union."

Greatest Show for Benefit of Crippled

TOMORROW, Nov. 26.—The Variety Tent benefit performance at $10 top at the Imperial Theatre on Monday will be featured by the pre-release presentation of "The Greatest Show on Earth" along with the personal appearance of Ronald Reagan, director of the Paramount production, it is announced. Miss Hutton will be supported over the screen. Edition which is being produced by Jack Arthur of Famous Players.

The charge of ticket sales is Gordon Lightstone, general manager of Canadian Paramount, Proceeds, expected to reach $80,000, will be turned over to the Crippled Kids School Age Society for Crippled Boys.

Movietime Dixie P.A. Tour Opens in New Orleans, Dec. 2

NEW ORLEANS, Nov. 26.—Movietime in Dixie, U.S.A." announces a star tour starting in New Orleans, later appearing in Atlanta. A non-star tour in New Orleans, a Governor's luncheon in Baton Rouge, or a Governor's dinner in New Orleans, Mississippi. Hollywood personalities will arrive at New Orleans on Dec. 2 at the Hotel Roosevelt. On the following day they will attend a small luncheon, visit hospitals, attend a cocktail party and a dinner. On Dec. 4, they leave New Orleans for a parade and lunch in Baton Rouge and then go to Jackson for a parade and dinner. Three units on tour will unite into one on Dec. 5 and visit Jackson, Clinton, Vicksburg and other spots through Dec. 8.

Personalities Listed

Personalities on the "Movietime Dixie" tour will include directors Jack Conway, Ultra Viola, Stuart Woman, Producer Robert Fellows, writers Dorothy Hughes, Helen Deutsch and Leonard Stern, and actors Anthony Quinn, Gloria Swanson, Judy Canova, Adam's, Jess White, Robert Stack, Charlton Heston, Lydia Clark, Frank Faylen, Pancho Villa, Sam Leven, Preston Foster and possibly George Murphy.

Unit in charge are: Unit One, Doyle, Maynard and A. Berenson, Unit Two, C. James Bryant and Eldon Briwa, Unit Three, Henry Pittsburgh and George Ungeiser.

Delayed "Movietime U.S.A." in Utah Is Now Under Way

SALT LAKE CITY, Nov. 26.—Utah's belated "Movietime U.S.A." campaign opened here today when Keenan Wynn, Dean Jagger, Paula Raymond, Marshall Thompson, Marilyn Nash, Noreen Michael and writers Anson Bond and Danie Luchter started one week before the state. Wynn, Thompson, Raymond, Nash and Luci

icker arrived in Salt Lake Sunday, were met at the airport by a large delegation of Salt Lake show people. Their contribution to "Movietime" began this morning when they met Governor J. Clifton Fadiman and Mayor Earl J. Glade in Salt Lake.

COMPO Would Elect

(Continued from page 1)

yesterday following a meeting here of the committee, whose chairman is Jack Alexander.

Previously mentioned as a possible successor to Mayer, and still being mentioned for the position, is Robert W. Coyne, COMPO special counsel.

Couldn't Reach Bergman

Bergman could not be reached for further comment and has not been contacted, declined to make a statement for publication.

The nominating committee reportedly made a concerted effort that it can persuade Ned E. Dujeton to accept re-election as COMPO president for the coming year. Dujeton said that he will not make a decision for some time, he will not make a decision for some time, and that he will not make a decision for some time.

The breakdown of the $13,000,000 estimated as having been secured in free publicity shows that some $1,200,000 has been spent, which represents newspaper space while gratis radio spot announcements and press releases ran up to $400,000 in excess of $80,000.

Carden reported that bulletins will continue to reach exhibitors who were not reached with "Movietime." These will point up ways and means for creating "box-office dynamite" for the weeks ahead, where the speakers bureau has been highly successful, and that speakers bureau will continue to engage other exhibitors who wish to sponsor them at civic club meetings.

 Allied Meet

(Continued from page 1)

ment that appeals to the entire family, and such entertainment others cannot give."

And he added, "Be assured we are not going out of business. We are working hard to find the large and small exhibitor the utmost in value."

With this in mind, he continued his remarks to the exploitation of M.G.M's super spectacular "Quo Vadis" and at the same time introduced many sideliners in connection with the launching of that epic.

Need More Than 'Movietime'

Pickman said in part: "We need something more than 'Movietime U.S.A.' to help us sell pictures on a national basis. Unquestionably we all are at fault by probably not working hard enough, thought we are willing and do try any new method to get the public into the movie houses. We want to help all exhibitors down the line but we do want someone to tell us what is wrong and what needs doing.

In his remarks, Jackson commented: "Many of you have lost your enthusiasm and interest in the district we are working.

You are of the opinion that some Alfalmö will come along with a snap or some other gadget to do the job for you. Well, that isn't going to happen."

Fred R. Beedle, president of the organization, making his address, said: "You all deserve what you get because your efforts in the past have been weak and sporadic."

Dave Hadberg, chairman of the convention, made a forceful speech con

ving his remarks to matters for the betterment of the organization.

Will Close Tomorrow

The convention will be brought to a close tomorrow with a closed session at which Abraham F. Myers, chairman of the board and general counsel of National Allied will be the speaker. Morris Finkel, national director, will make a report. A dinner dance will end the activities following the election of new officers.

Pickman and Youngstein returned to New York after the meet.
which our new schedule represents.
We have successfully weathered the storms that attended the launching of our first program and now, heading for larger goals, we will bring ever-increasing quality to theatre screens and ever-increasing popularity to their box-offices.”

Bette Davis Film Listed
The New Year's first major offering will be the Bette Davis—Gary Merrill—Emlyn Williams starrer, "Another Man's Poison," directed by Irving Rapper for Douglas Fairbanks, Jr., and his associates, H. Alexander MacDonald and Val Guest. It will go into distribution on Jan. 16.

On Jan. 4, UA will release Joan Caulfield's and David Niven's "The Lady Says No," directed by Frank Ross for Ross-Shillman productions with a cast headed by Lenore Loner- gan, James Robertson Justice and Frances Bavier.

On Jan. 11, there will be Dan Dur- yea in "Chicago Calling," co-starring Mary Anderson. The cast has Ross Elliott and Marsha Jones in this Ar- rowhead picture, produced by Peter Bersnis and directed by John Rein- hardt from their own screenplay.

Scheduled for release during the next few months will be the following productions, all completed and now in the final stages of editing and scoring. Definite dates will be announced very shortly:


A C. S. Forester story, written for the screen by Huston and James Agee. Robert Morley heads the supporting cast.


"Saturday Island," starring Linda Darnell, color in Technicolor, with Linda Darnell, Tab Hunter, and Don- ald Gray. Produced by David E. Rose and directed by Stuart Heisler from his own story, color by Technicolor.

"One Big Affair," co-starring Evelyn Keyes and Dennis O'Keefe, made for Beneliet Bogeans in Mexico. Mary Anderson, Connie Gilchrist and Thurston Hall head the cast, directed by Peter Godfrey.

"A Tale of Five Women," by Alexander Paal, presented by Maurice J. Wilson and Boris Morros. Filmed in six capitals of post-war Europe, with six distinct casts, crews, etc., starring Boris Colleano, Gina Lollobrigida, in a Roman episode, her first American screen appearance; Eva Bartok, Vi- ennese; Karin Himbold in a Berlin story; Anna Cziok, Parisienne; Barbara Kelly, as an American writer; Lana Morris and Peggy Brown.

"Tightrope," the first production from the newly-formed Aspen Productions, which has joined the forces of Mark Robson with Robert Wise. Based on a true-life experience of the nationally-known crime reporter, Alvin Josephy, Jr., who wrote the original story. The film brings to the screen John For- sythe, stage-film star. Wise directed.


Ralph Hetzel
(Continued from page 1)
over by Edward Cooper, staff director of the Senate Majority Policy Com- mittee, who had been conferring with Johnston on possibly joining MPAA as a specialist in radio-television matters and "liaison" work on Capitol Hill.

There may be a fourth addition to the MPAA executive staff shortly: details of this are expected to be dis- closed by Johnston when he returns to MPAA on Monday following sev- eral months of government service as Economic Stabilization Administrator. It is expected that Johnston will spend more time in New York than he did prior to his ECA service.

Hetzel is a former secretary to Gov. Pinchot of Pennsylvania and a long-time CIO official. During the war he was with the Army and then the War Production Board and the Civilian Production Administration. Later he was a director of the Commerce De- partment's Office of Program Plan- ning and assistant to the Secretary of Commerce.

Hetzel is a personnel specialist. A graduate of Norwich University and Syracuse, he was a top man in three different labor branches, and deputy director of personnel for the Commerce Depart- ment.

MPAA Promotion
For 20th's 'Dawn'
Production and background material detailing 20th Century-Fox's soon-to- be-released "Decision Before Dawn," is being circulated among the nation's top level opinion makers, by way of a special seven-page multi-colored brochure issued by the Motion Picture Association of America.

Prefaced by a letter written by Arthur H. DeBer, director of the MPAA's Community Relations Depart- ment, the brochure features art from the film, a synopsis of the screen- play, and an analysis of the people and the times portrayed in the drama. Printing is initially pegged at 150,000.

MPA Meet Deferred
The Motion Picture Association of America board will convene here on Thursday for a regular meeting, with Joyce O'Hara, MPAA vice-president, presiding. The meeting was originally scheduled to be held today.

Hit 'Fox' for Germany
The decision of 20th-Century Fox to exhibit "The Desert Fox" in Ger- many will be critically reviewed in the November issue of The Jewish Veter- ans, official publication of the Jewish War Veterans of the United States of America, the organization announced Friday.

Mammoth Mingling of Mirth
and Merriment!

FUN and FROLIC
PRIZES and PROFITS
FOR ALL

Variety's Charity Carnival - Bazaar

HOTEL ASTOR ROOF
Thursday—November 29th
Doors Open 7:30 p.m.

Come and See the Winners of
The 1951 Variety Club Welfare Awards
... It May Be You!

Door Prizes Every Hour on the Hour
Colossal Treasure Chest
Contests—Games—Events
Music and Dancing

ADMISSION BY CONTRIBUTION OF $2.00 TO
THE VARIETY CLUB OF NEW YORK—TENT NO. 35
THE HEART OF SHOW BUSINESS
DON'T MISS

Lana Turner

TELLING THE WHOLE INTIMATE STORY

"My Private Life"

IN THE DECEMBER COMPANION

“I made every mistake in the book,” says Lana—and tells all! Who were the men in her life? What does she say about them? How does a woman feel who has lived through the wreck of four marriages to three men—at thirty? The whole story comes straight from Lana’s heart... don’t miss this frank and honest account of a life glamorous with success, dogged by misfortune, star-spangled with celebrities! In the December COMPANION, on sale now!
Talent Pay to Stay Free of Gov’t Control

SSB Group Recommends Studios ‘Police’ Selves

WASHINGTON, Nov. 27—Recommendations by a special Salary Stabilization Board committee on film talent workers have now been submitted to the Board, and they boil down pretty much to letting the industry continue its present talent salary policies.

It was understood that the recommendations, from a three-man committee consisting of Roy Hendrickson, Neil Agnew and Philip Siff, set up very general rules for talent workers salary controls and then propose that each industry use talent personnel “police” itself.

It is believed this set-up would let the studios continue their traditional salary policies, just as they have been doing for the past year under special authority from the Wage Stabilization and Salary boards.

The Hendrickson committee report

(Continued on page 4)

RKO Sales Heads To Meet in Chicago

RKO Radio will hold a meeting of district managers at the Ambassador East Hotel in Chicago tomorrow and Friday. Robert Mochrie, RKO Radio vice-president and general sales manager announced yesterday.


Johnston to Outline Plans at Meet Here

WASHINGTON, Nov. 27—Motion Picture Association president Eric A. Johnston will outline his plans to build up MPAA’s staff and run MPAA in the future at a board meeting in New York next week, according to Johnston’s press officer, Kenneth W. Clark.

It has already been reported that Johnston was bringing two top go-

Theatres Rebel Against Upped Prices, TOA Says

Daff and Feldman To Head Top Level
‘U’ Sales Meeting

Universal will bring together its sales executives from all sections of the country for a series of top level policy and planning meetings to be held at the Universal-International Coast studios during the week beginning Dec. 10.

One of the principal objectives of the meetings will be a review and finalization of plans for the release of the recently announced 36-picture program—full with color by Technicolor—planned for 1952.

Alfred E. Daff, vice-president and director of world sales, and Charles J. Feldman, domestic sales manager, will head the home office sales group which will include F. J. A. McCarthy, Southwestern.

(Continued on page 4)

Fitter Named Aide To Owen at Para.

Al Fitter, Paramount Pictures sales representative in the Rochester, Syracuse and Finger Lakes districts, has been promoted to assistant to Hugh Owen, Southern division manager, stationed at the home office.

Before becoming a Paramount salesman, Fitter was head film booker and office manager in Rochester. He is succeeded in Rochester by Frank Saviola, who has held the top booking and office manager post in that city, to which Tony Mercéria, Saviola’s former assistant, has been advanced.

(Continued on page 4)

Another Year for Garland at Palace

Plans to retain Judy Garland for another year at the two-a-day RKO Palace here were disclosed yesterday by Sol Schwartz, president of RKO Theatres, at a testimonial dinner in the star’s honor at the Hotel Astor, tendered by seven AFL theatrical unions.

Schwartz told the assembled guests, which included top figures in both management and labor fields of the industry, that as yet “we have no plans to replace Miss Garland. We expect to continue her here next year.”

(Continued on page 4)

Federation Group To Meet Tomorrow

A special luncheon-meeting of chairmen of the industry’s gifts committee and members of the executive committee of the Federation of Jewish Philanthropies drive for New York, will be held here tomorrow in the offices of Barney Balaban, president of Paramount Pictures.

S. Fajian and Balaban are co-

(Continued on page 4)

Video Station Considers Theatres
Competitive, Bars Film Star ‘Plugs’

Boston, Nov. 27—Television station WBZ is understood to have decided to prohibit motion picture stars from appearing before the TV camera of its station unless the stars appear in behalf of a charity or Community Fund drive. The basic reason is to prohibit the promotion of a motion picture in which the star is to appear within the immediate future in this territory. The station’s management now considers motion picture theatres to be opposition to its telecasts.

This is believed to be the first case of its kind in contemporary telecasting and is in direct contrast to the present wide practice of film star telecasts, which have brought many complaints from exhibitors who consider television to be competition to theatres.

(Continued on page 4)

Name Schlaifer Sales Manager of Realert

The appointment of Jack Schlaifer, former general sales manager of Eagle Lion Classics, to the new post of general sales manager, has been made public by Jack Broder Productions, Inc., and Realert Pictures, Inc., was announced here yesterday.

Besides his association with ELC, Schlaifer was sales manager in past years for Universal, 20th Century-

(Continued on page 4)
Personal Mention

ROBERT W. COYNE, special counsel of the Council of Motion Picture Organizations, was hospital- itated the importance of U. S. Savings Bonds with Leslie Guild, New York Journal-American financial writer, on ABC-TV’s “Wall Street Reports.” Tristal Coyne took the affirmative.

MAURICE WHITE, president of Mid- State Theatres, was operated on at Jewish Hospital in Cincinnati for ap pendicitis.

MAC FABER and Eddie Ruff, independent distributors from Boston, who are taking in New Haven tomorrow, and will proceed here today.

HOWARD DIETZ, M-G-M vice-president and director of advertising, publicity and exploitation, left here last night by plane for the Coast.

ROGER HAYES, president of PCC-ITO, has returned to San Francisco after attending a meeting in Montana.

FRANK SELZER and Larry Lanning will head the picture distribution played by Hollywood from Friday.

Hope Takes Bellaire In ‘Spy’ Premiere

BELLAIRE, Ohio, Nov. 27. - The world premiere tonight of Bob Hope’s Paramount film, “A Spy In Hiding,” co-starring Hedy Lamarr, was screened in the living room of Mrs. Anna Ku tcher Bellaire, who has achieved this distinction as a reward for her prize-winning letter on the subject, “Why I would like to have the ‘My Favorite Spy’ in my living room.”

The festivities started late yesterday when Hope arrived at the city of Wheeling, W. Va., with a plane load of Hollywood celebrities and media, who was on their radio trip. Included were: Marilyn Maxwell, Gloria Grahame, Jan Sterling, Jerry Colonna, Les Brown and his orchestra, Hy Abver, Hope’s announcer, plus writers, producers and directors.

Katz Fills Balaban’s Post at Roxy Here

A J. Balaban, retiring executive director of the Roxy Theatre here, said yesterday he has no future plans to announce at this time. However, he will continue in an advisory capacity to the management of the theatre for three years following his retirement on Jan. 1.

David T. Katz, managing director of the Roxy Theatre for the last 18 months, will succeed Balaban on Jan. 1 as executive director. The successor to Katz’ post has not been named as yet.

Normandie ‘Preview’

A “preview” of the new Normandie Theatre on West 57th Street will be conducted by the management for inv ited guests next Wednesday. Inspection of New York’s newest theatre will be followed by a buffet luncheon.

DAVID BRILL, independent film distributor, is in Roosevelt Hos pital here with a stomach ailment.

HAYES GORTZ, M-G-M producer, and wife will arrive here tomorrow from the Coast and will leave immediately by plane for England.

MAURICE A. BERMAN, Universal International executive in charge of travel and publicity, related plans continued to his home here yesterday with an attack of the grippe.

JACK GLENN, March of Time direc tor, and executive of the Eastern Screen Directors Guild, returned to New York yesterday from a Texas tour.

WALTER L. TITUS, Jr., Republic Pictures district manager, is in Cincin nati and will visit the Pittsburgh branch before returning here on Mon day.

ARTHUR LOEW, president of Loew’s Inc., will be here today by plane from Hollywood.

MPA Reception here for Baker, French

Motion Picture Association of America was host yesterday to Reginald F. Baker, president of British Film Producers Association, and Sir Henry French, director-general of the BPPA, at a social event at the Hampsh ire House here.

Baker and Sir Henry will leave here for London today after a two-week visit here of which the MPA is marketing prospects for British films in the U. S. and related matters. Among those present at the party were John Davis, manager of the J. Arthur Rank Organization, and Ronald Leach, financial advisor, who gave here last week after a routine inspection of Rank’s interests in the U. S. and Canada. It is understood that they will carry with them no recommendations one way or the other as to any position to be taken by Rank with respect to the pro posed market.

Danny Kaye Lauds Korean Audiences

The “most wonderful audiences in the world” are in Korea, Danny Kaye declared, during a luncheon yesterday, at the conclusion of his ten-day tour, his six days here, in which he played to a record audience of 20,000 in Seoul, and seven days in China, and where he played to 20,000 in every city in which he appeared. ‘A Spy In Hiding’ from 20th Century Fox and production of a new short film, “How to Make a Man,” for Mun rophs Pictures, was produced for the United States Army, and Kaye is scheduled to play in Japan, China, Korea, and the Philippines, before leaving for the United States.

Have You Signed the 1951 ‘Christmas’ Card of your Support for your Local Club - Will Rogers Memorial Hospital?“
THEATRE SCREENINGS DEC. 10 TO DEC. 14
Invitations have been mailed to exhibitors. If yours has not arrived, come anyhow. No one should miss this most important trade show of our time.

DOING 133% OF "GWTW"
BUSINESS IN FIRST 8 SPOTS!

The public has spoken. All first dates are history-making! Imagine! National average is 133% of "GWTW"! When you’ve got the goods the people will cheerfully pay. Here are the cities which prove in their first 5 days (at press time) that "Quo Vadis" is the Greatest Entertainment of All Time:

PITTSBURGH, SAN FRANCISCO, ATLANTA, CLEVELAND, MEMPHIS, ST. LOUIS. And in its 3rd week in NEW YORK it beats "GWTW" at the Astor by 17% and at the Capitol by 48%.
Western Pa. Allied Rejects Officers As Convention Ends

PITTSBURGH, Pa., Nov. 27.—Holdover candidates of the Allied Motion Pic-
ture Owners Association of Western Pennsylvania were elected for four years at an annual two-day convention which was brought to a close in the William Penn Hotel here today. The meeting was presided over by Fred Needle, president; Norman Mervis, vice-president, and Earl Beckwith, treasurer. The newly-elected officers are to be joined by holdovers Theodore Manos, Dave Had-
burg, Theodore Greame, William Whithorne, Frank Marquis and Ben (Bad) Rosenberg.

Aram F. Myers, chairman of the board and general counsel of National Allied, was the principal speaker at today's session. He paid a tribute to the late M. A. Rosenberg, former president of Allied and also urged that the mem-
bers fully support COMPO.

Whitworth reported that four separate territories are doing very badly from a box-office standpoint and that Western Pennsylvania was one of them. A number of resolutions were passed.

U. Sales Meeting

(Continued from page 1)

ern and Canadian sales manager; Fos-
ter M. Blake, Western sales manager; P. Duna, Eastern sales manager, and James J. Jordan, circuit sales manager. Also attending will be dis-
trict manager Aden Levy from New York; P. F. Rosian, Cleveland; John J. Scully, Boston; Mannie M. Gottlieb, Chicago; Barney Rose, San Francisco; James V. Few, Atlanta, and Henry H. Martin from Dallas.

Leo Spitz, executive head of pro-
duction; William Goetz, in charge of production, and Ed Muhl, vice pres-
dent and general manager of the stu-
dio, will make the trip on this production group.

David Lipton, sales manager, in charge of advertising and publicity; Al Horwitz, studio publicity director; Charles Simmelot, Eastern advertising and publicity department manager, and Philip Gerald, Eastern publicity man-
ger will head the advertising and publicity group at the sessions.

Overseas operation will be dealt with by Americo Aboal, vice-presi-
dent and foreign sales manager of Universal International Films, Inc., and Fortuna Baranot, foreign publicity director.

Garland Tribute

(Continued from page 1)

her to be there for another year," he added.

Richard F. Walsh, president of the I.A.T.S.E. Local 807, introduced Mr. Garland for bringing vaudeville back to Broadway with her opening at the Palace on Oct. 8, noting that it was proven that there is nothing wrong with show business that a good performer cannot cure.

The seven sponsoring unions were: AGVA, AFM, Local 802; Theatrical Teamsters, Local No. 817; Theatrical Performers and Technicians, Local 814; Theatrical Business Agents, Theatricals and Ticket Sellers Union, Local No. 751; Sign, Pictorial and Display Color, Local No. 230, and the Theatrical Amusement and Service Employes, Local 54.

Rebel vs. Upped Prices

St. Louis, Eastern Missouri and Southern Illinois, and M. F. Heusler, president, MPE of Florida.

Pulling no punches, Sullivan termed the setting of "road-show" film rentals a "legal attraction" injurious to the industry.

"Our claim of being the great-
ness mass medium of entertain-
ment is founded on a myth if the comments now reached us from the West Coast are shortly reflected in distributor activity the upcom-
ing features," he said.

"The exhibitor," he continued, "through mounting costs, personnel expense, taxation and other factors, must see the necessity of equitable film rental terms that will permit the exhibitor a fair return, a much wider market for the play-off of their product."

Sullvan said the complaint by the establishments of the country "are but a small part of hun-
dreds of highly critical condemnations the public have to make about distributor sales policies that are disrupting rela-
tionships between distribution and ex-
hibition.

"Nothing," he said, "so clearly highlights the need for an equitable system of arbitration to resolve these cleavages that are developing between distribu-
tion and exhibitors."

The following are excerpts from the complaints released by Sullivan:

Lust: "Road show film rentals will ruin our business. We played Barth-
sheba at $1.00, bought it for a fraction. The last two days we didn't have over 200 patrons, and had plenty of seat-fills. Producers can-
not identify their selling instead of worry-
ning about increased admissions. Bet-
ter to cut down foreign price with more reasonable admissions are the answers.

Osmans: "At our meeting this month of 52 Georgia exhibitors, strong resentment was voiced against the ever-increasing demand for higher percentage on ordinary pictures, es-
specially demands for road-show terms, with increased admission prices, for pictures like 'Hottie the Hottie Blower' and 'Street Car Named Desire.' It is hard for patrons to understand why we want increased admission prices for entertainment that is no better than the ordinary run of entertain-
ment."

Dayton: "Road show rental gimp-
micks for ordinary features, forcing advance admission prices, will arouse strong resentment everywhere and create fric-
tions that are unnecessary. Such tactics will result in buyers' resistance and ultil-
ity. Distributors are trying to retrench while resistance already is terrific against upped admissions."

"Receiving numerous complaints from grass roots exhibitors of our organization about patrons complaining about so many advanced admission prices, we feel the exhibitors are fighting so hard to get the lost audi-
ence back into the theaters."

For the record: "This group re-
sents such tactics and will not exhib-
t such policies by distributors. This policy by distributors is effort eventually to establish higher admission rates."

"Gilmour: "Patron reaction at all showings was critical and in many in-
hospitable. There is reason for such a policy on the pictures such as 'Quo Vadis'. It is our opinion that exhibitors generally should stop the practice from becoming widespread."

"Pringle: "At recent meetings of our association members there have been bitter objections to road-
shows and other methods of forcing high admission prices have been voiced. The public vociferously resents ad-
vanced admission prices."

"McGee: "An occasional road-show such as 'Quo Vadis' can be digested by the industry but if every bit as unreason-
table picture is to receive such treatment innumerable theaters will be compelled to close their doors. The public will rebel even more.""

"Lowenstein: "Please enter the ur-
gent protest of the TO of Oklahoma against the residence of general bidding practices now threatened in this industry. Their use will only hurt the exhibitor-distributor dis-
rance."

"Edwards: "Advise exhibitors to pass them as public resents raised ad-
mission rates on cream when they pay reg-
ular for skim milk."

"Lockwood: "The practice is under-
mining the exhibitor's service and is cer-
tainly one of the most objectionable effects of the 'Mowetine' campaign."

"Livingston: "It will do more to wind up the exhibitor who already is having a hard time.""

"Cook: "Representative exhibitors in Kansas City territory vigorously oppose advanced admission prices, which result in depressed business fol-
lowing such engagements. Some re-
port 'Quo Vadis' and 'Greatest Show on Earth' possible exceptions."

"Ansell: "Public resentment against increased admission prices, including those truly worthy of road-show des-
ignation, heard by us on all sides, aug-
mented by letters published in newspapers condemning the practice."

"Hensler: "We feel such selling policies are unwarranted and create im-
mediate resistance which will in time affect the sound economy of our business."

Schafler, Manager

(Continued from page 1)

Fox and United Artists. Schafler's position with Broder Productions and United Artists pictures, it was stated, in no way changes the status of Jack Schafler Organizations, Inc., which will continue to operate in distribution.

Have You Signed the 1951 Christmas Salaries to Your Local Rogers Memorial Hospital? Will Rogers Memorial Hospital?—November 24, 1951.

Revis to Check for Realart, Broder

Jack H. Levin Associates has been named the official checking agency on both Masterpiece Pictures, Inc. and Jack Broder Productions, it was disclosed here yesterday by Bud Rogers.

Golden Reports Imports Face New Tax in Japan

WASHINGTON, Nov. 27.—A special tax on Hollywood and other foreign films is being talked of in Japan as a possible measure to prevent film production according to U.S. Commerce Department film chief Nathan D. Golden.

Golden reported that although Ja-
nese production in 1950 was second only to that of U.S. companies, the domestic production of 1950 was $1,388,000 boosting the native industry's post-war deficit to $5,550,000.

The National International Trade and Industry, only recently made aware of the potential export market for Japanese films, is undertaking a plan to improve the content of Japanese films, Golden said. Under this plan, the Motion Picture Industry Nationalization Council, a private industry group, will make recommendations for helping film companies finance and market films and procure funds and foreign exchange for equipment imports to modernize facilities. "For the time being," Golden said, "they are being centered around joint Japanese-U.S. production of popular pictures depicting subjects peculiar to Japan."

MPAA Sponsoring French Film Here

Hemispheric distribution rights for the new French feature import, "The Voyage to America," will be negoti-
ed when Universal Studios started regarding the film for picture for foreign film distributors at Paramount's preview room here next week. B. Ber-
nard Kreisler, executive director of the Motion Picture of America's Ad-
visory Unit for Foreign Films, which is sponsoring the screening.

Johnston to Outline

(Continued from page 1)

ment officials—Ralph Hitzel and George Vietscher—will depart from the Foreign Language when he returns to MPAA at the end of the week, and that MPAA also hopes to get Mr. Johnston, a staff member of the Senate Democratic policy com-
mittee. It was also reported that Johnston plans to spend "a great deal more time, possibly as much or more than he will spend in Washington."

There had been talk of a press con-
ference here this week to outline all these plans. However, Johnston feels the committee would get a first look at them, and therefore will hold his press conference next week before talking to the board.

Talent Pay

(Continued from page 1)

was handed to Board executive direc-
tor Joseph Cooper today, and was a unanimous report, signed by all three members. Hays may be some time, how-
ever, before the full report is released.

Federation Group

(Continued from page 1)

chairmen of the local industry's Fed-
eration drive, while Leonard Golden-,
Herman Robbins and A. Schwartz are co-chairmen of the cor-
gate gifts committee. 

4 MOTION PICTURE DAILY

Wednesday, November 28, 1951

Wednesday, November 28, 1951
On movie sets...

**BETTER MOVIES!**

In movie houses...

**BIGGER BOX OFFICE!**

THE NATIONAL CARBON ARC'S **BIG 5** Pays off!

The "National" carbon arc offers advantages — in making movies in the studio... in projecting movies in theatres — that no other light source can match:

- SMALL SOURCE SIZE
- HIGH BRIGHTNESS
- GREAT POWER FROM ONE UNIT
- WHITE LIGHT
- MINIMUM HEAT PER FOOT CANDLE

This "Big 5" offered by the "National" carbon arc means movies of highest technical lighting quality. Shadows are sharp and dramatic. Depth of focus is excellent. Heat on the actors is at a minimum. And, when you use the "National" carbon arc in your projection booth, the picture is at its best. You gain in quality all along the line.

**YOU CAN'T SKIMP ON STUDIO LIGHTING WITHOUT RISKING BOX OFFICE!**

When you order studio or projector carbons — order "National"!

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N.Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: National Carbon Limited
Montreal, Toronto, Winnipeg
Meet This Week on Industry Bid for 'Essential' Rating

The film industry's appeal for government recognition as an "essential industry" will be discussed in Washington either tomorrow or Friday by Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, and Dr. Alton Porter of the U.S. Commerce Department. Coyne said here yesterday that he expected to leave for the capital tomorrow. While he will also confer with Treasury Department officials, The COMPO executive said he has been keeping close watch on radio and television industry activities intended to secure "essential" ratings for those media. Whatever appeals are made by the radio-TV industry are certain to be matched by the film industry, Coyne said.

Legion Post Honors Herbert Philbrick
Boston, Nov. 27.—More than 1,000 attended the dinner given here tonight at the Hotel Bradford in honor of Herbert Philbrick, who worked undercover for the FBI in the American Communist Party. The tribute was sponsored by the Crossup-Fishon Post of the American Legion.

For BUSY INVESTORS

For expert assistance on your investments, use Bank of America INVESTMENT MANAGEMENT SERVICE ...it provides, among other services—

- Investment advice
- Constant supervision
- Care and custody
- Collection of income
- Tax information

Ask for a free copy of this helpful folder at any branch of Bank of America or, consult the Trust Department, 660 South Spring Street.

Television--Radio

Comment and Opinion

A GAINT against the background of a Silver Anniversary, the National Broadcasting Company and its affiliated stations open their fifth annual convention at Boca Raton, Fla., this morning. It'll be the largest such meeting ever, with executives of NBC's 190 radio stations and 64 television outlets on hand, along with the NBC brass, for the three days of speeches, discussions and festivities.

Niles Trammell, chairman of the board of NBC, will welcome the assemblage and present plaques to the six stations affiliated with NBC during its 25 years as a network. Joseph McCon nell, president, delivers the keynote address.

Radio, and ways of keeping the sponsors interested in it, will be a prominent topic at the convention. If there are any fire works they'll develop at the closed meeting of the NBC radio and TV affiliates tomorrow afternoon and at their general discussion of problems with NBC executives Friday morning.

Many new programs are going on the air, both in radio and TV, and a couple of old ones are signing off. The Somerset Maugham Theatre will be missed on NBC-TV, but viewers will welcome the return of Pulitzer Prize Playhouse over ABC-TV Dec. 19. For NBC, the series which is to alternate Wednesday evenings with The Celanese Theatre. The Metropolitan Opera broadcasts return next Saturday afternoon over ABC. Vivian Blaine and Pinky Lee got off to a good start over NBC Monday and Dinah Shore yesterday made her debut in her own show last night.

Names are supposed to attract audiences, and in most cases they do. But those who tuned in last Friday to enjoy the much-advertised premiere of the RCA Victor-sponsored Ezio Pinza Show had a big disappointment in store for them. The let-down was as unfortunate as it was unnecessary, for Pinza has an exploitable personality and his basso voice has gained him many loyal fans. But as seen last week, "at home in his living room," Pinza was ill-at-ease in a medium to which he is no absolute stranger. His songs, mostly from "South Pacific," registered, but the period between their rendition dragged on interminably.

Jane Froman was Pinza's guest and she too was handicapped by the poor quality of the material handed her. Much was made of Pinza's reputation as a "wolf," but the humor of this particular approach fell flat. Unless the producer lets Pinza do the singing and gets others to pace the show, the program isn't going to get off the ground.

Effective collaboration between Hollywood and television will bring TV viewers another treat this coming Christmas Day when CBS-TV will again present the "Walt Disney Christmas Show," an hour-long fantasy featuring Disney's famed characters and the master- animator himself. It will be the second time that Disney shares his treasures with the nation-wide TV audience and, like last year, it should win him many new friends.

And the ever-closer attachment between the movies and the broadcasters becomes evident in some recent deals. MGM-produced transcriptions, featuring Metro stars, will be an exclusive feature of the Mutual Broadcasting System. CBS-Radio will present two half-hour dramatic shows a week starting Dec. 6, with the studios donating motion picture stories and the stars contributing their talent without charge for the Motion Picture Relief Fund. And what a plug Bob Hope gave Movietime U.S.A. on the Chesterfield TV program Sunday! He sang and William Bendix gave the industry a big and deliberate boost.

Edward R. Murrow and Fred Friendly, who made radio history with their "Hear It Now," have transferred their talents to television to give CBS one of its most distinguished and exciting new shows. Mr. Murrow has a pleasing TV personality and his informal commentary is an essential part of a program that grasps the huge potential of TV to bring the world and its people into the living room. Special, off-the-beaten-track film is being shot for the show and interspersed with "live" pickups.

Crosby Too Busy for Television Right Now

Hollywood, Nov. 27.—First authorized statement from Crosby with respect to television came today when, after revealing he advises on the production of the series made by Bing Crosby Enterprises, he said: "I have no intention of getting into television at present. I think it's the greatest new medium in the history of the world and is bound to grow and improve with each passing year but I'm too busy with pictures, radio and records that I just don't have time. I'll undoubtedly get into it sooner or later, but right now it looks like later."

NCAA Prepares TV Report on Games

The preliminary report on the results of this winter's experimental telecasting of college football games is now being prepared, it was learned here yesterday.

A spokesman for the National Collegiate Athletic Association, which conducted the experimental program to find out what effect the telecasting of games has on box-office receipts, said that the report would be made public about the second week of January when the NCAA holds its annual meeting in Cincinnati.

Kodak Workers Get $20,300,000 Bonus

Rochester, Nov. 27.—A wage dividend of an estimated $20,300,000 will be shared next March by about 45,000 Kodak workers in the U. S., the company has announced.

This is the 40th year of the wage dividend plan at Kodak. In the payment on March 7, 1952, eligible persons will receive $27.50 for each $1,000 earned at Kodak during the five years 1947-1951. Last year em ployees also received $27.50 for each $1,000 earned during the previous years. Approximately $18,000,000 was paid in the 1950 wage dividend.

When you need Special Trailers "Good" and F.A.S.T. SEND YOUR ORDER TO

FILMACK CHICAGO, 122.7 S. Wabash - NEW YORK, 630 Ninth Ave.

Member Federal Deposit Insurance Corporation

Single Censorship Set for Argentine

Washington, Nov. 27.—The Argentine government has moved to coordinate all censorship, as in the U. S. Commerce Department reports.

If so, it was said, all pictures had to be approved both by national censorship authority and then by the various Federal agencies, with the latter quite frequently banning pictures okayed by the former. A new decree now creates a joint commission from various national and municipal groups which will have exclusive responsibility for censorship throughout the country.
Again in 1951 the motion picture industry placed more advertising in GOOD HOUSEKEEPING than in any other women's service magazine.

GOOD HOUSEKEEPING presells by solid and continuous editorial support, by active exploitation and promotion. That is why alert producers place their advertising in the magazine which does most to help them sell.

These great motion pictures will be advertised in the November Issue of GOOD HOUSEKEEPING

M-G-M’s “Westward The Women”

RKO’s “Blue Veil”

M-G-M’s “Quo Vadis”

Millions of women are influenced by this symbol

GOOD HOUSEKEEPING
THE CROWDS ARE BACK——

THANKS TO "FIXED BAYONETS!"

and they're back for

"ANNE OF THE INDIES"
Technicolor

"DAVID AND BATHSHEBA"
Technicolor

"GOLDEN GIRL"
Technicolor

"THE DESERT FOX"

"THE DAY THE EARTH STOOD STILL"

"PEOPLE WILL TALK"

"TAKE CARE OF MY LITTLE GIRL"
Technicolor

"LET'S MAKE IT LEGAL"

You, Too, Can Have An Exciting Opening On "FIXED BAYONETS!"

Blood Bank Premiere • U.S. Army Parades • Bands • Floats • Lights Veteran Guests of Honor • Celebrities • Civic Interest Luncheons Red Cross Cooperation • Radio Promotion • Special Lobby Displays • Unusual Local Newspaper Publicity

It's All Set Up For You When You Play "FIXED BAYONETS!"

Get in touch immediately with your 20th Century-Fox Branch Manager!

There's No Business Like 20th Century-Fox Business!
Charges Films ‘Sold Away’
From Ist-Runs

**SCOTA Also Tells TOA Admissions Are ‘Forced’**

The Southern California Theatre Owners Association has filed with Theatre Owners of America headquarters here the charge that distributors have a "policy of selling first-run pictures to individual outlying theatres" for long runs, "totally disregarding the investment in first-run theatres." The unit charged at the same time that "forcing of increased admission prices" is prevalent in the area.

SCOTA’s allegations were contained in a telegram from Gus Metzger, chairman of the unit. TOA’s disclosure of its receipt served to underscore the national organization’s increasing participation with trade practices.

"The membership of SCOTA is very much upset" about the sell-away "policy," Metzger stated. "By this policy..." (Continued on page 3)

**TOA Panel Meeting In Albany Is Seen**

A “strong possibility” that the Theatre Owners of America will hold its next grievance panel meeting in Albany, N. Y., was indicated here yesterday.

Decision in this regard may be made today when Harry Lampert and attorney Louis Sumberg of Albany meet here with Gael Sullivan, TOA executive director, and S. H. Fabjan, executive committee chairman, to discuss the matter.

**N. Y. Audiences Unaffected by Alert**

Patrons in the few theatres open on Broadway during yesterday morning’s Civil Defense air raid drill remained in their seats and were undisturbed. At the Capitol and Loew’s State, for example, there was no interruption of the regular film program while at the Radio City Music Hall early morning patrons just sat listening to organ music before the program began at 10:45. At the... (Continued on page 3)

**25 Trade Shows of ‘Vadis’ in Theatres**

M-G-M has set 25 theatre trade showings of “Quo Vadis” starting Dec. 10. These showings will include any projection room screenings. At the theatre screenings are being sent by branch managers to leading exhibitors in their territories. Admission will be by ticket only.

In Memphis, Atlanta, St. Louis, Cleveland, San Francisco and Pittsburgh, Loew’s theatres are now showing the picture and they will be used for the trade showings. Exhibitors, also in those areas, will be invited to attend special screenings.

Seven more Loew’s theatres in six towns, namely, New Orleans, Buffalo, Indianapolis, Kansas City, Boston, and Washington, are scheduled to open the... (Continued on page 3)

**New Depinet Sales Drive A Highlight Of Chicago Meeting**

CHICAGO, Nov. 28—RKO Pictures contemplates a new sales drive, commencing on Dec. 21 and running through June 25. Designated “Neil E. Depinet 1952 Drive,” it will carry the slogan, “RKO Rates the Dates.” Plans for the sales drive will be highlighted at the meeting to be held by RKO home office executives and district managers at the Ambassador East Hotel, here tomorrow and Friday.

Robert Mochrie, vice-president and general sales manager, will preside.

Depinet, company president, will attend tomorrow’s session at which product to be released during the first six months of 1952 will be detailed.

As in last year’s drive, the district managers will be captains for their respective territories. All will be present at the meeting. They are: Robert J. Folliard, Eastern district; Morris E. Leho, East Central; Herbert G. 

(Continued on page 3)

**Columbia Executives At ‘Frisco Meeting**

SAN FRANCISCO, Nov. 28—Columbia executives Abe Montague, Rube Jacober and George Joseph are here from New York conducting a four-day meeting with Western managers of the company on sales policy. The sessions started yesterday and will run through Friday.

Exchange managers attending are James Deale of Portland; Neal Walton, Seattle; Wayne Ball, Los Angeles; Harold Greene, Salt Lake; Robert Hill, Denver, and L. E. Tillman of San Francisco.

(Continued on page 3)

**Huston Praises Code; Hits Minority Censors**

The present self-regulatory censorship of the film industry received a boost yesterday from director John Huston, who plans to leave here by plane on Monday for Europe to work on several projected films.

In response to a question covering his views on censorship, Huston said he abhorred the pressure of minority groups and felt that the people themselves should be able to discriminate... (Continued on page 3)

**N.Y. Variety Awards At Astor Tonight**

New York’s Variety Club will announce the winners of the 1951 Variety Club “Welfare Awards” at a carnival-bazaar to be held tonight, on the Hotel Astor Roof. The entire facilities of the roof, including the Bell’s Piano, will be turned into a panorama of booths, sideshows, spinning wheels and games of skill.

Focal point of the evening will be the drawing of the major prizes, in... (Continued on page 3)
3-Day Promotion for Republic’s ‘Yonder’ Premiere in Omaha

OMAHA, Nov. 28—The three-day celebration, “Omaha Salutes the Strategic Air Command,” will come to a climax today with the premiere of Republic’s “The Wild Blue Yonder” at the Orpheum Theatre. Since Tuesday afternoon, continuous visitation of Hollywood stars has arrived aboard a special plane, this town has been one continuous round of civic, military and private parties. Stars from the Coast were Wendell Corey, Forrest Tucker and Philip Harris. From the east side were Allie Allen, Faye, Victor McLaglen, Estelita, Rod Cameron, and Grant Withers. Joining the Hollywood contingent were Republic officials headed by James R. Grainger, executive vice-president of sales; William Saul, executive assistant to president Herbert J. Yates; A. H. Fischer, Midwest district manager, and branch managers Robert Wither's, Kansas City, Thomas Jaymes, and Harry Lefholz, Omaha.

Theatre executives attending the celebration were Mike A. Blank, president of United Paramount Theatres-Tri-State Theatres; Dale McFarland, executive vice-president; and Thelma Lyon Blank, president of Central States; Kermit Carr, chief buyer and booker for Tri-States; A. Don Bristow, advertising manager for Tri-States; and Tri-State district managers William Mitchell and Albert Corwin.

Today morning’s premiere will be highlighted by a 20-block long parade, to be chanelled on stage with a worldwide broadcast of the premiere ceremonies over Armed Forces radio service.

Souvaine Program Is Raised to 10

James Wolff of Souvaine Pictures and Charles Amory of Souvaine Selective, have closed an agreement whereby Souvaine acquires for Western Theatres distribution for the next two new Souvaine productions, “Treasure Hunt,” starring Marta Hunt, June Allcroft, Gordon MacRae, and T. C. Edwards, and “The Innocents Abroad,” starring Margaret Rutherford, Basil Radford and Naunton Wayne.

“Treasure Hunt” will be released in the U. S. in January, “The Innocents Abroad,” in April. These two new productions bring the Souvaine 1951-52 release schedule to ten films, with others to be announced shortly.

Towne Case Appeal

WASHINGTON, Nov. 28—The Miller Theatre Company, with the Supreme Court to reverse the Seventh Circuit Court of Appeals and sustain the Miller Theatre’s claim that the state’s ticket laws are unconstitutional, will file its brief today in the United States Supreme Court.

WB’s ‘Distant Drums’ Premiere in Florida

The world premiere of the United States Pictures production “Distant Drums,” starring Robert Mitchum, will be held at the Manhattan Theatre, St. Augustine, Florida on Dec. 22. Gary Cooper stars in the picture which has its color by Technicolor. Following the premiere the production will have showings throughout Florida before being shown at Miami, Jacksonville, Naples, and Ocala. “Distant Drums” was filmed on location in Florida.

Lengthy ‘Tales Run To Gross $35,000

“Tales of Hoffman,” now winding up its long run at the Bijou Theatre, here, is expected to hit a turnover of $38,000 for its 35-week engagement at the two-a-day showcase, which serves 4,000 persons. The 35-week run is the longest engagement for the New York area since “Step to a Goddess” opened at the Bijou for an engagement of two years and eight weeks at the Bijou. Following the Bijou run, the production will open in the Lopert productions, the Bijou plans to close for a couple of weeks, and reopen before the Christmas holidays.

Start Holiday Ticket Sale

DALLAS, Nov. 28—Interstate Theatres has booked “The River” for a five-week run and has released the Christmas gifting book of coupons redeemable for admission tickets. Six denominations, $1.50, $2.00, $0.50, $0.71, and cents, the latter good for 11 children’s 9-cent admissions, are offered in bright Christmas envelopes.

To Roadshow ‘The River’

DALLAS, Nov. 28—The Coronet Theatre has booked “The River” to play as a first-run road-show attraction in late January. Milton Cohen, division manager of the Dallas office, said the production manager of United Artists, was in Dallas to complete arrangements for the showing.

Wadsten Is Named Manager in Sweden

Gosta Wadsten has been appointed M-G-M manager in Sweden, by Morton A. Spring, first vice-president of the International Department. Mr. Wadsten’s prominence in Scandinavian film circles, succeeds the late Arne Hallin.

Directors Guild Forum Here Tonight

Four films will be shown at the sixth public film forum of the Eastern Directors Guild, which will be held at the New York Museum of Modern Art Auditorium. The theme of the forum is “Why Sponsored Films?” and the screening of the directors and sponsors will discuss methods of making the films and reasons for sponsor support.

Films to be shown are: “Angry Boy,” directed by Alexander Hammid; “Life Against Death,” directed by Jacques Tourneur; “International Ice Patrol,” directed by Henry Wolochek; and “Flat Hatting,” a cartoon by UPA.

Jungmeyer Joins Brody Productions

Hollywood, Nov. 28—Jack Jungmeyer, Jr., has joined William F. Brody Productions, Inc., as personal assistant to Brody, along with Eddie Kaye. He will manage the company’s Sunset Studio jointed with Al Milton, who has been functioning as studio manager. Chemische Warner, manager of UPA, is also promoted to personal assistant to Wesley Barry, a company executive.

Racket’ in Boston

BOSTON, Nov. 28—At the RKO Boston here, “The Racket” grossed $25,000 in its first week, for the highest receipts of any RKO picture to play the theatre for the entire policy in the last year-and-a-half. It is holding over for a second week.

Robert L. Lippert, president of Lippert Productions, will be in San Francisco from Los Angeles today.

NEWs in Brief . . .

Modern Screen’s annual “Popularity Poll” has resulted in the following selections: Favorite stars of the year, June Allyson and John Wayne. Jane Powell. Second most popular stars and Betty Grable and Clark Gable are third. Paired by the votes of the Wanda Turner and Farley Granger, Elizabeth Taylor and Ronald Reagan. Women who largest of the selection are: Barbara Stanwyck and Tony Curtis, Janet Leigh and Jeff Chandler, Doris Day and William Holden, and Bing Crosby, Judy Garland and Glenn Ford.

Hollywood, Nov. 28—Establishment of a new national sales organization with branches in key cities is under way by Jerry Fairbanks Productions. Fairbanks disclosed here following a brief tour of the nation, the organization will be headed by Ralph Cattell, who has resigned as sales vice-president of Wilding Pictures, to join the Fairbanks company.

In New York the appointment of Dominick S. Fasola as assistant executive of the Fairbanks studios was announced by Robert L. Lawrence, vice-president.

Jules V. Schwerin, New York film and television writer-producer, has been retained by Hillgate Pictures as production supervisor to prepare the six Douglas Fairbanks, Sr. films re-released by the Douglas Fairbanks, Jr.-Sol Lesser partnership.

Schwerin has for the past year organized publicity for the City of New York Motion Picture and Television Unit. Prior to that he was associated with the film. The films to be re-released are “Robin Hood,” “The Iron Mask,” “The Black Knight,” “Robinson Crusoe,” “The Gaucho” and “The Three Musketeers.”

The Catholic Actors Guild’s key social event of the year, Its annual dance and entertainment, will take place at the pilots club in New York. Proceeds of this affair are devoted to the Guild’s Hospital Fund to benefit tuberculosis and heart hospital care for ill and needy actors.

CHICAGO, Nov. 28—Danny Thomas, star of Warner Bros. forthcoming “I’ll See You in My Dreams,” which is scheduled to open at the Chicago theatre here Dec. 7, for its Midwest premiere has arrived here to launch his campaign to raise a million dollars for the Arthritis Foundation, a non-sectarian organization for establishment of a TB hospital in the South.

Thomas will remain here until Dec. 2 to sell tickets priced from $2.00 to $10.00 for the premiere performance of “I’ll See You in My Dreams” with all proceeds going to the Foundation.

Industry Members Affiliated with Tuberculosis are Depending on You—Sign the Distinguished Variety Clubs—Will Rogers Memorial Hospital.
Charges Films 'Sold Away' ‘Ronde’ Permit

(Continued from page 1)

On July 5 that the appeal had been denied, the regents holding that "promiscuity is the central theme," according to Regents W. Kingsland Macy, John J. Brostan and Jacob L. Holtzmann, submitted a statement consisting of a chain of loosely related sequences, each dealing with the amorous adventures of various characters. One partner in this exchange appears to be the next. Promiscuity is the central theme, and although the actual composition of the films is not in any sequence shown on the screen, the conclusion is inescapable. Prosecution and sexual indulgence is the end result. In our opinion, the presentation of such a picture in the theaters of this state is immoral and would tend to corrupt morals, within the meaning of the education law.

The full board approved the report and disapproved of the picture.

In the petition, brought under Section 78 of the Civil Practice Act, the plaintiffs request the court to review the picture. Charles A. Bring, Jr., counsel for the regents, in an answer to this, to the petition, objected to this, the version is the one submitted to the Motion Picture Division for review. Bring argued that the petition states facts sufficient to warrant a cause of action.

Huston Plans

(Continued from page 1)

on what they want to see. But if people are not able to discern their own film fare, Huston said the present self-regulatory practice of the industry is best.

Huston, who recently completed the editing and scoring of "The African Queen" starring Bogart and Katharine Hepburn, said he expected prints of the film to be delivered to the Fox by Dec. 22.

Meanwhile, United Artists, which will release "The African Queen" announced that the picture will be released on Dec. 22 at the Fox Westmathrm Theatre in Los Angeles in order to make it eligible for an Academy Award.

Huston, who plans to be abroad several months working on possible product for UA which is in production, added that he would be working on the film "Beat the Devil," by James Heflick, the film rights for which are being held by Huston and Katherine Hepburn, he added, will undoubtedly be included in one of his films.

Fairbanks Here


TOA Panel Meeting

(Continued from page 1)

aided by the contribution of the TOA Albany unit.

Has Been Dormant

The Albany unit has been dormant for the last year. The exhibitors who were members of it are understood to be seeking reactivation because of the steps which the national TOA has been taking toward seeking correction of alleged trade practice abuses. From the national organization's point of view a unit in Albany is virtually indispensable since it can render valuable service to the exhibitors and theatemen's interests that come before the state legislature.

The grievance panel to sit in Albany, exhibitors from surrounding territories, including New York, would appear before it to register their trade complaints. It was indicated. The panel includes Mitchell Wolsson, TOA president; Charles P. Skouras, board chairman; and M. Levy, general counsel, and Sullivan.

N. Y. Variety Award

(Continued from page 1)

cluding three automobiles, of the current Variety Award, and the distribution of the pictures will be drawn by Enoch Light and his band. More than $30,000 worth of meticulous prize is to be distributed during the evening in addition to a series of special door prizes to be drawn every hour. A treasure chest still in the process of being stocked with a variety of gifts will be another main attraction. Everyone attending is assured of a prize or ticket according to the committee.


Cooke Sues Universal

Thomas Turner Cooke, New York attorney, has filed a suit in the New York Supreme Court here against Universal Pictures a suit for $151,000 which the company describes as a "boycott." Cooke alleged that he was employed by the company in 1946 to render professional services, that he worked for Universal until February, 1951, and that he was paid a total of $35,000.

Invited to comment on the suit filed against the company by Thomas Turner Cooke, Universal's legal department declined to issue a statement.

N. Y. Audiences

(Continued from page 1)

Paramount, about 100 persons were allowed in the logs from the streets during the alert, leaving the theatre when the all-clear signal was sounded.

When several theatres, the Music Hall reported that the 10-minute alert had no effect on the box-office. However, the Music Hall management announced that when the alert sounded at 10:33 many pedestrians crowded in the lobby of the theatre, who, in millions, roamed off the streets. Neighborhood houses were in no way affected because of the early hour of the air raid drill.

Depinet Sales Drive

(Continued from page 1)

Sindebort H. Greenblatt, Midwestern; Alfred L. Koltis, Rocky Mountain; J. Herbert MacIntyre, Western; Leonard S. Greengold, Metropolitan; Donald DiFiglia, Eastern; and Benjamin Y. Cammack, Southwestern; Carl Pecor, Canada.:

Annual 'Christmas Salute'—Variety Clubs—Will Rogers Memorial Hospital—November and December, 1951.

Pallos Sets Plans

For Two Abroad

Stephen Pallos, executive producer of "Hotel Sahara," now being released through United Artists, will return to London from New York to attend the screening. While here he concluded preliminary arrangements for two color by Technicolor pictures to be made abroad, one of which will be directed by stars. One is "Venetian Mask," to be filmed in England and Italy, and the other is an original titled "Gibraltor," to be filmed in Spain and Tangiers.
No award we have ever received has had the significance of the honor of being named “Pioneers of the Year”. We are most grateful.

We want to thank the Motion Picture Pioneers, the trade press, the newspapers and all our friends who were so generous in their tributes.

In a large sense all of us engaged in so creative an industry as the making of motion pictures are pioneers — and will continue to be pioneers as we continue to create new and ever higher standards of entertainment and public service for the millions upon millions who attend our motion picture theatres.

The potential force of motion pictures for good has just begun to be tapped. All that has been done is only a foundation for future greatness, but we can take pride in the fact that our foundation is a firm one. It is solid bedrock for future generations of pioneers to build upon.

We were particularly pleased, when the plaque was presented to us as “Pioneers of the Year”, to see
of a **Great Honor**

engraved on it the words “for their unswerving faith in motion pictures and in their industry as a bulwark of the American way of life”.

This is the faith we have held for half a century. With this faith we go forward confident as ever in the greatness of our industry’s place in the world and more determined than ever, with God’s help, to remain active in this industry.

We wish to express gratitude to our co-workers and our exhibitor friends for helping us follow the path we have chosen. This is the industry to which we have devoted most of our lives. We look forward to long years together firm in the conviction that Warner Bros. Pictures always will hold a proud place in this industry’s accomplishments.

---

**Walter Warner**

**Jack L. Warner**

**Albert Warner**
NLRB Sets Dec. 5 For Election Among Publicists of RKO

The National Labor Relations Board office here yesterday set Dec. 5 for an election among the publicists of RKO Service Corp.'s home office to determine their future bargaining status.

The only union on the ballot will be Local No. 230 of the Publicist and Display Artists Union, which succeeded in signing a sufficient number of former Screen Publicists Guild members to enable it to petition for an election.

Local No. 230 recently won a $10 pay increase for the publicists at RKO Pictures.

Joe Ables, Local 230 representative, said yesterday the union has been complete NLRB representatives to arrive at a date for an election among the publicists and art department workers at Loew's and Loew's International home offices. He added that District No. 65 of the Distributive, Processional and Office Workers of America has formally withdrawn as a rival at Loew's.

NSS Exchange Workers Vote For 'No Union' in Election

The "white collar" workers at National Screen's New York exchange yesterday chose to remain without union representation. This was the result of an NLRB-sponsored election in which the only union on the ballot was IATSE's Local 21 Home Office Employes Local No. H-63.

Symphonies Are Free Of Price Control

WASHINGTON, Nov. 28.—The Office of Price Stability has ruled that symphony orchestras, operas, and ballets are properly considered as theatrical enterprises under the terms of the Defense Production Act, and that price controls are thus exempt from price control. The question arose over whether symphonies could continue to charge admission prices which included the amount of Federal taxes formerly in effect, even though the tax was recently removed by Congress.

OPS had said previously that symphonies were determined to be subject to control and not exempt under the Act, they would not be permitted to continue charging the amount of the former tax, in addition to their legal ceiling. It was pointed out that the question of symphonies being under control had not been formally raised with the agency, and that no final determination as to their status had been made.

Kenneth Clark of MPAA Seen Switched to N.Y.

WASHINGTON, Nov. 28.—Motion Picture Association of America information director Kenneth Clark will probably be switched from the Washington to the New York office under the new organizational set-up planned by MPAA president Harry L. Johnston. Clark was originally stationed here.

Johnston, who plans to outline his staff and policy changes at an MPAA executive board meeting and then to press a conference early next week, is expected to spend more time in New York than in Washington during the coming months.

Johnston and Clark both advance as the reason for the increased emphasis on the New York office the fact that the company presidents and foreign managers are in New York. However this has always been the case, and so it seems that recent criticism from top industry officials has had effect.

Present plans are to keep both the Washington and New York offices more on "Sees and 'com-equal" with "headquarters" being wherever Johnston happens to be at the time.

MPAA Board to Hold Quarterly Meet Today

The presidents of the Motion Picture Association of America member companies will be joined by the company's foreign managers in the quarterly meeting here today of the MPAA executive board.

Expected to be discussed at the meeting are foreign problems, including the MPAA's efforts to work out an agreement with the Motion Picture Producers a Spanish-American film pact, as well as domestic matters relating to distribution operations. Joyce O'Hara, MPAA vice-president, will preside at the meeting.

U-I Launches New Color Photo Plan

Universal-International will launch new color photo promotion service for exhibitors with the release of "Flame of Araby," it was announced.

The color photographs will be available in sets with each lobby display and for promotional tie-ups with local stores on most of U-I's Technicolor pictures.

Are You Doing All You Can to "Help Care for Our Own" by Giving All Your Employees a chance to sign the 1951 "Christmas Salute?"

Reviews

"Sailor Beware"

(Hal Wallis—Paramount)

T HE Messrs. Dean Martin and Jerry Lewis who made a shambles of the Army in "At War with the Army" perform the same hilarious function for the Navy in this headlong Hal Wallis production, only more so.

The picture figures, what with the mushrooming popularity of the pair in the interim, to pile up a tremendous gross and a mighty neat net. With the Marine Corps and the Air Force still available for their exploration, not to mention the moment the civilian fields of fun open to their art, there would appear to be no valid reason why the screaming chain-reaction which these young men have set off shouldn't go on shaking the entertainment world for some time to come.

As is customary and proper in their case, plausibility, logic and the other staples of story construction are disregarded in the interests of giving the boys their heads and letting them amuse themselves as they see fit in a series of settings pertaining more or less directly to the life of a sailor, which was never like this. The slender little script, attributed to James Alardice and Martin Raskin, has to do principally with Lewis's allegiance to the ingredients of feminine makeup and to a wager among his shipmates as to whether he can manage to kiss Corinne Calvet, in the film as guest star. This plot, which really has little to do with the matter, could be even skimpier and yet serve the purpose of relating one stretch of buffoonery to another during that time. This reaches its height in a boxing sequence like nothing ever seen on land, on the sea, or in pictures.

Hal Walker directed the picture, giving the comedians plenty of freedom to exercise their talents. The cast consists, in addition to the above-mentioned, Marion Marshall, Robert Strauss, Leif Erickson, Don Wilson, Vincent Edwards, Skip Homier, Don Barton, Mike Mahoney and Mary Tremain.


"Distant Drums"

(Warner Brothers)

A RIP-ROARING action drama starring Gary Cooper as Army captain and swamp fighter in the Seminole Indian War, is offered in "Distant Drums." The picture is presented on a large production scale with color Technicolor. It has been carefully packaged for wide popular appeal and it abounds in exploitation angles.

Cooper is a curious sort of Army captain who lives on an island in Florida's everglades country. He concocts a dangerous idea of blowing up a series of sugar and rum distilleries. He sistered that go along with Cooper for the naval end of the mission is Richard Webb, a lieutenant. Cooper finally captures and destroys the fort and among the prisoners he captures is his old comrade, Henry Fonda's character he is to lead his tiny band of men back to the safety of the base. With screaming Seminoles pressing dangerously on the attack Cooper must penetrate the deadly everglades swamps as the comparatively safer, longer way to freedom. Excellent exploitation material is contained in the conflicts with wild beasts, crocodiles and snakes, not to mention fires and arrows.

A romance between Miss Alden and Cooper starts off slowly but finally reaches customary proportions. In between, Cooper has his hands full leading his men, fighting the Indians and the everglades and keeping up morale.

Near the climax Cooper has an underwater life-and-death struggle with a Seminole Indian, shortly thereafter Gen. Zachary Taylor, portrayed by Robert Barrat, comes to the rescue. The role of an Indian-wise scout is played by Arthur Hunnicut.

By most standards this United States Pictures production, made by Milton Sperling, looks like a bright box-office prospect. Raoul Walsh directed, from a screenplay by Niven Busch and Martin Raskin.


MANUEL HERBSTMAN

Miss Perreau on Tour

Gigi Perreau, Universal-International child star is making nine key city personal appearance tour in promotion of "Week-End With Father."

Snader Representative

CHICAGO, Nov. 28.—The A. Tietel Film Company has been signed up as agents to represent Snader Productions in Illinois, Indiana and Wisconsin, handling some of Alexander Korda's latest releases, including "Golden Horde," "Hideout," "Bonnie Prince Charlie," "Angel With a Trumpet," and "Secret Flight." Also acquired by the Tietel Co. in the territory is new Graham Greene release from Mayer-Kingsley, "Young Scarface."

Expand Snader Force

Three territorial representatives to handle Snader productions have been named by Oliver A. Unger, national sales director. They are Edward Salzberg, Cincinnati; W. H. Gaffney, Kansas City; Phillips and Gorlock, St. Louis.
Big UA Upturn
In Foreign
Revenues Seen

Picker Tells of Profitable Operations in Offing

A forecast of increased revenues from United Artists foreign operations in 1952 which will turn UA's foreign department from a losing operation to a profitable one for the first time in several years, was made here yesterday by Arnold Picker, vice-president in charge of the company's foreign distribution.

Picker, who recently returned from a three-week fact-finding tour of UA's Paris and London offices, disclosed UA's 1952 release plans for the following countries: Italy, 20 pictures; France, 11.

Horn and Goldsmith Named to UA Posts

Herbert O. Horn, formerly RKO's general manager for Germany, has been named special United Artists representative in Germany, succeeding John Swarnicki, resigned, it was disclosed here yesterday by Arnold Picker, vice-president in charge of UA foreign distribution.

In addition, Picker announced that

Picker Slates Globe Circling Tour

An itinerary which will take him around the world in his first year as United Artists vice-president in charge of foreign distribution was disclosed here yesterday by Arnold Picker.

Just returned from Europe, Picker plans a trip to the Caribbean area before Christmas for a starter, arriving in Brazil in January when there is a scheduled meeting of UA representatives in that country.

WASHINGTON, Nov. 29.—The Supreme Court should overturn the Second Circuit Court of Appeals decision in the Dipson case to "provide authoritative guidance" to lower courts in determining seven similar anti-trust cases in the film industry, the Justice Department believes.

The Department makes this argument in an amicus curiae memorandum to be filed with the high court shortly. It asks the court to accept the appeal by Dipson and uphold its anti-trust case against the Shean circuit and six distributors.

Justice lists these cases as involving issues like the Dipson case, and therefore likely to be decided on the basis of final Supreme Court action in the Dipson case: Cinema Amusements vs. Loew's, Denver; Edelman vs. Paramount, Wilmington; Ewansa Theatres Corp. vs. Balaban and Katz Corp., Chicago; Lea vs. Columbia, Washington D.C.; Meiselman vs. Paramount, Charlotte; Tivoli vs. Paramount, Wilmington; Eagle Lion Classics vs. Loew's, New York City.

TOA Sets Upstate Grievance Meetings

Theatre Owners of America will hold three separate trade practice grievance panel sessions in Upstate New York during two days next month, Gae Sullivan, TOA executive director, reported here yesterday.

On Dec. 17, the panel, consisting of S. H. Fanian, TOA executive director, and A. Hendelberg.

Key Test of Theatre TV For CD Training on Dec. 14

WASHINGTON, Nov. 29.—The Federal Civil Defense Administration has scheduled its second test of the training possibilities of theatre television as a training medium for Dec. 14, according to Jesse Butcher, head of FCDA's audio-visual division.

"On the basis of what we find in this test, we will determine whether to go ahead with theatre TV as part of our training program," he declared. "In addition to getting more details on the way the audience reacts, we will get our final cost figures."

In contrast to the earlier test, which dealt with general civil defense training problems on a fairly broad basis and which was aimed at audiences in theatres in four cities, the December program will be aimed at one specific problem in one specific city—handling the problem of a burning building.

$25-Millions For 21 RKO Productions

Depinet Details New Product to Sales Meet

Chicago, Nov. 29.—Twenty-one "A" pictures have been scheduled by RKO Radio for release between January and July of 1952, Ned E. Depinet, president, today told home office sales executives and district managers at the Ambassador East Hotel here, where a two-day sales meeting is in progress.

The 21 will cost an estimated $25,-000,000, it is understood, compared with a program of 16 productions released in the same period last year.

The pictures will be included in

May Resolve Spanish Issue Split Today

Still divided yesterday over the issue of a Spanish-American film pact following a meeting here of the Motion Picture Export Association board, the foreign managers of MPEA-members will meet again today in another attempt to resolve what has become a burning problem.

It was held likely that the MPEA would accept or reject today the for...

Federation Support Stressed by Frisch

Increased and broadened participation by all in the film industry in support of the current $20,000,000 campaign of the Federation of Jewish philanthropies of New York was urged by Emanuel Frisch, chairman of the amusements division, at a luncheon yesterday of the executive committee, in the offices here of Barney Balaban, who is co-chairman of the division, along with Si Fabian.

U. S. Cities 7 Cases with Issues Like Dipson Suit

$3-a-Year to Be A TOA 'Associate'

TOA executive director, said here yesterday.

Recruitment of associate members—managers and assistant managers of member theatre circuits—will begin next month in the campaign to establish a new Albany TOA unit, Sullivan said.

Schwartz, Greene Exchange Charges

The purchase of Howard Hughes' 929,020 shares in RKO Theatres Corp. by the theatre firm was suggested by David J. Greene, leader of the minority stockholders group, to Sd A. Schwartz, president of RKO Theatres.

This was disclosed yesterday by Greene, who heads an opposition stockholders' committee, in a letter to

12 Set by Katzman For Columbia in '52

Eight pictures, in color by Technicolor, twice the number he has produced in any previous year, will highlight Sam Katzman's 1952 program for Columbia Pictures. In addition, Katzman will make four black-and-white features for Columbia during the year, plus three serials.

The program will be launched in
**Personal Mention**

**Charles Skouras**, president of National Theatres, will leave Hollywood today for a two-week return from an extended European trip.


**Bob Dorfman**, assistant to **Charles Levy** of Walt Disney's New York office, has been transferred to Miss Sunny Gordan of Brooklyn.

**Charles J. Feldman**, Universal Pictures Domestic sales manager, will leave here today for the Coast.

**Joseph J. Brezen**, Production Code Administrator, and **Mrs. Brezen**, will leave here this evening for the Coast.

**Fred Hull**, M-G-M branch manager in Jacksonville, has returned here after a vacation in New Orleans.

**Eastman to Manage WB's Buffalo Office**

**Boston, Nov. 29.—Clayton G. Eastman, sales manager at the Warner Boston exchange, will take over as branch manager at the Buffalo office here. Eastman was succeeded by Arthur B. Krowell, W. E. J. Martin, Vincent R. McFaul, David Miller, Mansfield Pickrell, Albert E. Evan, Elmer C. Winerage and Max Yellen.**

The following have been nominated as delegates to the Variety national convention: Spen Barlow, Dave Miller, William P. Rosenow and Albert Ryde. Election of officers will be held Dec. 3.

**Legion Report Puts 2 in Class B, 9 in A**


Three were placed in Class A include: "I'll Never Forget You" 20th Century-Fox; "Navajo," Lippert Productions; "Bride of the Gorilla," Realart Pictures; "Drum of the South," Columbia; "Red Mountain," Paramount; "Westward the Women," M-G-M.

**Vadis' Beats 'GWTW'**

**Cleveland, Nov. 29.—M-G-M's "Quo Vadis" has broken the record of M-G-M's "Gone with the Wind" at Loew's St. Clair Theatre, where it has at least tied the record. The first week will be between $3,800 and $4,000. Double line extend a block more and every show has been a sellout.

**Blumberg Gets Checkup**

Nate J. Blumberg, Universal Pictures pictures president, entered a local hospital for physical check-up. He is scheduled to return to his office next week.

**Cheever Cowdin and Charles D. Prutzman** left here yesterday by plane for Dallas and Los Angeles for a three weeks business trip.

**John Thomas**, manager of the Empress and Imperial Theatres in Jacksonville, Fla., has returned after vacation in North and South Carolina.

**William Pink** of the Pine-Thomas production team, has arrived in New York from Honduras, where he scouted locations.

**Reginald Wilson**, M-G-M 10mm representative for Canada, will return from trip in Alaska and the Yukon Monday after a week’s honeymoon.

**Myron Karlitz**, M-G-M manager in Venezuela, is on a visit to Hollywood.

**Frank Tashlin**, director, is vacationing here from Hollywood.

**Start 8 New Films; 30 Now Shooting**

**Hollywood, Nov. 29.—The production index remained the same this week, for a total of 30 pictures in work. Eight new pictures were started and 15 new pictures were completed.**

**Started were:** "Red Planet" (Melby Phic, Inc.), "Stolen Face" (International Pr., Prod.) and "Lime-light" (Chaplin Prod., Independent); "Glory Alley," (Metro-Goldwyn-Mayer); "The Man from the 20th Century-Fox; "Scared Angel," "Claim Jumpers" and "Untamed," Universal. Those left were "The Dope Addict" (Gene Autry Prod.), Columbia; "The Black Hills and Waco," Monogram; "Border Saddlemates," Republic; "The Big Sky" (Winchester) and "Androcles and the Lion," RKO Radio; "Ma and Pa Kettle Go to Paris" and "Hear No Evil," Universal.

**Technicolor 9-Month Net Is $1,497,140**

The consolidated net profit after taxes and other charges of Technicolor, Inc., for the nine months ended Sept. 30, is estimated to be $1,497,140, or $2.12 a share, equivalent to $1,646,146, or $2.43 a share, for the corresponding nine months of 1946, according to Dr. Herbert T. Kalusman, president.

**Chase TV Film to UA**

United Artists Television has arranged to release television stations a weekly 13-minute weekly film program starring Ilka Chase, actress-author. Tiltled "The Feminine Angle," it is being produced at the Emil Velazco Studios here.

**25-Cent Republic Dividend**

A dividend of 25 cents per share on preferred stock payable Jan. 2 to holders of record on Dec. 14, was declared yesterday by the board of directors of Republic Pictures.

**Cancel P.A. Tour for Albany and Buffalo; Plan New One Soon**

**Albany, Nov. 29.—The "Movietime U. S. A." tour scheduled for the Albany and Buffalo exchange districts has been cancelled, but a new one may be set for the week of Dec. 9, according to Harry Lamont, co-chairman, who said that he was waiting word from New York. He plans to sponsor the tour for Buffalo. Dipson notified Lamont a meeting would be held in that city to determine the advisability of going ahead.**

The Buffalo industry group felt that the time to arrange appearances was too late to meet the situation. The later date was suggested. Robert W. Cynco, executive assistant to national "Movietime" chairman Robert J. O'Donnell, told Lamont that other talent would be available for the week of Dec. 9.

**Buffalo Tent Names Board Candidates**

**Buffalo, Nov. 29.—Tent No. 7 of the Variety Club has nominated the following as candidates for the board of directors for 1952: Constantine Bus, William M. Burgert, James Fater, Wally Gluck, Richard and Robert Hayman, Billy Keaton, Charles C. Jeter, W. E. J. Martin, Vincent R. McFaul, David Miller, Mansfield Pickrell, Albert E. Evan, Elmer C. Winerage and Max Yellen.**

The following have been nominated as delegates to the Variety national convention: Spen Barlow, Dave Miller, William P. Rosenow and Albert Ryde. Election of officers will be held Dec. 3.

**I Want’ at Roadshow Prices at F&M House**

**Hollywood, Nov. 29.—The Paramount Hollywood, which seven months ago adopted a flat 60 cents admission charge, will install road show prices for the "I Want You" run which begins Dec. 21, Fanchon and Marco, operating the theatre, announced. Prices are 60 cents for matinees, 75 cents for tops evenings and holidays.**

**Bob Quinn Transferred**

**Hollywood, Nov. 29.—Bob Quinn, until recently held exploitation representation in the Denver and Salt Lake branch territories, has been transferred to Paramount's West Coast studio publicity department to handle general exploitation, special events and promotions, Peter Bayes has been named as his successor in Denver.**

**George Miller Dies**

**Buffalo, Nov. 29.—George Miller, salesmen for Republic Pictures in the Syracuse territory, died yesterday in Homer, N. Y., of a heart attack.**

Sign the 1951 Christmas Salute—Variety Clubs—Will Rogers Memorial Hospital—"Help Care for Our Own."

**MOTION PICTURE DAILY**, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Copyright © 1951 by Quigley Publishing Company, 130 South LaSalle Street, Chicago, Illinois. Entered as second-class matter, Sept. 21, 1936, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $5 in the Americas and $12 foreign. single copies, 10c.
Paramount announces the World Pre-release Engagement of

CECIL B. DEMILLE'S

THE GREATEST SHOW ON EARTH

Color by TECHNICOLOR

at Radio City Music Hall
New York City
Spanish

(Continued from page 1)

The formula which John G. McCarthy, Motion Picture Association of America vice-president, brought back from Madrid several weeks ago.

The MPEA meeting yesterday, which was preceded by a 15-minute meeting of the MPA board, heard an analysis of the formula by McCarthy, who reminded that it was offered as a take-it-or-leave-it proposition. The formula, which would end the issuance of import licenses through Spanish producers, would grant 60 permits to MPEA companies and 40 to independent U. S. producers yearly. A heavy tax, approximating $4,000 or $5,000 in Spanish currency, would be placed by the Franco government on each film imported.

SIMPP Opposed

The Society of Independent Motion Picture Producers, through its president, Ellis G. Arnall, has indicated unending opposition to the terms. However, SIMPP's attitude was not discussed at yesterday's MPEA party. Some MPEA-member companies view the formula with the same disdain SIMPP has manifested, but others appear willing to accept it as a notable improvement over the present system for getting films into Spain.

Joyce O'Hara, MPAA vice-president, presided at yesterday's meetings. In addition to O'Hara and McCarthy, the following attended: Austin Keough, R. W. Autschler, Lacey Kastner, Ben Zeeman, Americo Abael, Arnold Picker, George Muchnick, Morton Spring, John Glynn, William

100-Stars for UCP's

'Celebrity Parade'

(Continued from page 1)

Arrangements for the Dec. 14-hour telecast, "Celebrity Parade for Cerebral Palsy," continue to expand. Under the leadership of Yul Brynner, star of "The King and I," and Robert Weitman, vice-president of United Paramount Theatres, the talent committee of Unified Cerebral Palsy has already gathered over 100 names from film, stage, radio, TV and sports fields. Leading TV comedians and commentators from the networks will rotate as guest MC's, introducing the various artists, celebrities and name bands as the "parade" continues on through the night.

Originating over WJZ-TV, Channel No. 7, the program is to help the work for the cerebral palsied in and near New York City. The entire theatrical profession, all allied unions and crafts, and thousands of volunteer members of the United Cerebral Palsy's affiliates in the New York Metropolitan area, including Connecticut and New Jersey, are cooperating in the effort.


The Industry's Own—The Variety Clubs-Will Rogers Hospital—Depends Entirely on Contributions from the Amusement Industry. Sign the 'Christmas Salute' Screen today!

Dipson Suit

(Continued from page 1)

The significance of the decision in the Circuit Court is not limited to the circuit in which it was rendered." Justice argues. "There are many pending anti-trust actions brought by private decision-makers, some of the Paramount case defendants, and a number of these cases involve claims as well as alleged to have resulted from discrimination by the exhibitor-distributor defendants in favor of 'admittedly', selected theatres, some of which were also carried under the agreements." Justice contends the Supreme Court Paramount case ruled out such situations as illegal per se, while the district and circuit courts in the Dipson case ruled exactly opposite.

"Ruling by this court on the issue presented in the Dipson case as to the meaning and effect of the Paramount decision would provide authoritative guidance to the lower Federal courts in determining an important issue in these and other like cases, and would serve to promote consistent and prompt final disposition of such litigation," Justice concludes.

The Justice Department contends that not only does the Circuit Court District decision conflict with the Supreme Court Paramount case decision but it also conflicts with the high court's decision in the so-called Emich Motors Corp. case, governing the admissibility of a final anti-trust judgment won by the government as evidence in a subsequent trial for a private treble-damage suit.

Sutphen Asks Court

Reconsider Ruling

WASHINGTON, Nov. 29—Sutphen Estates today asked the U. S. Supreme Court to reconsider its Nov. 24 decision, affirming the New York State's Court's refusal to permit Sutphen to intervene in the Warner Brothers consent decree proceedings.

Says Should Have Lease

Sutphen argues it should have its 99-year lease on Mark Strand Theatre Co., guaranteed by both Warner companies resulting from a merger, rather than just the new theatre company. It owns the property on which the Strand Theatre in New York is located. The New York court refused to allow it to intervene, and in a 3-to-1 decision early this month, the high court upheld that decision, holding that Sutphen had not exhausted all legal means and that as not as a matter of fact proven it would be injured by a guarantee solely from the theatre company.

In its reprinted opinion, today, Sutphen contended it would be injured and that it would be difficult to use other legal means to get satisfaction.

Ted Baldwin Expands

Ted Baldwin will be host to representatives of the film and television industries at a reception here next Wednesday afternoon to inaugurate the newly-created TV and motion picture sales and production division of Baldwin Inc., in which John Markley and Chuck Tramm are associated with Baldwin.
Proxy Battle
(Continued from page 1)
RKO Theatres' stockholders. At the same time, Schwartz made public a letter to stockholders in preparation for next Thursday's annual meeting in which he restated his belief in the formation of an opposition slate of directors which includes himself.

Greene Repeats Charges
In his letter, Greene reiterated charges of the negligible amount of stock holdings by company directors, all of whom have been reappointed by management. Again in his letter Greene revealed that RKO Theatres operating profits were down.

Schwartz, in his letter, restated his belief that Greene seeks control of the company, poses a threat to the stock representation on the present board and charged that the Greene group offers no constructive program. In addition, Schwartz addressed these questions to Greene: Have you promised the company's real estate concession or insurance business to anyone and have you promised any jobs to anyone?

Horn and Goldsmith
(Continued from page 1)
Keith Goldsmith has been appointed UA's Far Eastern supervisor, with headquarters in Singapore, for India, Indonesia, Siam, Japan, Philippines, Formosa and Korea.

Asked when he would announce the appointment of an assistant UA far eastern manager, he said sometime in January or February.

UA also announced plans to open a new office in Formosa to service that area, as well as a new office in each of the various Countries.

Picker also disclosed that George Kallman, who was UA's special representative in the Philippines, has returned to this country and will receive a new assignment shortly after Jan. 1.

Kallman is here recovering from an operation.

Lease Hartford’s Rialto
HARTFORD, Nov. 29.—Henry L. Neeles, formerly Hartford district manager for UA, and a group of unidentified New York importers of foreign films have leased the 700-seat Rialto Theatre here from the Hartford Theatre Circuit, Inc., for $1,500 a month, doubling the operating budget, and will reopen the theatre on Dec. 20 with the initial attraction UA's "The River."
REMEMBER

SCATTERBRAIN  SIS HOPKINS

PUDDIN' HEAD  SLEEPY TIME GAL

JOAN OF OZARK  CHATTERBOX

YOUR PROFIT?
when the world
a laugh here
omes Judy...
ueen of the Cowgirls

HERBERT J. YATES presents

UDY CANOVA in

in TRUCOLOR

with TEN TOP COMEDIANS

including EDDIE FOY, JR. • ALAN HALE, JR.

and WALTER CATLETT • LEONID KINSKEY • GUS SCHILLING • IRVING BACON • FUZZY KNIGHT • ROSCOE ATES

Directed by R. G. SPRINGSTEEN • Written by JACK TOWNLEY and CHARLES E. ROBERTS

Additional dialogue by BARRY TRIVERS • Associate Producer SIDNEY PICKER

A REPUBLIC PRODUCTION

Republic Pictures Corporation—Herbert J. Yates, President
TOA Meets
(Continued from page 1)

Albany attorney; Harry Lamont, upstate exhibitor leader, and Sullivan, will convene in Albany. The following day it will hold a luncheon meeting in Utica and, in the afternoon, a regular session in Watertown.

The panel will hear upstate exhibitors' trade practice complaints in conjunction with current efforts to reactivate the Albany TOA unit, which has been dormant during the past year. Sullivan and Fabian met here yesterday with Lamont and Sumberg to plan the campaign under which the unit will be organized.

Will Extend Invitations

Sullivan said invitations will be extended to the Schine, Hallett and Smalley circuits upstream to join the new Albany unit. He said there are 285 theatres operating in the Albany territory, and that the organizing drive will be considered a success if 260 of these are recruited. Fabian's upstate theatres already are committed to join.

Sullivan said Lamont, who was chairman of the erstwhile Albany TOA unit, has been working with the following in the effort to revitalize it: Sol Ullman, Fabian Theatres; Jules Perlman, Albany; William Benton, Saratoga; and Sid Dwore, Schenectady.

Would Be Valuable

The Albany TOA would be a valuable "vigilante" during the coming 1951 New York City plan to seek state authorization to impose an admission tax materialize, Sullivan said. He foresaw the TOA unit joining with the Metropolitan Motion Picture Theatre Association and the Independent Theatre Owners Association of New York in fighting such a tax threat.

The fight would be important, he pointed out, in that the New York State Legislature frequently "sets the pattern" for the legislatures of other states to follow.

MR. EXHIBITOR! ONLY 4 WEEKS TO
XMAS!

WALTER HANDER'S
ALADDIN AND HIS LAMP
A MONOGRAM PICTURE

Reviews

"On Dangerous Ground" (KOJO Pictures)

T HE REGENERATION of a sadistic, embittered Metropolitan detective is graphically portrayed in "On Dangerous Ground." Robert Ryan plays the police officer, who after being warned about his victims savagely, finally is "exiled" to an out-of-town community for the murder of a school girl.

Although sequences in the screenplay by A. I. Bezzerides mesh too conveniently at times, it is seldom wanting in the type of excitement that makes for good entertainment.

It becomes apparent that the killer of the school girl is a psychotic and he hunts for him is pressed on in the mountains as though be were a wild animal. Joining Ryan in pursuit is Ward Bond, the father of the victim who is determined to shoot down the killer without benefit of trial.

Ida Lupino plays the sister of the killer. Blind, helpless, she is a good person to her very core. Contact with her produces a strange chemical reaction in Ryan. He begins to appreciate the worth and dignity of other people and gradually he loses his sadistic nature.

The killer presently is cornered and in a mad flight tumbles from a mountain top to his death.

Director Nicholas Ray has kept the action moving briskly and there are many good atmospheric touches to the picture, such as murky streets, cheap, caverns and snow-blanketed fields.

The picture's closing scenes are romantically promising ones for Ryan and Miss Lupino. John Housman produced.

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

M. HERBSTMAN

"Pecos River" (Columbia)

T HE COUNTLESS FOLLOWERS of the Durango Kid stories will find that they ordinarily expect in "Pecos River"—and even more for production is better than the standard and photography and the musical accompaniment are likewise above average. The names of Charles Starrett and Roy Kelly, of course, are present to sell this tale of skullduggery in the Wild West.

Starrett this time plays a special post office investigator who also as a bonus, law-enforcing Durango Kid. Smiley is an itinerant eye-glass seller whose singing can provide the music as well as the humor. The action is brisk, culminating in a satisfactory stage-coach chase.

To trap a gang of stage-coach holdup men, Starrett goes to the town of Pecos River and takes a job as a driver for stage-line owner, Dolores Sidener. He then pretends to make a deal with the outlaws, but traps them in action when they try to hold up the stage, setting the scene for the wild chase.

Miss Sidener, who, with Jack Mahoney, provides the romantic interest, makes a pretty fixture in the familiar landscape. Steve Darrell is attractive and pushy as the outlaws leader. Colby Clark, who produced the story, was written by Barry Shipman Fred F. Sears directed.

Others in the cast are: Steve Darrell, Edgar Dearing, Frank Jenks, Paul Campbell, Zon Murray, Mandie Rickett, Edward Fetherston.

Running time, 55 minutes. General audience classification. For December release.

"Laughter in Paradise" (Associated British-Straford)

SUPERIOR acting and treatment have endowed a lively story with stature and appeal in this hilarious Associated British Picture Corp. production imported by Stratford Pictures. Although inherently it is a picture that is best suited for exhibition by so-called "art houses," this intelligently written, directed and produced offering should be able to achieve also the acceptance of regular theatres, so universal is the texture of its humor and the charm of its plot.

Its star is Alastair Sim, British film's master of subtle comedy. He plays an author of mystery-thrillers who, to satisfy the provisions of a will, tries hard to get himself sentenced to 28 days in jail. The episodes involving the gams of humor. The plot centers around the will of a practical joker who attachments some strings to the distribution of his alleged fortune. One relative, a slobbish spinster, must serve as a maid before she can get her share of the money. Another, a copperhead, turns up the bank manager with a gun; a third must marry the first girl he speaks to after the reading of the will. They all comply and learn something in the process. If the film has a definite slice-of-life flavor, it is properly enhanced and the laughs are given preference. Michael Pearce and Jack Davies wrote the screenplay. For comparison is the spinster who discovers her heart; Gyn Middleton as the playboy and George Cole as the timid clerk excelled in supporting roles.


Films to McGraw-Hill

The March of Time's "Forum Films" will be distributed by McGraw-Hill after Jan. 1, reports Arthur Murphy, McGraw-Hill general manager.

Montana House Burns

PORTLAND, Ore., Nov. 29.—A fire of undetermined origin destroyed the Royal Theatre in Glasgow, Montana, yesterday with an estimated loss of $100,000.

Key CD Test

(Continued from page 1)

emergency lodging in Boston. The program, which will run from 10 to 11 p.m. daily from WML-TV here, will be aimed at an audience in the Pilgrim Theatre in Boston. Audiences in the Stanley Theatre in Albany, and the National in Richmond, Va., will also listen in, however.

The program will feature both government officials and professional actors. Butcher stated. The Boston audience will be joined by Civil Defense Volunteer workers, but they will be a group of agency officials on hand to study the reaction of the audience.

The theatres are being donated for the December showing, but will submit estimates on how much they would like to charge for later programs.

FCDA will also get exact estimates from telephone companies, producers and other cost elements.

Think High 5 of Theatre TV

The FCDA officials think highly of theatre TV as an experiment was emphasized in a speech made this week to a group of training officers from various government agencies by Jack T. Johnson, assistant FCDA administrator in charge of training. He listed five important advantages of theatre TV.

Theatre TV reaches a selected audience directly, and doesn't have questionable elements of other training films. It has the flexibility, allowing last-minute changes to take care of last-minute developments; audiences can listen at their own pace by way of a two-way hook-up; the medium can reach large groups instantly in case of an emergency; and the theatre is an attractive physical location for training.

Harold Arline, another FCDA official, told the meeting that government agencies planning to use theatre TV for training in the future must plan to compensate the theatres, and not have theFCDA estimates the cost for theatre at 10 cents per seat, and that other costs, including relaxing and production and other items would bring the total maximum cost for a network show to 20 cents per seat.

Assures Customers

Eastman Kodak has assured its customers that the recent fire at its Kodak Park plant is not expected to affect the availability of the company's products. Kodak Park officials estimated that return to full-scale production will be within 10 days, and that the estimated cost for not affecting the company's products. Kodak Park officials estimated that return to full-scale production will be within 10 days, and that the estimated cost for not affecting the company's products. Kodak Park officials estimated that return to full-scale production will be within 10 days, and that the estimated cost for not affecting the company's products. Kodak Park officials estimated that return to full-scale production will be within 10 days, and that the estimated cost for not affecting the company's products.
Universal-International proudly announces the general release in January of
"Bright Victory" their most distinguished and highly acclaimed motion picture

"Excellent for adults and youngsters."
— PARENTS MAGAZINE

"Chalk up this U-I film as an Academy Award contender!"
— SCREEN GUIDE

"Boxoffice future bright as a silver dollar ... tremendously satisfying entertainment."
— MOTION PICTURE HERALD

"... one of the enthralling pictures of your movie year ... scratch off another niche in the 10-Best lists."
— N.Y. WORLD TELEGRAM AND SUN

"Rates Academy Award ... unquestionably certain to win enthusiastic approval from all types of movie-goers."
— SHOWMEN'S TRADE REVIEW

"Arthur Kennedy's poignant performance in the movie 'Bright Victory' strums every heartstring."
— WALTER WINCHELL

Bright Victory

Starring
ARTHUR KENNEDY • PEGGY DOW
with JAMES EDWARDS • WILL GEER and JULIA ADAMS

Screenplay by ROBERT BUCKNER • Based on the novel "Lights Out" by Bayard Kendrick • Directed by MARK ROBSON • Produced by ROBERT BUCKNER • A UNIVERSAL-INTERNATIONAL PICTURE
Exhibitors:
WHY NOT GO TO FLORIDA A LITTLE EARLIER THIS YEAR...

...in time for the 75-theatre, state-wide, day-and-date whoop-'em-up world premiere of Columbia's

THE BAREFOOT MAILMAN
in SUPER CINE COLOR

COLUMBIA PICTURES presents ROBERT CUMMINGS - TERRY MOORE - JEROME COURTLAND in THE BAREFOOT MAILMAN
Based upon the novel by Theodore Pratt • Produced by ROBERT COHN • Directed by EARL MCERYT
**MOTION PICTURE DAILY**

**Oct. Tax Take Highest Since December, ’48**

WASHINGTON, Dec. 2—U. S. Treasury general admission tax collections in October, reflecting September box-office business, took a big jump to $37,302,260, the highest figure recorded for any month since December 1944, and the highest October since 1947, the Bureau of Internal Revenue reports.

The October figure compared with $21,651,185 in September and $35,836,535 in October 1950. Government officials figure that film admission paying a high percentage of the great bulk of the general admissions category.

The jump in October helped boost the totals for the nine months from February through October, reflecting (Continued on page 4)

**Reagan Replaces Rodgers at MGM**

Rogers to Continue in Consultative Capacity From Jan. 1 for 2 Years

William F. Rodgers will relinquish his post as vice-president in charge of domestic distribution for Loew’s-M-G-M to Charles M. Reagan on Jan. 1, Nicholas M. Schenck, president, announced on Friday.

Rodgers, who joined Metro in 1924 and who has headed its domestic sales organization since 1936, will serve as consultant to the company for a two-year period beginning Jan. 1.

Reagan, former vice-president in charge of distribution for Paramount Pictures, joined M-G-M as a sales executive in July, 1949. He has been without specific title since but has worked closely with Rodgers on major policy matters.

The change in executive positions, Schenck said, was made at Rodgers’ insistence, stemming from the latter’s wish to

**Acord Shapes Up For MPEA Deal With Spanish Govt.**

If the Spanish government agrees to make what the Motion Picture Export Association considers “minor concessions” on one or two points of the proposed formula for a Spanish-American film agreement, it is likely that an agreement will be assured this week, it was indicated on Friday following the MPEA board’s second meeting in two days on the subject.

Sources outside the MPEA, meanwhile, strongly discounted reports that the Society of Independent Motion (Continued on page 5)

**Brazil, Belgium Put Curbs Into Effect**

WASHINGTON, Dec. 2—New sharp restrictions aimed at American films have gone into effect in Belgium and Brazil, according to government sources.

In Brazil, where restrictions on film imports, playing time and remittances were planned, “some curbs have already gone into effect and others are imminent,” a State Department official declared. He said the Depart- (Continued on page 5)

**Ten from M-G-M in 1st Quarter of ’52**

Metro-Goldwyn-Mayer will release 10 features in the three months starting Dec. 1, it was announced by William F. Rodgers, sales vice-president, at the weekend. There will be three pictures released for each of the months of December and January, and four for February, with “Pandora and the Flying Dutchman” and “Callaway Went Thataway.” For January the three releases will be headed by “It’s a Big Country,” followed by “Westward the (Continued on page 4)

**Schenck’s Statement on Rodgers-Reagan**

Nicholas M. Schenck, president of Loew’s, issued the following statement on Friday, in making known the appointment of Charles M. Reagan as vice-president in charge of domestic distribution, succeeding William F. Rodgers:

“Rodgers, who has served as M-G-M’s vice-president and general sales manager for many years, has asked that he be relieved of his responsibilities and because of his insistence we have acceded to his wishes. I am happy to state that Rodgers will remain with Loew’s as a vice-president for a minimum of two years as an advisor and consultant on sales activities and will continue to make his headquarters at the company’s offices.”

“I consider Reagan to be especially qualified to assume his new position and to succeed Rodgers.”

**Selznick TV Film Option Expires as New Confabs Pend**

Expiration without action of the option granted by David O. Selznick for the use of 12 of his pictures on home television for a reported $2,000,000 was disclosed here at the weekend by Selznick.

Selznick, who refused to divulge any details on the failure of the Bruce Bells & Associates transcription firm to exercise the 90-day option, said new negotiations are pending.

The collapse of the old option, according to industry speculation, was due to insufficient backing by television station owners and due to the amount involved per picture, a reported $166,000. It is further speculated that the new option, now pending, will be for fewer pictures at a price allegedly much lower.

Among the films which Selznick is said to be negotiating for release to home TV are: “Since You Went Away,” “Spellbound,” “Portrait of Jennie,” “Third Man” and “Bill of Divorcement.”

**Johnston Back At MPAA Helm Today**

WASHINGTON, Dec. 2—Motion Picture Association president Eric Johnston reports back for work tomorrow after a 10-months’ absence, serving as head of the Government’s Economic Stabilization Agency.

Johnston brings back with him two of his top ESA aides—Ralph Hetzel, who will take over as head of the New York office of the MPAA today, and George Viether, who today becomes the man in charge of operations at the Washington office.

Of course, Johnston’s information chief, Kenneth Clark; Johnston’s secretary, Merrie Smith and Mary Danner; and Clark’s secretary, Evelyn Thompson—all of whom were at the (Continued on page 5)

**Charles M. Reagan**

V-P in Charge of Sales

**VOL. 70. NO. 106**

NEW YORK, U.S.A., MONDAY, DECEMBER 3, 1951

**TEN CENTS**

William F. Rodgers

V-P and Consultant

be relieved of numerous responsibilities. It is anticipated that Rodgers will adopt a more leisurely schedule in the future even though he was emphatic on Friday in expressing his intentions of being an active consultant on sales for the next two years.

Rodgers will leave for Florida about the middle of this month and will (Continued on page 4)
RKO Radio Chicago Meeting Concluded

Chicago, Dec. 2—RKO Radio's two-day sales meeting at the Ambassador Hotel here ended at the weekend, with district and divisional managers and assistants fattening out over the country to pass along news of newly-anounced product and the ' Ned E. Depinet Drive' in all exchanges. The drive will be conducted January-March.

Robert Mochrie, RKO sales vice-president, who conducted the meeting, returned to New York over the weekend; also attending were in Reiner, Malcolm, director of advertising; Leonard Grunenberg, Metropolitan district manager; William M. Lyle, assistant manager of branch operations. Ned E. Depinet, president of RKO Radio Pictures, announced the product for the drive period at the meeting.

9 Screenings For 'Greatest Show'

The first Technicolor print of Cecil B. DeMille's "The Greatest Show On Earth" will be screened at a series of nine smaller city offices. The pictures will be one of the producers of the pictures, the producers of the films, and some of the other public opinion mavens have been invited to bring their children to view these screenings, which will run on a three-day basis (Thursday and Friday at 2:00 P.M., 5:00 P.M. and 8:30 P.M., and on Saturday at 10:30 A.M., 2:00 P.M. and 8:30 P.M.).

Turner on 2-Week Trip

Terry Turner, RKO Radio director of exploitation, will leave here Wednesday on a two-week trip to Boston, Buffalo, Detroit, Chicago, New Orleans, Atlanta and Philadelphia, for the promotions of four pictures. They are: "A Song to Day," starring Warner Brothers' stars Kay Francis and Walter Myron; "Snow White and the Seven Dwarfs," starring David Niven; "The Cowboy and the Lady," starring Howard Hughes and Ray Milland; and "The Faces of Emma," starring Lloyd Nolan and Howard Hill's "Tembo."

7 Pictures Started, 6 Are Completed

Hollywood, Dec. 2—The production index has increased only one point, for a total of 31 pictures in work. Of these, six were started and six were completed.

Started were: "The Saber and the Arrow" and "Rough, Tough West" (Columbia); "Outlaw Women" (Hoggo Productions), independent; "Gobs and Gall" (Republic); "Desert Passage," RKO Radio; "Francis Goes to West Point" and "The Sourdoughs." Universal-International: "Here Come the Girls." Warners: "And Now Tomorrow" (Westminster Productions), "Moxon," (Film Group, Inc.), "The Girl Next Door." 20th Century-Fox: "You Can't Stop the Marines" (United States Pictures) and "Crimson Pirate," and "Lighthorse." Eidoshor Showing Now Off to Jan.

Another postponement in the projected demonstration of 20th Century-Fox's Swiss Eidoshor CBS color television system was disclosed at the weekend by Earl Sponable, 20th-Fox research director.

Sponable, who said he expected the color set to be delivered to Zurich, Switzerland, by the end of December, forecast a demonstration, probably at the New York World's Fair.

Regarding the National Production Authority, which for the past year has been reviewing the nation of color television set colors, Sponable said at this stage it would not affect 20th-Fox's Eidoshor plans because the Authority is only evaluating the color sets.

Defiance' Opening At 12 Leow's Houses

"Fort Defiance" has been set for 12 openings on the Leow circuit starting the week of Dec. 13, it was announced at the weekend by William J. Heilmann, United Artists sales vice-president.

The Dane Clark-Ben Johnson-Peter Graves starer will open in Leow's theatres in Akron, Canton, Dayton, Columbus, Indianapolis, Kansas City, Louisville, Norfolk, Providence, Rochester, Syracuse and Williamston.

Sutter to Seaboard

Otto H. Sutter has been appointed vice-president in charge of sales of Seaboard's Intercontinental, effective immediately, it was disclosed here by Sandford R. Johnson, president. Sutter was previously with Vatican Pictures Corp. in the same capacity.

The Industry's Own—The Variety Clubs of America—Largely Enters on Contributions from the Amusement Industry.

Sign the 'Christmas Salute' Scrawl Today!
NEW YORK CAVALCADE
By LOUIS SOBOL

...Previewed
"I'll See You In My Dreams," the story based on Songwriter Gus Kahn's career, starring Doris Day and Danny Thomas. A finer picture has never come out of Hollywood.

* * *

WARNER BROS.

"I'll See You In My Dreams"

THURSDAY STARTS THE BIG CHRISTMAS ENGAGEMENT AT RADIO CITY MUSIC HALL
(Do't miss the thrill of the Trade Show December 12)
Grant Schine "New Two-Week Extension

A new two-week extension for the motion picture theatre engaged by the government's consent decree has been granted by the Department of Justice. The extension was signed here. The new extension expires Dec. 17.

Meanwhile, meetings between Schine attorneys and Justice officials are slated during the two weeks, looking toward a long-term extension.

Companies Join In Towne Case Appeal

WASHINGTON, Dec. 2.—The six major distributors involved in the Milwaukee Towne case asked the Supreme Court on Friday to review the Seventh Circuit Court of Appeals decision awarding the Milwaukee plain- tiff close to $1,000,000 in damages.

The distributor's damages are much too high, and should be cut down to about $50,000. Mil- waukee Towne Corp. did not appeal to the Supreme Court, arguing that it should uphold the original District Court decision, which awarded it even greater damages than did the Circuit Court.

Sued Six Distributors

Milwaukee Towne Corp. sued six distributors, claiming they refused to license it for re-release of its copyrighted films. Defendants were Loew's, RKO Pictures, Colum- bia, Paramount, 20th Century-Fox and Warner. The District Court found for the exhibitor and awarded him $295,878 damages, plus costs, and plus $225,000 for lawyer's fees.

The Circuit Court upheld the District Court in part and reversed it in part, cutting the damages to $941,574 and the attorney fees to $1,500.

In asking the High Court to cut the damages still further, the six distributors, who have already lost in the Circuit Court, relying upon the Jackson Park case, "permitted speculation to ruin the assessment of plaintiff's damages, while ignoring the actual situation, which is reality. The Bigelow case does not support that result.

Argue Against Guessing

They argued that rather than guessing at the damage suffered by Milwaukee Towne when it couldn't get first-run pictures, the courts should have considered its actual profit-and-loss experience before, when it did get first-run pictures. On this basis, the distributors argue, the High Court in the Jackson Park case, upon which the Bigelow decision rests, is not applicable here.

10 from MGM

(Continued from page 1


Massimelli, MGM Manager, Dies

Armando Massimelli, manager of Metro-Goldwyn-Mayer's branch in Rome on Nov. 26, of a heart attack, the company disclosed here. He was 61.

Long a prominent figure in Italian and Continental film circles, Massi- melli joined M-G-M from the Italian branch until 1940, when M-G-M closed its offices in Italy. When M-G-M reactivated its offices at the close of World War II, Massimelli was appointed manager of M-G-M of Italy.

Reagan Replaces Rodgers

(Continued from page 1)

spend at least two months there, as has been his custom in recent years. He is in his 63rd year and the Flying Dutch- man," produced in England and Spain by Al Lewin and Joe Kaufman. Scheduled for February are "The Sellout," "Invitation," "Shadow in the Sky" and "Lonely Star," which stars Clark Gable with Ava Gardner.

Massimelli, MGM Manager, Dies

Armando Massimelli, manager of Metro-Goldwyn-Mayer's branch in Rome on Nov. 26, of a heart attack, the company disclosed here. He was 61.

Long a prominent figure in Italian and Continental film circles, Massi- melli joined M-G-M from the Italian branch until 1940, when M-G-M closed its offices in Italy. When M-G-M reactivated its offices at the close of World War II, Massimelli was appointed manager of M-G-M of Italy.

Oct. Tax Take

(Continued from page 1)

actual business in the first nine months of 1953 was $260,600,462, less than three percent below the $265,821,460 in the like period last year. The total for the August-October period was about $4,470,000 above the total for the like period in 1952. While August-October totals for this year were well above August-October 1950, collections this year were slightly below last year's.

Peterson Promoted

NAPERVILLE, Ill., Dec. 2.—Harry W. Peterson has been appointed sales manager of the company's new manufacturing division of the Kroehler Manufacturing Co., here, makers of theater and audi- torium seats. Peterson succeeds Row- land V. Williams, who has been named sales manager of the company's case goods division.

Film Damage Suits

At $330,000,000

Washington, Dec. 2.—As of Oct. 1, there were 144 treble damage anti-trust suits pending against the major film distributors, with the claimed damages totalling more than $330,000,000, the Supreme Court has been told.

The statement is in a brief filed by six major distributors seeking to dismiss the Eighth Circuit Court of Appeals decision in the Milwaukee Towne case. The distributors said that in the Northern District of Illinois court alone, where the Jackson Park and Midwestern cases were tried, there were 31 suits pending against distributors, involving damages claims of more than $67,000,000.

Para. May Seek NPA O.K. on Color Tube

Washington, Dec. 2.—Paramount may resign its recent antitrust litigation with the National Production Authority seeking a green light for production of its tri-color television tube developed for the American Chromatic Television Productions, Inc.

This developed out of an informal meeting here Friday between NPA officials and Paramount attorney Paul Porter.

The government's recent order banning all production of color television equipment has been interpreted by NPA officials as covering the tri-color tube. Paramount officials claim they want to produce a relatively small number of tubes and receivers for both color and black-and-white reception.

They say such a procedure won't use any more materials—possibly even less—than producing the tube for use in black-and-white sets only.

However, NPA officials claim that while the tube can be used in a circuit designed for black-and-white only, it cannot be used in a circuit that can receive color as well as black-and-white, under the M-90 order. They said Paramount would be forced to produce about 50,000 sets, capable of taking both color and black-and-white.

At the meeting Porter argued that the NPA order and this interpretation of it violated a promise given by Defense Mobilizer Charles E. Wilson that Paramount would continue to supply all branches of the radio-television industry. Porter said Paramount officials at that meeting had agreed to promise that the tri-color tube could be produced.

NPA officials said they had no such understanding of anything Wilson said, and that "the order reflects the meet- ing." Porter then asked for a trans- cript of the meeting, and NPA officials promised to try to find one.

NPA said the best course for Porter to take was to file a formal request either for an "interpretation" of the order or for an exception to it. Porter refused to comment at this time on the meeting.

The Variety Clubs-Will Rogers Memorial Hospital is Open to All in Financial Assistance Without Charge—Sign the 1951 "Christmas Salute"—"Help Care for Our Own."
Branch Negotiations

'Thing of the Past' Snaper Declares

Negotiation for film on the local level is "a thing of the past," Willard Snaper, president of Allied Theatres of Jersey, charged at the weekend in a bulletin to members.

"Home offices," Snaper contended, "are gradually making the local branches nothing more than a place to converse, like the old-fashioned parlor, pay your fare or you don't ride. Our business has always been based upon the right of two people to negotiate. Gradually it is being taken away from us."

Continued Marcus: "Most sales managers have expressed themselves apprehensive regarding the new sales policy. We are convinced that the presidents, or policy makers, of the exhibitors have not yet seen fit to regard these policies by putting them into effect on a nationwide basis.

Wants Tailored Policies

"Proper merchandising of special attractions by the distributors may merit the suggestion of formula prices. However, these policies must be tailored categoically to the town小巧, small-scale exhibition, good from the economic standpoint of his patron. Where the large city first-run theatre may pay him $10 in profit the small-town exhibitor would be more likely to be $20 to $10 for an attraction, a small-town exhibitor must increase his admissions prices to 25 cents in order to achieve the same result. The net result of this increase is that the small-town theatre will bring people in that the large city theatre will achieve."

Marcus announced that this situation would be thoroughly discussed at Wisconsin Allied's "Movietime" convention on Dec. 12.

MPEA, Spanish

(Continued from page 1)

Picture Producers is at odds with the MPEA over the terms of the proposed pact. What SMPF must endeavor to determine is how many of the 40 picture producers and independent U. S. producers under the formula can be gotten for SMPF members, it was explained.

Healey to Relay Word

Word regarding the Spanish government's attitude on the requested concessions is expected to be relayed to the MPEA here early this week by Tim Healey, Association representative in Madrid. John G. McCarthy, Motion Picture Association of America vice-president, over the weekend called the suggestion of formula relations to Healey with instructions that the latter communicate at once with the Franco authorities.

Healey recommends that consideration be given to extending an offer to the MPEA here early this week by Tim Healey, Association representative in Madrid. John G. McCarthy, Motion Picture Association of America vice-president, over the weekend called the suggestion of formula relations to Healey with instructions that the latter communicate at once with the Franco authorities.

The formula, which would end the issuance of import licenses through Spanish producers, a so-called "cor- rum" practice, would grant 60 permits to independent MPEA producers and 40 to independent U. S. producers each year. A consistent price on this basis for admittance from foreign countries would be placed by the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.

MPEA memberhout may be subject to the Franco regime on each film imported. Although these terms are regarded as a step forward, the two sides are far from agreement.
WHEN
WORLDS COLLIDE
Is Amazing On The Screen... and
SENSATIONAL At The Boxoffice!!

We’re bursting our superlatives at the seams over the latest hit in Paramount’s steady stream of hits! We wish you could talk personally to exhibitors in all 253 cities where it’s played. They figured it to be big—and it turned out to be sensational!

For instance: a 5-year non-holiday record opening in Denver; a new 4-year record in Philadelphia; biggest Paramount opening in months in Buffalo. Far beyond expectations right across the entire country, including Denver, Hartford, Chicago, Minneapolis, Seattle, Providence, Kansas City, Lincoln, Akron, Tucson and scores of other spots.

This George Pal production is the spectacle-thriller that’s absolutely in a class by itself in performance... such amazing entertainment that business is up like a rocket!

"WHEN WORLDS COLLIDE"
Color by
TECHNICOLOR
Produced by George Pal
Directed by Rudolph Maté
Screenplay by Sydney Boehm
Based on a Novel by
Edwin Balmer and Philip Wylie
Theatre Video Programming In New Phase

Media's Growing Power Seen as Primary Factor

The drive for adequate and varied theatre television programming is being intensified as new ideas covering various media are being revealed.

With 23 communities across the nation, stretching from New York to Los Angeles, now equipped with theatre television programming, the industry has advanced from the idea to the negotiations stage.

Propounding this thought, one industry executive disclosed that theatre TV is now ready to book regular attractions. One such attraction, now under negotiations, is a children's matinee performance of national reputation which would be televised every Saturday to theatres.

The growing economic strength of theatre TV is attested by the negotiations now being conducted for television. (Continued on page 5)

Bids Academy to Alter Decision On Theatre TV

DENVER, Dec. 3.—With the need of theatre TV programming acute, John M. Wollberg, president of Wolberg Theatres here, called upon the Academy of Motion Picture Arts and Sciences to reconsider its decision not to stage television the forthcoming Award presentations from Hollywood.

In a letter of protest, Wollberg declared, "to say that it is impossible to telecast this event to theatres is nonsense. Practically, football and base-

(Continued on page 5)

NYC Marquee Tax Proposed: Lamont

ALBANY, N. Y., Dec. 3.—A theatre marquee tax in New York City has been proposed for the consideration of the 1952 session of the State Legislature. Harry Lamont, temporary chairman of the reforming Theatre Owners of America Albany unit, disclosed here following his return from New York, where he conferred with Gail Sullivan, executive director, and

(Continued on page 5)

Call Film Men in Probe Of Zenith Fee to Finnegan

Subpoenas have been served here on Loew's, Paramount, RKO Pictures and 20th Century-Fox for the appearance of company representatives before the Federal grand jury in St. Louis tomorrow and Thursday to testify concerning the circumstances surrounding Zenith Radio's efforts to get films for its Phonovision test in Chicago a year ago.

Scheduled to appear for questioning are: J. Robert Rubin, Loew's; Ned E. Depinet, RKO Pictures; and Paul Raabourn, Paramount. 20th Century- Fox's Otto Koegel is hospitalized and a substitute will undoubtedly be named for that company.

The industry men were brought into the picture after Eugene F. McDonald, president of Zenith, acknowledged that his company had paid $50,000 to James P. Finnegan, former collector of internal revenue at St. Louis, to help Zenith get films for the Phonovision test.

Finnegan is under indictment on charges of bribery and other misconduct in office. He resigned under fire last spring while a grand jury was looking into his affairs. His trial has been set for March 3. McDonald was (Continued on page 5)

Para.Is Turned Down On Color Tube Bid

WASHINGTON, Dec. 3.—National Production Authority officials said today the government has absolutely no objection to the use of Paramount's tri-color tube in sets capable of receiving only black-and-white television.

But the tube is out, NPA spokesman declared, if the set has a color circuit, "Order M-90," an NPA official said, "permits the production of (Continued on page 5)

Allied of Michigan Meet Is Statewide

DETROIT, Dec. 3. — More than 400 exhibitors from all parts of the state gathered at the Hotel Book-Calhoun in Detroit today for the opening of the annual convention of Allied Theatres of Michigan.

It was the first time in the organization's history that convention invitations had been extended to all of the state's exhibitors, including those who are not members of the ATM. To (Continued on page 4)

10% of Gross Intake Is Viewed as Basis of Theatre's Market Value

A film theatre's real estate market value is today determined by a rental of 10 per cent of gross intake rather than 15 to 20 per cent as formerly, according to Morton G. Thalhimer, Virginia exhibitor who also is a director of the Theatre Owners of America.

Thalhimer's observation is contained in an article, "New Influences Affecting the Appraisal of Motion Picture Theatres," which he wrote for The Appraisal Journal. Reprints of the 10-page article are being distributed by the TOA.

Dealing at length with such topics as capital investment in theatres, theatre costs, area factors, equipment costs, competition outside the industry, prospects for the future and others, Thalhimer's article concludes that "a rental of 10 per cent of the gross is now considered normal and realistic."

"The general feeling among those close to the industry is that fringe theatres, old theatres mostly worn out, and two theatres where only one can be expected to succeed, will have tough going in the future," the article states.

Paid by Decca For 'U' Stock

Rackmil Reports to SEC; Warrants Price Included

WASHINGTON, Dec. 3.—Decca Records paid $3,773,914 for the 234,900 shares of Universal Pictures common stock it bought during October and the warrants it holds to purchase 32,800 additional shares, Milton R. Rackmil, Decca president, has reported to the Securities and Exchange Commission.

Rackmil revealed that of these shares 78,000 were purchased on the New York Stock Exchange, while the balance, most of which formerly was owned by the Paul G. Brown estate, was bought from Gertrude Bergman, Maurice A. Bergman, Lewis Fox Blumberg, N. J. Blumberg, Vera F. Blumberg, Alfred E. Daff, Edith Mayer Goets, William Gehl, Doris Jean Mayer and Leo Spitz.

The warrants were purchased from N. J. Blumberg and Doris Jean (Continued on page 5)

‘Essential’ Rating Issue Returned to COMPO For Study

If the Council of Motion Picture Organizations wants a hearing on its appeal for an "essential" rating for the industry the Department of Commerce is willing to grant one, Robert W. Coyne, COMPO’s special counsel, reported here yesterday following a meeting in Washington late last week with Department officials.

Coyne said he will ask the members of the COMPO board if they believe economic conditions are such that the (Continued on page 5)

Mayer Intermediary Meets UA Officials

Approaches by an intermediary believed to represent Louis B. Mayer were made to United Artists officials during the past few days but no proposal for the rumored acquisition by Mayer of an interest in United Artists was made nor was any deal involving his joining the company broached, it was learned yesterday.

It was the first approach to U. A. (Continued on page 4)
Personal Mention

BERNARD KRANZE, executive assistant to William J. Heine- man, United Artists vice-president in charge of distribution, left here for Indianapolis and Pittsburgh last night.

Harry Fellerman, sales head of Universal Pictures, joined a special film preview, accompanied by Jeff Livingston, Eastern advertising manager, who will leave New York today for Chicago, Syracuse and Gloversville in New York.

E. K. O'Shea, vice-president of Paramount Film Distributing Corp., and Hugh Owen, Eastern and Southern New York regional sales manager, will leave here for Dallas tomorrow.


Frank Mooney, assistant to Charlie Lippert, Western and North-South division manager, will be in Charlotte today from New York.

James R. Grainger, Republic executive vice-president, has returned to New York from Omaha.

Herbert Y. Yates, president of Republic Pictures, is in New York from Hollywood for a brief stay.

Charles Feldman to Produce for Lippert

Hollywood, Dec. 3.—Robert Lippert and Charles Feldman have completed a production/distribution deal under which the latter's Famous Art- films Corp. will package a number of upper-bracket features for distribution by Lippert with the latter supplying most if not the total financing and with talent accepting participation in lieu of salary.

"Loanout." George Raft vehicle to be produced by Bernard Lubur and directed by Seymour Friedman, is first on the Lippert output list. The project is designed to produce more pictures directly and will handle no more minor-budget films. The project is expected to be backed by not more than $14,000 for its second week. "Deci- sion Before Dawn" bows there on Dec. 12. "I'll Take Broadway," which will begin its run at the Roxy on Friday, will be backed by the "Golden Girl," which is expected to register a mild $14,000 at its last 10 days. "Callaway Went Thataway" will open at Loew's State with "Across the Wide, Ancient Year," the latter to be closed with a tepid $10,000 for its fourth week.

At the Warner, "Come Fill the Cup" is expected to hit a moderate $20,000 for its second and final round, with "The Tanks Are Coming" slated to bow in tomorrow. A fair $12,500 is expected for the fifth week of "The Tall Men" at the Victoria and a nice $7,000 is estimated for the third and final week of "Tales of Hoffman" at the Bijou, which will close for two weeks. The house will reopen on Jan. 2, 1952 with a limited engagement of "Rene Y.

At the Mayfair, "Detective Story" is expected to do $37,500 for its second week, while "Warpath" at the Globe will be replaced on Thursday with "Cross- over." The second week of "Warpath" is due to hit a rather weak $9,500.

"River Holding Up Still holding up is "The River" at the Paris Theatre, where a solid $10,000 is forecast for the 13th week. "The Man with the Horse's Head" is expected for the sixth and final week of "The Blue Veil" at the Criterion, where "The Blue Veil" is due to open Saturday. "The Clouded Yellow" is expected to do a fine $8,500 for its fourth week at the Park Avenue, while a fine $10,000 is forecast for the final week of "The Browning Version" at the Sutton.

"A" good performer, the "Lavender Hill Mob," is forecast to do a healthy $10,000 for its seventh round, while a good $9,500 is seen for "The Man with the Black Mask" at the Trans-Lux 52nd Street. "Days of Our Years" opens at the Trans-Lux 60th Street Theatre. "Paradise," a hit for the first week of "All the Way," is expected to hit a satisfactory $1,000 in the last three days of its third week. "The Pigeon" is expected to do $3,400 for the first round of "Pool of London" at the Trans-Lux 72nd Street. At the new Normandeau Theatre, which will open on Thursday, "Pandora and the Flying Dutchman" will be the feature attraction.

Westrex, Reives In Magnetic Film Deal

Westrex Corp. and Reives Sound- craft Corp. have completed negotia- tions under which Westrex will dis- trIBUTE on a worldwide basis the 33 1/2 and 16mm full-magnetic coated film used in original recording ten years ago, and which "longer" warrants, indicates he is willing to give up as much as 75 per cent of a picture's earnings to talent.

Lippert in Deal for Minneapolis Branch

MINNEAPOLIS, Dec. 3.—The local Lippert Productions distribution frame- work has sold some development rights to the parent company. The deal was consummated for Lippert by company sales chief Arthur Greenman. Coler will continue to operate his North Star film exchange here.

Dick Stahl, Lippert and North Star manager for Coler, will continue as manager for Lippert, and Clyde Catter, now on the sales staff of the Min- nesota Theatre, will be appointed to become North Star manager on Jan. 1.

Para. Charity Drive

Hollywood, Dec. 3.— Paramount Committee's annual campaign is within 25 per cent of its $1,000,000 goal, campaign chairman Doris Scharay disclosed last night in launching a drive to bring in 2,500 more signatures within a fortnight. Previous efforts, totalling $1,223,666, represents 16,548 signatures.

Salary Board Action Likely This Week

WASHINGTON, Dec. 3.—Salary Sta- bilization Board officials indicated a meeting this week "by the end of the week" on salary controls for talent workers.

The board has completed discussion of the report submitted by a special three-man committee headed by Roy Hendrickson. Subsequently, board executive secretary Joseph Cooper said "something is imminent, probably by the end of this week." The board will "continue its own investigation and will hold a final board ruling or merely the release of the committee's recommen- dations along with a few board comments.

MPAA Board Meet

Eric A. Johnson's first meeting with the Motion Picture Association of America board following his re- turn on Monday to active duty as manager of the group, will take place in New York tomorrow.

W. Pa. Allies Vote Arbitration Approval

Pittsburgh, Dec. 3.—Allied Theatre Owners of Western Pennsylvania has voted unanimously to approve the resolution calling for estab- lishment of an all-inclusive in- dustrial arbitration system which was adopted at the re- cent Allied States national convention in New York. The board was voted after the resolution had been described by Abram F. Myers, Allied chairman and general counsel.

Dreams' Premiere For Hospital Fund

A special premiere of Warner's new motion picture, "I'll See You in My Dreams," will be held at the Chicago Theatre in Dec. 27, with all proceeds going to the St. Jude Hospital Fund, of which Samuel Cardinal Stritch, archbishop of Chicago, is general chairman. Cardinal Stritch will lead the list of dignitaries attending the premiere, and has appointed a committee of lay citizens to handle the sale of tickets.

Flaherty Material to Museum Film Library

At a private reception in the Mus- eum of Modern Art here last night, Mrs. Robert Flaherty presented the creative memorabilia of her husband, who died July 23, 1951, to the Mus- eum of Modern Art Film Library. John Steinbeck, president of the board of trustees of the museum and president of the Film Library, received the gift.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

JUNE ALLISON

VAN JOHNSON

TOO YOUNG TO KISS

plus Spectator Dome Presentation

MOTION PICTURE DAILY. Monday Quinley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, November 1 to March 31, $100 weekly. Telephone Clinton 7-308. Cable address: "Glopushus, New York." Martin Quinley, President; Red Kamo, Vice-President; Martin Quinley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-Pres- ident; Leo J. Brody, Secretary; James P. Cunningham, News Editor; Herbert H. Fecks, Advertising Manager; Hub Ensell, Production Manager, Hollywood Bureau, Yates-Vine Building, William R. Weaver, Editor, Chicago Bureau, 130 South LaSalle Street, Erben Parley, Advertising Representative, 60-600; Bruce Truax, Editorial Representative, 11 North Clark Street. FR. 3-294. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quipalsul, London." Other Offices: New York, Chicago, Minneapolis, Boston, St. Louis, Kansas City. The magazine is published by the Quinley-Moore Publishing Company.
Based on smash openings—DENVER (hold over, Paramount, U.A.'s biggest 1st day in 3 years); NEWPORT NEWS (topped "Fabiola"); SAN DIEGO (2 wk. hold over)—U.A. predicts great biz in LOS ANGELES, READING, HARRISBURG, BALTIMORE, RICHMOND, NEW HAVEN, MINNEAPOLIS, SEATTLE, SYRACUSE, NEW ORLEANS, MILWAUKEE, ATLANTA, PORTLAND, SAN FRANCISCO...and hundreds of other "A" situations!

"Lead pipe cinch for very tops in grosses! Cinecolor seldom if ever been more effectively employed!"—BOXOFFICE. "One of best westerns ever made... sure-fire winner at the boxoffice!"—HOLLYWOOD REPORTER. "Fine western!"—DAILY VARIETY. "Notches above the average! Qualities which exhibitor will find redeemable at the boxoffice!"—M. P. DAILY. "Dane Clark makes striking impact!"—FILM DAILY. "Action thrills keep interest strong!"—VARIETY.
Adams, singularly

the

framework, and

the

book

free

of

his

COMPO

duties.

Two more names have been added to the Council of Motion Picture Organizations nominating committee's growing list of possible candidates to succeed Louis L. Mayer as COMPO executive vice-president.

The new names are those of Richard Schmid, who has resigned as Columbia advertising-publicity director, effective Jan. 1, and Charles E. May, Columbia information director.

Mayer acknowledged that he has had to write letters on his experience in the industry and government service as soon as he becomes free of his COMPO duties.

NPA Tightens Rule
On Use of Material
For Construction

WASHINGTON, Dec. 3—Exhibitors who are seeking government permission to build or remodel and who claim that the project on hand must submit evidence that the materials were bought before Oct. 1, according to the National Production Authority.

An NPA spokesman said that many applications for theatre building in the first quarter of this year were turned down because the applicant did not submit any evidence as to when the materials were purchased.

He said the lawyer for the NPA "made the flat statement that the materials had been on hand before Oct. 1 and that won't do," he declared.

"We must have evidence — invoices, photostats of invoices, or some other tangible proof," the lawyer said.

Bank Forecloses
On 20 Pictures

LOS ANGELES, Dec. 3—The Bank of America has foreclosed mortgages on 20 films said to be valued at $45,000. The bank has foreclosed on four more pictures to motion picture companies.

The pictures include "Arch of Triumph," with Charles B. Ingrid Bergman; "Ramrod," with Joel McCrea and Veronoma Lake, and "Body and Soul," with John Garfield and Gary Cooper.

These and five others valued at $14,000,000 were made by Enterprise Releasing Co., and the bank had foreclosed on these seven "Movietime U.S.A." zones of the Kansas City exchange area where the branches of "Movietime" shares are in their zones.

The salesmen honored were Harold Case and Dwight Bohin, Warner Brothers; John Long and George Regan, 20th-Fox; Earl Dyson and Robert Ringer, RKO; End Riley and Frank McCarthy, associate producers.

Hone Is Relected
For His 29th Term

Seattle, Dec. 3—James Hone, for the past 29 years executory manager and superintendent of the independent Theatre Owners of Washington, has been re-elected. Named to the board were Mildred Wall, Lewiston, Idaho; L. A. Gillespie, Okanogan, Wash.; W. B. McDonald, Olympia, and George M. Igoe, Seattle.

L. M. Ocean, Seattle, was re-elected treasurer, and Ewald Kramer was re-elected auditor, and Lukan was elected a delegate to the PACITO with Fred Mercy as alternate.
TV Patents to Be Registered: FCC

Washington, Dec. 3.—The Federal Communications Commission has issued a proposed ruling to require all firms holding radio, television, telephone or other communications patents to file annual reports on how these patents are being licensed and used.

Television Code Is Due This Week

Washington, Dec. 3.—Formal issuance of a new program standards code for television broadcasters is expected this week.

The television board of the National Association of Radio and Television Broadcasters will meet Tuesday and Wednesday in New York, with the code the top item on the agenda. A self-regulatory device, patterned on the motion picture production code, the TV code is designed to meet audience and government criticisms against excessive crime, obscenity and other undesirable features on some TV programs.

Para. Turned Down

(Continued from page 1)

assembly of the Lawrence tube as such. However, it prohibits the use of the tube in the production or assembly of sets capable of receiving in color any television broadcasts. Paramount, which has as many as 15 of the new tubes as it can get material for, this official said. The only thing is that if it orders the tube in a color set, it violates the NPA order. As long as it uses it in a black-and-white set, it's in the clear. Paramount, through its subsidiary, Chromatic Television Productions, Inc., will shortly file a memorandum with the NBTB asking for an official statement on what it can do with the tri-color tube. It contends that it should be allowed to use the material it gets for any purpose it wants.

Wolfberg Protest

(Continued from page 1)

ball games and variety shows can be telecast and so can this." Wolfberg, whose Broadway Theatre in Denver was the only theatre in the country to televise the World Series in baseball because of the lack of home TV stations in the Denver area, said: "It has been the theatre, in conjunction with Hollywood, that has made the Academy Awards a 'must' for years," continued the circuit owner, "we have turned this top-notch event over to television and allowed a competitor to keep people at home to listen to important news created by the motion picture industry."

Baseball Owners to View Skiatron

Representatives of major leagues of baseball have been invited to a demonstration here of Skiatron subscription television because of the lack of home TV stations in the Denver area. "It has been the theatre, in conjunction with Hollywood, that has made the Academy Awards a 'must' for years," continued the circuit owner, "we have turned this top-notch event over to television and allowed a competitor to keep people at home to listen to important news created by the motion picture industry."

Call Film Men in Probe

(Continued from page 1)

called by the St. Louis Federal grand jury last Sept. 27 and Irving Herrriott, Zenith general counsel, testified on Oct. 28 that the suit had been filed and a press recently asserting that the $50,-000 fee was paid by Zenith to Finnegans had been made available to Zenith for the Phonovision test. "And we believed he would be able to get us the films in time for our test." Finnegans was employed by the government at the time the suit had been filed, according to Zenith officials. To design the set, McDonald, said that after a few weeks and had retained Finnegans, Zenith received assurances from several film companies that they would make pictures available for the Phonovision test, which was scheduled to start Dec. 1, after several previous postponements. The test actually did not get under way until late December. At its annual meeting, it was widely reported and published without subsequent denial that Zenith had retained former Senator Burton K. Wheeler of Montana. According to Zenith attorneys, that Wheeler was active in stirring up the Department of Justice to inquire of the film companies why no Phonovision film had been made available to Zenith for the Phonovision tests. It was only after communications of that kind had been received by the companies that some of them agreed to make available a number of films two weeks in advance for the Phonovision tests. Among the companies that did so were Loew's, RKO, Paramount and Warner, Companies that declined the requests included 20th Century-Fox, Universal and Republic.

Finnegan's Name Never Figured

At the time, Finnegans name never figured in any of the published stories concerning Zeniths efforts to obtain films for Phonovision. When questioned yesterday, Rauborn said he did not know Finnegans and never dis- cussed it to him. It was not cutting anyone of films for Phonovision with him.

Decca, 'U' Stock

(Continued from page 1)

Mayer, at a reported price of $5 each. The purchases on the New York Stock Exchange were made at current prices, while the purchases from the individuals named were made at prices reached as a result of negotiations with them or their representatives and reportedly averaged about $15 per share. These purchases, Rackmil reported, were in addition to the 1,276 shares Universal purchased in September. Rackmil certified in his report to the SEC that there is no relationship between any of the sellers of the stock and Decca, any of its affiliates, any executive officer of the registrant or any associate of any such director or officer.

Finnegan

(Continued from page 1)

expressing the Departments belief that a concerted agreement existed to deny films to Phonovision for the projected Chicago test, and asserting that such an agreement would be illegal and must not be persisted in. At the request of Zenith, told the press at the weekend that he had agreed to retain Finnegans for a $5,000 fee to help obtain films for Chicago. His appointment was in October or November 1950. According to the Justice Department's version, its interest may have been accomplished that result prior to that time. It was widely reported here that Zenith's Washington attorneys, former Senator Burton K. Wheeler of Montana, made the original and continuing complaints to the Justice Department.

Theatre Video

(Continued from page 1)

vising the current Broadway stage show, "Saint Joan." Further proof of this is provided by talks among theatre executives on the possibility of using a attraction to the stage show at the Radio City Music Hall. Another possibility eyed is the televising of the Judy Garland show at the RKO Palace. The search for TV entertainment packages is the current attempt, with many TV theatre executives of the opinion that the sports field has been over-emphasized. However, efforts in that direction, theatre managers by Theatre Network Television, are also endorsed.

The 144 Civil Defense television television program is the only one slated at this time in the "non-enter- tainment" field, but it is known that conference will be held. By Paramount, Theatre executives, are under way to expand such program arrangements.

As to televising "live" shows from Broadway stages, a spokesman for the industry said that it handled the problem of television, it was not too early to tell what extra compensation will be sought by the unions. He said that a deal was con- summated, the unions would make their position clear.

Essential Rating

(Continued from page 1)

industry should "push" for the rating. Reminding that "so few industries have been granted rating restoration," everyone said the motion picture industry "might be well-advised" to take time to weigh the matter "in view of unsettled world conditions." It said it would be up to COMPO to determine whether or not further effort toward securing the rating would be worthwhile.

SAG, DEMAND LIMIT ON TA POWERS

Hollywood, Dec. 3.—The boards of directors of the Screen Actors Guild and the Screen Extras Guild have defied the jurisdiction of the CAB and the Television industry is expressly limited to those actors working in "live" TV. Only under this condition, it is understood, will peace be restored to the ranks of the Associated Artists and Artists of America. The "Four A's" have been specifically called upon to rescind a resolution of April 19, 1950, made at the annual meeting of Telecine Authority. It is said that the agreement with the SAG was solely for the purpose of avoiding a strike.

NYC Marquee Tax

(Continued from page 1)

S. H. Fabian, executive committee chairman of the national TOA. Indicative of the role the new Albe- rini TOA unit will be expected to play in legislative matters, Lamont said: "Any tax can spread to other trades. This is a golden opportunity for every circuit and independent exhibitor in the territory to put his shoulder to the wheel and push." Lamont predicted that a number of bills affecting motion picture theatres will be introduced at the 1952 legislative session. Among them also will be a New York City administration-supported measure for airconditioning tax in the metropolis, according to Lamont.

MITCHELL MAY, JR.
CO., INC.

INSURANCE

Specializing in requirements of the
Motion Picture Industry

75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Sees No Reason to Raise U.K. Quota

London, Dec. 3.—Peter Thorneycroft, president of the Board of Trade, told Commons in reply to a question that he saw no reason why the film quota here should be raised from 30 per cent to 50 per cent.

It was his first reference to films since taking office and included no mention of anything the new government may have in store for the indus- try in line with its au- tersity edicts.

Few Detroit Houses

In Price-cut Move

Detroit, Dec. 3.—Few theatre owners here are following the lead of Joseph Adelman's Hollywood Theatre in cutting admission prices.

Only a few neighborhood houses have made even slight cuts. Their experience is not likely to start any major movement among the theatre managers in a position to benefit from cut prices, Adelman explained.

With a $2.50 admission I can handle the necessary volume to make money at a reduced rate." Adelman cut his flat 75-cent admis- sion to 60 cents or two admissions for $1. Children are admitted free if accom- panied by an adult.

Adelman said his business has been up about 20 per cent for the past few days. "The box office isn't taking in much more money than before but with a lot more people in the theatre, the candy and popcorn sales are really going up."
Bright in the corner

The finger of light that suddenly shows the phantom figure in brief, bright prominence is a tribute to imagination—to the inspired use of techniques, equipment, and materials—often a result of close collaboration between industry technicians.

To help, the Eastman Kodak Company provides a highly specialized staff of motion picture engineers and technicians to advise in selecting film, help solve processing problems, make sure prints and theater equipment are right for efficient projection.

In order to maintain this service, the Eastman Kodak Company operates branches at strategic centers... invites inquiry from all members of the industry. Address Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
$1,800,000 In Pay Raises To 'Collarites'

New 2-Year 'IA' Deals Cover 2,800 Workers

New wage contracts, half of which already have been signed, will provide 2,800 film home office and exchange “white collar” workers with pay increases totaling $1,800,000 for the next two years, Russell M. Moss, executive vice-president of IATSE Motion Picture Home Office Employees Local No. H-60, reported here yesterday.

The companies which signed new pacts with the union as of yesterday are: Columbia, Universal, Warner Brothers, Republic, and a number of smaller units including the Local New York exchange, Moss said. The increase per week for the employees at these and other companies is $4. (Continued on page 4)

‘Movietime’s’ Dixie Tours Begin Today, Covering Wide Area

New Orleans, Dec. 4.—A cavalcade of 17 Hollywood personalities who this week are making a “Movietime U.S.A.” tour of the New Orleans exchange territory will split into three units tomorrow for visits to cities and towns in Louisiana, Mississippi, Southwestern Alabama and North-west Florida on a 12-hour daily schedule. The 17 were greeted today by the governors of Louisiana and Mississippi. The Hollywood delegation, the largest assigned to any single area in all of the “Movietime” tours sponsored by the American Motion Picture Journalists Association.

Wile Is Secretary Of Ohio I. T. O.

Robert Wile has been named secretary of the Independent Theatre Owners of Ohio, it was announced yesterday by Martin G. Smith, president of the organization. Smith said the new secretary would assume his post on January 7, making his office at the organization’s headquarters in Columbus. Wile has been with Universal Pictures since 1935.

20th-Fox Expands Promotion Plan For Pre-Selling

Twentieth Century-Fox’s promotional “project assignment” system for pre-selling motion pictures has been expanded, it was disclosed here yesterday by Charles Einfeld, advertising, publicity and vice president of the company. The plan is designed to place the advertising, exploitation and publicity of specific pictures under the individual care of the top motion areal talent.

Arbitration Called For At ATM Meet

Philadelphia, Dec. 4.—This territory, long a hot bed of exhibitor-litigation against distributors, threatened to break out into a new rash of law suits as one of the most spirited meetings in the history of Eastern Pennsylvania Allied today voted unanimously to send its president and general manager, Sidney Samelson, (Continued on page 4)

Views Entertainment Shows As Backbone of Theatre TV

Boston, Dec. 4.—A forecast that the backbone of any large-scale theatre television system will be in the field of entertainment programming was made today by Peter G. Levathes, short subjects sales manager for 20th Century-Fox, in an address before the Independent Exhibitors of New England, meeting here at the Copley Plaza.

Levathes, who called theatre TV “the most promising innovation since the advent of sound,” said that it promises a gigantic box-office. A box-office, he added, “that will furnish the means of buying shows, talent, artists, special events and attractions that no single theatre could conceivably afford today.”

Regarding 20th-Fox’s Swiss Eidophor CBS color theatre TV system, Levathes said a demonstration will be held next month in this country for
Griffis, Schwartz And Others in Film Stock Trades

WEXFORD, Dec. 4—Sol Griffis has sold all 500 shares of Paramount Pictures common in the W. E. Griffis Trust, he has reported to the Securities and Exchange Commission. He still owns 2,000 in his own name and 1,000 in the F. Griffis Trust. He has sold all his holdings in RKO stock in film company stocks by officers and directors also listed official announcement of Howard Hughes' recent heavy purchase of Paramount common, bringing his total to 1,013,420 shares at the end of October, and of Decca, his sale of 250 of Universal common, plus warrants for another 42,500 shares.

An official release that Sol A. Schwartz has bought 500 shares of RKO Pictures common, boosting his holdings to 1,000 shares, was corrected by the purchase of RKO Theatre common. William J. Wardall was also reported to have bought 1,000 RKO common, Leland Haywood told the Commission he owned no RKO Theatre common when he became a director Oct. 11.

Montague gave away 500 shares of Columbia common, but still owns 6,177 shares in the company. Harry M. Warner gave away 1,350 shares of Warner common, and holds 34,000 in his holding of 16,000 through trust accounts. Jack Warner made four gifts totaling 4,500 to relatives, reducing his holdings to 498,484 shares in his own name, plus 21,500 through trust accounts.

Arthur C. Bronberg sold in two batches a total of 500 shares of Pathe program common, held by Monogram Southern Exchanges, Inc., which he controls. He still holds 1,186 shares in his own name and 10,040 through the company. Joseph E. McMahon sold his entire holdings of Republic common, some 400. He still owns 300 preferred shares. Alfred E. Daft reported selling 1,000 of his holdings of Universal common, but still holds 100 shares of the firm's cumulative preferred.

Ask to Re-Argu Amelot Case

Distributor defendants in the Miller Boulevard Drive-In case will petition the U. S. Circuit Court of Appeals at Philadelphia for permission to reargue the case. If the defendants' petition is denied, application will be made to the U. S. Supreme Court for a review, it was stated.

The Circuit Court in late October upheld a District Court decision finding the defendants had conspiracy to deny first-run product to the Boulevard Drive-In at Allentown, Pennsylvania. It accepted the opinion of the Circuit Court pointed out that, if upheld, the decision could revolutionize the motion picture industry by forcing the sale of first-run product not only to drive-ins but to any legitimate subsequent-run theatre, regardless of location.

Personal Mention

S PYROS SKOUR, president of the 20th Century-Fox, left here by plane for Hollywood yesterday.

Charles Einfeld, vice-president and director of Pathe International Corp., will leave by plane tomorrow. Al Lichtigman, vice-president in charge of distribution, and M. G. M. Silverstein, president of both Fox International Corp., will leave here Sunday by plane.

Henry L. Nathan, president of M-G-M Films in Canada; Ted Golub, president of Columbia Pictures, and Garfield Cess, branch manager for Toronto, are due here again later the part of this week for conferences on "Quo Vadis."

Lewis Semberg, Albany, N. Y., attorney who is slated to become an official director of that territory's new Theatre Owners of America unit, has returned from his upstate headquarters from New York.

Herbert N. Finkelnstein, ASCP general counsel, will leave here for the Coast today with stop-overs en route, and is due back in New York in a week.

William C. MacMillen, Jr., president of the National Broadcasting Co., returned to New York yesterday from Washington.

William Perlberg and George Stanton, producers, arrived here yesterday from the Coast.

To Speed Ad Aids (Continued from page 1)

natives from Dembow and Brunner, for expediting ad aids, as follows:

"1. At the time of contracting for a picture, a certificate shall be obtained from the salesman that advertising aids will be ready in time for the exhibitor to fully exploit the film.

"2. Check with the regional National Screen office with which you deal, to see whether the credits are obtainable. The main office of National Screen Service sends a weekly shipping schedule to each of its regional units. This schedule indicates the dates of shipment of the various types of advertising aids from the home office in New York to the regional offices. It covers all features to be released in the not too distant future. An exhibitor can determine the status of any type of advertising aid of any picture from the local unit."

Company Bryan, "If information is requested on a picture which is not listed on the schedule the regional N. S. S. will turn it over to Dembow for an explanation. Dembow also avowed that any grievances against National Screen Service be brought to the attention of the company's home office here in New York rather than the regional office. This is to make certain that grievances will be heard."
Some say that women decide which movie to go to!

Some say that men choose the pictures!

But here’s the picture that everybody wants to see!

M-G-M’s "WESTWARD THE WOMEN"

FIRST 4 TOWNS
(Rochester, Syracuse, N. Y.,
Norfolk, Richmond, Va.)

SAY: "IT’S TERRIFIC!"

"QUO VADIS" FLASH!

Los Angeles now joins the parade of record-breaking cities. M-G-M’s Greatest Picture of All Time continues to set new all-time records nationwide!


Simonelli Elected New Chairman Of MPAA Ad Unit

Charles F. Simonelli, manager of Universal's Eastern advertising-publicity department, yesterday was elected chairman for the next six months of the advertising-publicity directors committee of the Motion Picture Association of America. He succeeds S. Barret McCormick, advertising director of RKO Pictures, who held the post for two successive terms.

At its meeting yesterday the MPAA committee unanimously passed a resolution thanking McCormick "for an outstanding job during his tenure as chairman, thus importantly assisting the committee in its contributions toward the success of the 'Movietone' campaign."

‘Collarites’ Raises (Continued from page 1)

panies, yet to sign will average $6.25 or 111/2 per cent, he reported.

Moss said that by mid-January the following additional units will have signed with the union: RKO Pictures, RKO Service and 20th Century-Fox home offices and United Artists, 20th-Fox and Monogram exchanges.

Earlier this year the local concluded pacts with the Paramount and Paramount International home offices and a number of music companies owned by film firms. It also represents film laboratory "white collar" workers.

posed of Stirling Silliphant, publicity; Rodney Bush, exploitation, and Alex Moss, advertising, the plan calls for extending the technique the company has been using of assigning top men, months in advance of release, to follow through on all promotion facets toward a maximum pre-opening publicity penetration throughout the country.

These "project officers" will begin their work far ahead of an opening, aiding in the formulation of the basic campaign and subsequently traveling throughout the country to obtain penetration at the local level.

The expanded operation, which can be likened to the account executive methods in the ad agency field, was first tested in the campaigns for "The Black Rose," "Bird of Paradise" and "David and Bathsheba," where a special events and promotion unit within the department concentrated on the national promotion campaign.

Since then a number of other 20th-Fox films have been aided by the techniques.Among these were "The Day the Earth Stood Still," with which Moss was associated; "Fixed Moments," for which Leo Pil- lot is now on tour with Captain Ray- mond Harvey, Congressional Medal of Honor winner and technical adviser to the war effort; "For Sake, Arrow," with Ben Washer as advertising director; "No Way Out," with Ed Har- rison; and "All the Brothers Were Val- ianted," an organizational publicity, and the Francis X. Bushman tour for "David and Bathsheba," handled by Irving Rubenstein, attorney that he was prepared to file actions on behalf of several exhibitors, charg- ing violations of the industry decree which prohibits discriminatory film pricing.

The meeting passed a resolution that the organization go on record as being against forced increased admission prices and directing the board of governors to take action on their decision." Named in the resolution were "David and Bathsheba," "A Streetcar Named Desire," "The World of Henry Orient," "Love with the Proper Stranger," "Don't Forget the Moon," "That Touch of Mink," "To-Kay," "Prince of Players," "The Best Things in Life," "We'll Meet Again," and "Shiner." It was also directed that copies of the resolution be sent to the local exchanges and home offices of RKO Pictures, RKO Pictures, Inc. and the Samuel Goldwyn organization.

Samuelson announced that the board of governors will meet either later this month or early in January. The question of reinstatement in National Allied, he said, will be taken up at that time. Samuelson, however, refused to comment on this, saying that whatever decision is made, if any, will be forthcoming after the board meeting.

Wile Is Secretary (Continued from page 1)

programmes for the past nine years in various advertising, publicity and promotion posts. In his new job he succeeds the late P. J. (Pete) Wood, who was Ohio ITO secretary for 27 years until his death last fall.

Wile entered the industry in 1932 after working on several newspapers including the old New York American. He operated the Half Moon Theatre at Pearl River, N. Y.; was the first Eastern editor of Box Office; managing editor of Soundview; Trade Review; and prior to joining Universal, he was editor of Manager's Round Table of Motion Picture Herald.

Arbitration Meet After the New Year

Boston, Dec. 4.—An off-the-record talk on the arbitration plan that will be proposed to the industry by National Allied was made here today by the Independent Exhibitors of New England by Abram F. Myers, general counsel of Allied. The plan won't actually be proposed until after the new year, when Trueman Rembusch, Allied head, will have a more thoroughly rounded out plan.

20th Century-Fox Project (Continued from page 1)

bookers present of the difficulties which some theatres have in waiting for weeks or even months for a picture which a nearby theatre has shown. "Some form of arbitration will be necessary," he said, "to give every- one a break."

Film Clinic Held

During the film clinic, Max Gealer of ATM advocated closer relationships between merchants and exhibitors; more cooperation was urged in promotion, window displays and mutual merchandising efforts. Harry Bernstein, Bay City exhibitor, urged greater care in booking so that good pictures might be teamed instead of having the benefit of one good presentation ruined by a poor mate. Speaking from the viewpoint of a booking agent, Floyd Chrysler said exhibitors should analyze pictures on the basis of the requirements of their own community or neighborhood. The best picture in the world for one area can draw a near blank in a different district," he said. "It is up to the exhibitor to know his audience and their desires as reflected at the box office. He must know their likes, their prejudices and their taboos."

SCTOA, Marcus Meet (Continued from page 1)

today with the SCTOA board in the conference room at the Federal Building here.

During the meeting, SCTOA is- sued a lengthy news release consisting chiefly of recapitulation of the complaints previously made but with special emphasis on pre-release methods which, it is understood Marcus agreed, have no parallel elsewhere in the country. Marcus leaves tomorrow to report to his superiors on his find-ings.
TOA-Allied

(Continued from page 1)

TOA, Fabian said, will expect that the distributors will receive Allied suggestions and recommendations for arbitration in the same spirit in which they previously received TOA's, namely, willingness to listen combined with refusal to sit across the desk from formal negotiations leading to an arbitration system until all segments of exhibition are represented.

"Now that national Allied has proved formally the principle of arbitration at their recent convention in New York, which they want no consultation with other exhibitor groups before they present their program to distributors. This is what they want to go it alone. TOA could have done that years ago, if we wanted to close our eyes on industry harmony," Fabian declared.

No One Can 'Go It' Alone

"There is no organization or individual in the motion picture industry today who can go it alone," he said. Fabian said, "that officials of production and distribution will afford other exhibitor organizations the same opportunity that we had in discussing the problems of arbitration, but that these same officials will tell other exhibitor organizations that they will not sit down to negotiate any formal system of arbitration until all segments of the industry are adequately represented."

He said TOA will not accept any "tailor-made" or spoon-fed plan for an arbitration system. "We will be drawn into negotiation in the middle or at the end. We speak for too large a segment of the motion picture exhibitors of America not to be included at the very inception of any discussion relating to the development of an equitable system of arbitration," he said.

Fabian said that TOA is prepared to recommend the majority conclusion of distributors and exhibitors on arbitration, that its motives are "unselfish and progressive" and that he believes that exhibition should help to underwrite its fair share of the cost of arbitration. "TOA wants, he added, "no subsidized decisions any more than we would ask distribution to carry the whole load."

Samuel Pinanski, former TOA president, and Mitchell Wolfson, present president, "both have made earnest entreaties to Allied to appoint a committee of representative leaders in their association to sit down with a TOA committee to work out the details of co-operation," Fabian said. USA also have called for a charter or plan for arbitration that would bear the TOA stamp to the exclusion of any others. We have tried at all times to present a plan as a self-enforcing viewpoint—equality to share and to incorporate the thinking of all segments of the industry," he said.

Fabian said that the program of arbitration as "a good example" of the way the industry segments at times "turn their backs on each other when they agree for working together." He said the industry has a need for a system of arbitration and uncertainty in solving its problems. "And we have forfeited our time and substance in trying to achieve it," he added.

Fabian said that at the regular convention session which preceded the banquet included Rennub, Myers, Max Youngstein, United Artists; Wade Jones of New England Confections Co.; Peter Levathes, 20th-Fox; Jack Jackson of National Screen Service; Bamberger, RKO Pictures, and Henderson M. Richey, M-G-M, Norman C. Glassman, president of the Independent Exhibitors, present.

Fabian spoke also of "an unholy delusion of product through wholesale moving up of old clearances and runs, and hit the "aneconomic use of competitive bidding." He said "progress is stymied in their regular exhibition spends more time moaning over bad box office than working out new ways to attract more admissions."

He said unity is today a greater imperative than at any time in industry history. He appraised "Movietone" as "a definite plus," and added the "shift from a bad press to a good press" that the industry joined forces in that campaign. The star tours, Fabian said, "represented "one of the finest concentrated jobs of sound public relations that we have witnessed in many, many years."

Fabian urged industry-wide cooperation on their upcoming plans for seeking exclusive channels for television from the Federal Communications Commission. He also pleaded for support of the National Exhibitors Television License Corporation, of which he is chairman. He urged them to give their minds, hearts and money to the work of the NETTC.

Glassman called on the Allied

lied unit to endorse and support the Council of Motion Picture Organizations morally and financially. "TOA expects to offer for "fast becoming a somnolent pure exhibition organization," he said. We are "on a mission of profit," he said, "using the atmosphere of business to its advantage, and vociferously about trade practices that plague all exhibitors."

Glassman called for a convention resolution endorsement of national Allied's stand on arbitration and told the convention that distributors have permitted certain picture exhibitors illegally sold "because the guaranteed profit of 10 per cent has been with them. And it was found that the exhibitor got more of the picture than the distributor, even though the terms were 20 per cent to the distributor and 80 per cent to the exhibitor."

Bamberger told the convention that the film business "has at last turned around and we are operating in the period likened to dawn. The upbeat at the box-office has started."

B lack is caused by no such thing as standing still. You are on your way up or down. You can't coast."

The United Artists set-up was described by Youngstein, and Jack Jackson spoke on the problem of getting customers back into the theatres, citing the good work used by the major companies as examples."

Rembusch Speech Highlight

Rembusch's speech was one of the highlights of the meet. He stated that "Today exhibition is faced with problems that the pioneer grab, the illegal sale of new copyrighted materials for less than the full price. He cited this as an example of the handling of admission prices through the subterfuge of the so-called pre-releasing of novel offers. It saw the last day in Paramount's "Samson and Delilah" and "Fox and brought it out in "David and Bathsheba." Now M-G-M is not only using this device to illegally fix admission prices on 'Quo Vadis,' but it has added to it a sales policy that will create nationwide bidding on this picture, which bidding will result in new clearances and zones being created."

He then quoted M-G-M's ad-

lated sales policy and warned "if you exhibitors don't understand this, I warn you that if M-G-M is allowed to get away with this policy on 'Quo Vadis' it will wreck exhibition nationally."

Later, Mike Simons, who did not speak at the meeting, rose from the audience and said: "I work for a small company that has been in business for a year or two, during which time we have never taken an advantage of an exhibitor in film rentals. If we come in business in 25 or 30 more years, our company's policy will not change. Then he sat down. More than 200 attended the business meeting and banquet.
Television--Radio
Comment and Opinion

The fact that the living room is no longer the chief point of radio listening should not come as any great surprise to the networks which are certainly aware of television's impact on its sister medium. However, the findings of a recent survey conducted by the American Research Bureau and sponsored by NBC and CBS, are revealing in that they may indicate some that radio has been under-sold.

The poll found that in television homes a full 77 per cent of radio listening was being done on "secondary" sets away from the living room, with the same evening programming audience tuning in in the kitchen. The study proved that radio-only homes have more living room radios than homes equipped with both radio and television but that radio-TV apartments have more radio sets than those where all entertainment stems from the television set alone.

And some more statistics became available this week. Production of radio sets dropped to 10,953,201 during the first ten months of this year, compared to 11,974,300 in 1950, according to the Radio-Television Manufacturers Association. TV set output took a nose-dive too.

"The NARTB Code, though not new, is television's declaration of independence—a declaration that points up the fact that the industry is completely capable of handling its responsibilities to the community—the television audience." That's what James I. Caddigan, director of programming and promotion for DuMont, told the American Television Society recently. He said the TV industry was ready to "stand up and be heard" in the past experience of allied industries.

Any consistent viewer of the Milton Berle television shows, for instance, is bound to come up with the question: It looks good on paper, but who is going to enforce it? With the Code all but adopted, Berle isn't so keen to have heard of it.

Television stole the headlines at NBC's Boca Raton convention even though NBC's president, Joseph H. McConnell, promised that the network would sell radio "harder, program it better and merchandise it to an extent no other network has ever undertaken."

The announcement that NBC-TV will add 25 program hours a week to its present schedule by expanding its operations into the morning hours will be noted with interest by the other networks which will have to follow suit eventually. The statement that advertisers will spend about $30,000,000 during the next year on NBC's own package programs along, gives an indication of the growth of TV.

The March of Time's "Crusade in the Pacific," sequel to "Crusade in Europe," has the appeal of old newsreels but lacks conspicuously in the organization and skilful integration that characterized "Crusade." Here is a valuable lesson for the broadcasters and a valid argument in favor of special TV programming. Going on the apparent theory that anything is good enough for the TV audience, the MOT now is planning another film series, this one on historic events in the world of sports. That promises to be a dull show. Television needs desperately to strike out in new fields and create its own particular format. And that end is not being served by stringing together old newsreel shots.

Whenever television puts on dramatic shows designed to meet its requirements, the results are gratifying. The Schlitz Playhouse of Better CBS-TV is a good example. Last week it presented "Two Living, One Dead," starring Walter Hampden and Fay Bainter. It was a thoroughly entertaining program and the story was brought to its proper climax within the hour-long format.

Too often, plays and movies are adapted, however, and "telescoped" into the designed time slot. Inevitably, the program quality suffers. Eventually, television will learn to deal with the demands of great material created with its limitations in mind.

Wed, Wednesday, December 5, 1951

Michael Collins

Mr. Exhibitor—Are You Doing All You Can on the 1952 'Christmas Salutes' to the Variety Clubs-Will Rogers Hospital?

"Help Care for Our Own!"—Sign the HCF-1952 "Christmas Salute"—Variety Clubs-Will Rogers Memorial Hospital.
Theatre Video Lines for 22 Cities Eased

Ten More Cities in '52 To Be Added to Bell Net

The growing expansion of coaxial and radio relay facilities now makes it possible for theatre television to join a 22-city network without "too much trouble" in obtaining line clearances, a spokesman for the American Telephone and Telegraph Company said.

Clearances for the 22 cities, stretching from Boston to Rich-

mond, Va., and across to Den-

ver, could be procured from A. T. & T. within a reasonable time, varying from a few days to a week, the spokesman claimed. The multiplicity of facilities in the East and Midwest, with the exception of Dayton and Cincinnati, was credited for the brighter line situation for occasional users such as theatres.

The largest theatre TV network.

(Continued on page 3)

7 to Steer Albany TOA Reactivation

ALBANY, N. Y., Dec. 5—A tempo-

rary board of seven directors was

named at a preliminary organization meeting for the reactivation of the Albany unit of the Theatre Owners of America, held in the offices of Harry Lamont here today.

The unit will function until a regu-

lar board, possibly of 11, is chosen at a luncheon-meeting in the Ten Eyck Hotel here Dec. 17, and at a similar session in the Woodruff Hotel, Water-

(Continued on page 2)

Partmar Petition Is Again Denied

WASHINGTON, Dec. 5—The Fed-

eral Communications Commission to-

day turned down another attempt by Partmar and four other companies to intervene in the upcoming FCC hearings on the proposed merger between United Paramount Theatres and American Broadcasting Co.

FCC Commissioner George Sterl-

ing originally denied the intervention appeal, and the companies—four of

(Continued on page 3)

Spirited Fight Seen

For RKO Theatres' Board Posts Today

A spirited proxy battle for places on and a majority of the RKO Theatres board of directors will be waged at the company's first annual meeting of stockholders in Dover, Del., today.

Both Sol A. Schwartz, RKO Thea-

tres president, and David J. Greene, investment broker who is leading an opposing move and proxy fight against the present board and manage-

ment, declined yesterday to give any indication of the number of proxies each side has lined up for today's meeting. They explained that the matter could be revolved up to the time of the meeting and that any estimate given in advance might not reflect the correct situation at meeting time.

However, a costly campaign has been waged by both sides for proxies during the past month. Analysts probably will be backed by a much larger total number but the cumula-

tive voting system which will be in

(Continued on page 3)

Stockholders Reelect RKO Pictures Board

The first annual meeting of stock-

holders of RKO Pictures was held

yesterday at the company's corporate office in Dover, Del., where all pres-

cent directors were reelected. They are:

Ned E. Depinet, Noah Dietrich, How-

ard R. Hughes, Francis J. O'Hara, Jr., and J. Miller Walker. Stock-

holders reelected Price, Wash-

house and Co. as independent auditors of the corporation for 1951. There were represented at the meeting ap-

proximately 73 per cent of the shares entitled to vote," said Depinet.

The directors will set a date later for a meeting to elect officers.

Additional Hearings On Drive-in Code

MILWAUKEE, Dec. 5—The State

Industrial Commission has set Dec.

11, at Superior, and Dec. 12, at Eau

Claire, for additional hearings on the proposed state code for drive-in the-

atres, which was suggested some time ago by Allied Theatres of Wisconsin. Hearings are being held throughout the state and both drive-in and regu-

lar theatre operators are attending.

Hearings were held in Milwaukee on

Nov. 6, with Ben Marcus and Harold

Peterson, president and executive sec-

retary of Wisconsin Allied respective-

ly, present. Russell Leddy attended a

(Continued on page 2)

Industry Executives

At Weitman Tribute

The industry here will pay tribute today to Robert Weitman, managing director of the New York Paramount Theatre, on the occasion of the thea-

tre's 25th anniversary, at a luncheon to be given at the Hotel Piccadilly in a "salute" by the Associated Motion Picture Advertisers. Harry K. Mc-

Williams, AMPA president, will pres-

cide at the luncheon, which will also

mark the organization's 35th anniver-

sary. Maurice Bergman will be the

principal speaker.

Among those invited expected on

dais are Barney Balaban, Sam

(Continued on page 3)

JOHNSTON TO SEEK REVENUE OVERSEAS

NYC Can Levy 5% Admission Tax Now

Albany, N. Y., Dec. 5—A legislative ac-

tions would be necessary for New York or any other city or county in the state to levy an admission tax of not more than five per cent, according to in-

formation available at the Capitol today. They possess the power, but such an impos 

vestigation of the American Film

Association of America, reported here yesterday.

The liquidation of the MPAA overl-

sees operations will be a gradual pro-

cess during 1952, Johnston said. Its

(Continued on page 3)

To Liquidate MPEA

In 1952: Johnston

Irving M. Maas, Motion Picture Export Association vice-president and general manager, will leave his post

Jan. 1, and thereafter the MPEA will

be liquidated as an operating vehicle but will be retained for the legal func-

tions called for under the Webb-Pon-

orce Act. Eric A. Johnston, president of the Motion Picture Association of America, reported here yesterday.

The liquidation of the MPAA over-

sees operations will be a gradual pro-

cess during 1952, Johnston said. Its

(Continued on page 3)
Local 230 Chalks Up New Winnings

AFL's Sign Pictorial and Display Union Local No. 230 counted yesterday as a "big day" in its drive to organize film exhibition workers.

The union won an NLRB-sponsored election at RKO Service Corp.'s home office, and has set a date—Dec. 18—for a similar election among the publicists of the Marcus Loew-Bowery Agency and Loew's International. No union opposed Local No. 230 at RKO, nor will opposition be offered in the coming ballots, John Scotti and Joe Abels of the local report.

New Normandie Is New York's Latest

Industry executives, local exhibitors and representatives of the general press and trade press attended a luncheon and inspection of the New Normandie, 55 W. 57th Street here, yesterday, prior to its formal opening tonight. The 587-seat wedge-shaped international Amusement Corp. offices of which are David Weinstein, J. J. Goldberg, Harry Brandt, Emanuella Herzig and Al Weinberg. The house will be an "art" theatre, first-run operation and have a price scale of 50 cents to 4.50, with Monday through Friday matinees and $1.35 to $1.60 evenings; $1.25 to $1.50 on Saturdays; and $1.50 to $1.80 on Sundays and Tuesday and Wednesday evenings. M-G-M's "Pandora and the Flying Dutchman" will be the opening attraction.

Among those attending yesterday's luncheon at the theatre were Barney Bahban, A. W. Schwalberg, George Dembrow, Si Scudder, Monroe Greenthal, Fred Dehn, Joe Garber, Martin Ke- lowitz, Bernhard Kreisler, Taylor Mills, Harry Goldberg, Jerry Pick- man and Jack Ellis.

MPA of Kansas City Elects Directors

Kansas City, Dec. 5.—The Motion Picture Association of Greater Kansas City, on Monday, elected the following five directors: Jenn Lawler, publicity for Fox Midwest Theatres; Stanley Dur- wood, general manager, Durwood The- atres; Sam Abend, co-owner, Exhibi- tors, Inc.; Ken Dembrow, Robert Witters, branch manager, Republic, and Joseph Neger, branch manager, 20th Century-Fox.

Lawler, Durwood and Abend were reelected, while Witters and Neger have not previously been on the board. One of the nominees for the unexpected term of the late William E. Trug, who had two years to serve, and others will have four years terms. The new board will take office two years ago. The board will meet soon to elect the officers. Elmer C. Rhoden, Sr., president, does not go to Madison.

Additional Hearings

Nov. 27 hearing at Green Bay, and Nov. 28 hearing at Green Bay on Nov. 29 at a hearing at Wausau.

Wisconsin Allied's entire drive-in-cove- nant committee will appear on Dec. 18 at the state capitol in Madison.

Personal Mention

A MONTAGUE, general sales manager of Columbia Pictures, is due back here from Seattle following a West Coast trip.

GEORGE WELTEN, president of Pa- ramount International, and JAMES PERKINS, chairman and managing di- rector, will arrive here in early December. Motion Pictures have engaged to MAXINE ABEL OF PROVIDENCE.

LEONARD J. BALABAN, son of BAR- NEY BALABAN, president of Para- mount Pictures, has become engaged to MISS ABEL OF PROVIDENCE.

MOREY GOLDSMITH, Monogram-Al- lied Artists vice-president-sales manager, has left Chicago for Dallas, Memphis, New Orleans and Atlanta.

JESS GORKIN, editor of Parade, will arrive in Hollywood from New York on Wednesday, Dec. 16.

Howard Pietz, M-G-M vice- president and director of advertis- ing-publicity, is due back here from the Coast tomorrow.

Harold V. Washwein, Monogram- Allied Artists Western sales manager, suffered a fractured ankle in a fall in Des Moines, but has nevertheless con- tinued his Midwest sales tour.

Andy Gibson, general manager of Dipson Theatres Corp., of Batavia, is in the Mercy Hospital in Kenmore, N. Y., recovering from a heart attack.

SIR LAURENCE OLIVER AND LADY OLIVER, who is Vivien Leigh, will be in London today on the S. S. Mauretania.

OLIVER UNGER, national sales direc- tor of Snader Prod, has returned here from the Coast and Puerto Rico.

Dan S. Terrill, M-G-M exploitation head, is in Washington from New York.

Uruguay Accedes to IFP on Test

Rome, Dec. 5. (By Cable)—Of- ficials of Uruguay's planned Punta Del Este festival have informed the international Amusement Corp., producers of the 1952 Cannes fest, that the Uruguayan festival will not be competitive with the 1952 international film fest- ivals of Venice and Cannes. Under the agreement with Uruguay, the five-day festi- val's membership shall be recognized by the international Amusement Corp., producers of the 1952 Cannes fest, that the Uruguayan festival will not be competitive with the 1952 international film festi- val, Venice and Cannes, and that thereafter there will be only one international film festival a year.

Stages 1st Color TV Cross-Country Test

The first transcontinental color tele- cast from Los Angeles to New York on a test basis was acceded by Colum- bia Broadcasting System disclosed here.

This is a picture of tomorrow's Coast-to-Coast color telecast over "closed frequencies," which will allow the viewing in New York and Chicago, general coverage being performed in the Los Angeles County General Hospital. The ex- periment was conducted under the cooperation of the American Medical Association and Smith, Kline and French pharmaceutical laboratories.

Albany TOA Meet

(Continued from page 1)

Abby TOA Meet

(Continued from page 1)

town, Dec. 18. The Utica meeting for the morning of Dec. 18 has been cancelled.

S. H. Fabian, chairman of the board of the National General, is expected here to speak at the Albany meeting. Sullivan is expected to be present to address the principal speaker in Water- town.

Lamont, president of Lamont the- atres, will act as chairman of the local meeting. Donald Gilson, oper- ator of drive-ins at Canton, Massa- sen and Thousand Islands, will serve as general chairman, with George Holley, manager of Watertown, and Sidney Dowe, of the Cameo, Schenectady; Saul J. Ullman, general manager for Paramount, and Ralph Jules Perreault, Watervliet and Lake George exhibitor; Joe Miller, of the Merricks, drive-in, and Mrs. Jean Conery, of the Center Theatre, both of Glens Falls, are temporary board members.

Lamont said that a grievance panel to be established to handle trade disputes will be in operation at the local meeting. Exhibitors will be invited to present complaints.

Utica area exhibitors are expected to attend the Albany meeting; North- eastern New York exhibitors, the Water- town luncheon.

things shape up, everything begins to confirm what Wheeler said yester- day in his statement to the wey for the sale of the pictures in December of 1950. Buck/un told that "at no time was any middleneck—Finne- gar or anyone else—involved."
Motion Picture Daily

RKO Theatres

(Continued from page 1)

effect at the meeting could put Greene's group in a position to elect one or more members of the board in a close race against Kahn, a man whose unforgettable songs have been woven into the fabric of American life. The picture is lush and sentimental, showing the triumphs and defeats of the songwriter, while mingling bits of well-remem-

brated music and dialogue of the past with a wistfulness and nostalgia. As for songs, there are a plethora of them, some of which are "My Buddy," "Toot Toot Tootsie," "Making Whoopee," "Love Me or Leave Me" and "Caroline in the Morning."

Fortunately, Danny Thomas plays the famous lyricist and does it with a bounce and zeal that is refreshing. Also fortunately, Doris Day plays his wife with a charm that runs from beginning to end. Quite naturally she delivers a line or more of singing, and both Doris and Danny have a scene where they sing and dance together in song, a scene which was the most popular one of the entire film.

The picture makes little demands on concentration and very likely will be widely accepted by all types of audiences. The screenplay, by Melville Shavelson and Jack Offen, documents Kahn's rise from a driver of a horse-drawn delivery wagon to New York. He starts in the music world with humor, warmth and some irony. All the hard knocks and bad breaks attendant upon his career are also etched. Apparently Kahn's music publishing house and film studio, "Day," and his marriage to his second wife, Miss Day, are typed by his department of Department of Justice

Greene's board nominees include himself, Jay Emmanuel, A. Louis Ores-

man, Robert P. Baruch and Daniel O. Morton.

The opposition contest began when Greene, claiming to represent more than 32,000 shareholders, sought representation on the RKO Theatres board and was refused. He then charged Howard Hughes, whose stock in the theatre company has been trusted, with continuing to control the company and was instrumental in having the Depart-

ment of Justice lawsuit against RKO Theatres in Federal Court here to have alleged Hughes representatives eliminated from the board. The court dismissed the action.

Greene then started the proxy fight, based on two major issues, one, that independent directors named by the company and not only small amounts of company stock and, two, that the board is empowered to vote stock, options, etc., as it pleased. Howard Hughes, according to a statement released by the board and gave assurances that no stock options would be voted without stockholders approval. He charged that Greene's real objective was control of the company.

Challenging and verification of proxies may result in a declared vote at today's meeting.

RKO Sales Heads Touring the Field

RKO Radio Eastern division manager Nat Levy will be at the Detroit exchange today and in Cleveland tomorrow; Northern division manager Charles Boasberg is in Atlanta; David Loventhal, Levy's assistant, will visit Albany and Buffalo today and tomorrow; Walter Branson, Western division manager is in Chicago; Sidney Kramer, short subject sales manager, and Frank Mooney, Boasberg's assistant are in Toronto—all traveling from New York.

ITC of No. Cal., Nev. Meets

SAN FRANCISCO, Dec. 5—The Independent Theatre Owners of Northern California and Nevada will hold its annual meeting in San Francisco in mid-December.

RKO Review

"I'll See You in My Dreams" (Warner Brothers)

WARNER BROTHERS have got a reality to immortalizing in cinema a working artist who, through his own work, has woven his life into the fabric of American life. The picture is lush and sentimental, showing the triumphs and defeats of the songwriter, while mingling bits of well-remembered music and dialogue of the past with a wistfulness and nostalgia. As for songs, there are a plethora of them, some of which are "My Buddy," "Toot Toot Tootsie," "Making Whoopee," "Love Me or Leave Me" and "Caroline in the Morning."

Fortunately, Danny Thomas plays the famous lyricist and does it with a bounce and zeal that is refreshing. Also fortunately, Doris Day plays his wife with a charm that runs from beginning to end. Quite naturally she delivers a line or more of singing, and both Doris and Danny have a scene where they sing and dance together in song, a scene which was the most popular one of the entire film.

The picture makes little demands on concentration and very likely will be widely accepted by all types of audiences. The screenplay, by Melville Shavelson and Jack Offen, documents Kahn's rise from a driver of a horse-drawn delivery wagon to New York. He starts in the music world with humor, warmth and some irony. All the hard knocks and bad breaks attendant upon his career are also etched. Apparently Kahn's music publishing house and film studio, "Day," and his marriage to his second wife, Miss Day, are typed by his department of Department of Justice

Greene's board nominees include himself, Jay Emmanuel, A. Louis Ores-

man, Robert P. Baruch and Daniel O. Morton.

The opposition contest began when Greene, claiming to represent more than 32,000 shareholders, sought representation on the RKO Theatres board and was refused. He then charged Howard Hughes, whose stock in the theatre company has been trusted, with continuing to control the company and was instrumental in having the Depart-

ment of Justice lawsuit against RKO Theatres in Federal Court here to have alleged Hughes representatives eliminated from the board. The court dismissed the action.

Greene then started the proxy fight, based on two major issues, one, that independent directors named by the company and not only small amounts of company stock and, two, that the board is empowered to vote stock, options, etc., as it pleased. Howard Hughes, according to a statement released by the board and gave assurances that no stock options would be voted without stockholders approval. He charged that Greene's real objective was control of the company.

Challenging and verification of proxies may result in a declared vote at today's meeting.

RKO Sales Heads Touring the Field

RKO Radio Eastern division manager Nat Levy will be at the Detroit exchange today and in Cleveland tomorrow; Northern division manager Charles Boasberg is in Atlanta; David Loventhal, Levy's assistant, will visit Albany and Buffalo today and tomorrow; Walter Branson, Western division manager is in Chicago; Sidney Kramer, short subject sales manager, and Frank Mooney, Boasberg's assistant are in Toronto—all traveling from New York.

ITC of No. Cal., Nev. Meets

SAN FRANCISCO, Dec. 5—The Independent Theatre Owners of Northern California and Nevada will hold its annual meeting in San Francisco in mid-December.

There's only one

Atlantic Miami Beach

Ocean Front - 40th to 45th Sts.

COMpletely AIR-CcoNDITIONED

Reservations - Walter Jacobs

Johnston

(Continued from page 1)

visit the Middle East and "will try" to be on hand for renegotiation of the French film agreement in Paris in April.

The industry's "focus" has changed considerably since I came into it in 1950 when, the press. He said problems relating to foreign re-

strictions have become "more onerous and complicated." Now, he added, "all problems relating to production point of view, against U. S. films abroad." These are tied in with "currency shortages, re-

 książki and growing na-

tionalism," he said.

Because of the planned increased emphasis on the foreign mar-

ket, Johnston said MPAA board mem-

bers are being transferred from Wash-

ington to New York where he will spend most of his time from now on. He introduced to the MPAA board Ralph Hetzel, Jr., who was his as-

sistant at E.S.A., who will take over supervision of the Association's New York office. He said high prices for foreign studios and actors andthe price he would have to "get asset" to the Association. He reminded that George Viertel, Hetzel's deputy at E.S.A., working in the New York office, said MPAA director of press relations Kenneth Clark will be stationed in New York now and announced that Norman Kullner, former E.S.A. press relations chief, will take charge of MPAA press relations in Washington.

The MPAA, Johnston said, expects that greater revenue will be secured from foreign countries, and that, to capture our share both through increased box-office returns and greater and television sales.

It is believed remitted that there are domestic problems that "have to be tackled as well." In addition, he is aware that he has heavy task as MPAA's, he said, he was nevertheless "glad to be back after my hectic ca-

tion as E.S.A.'s, He there was no "optimism in the industry" with respect to the problems it faces here and abroad in Europe, America, he pointed out, the problems are cre-

ated by "projected quotas and tariffs." In Washington, Clark, who con-

tinues as Johnston's number two, will maintain for the MPAA contact with the various government departments and the American audience, he said. Johnston paid tribute to the news-

reeds for the "patience" job they have been doing for the U.S. overseas.

Johnston, Gardner Abroad

Frank Sinatra, his wife Ava Gard-

ner and a troupe of entertainers have flown to London from Hollywood to appear on the "Pantomime" in Manchester, National Playing Field's fund. The benefit show, on Dec. 10, in which the Press and the marksmen's, is sponsored by Prince Philip and the Duke of Edinburgh. Sinatra also will head a show presented for American troops in Weishagen, Germany, on Dec. 11.
Today is the Big Day at the Big Theatre!

Today Warner Bros.' most song-glorious story of all begins its Christmas engagement at Radio City Music Hall!

"I'll See You"

Also starring Frank Lovejoy and Patrice Wymore

Written by Melville

Musical Direction by
The wonderful story of songdom's great Gus Kahn—and the girl who put the love in the love-songs he wrote! Here are their jubilant careers in the show-world's golden era —here is a story in the American spirit ...of real people —and a real love!
STARTLINGLY DIFFERENT!

"WHY DID HE HAVE TO MARRY SOMEONE LIKE YOU...."

"Don't call my wife a Geisha girl....."

KING VIDO'S
JAPANESE WAR BRIDE

Introducing
SHIRLEY YAMAGUCHI - DON TAYLOR

with CAMERON MITCHELL - MARIE WINDSOR - Sybil MERRITT
Directed by KING VIDO - Produced by JOSEPH BERNHARD
Co-Producer ANSON BOND
Screenplay by CATHERINE TURNER - Story by ANSON BOND
A BERKHARD PRODUCTION
Distributed by 20th Century-Fox.

The crowds are asking for new dramatic themes...excitingly cast...powerfully directed.
Producer Joseph Bernhard meets these demands with "JAPANESE WAR BRIDE"...a vexing social problem poignantly and thrillingly directed by Master Craftsman KING VIDO...and introducing Japanese star-sensation YAMAGUCHI in her first American film.

There's No Business Like 20th Century-Fox Business!
Clash Delays RKO Theatres Proxy Count

Meeting Adjourned; May Know Results Today

DOVER, Del., Dec. 6.—Counting of proxies for the election of directors of RKO Theatres Corp., at the first annual stockholders' meeting was delayed for four hours here today when an opposition stockholders' committee headed by David J. Greene challenged the eligibility of two Irving Trust Co. employees serving as proxy inspectors.

In consequence, actual counting of proxies was not begun until late in the day and is not expected to be completed before tomorrow afternoon at the earliest. The proxies will be locked in a bank vault here overnight.

At stake in the contest are places on the company's board, possibly including control of the company. However, the present board and management (Continued on page 5)

TOA's Wolfson Has A Plan For Promoting New Talent

MIAMI, Dec. 6.—Theatre Owners of America president Mitchell Wolfson today proposed to the entire industry a plan for promoting new Hollywood personalities. Pointing out that "stars are made, not born," Wolfson said. "From this group of young people will come our stars of tomorrow and promising future superstars," he said, adding that the number of such talents will increase greatly as the new movie season unfolds.

Freeman Predicts Passing of 'B's'

Hollywood, Dec. 6.—The early passing of "B" pictures was predicted here by Y. Frank Freeman, Paramount studio executive. Speaking as board chairman of the National Association of Motion Picture Producers to the Screen Publicists Guild at their annual dinner last night at the Beverly Hills Hotel, Freeman said that his pictures are being better business at the box-office than ever. He added that production costs to (Continued on page 4)

Plan Objective TVA Merger 'Blueprint'

Actor's Equity and Chorus Equity today will sponsor at the Television Authority convention here a resolution designed to solve "on a level of scientific objectivity" the problems of a merger of performer unions and TV stations, Louis M. Simon, Actors Equity executive secretary, reported here yesterday. Simon said the Equity groups have (Continued on page 5)

NARTB Makes TV Code Official

WASHINGTON, Dec. 6.—A voluntary standards of practice code for television broadcasters was made official today by the television board of the National Association of Radio and Television Broadcasters. The code will go into effect March 1, 1952. Although the television board worked over the code during the past two days, only "administrative and proce- (Continued on page 5)

Levy Seeks MPAA Aid For 90-Day Skiatron Test

A bid for industry cooperation in the projected Skiatron subscription television test in New York City was disclosed here yesterday by Arthur Levy, Skiatron president, who revealed that he has sent a letter to Eric Johnston, president of the Motion Picture Association of America, in an attempt to line up product.

U.S. Asks Review of Dipsion Decision

WASHINGTON, Dec. 6.—The Justice Department today asked the Supreme Court to review and overturn the Second Circuit Court of Appeals decision in the Dipsion case.

The department finally filed with the court its 'dissenting views' memorandum, which contends that the Buffalo District Court and the New York Circuit Court acted contrary to the Supreme Court's original Paramount (Continued on page 2)

Says Percentage Films Out For Small Towns

MILWAUKEE, Dec. 6.—"There is no small town that can afford (with few exceptions) to play pictures on a percentage basis and make a profit. Only the unusual motion picture that comes along once in a decade warrants percentage terms in the small situation," So stated Ben Marcus, president of Wisconsin Allied, in attacking percentage pictures for small towns.

Marcus pointed out that small town exhibitors today are confronted with (Continued on page 5)

9 Film Firms Slated To Attend TV Meet

Representatives of nine film companies have been invited to attend today's joint meeting of the National Exhibitors Theatre Television Committee and the Motion Picture Association of America at MPAA headquarters here.

The meeting, which will take up the (Continued on page 5)

AMPA to Set Up Industry School Of Ad-Publicity

The Associated Motion Picture Advertisers, 35-year-old organization of industry advertising-publicity and related personnel, is preparing plans for the establishment of a school to train distribution and theatre employees in film-ad publicity techniques.

This was announced here yesterday by Harry McWilliams, AMPA president and Columbia Pictures exploitation manager, at the organization's luncheon-meeting "salute" to Robert (Continued on page 2)

Industry Can Beat Problems: Weitman

The motion picture business is getting "tougher," and the problems it will face in the future will make those of the past look "infinitesimal," Robert M. Weitman, United Paramount Theatres vice-president, yesterday warned the 250 from the industry here who gathered at the Hotel Pic- (Continued on page 2)
Only Thing Missing Was the Music...

During his introduction of dais guests at yesterday’s Associated Motion Picture Advertisers convention at the Piccadilly hotel here, Harry McWilliams, AMPA president, incidentally referred to Arthur Hays Sulzberger, chairman of the board of the New York Times, as “the only man who understands the meaning of ‘the only one’ in the world.”

The purpose of the proposed school, McWilliams explained later, will be to provide the industry with a reservoir of employees who would be prepared to “move up the ladder” in the field of industry advertising and promotion.

McWilliams named Ned E. Depinet, RKO Pictures president and president of the Directors Guild of America, as one of several industry leaders who have given encouragement to the AMPA plan.

The AMPA president indicated that the program for the school would be completed shortly after the first of the year, it is planned that it will be conducted as evening classes which would include lectures by top advertising-publicity executives of the industry.

Weitman

(Continued from page 1)

cadially under the sponsorship of the Associated Motion Picture Advertisers and the New York Paramount on the occasion of the theatre’s 25th anniversary.

Weitman hastened to add to this observation that he believed “the people of the industry” will see that it survives and thrives, just as did when the advent of radio was viewed by many outside the industry as the nemesis of the motion picture theatre. He hit vibrantly at the “de-feminization” he said some in the industry have as a consequence of television’s development.

Maurice Bergman, Universal-International executive in charge of public and personal relations, who delivered the tribute to Weitman, termed the UPT executive and the Paramount Theatre “two fine institutions."

J. Edward Bromberg, 47

J. Edward Bromberg was found dead in his apartment in London yesterday afternoon. He was returning from England to report reports reaching here from England, where he had gone to work in a new film, the subject of the ‘Kingsman’ series. An Italian connection is said to be the film’s subject.

Coast Judge Denies F & M New Trial

Walter B. Burke, associate judge of the Superior Court of California, denied a motion by Frank McWilliams, studios representative of Frank M. DeMille, to take another trial of the $600,000 palimony suit against DeMille in the San Francisco Superior Court.

Judge Burke refused to set aside his previous decision awarding McWilliams a $20,000 judgment on the ground that the statements of McWilliams’ wife, who is now married to DeMille, were made while she was under the influence of alcohol and that McWilliams had failed to pay alimony to his wife after she was taken into the care of a woman’s organization.

Disney Loses Appeal In Souveniure Action

The three-judge Federal Court of Appeals here yesterday affirmed a lower court dismissal of the motion picture claims for an injunction to restrain Souveniure Selective Pictures from exhibiting Louis Bunin’s “Alice in Wonderland,” for an order enjoining the public sale of the picture in the United States. The case is now before the Supreme Court.

News

In Brief

- Albany, N. Y., Dec. 6.—Senator Fred Morritt of Brooklyn, who upon a recent trip to New York to vote a tax of .10 per cent on tickets selling for $1 or more, and to see if there was any financial aid to the municipally-owned subway system, said last night he opposed a general amusement tax in the metropolitan area. “We have enough taxes now,” he declared.

- Motion Pictures was here for the special session of the legislature called to re-consider Congressional districts on the basis of the 1950 census.

Formation of the remaining committees in the industry to aid the 1951 drive of the Federation of Jewish Philanthropies has been named by Emanual Frisch, chairman of the amusement division.

- William McWilliams is chairman of the laboratory committee: Harold Klein and Seymour Florn are co-chairmen of the foreign films committee and Len Greenberg is chairman of the exchanges committee. Members of the committee’s group include: David Burkan, V. J. Plomary, Louis Weitman, Howard Levy, Charles Feiner, Samuel Riten, Saul Tramer, Louis Allenberg, Al Weitman, E. W. Satter, Philip Hodes, William F. Murphy, Tom Teenie and George J. Waldman.

- Howard E. Kahn II has joined Pic- ture Films Corp. to handle public relations for the grandson of Certo de Bergman. He had previously been director of advertising and publicity of the United Artists roadshow department handling special films.

Joining MPA

As A TV Specialist

Edward Cooper, staff director of the U. S. Senate Majority Policy Committee, will join the Motion Picture Alliance for the Preservation of American movie theater. He will be a specialist in radio-television matters and for “baison work” on Capitol Hill. He will have his head-quarters in Washington.

U. S. Asks Review

(Continued from page 1)

case decision on theatre pooling and joint ownership by distributors. It argued that the same issue is posed in at least seven other major suits now pending in other courts.

The Variety Clubs-Will Rogers Memorial Hospital is Open to ALL in the Amusement Industry Without Charge—“Help Care for Our

Details about the “I’ll See You In My Dreams” show of THE MUSIC HALL’s GREATEST CHRISTMAS STAGE SHOW

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

DORIS DAY

DANNY THOMAS

“I’LL SEE YOU IN MY DREAMS”

AND THE MUSIC HALL’S GREATEST CHRISTMAS STAGE SHOW
"QUO VADIS"

Color by TECHNICOLOR

Color by TECHNICOLOR

World Favorite in Motion Pictures

Congratulations, MGM!

TECHNICOLOR
Is the Trade Mark of
TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER
Coming Events

Dec. 10-14 — Universal sales meeting, Hollywood.
Dec. 11-12 — Allied Theatre Owners of all States andU.S. convention, Roosevelt Hotel, New Orleans.
Dec. 15-16 — Convention of America regional grievance meeting, Albany.
Dec. 18 — Theatre Owners of America regional grievance meeting, Watertown, N. Y.

ITOA Hits Newspaper For ‘Unfair’ Articles

The Independent Theatre Owners Association of New York at a meeting held yesterday passed a resolution condemning “two unfair articles printed in the New York World-Telegram and Sun on Dec. 3 and 4.” And so in its report, the paper’s publisher, in a letter signed by Max A. Cohen, ITOA executive vice-president, Cohen said, and added that the resolutions declared that New York motion picture theatres give members of the Armed Forces a “cheerfully welcome” and do not charge the servicemen rate any ticket privileges.

Cohen’s letter termed the articles “lawsuits” in that it pointed out that ITOA members theatre “are presently giving out free passes to servicemen through the Inter-Service Ticket Committee at the rate of 2,500 per week.” Cohen asked Howard: “Can any other industry be named that gives away as generous a measure as does the motion picture industry?”

Goldstein Presides at Chicago Meet

CHICAGO, Dec. 6 — Morey Goldstein, Monogram and Allied Artists vice-president and sales manager, is here for conferences at the Drake Hotel with division sales managers. In addition to setting sales policies for “Alfredo and His Lamp,” “The Steel Plow,” “Fort Osage” and “Waco,” the sales executives will discuss plans for the launching of “Monogram Week” for which a drive will be made toward putting a Monogram subject on every screen in the nation Feb. 16-16. Here to meet with Goldstein are Harold Wirthwein, Hollywood, Western sales manager; L. E. Goldhammer, New York, Eastern sales manager, and James Prichard, Dallas, Southern sales manager.

Variety in Memphis Elects 11 to Board

MEMPHIS, Dec. 6 — Eleven new directors were elected by the Memphis Variety Club at its recent meeting and the old and new directors will meet next Monday to elect officers.

Self-Regulation Order on Salaries Coming From SSB

The Salary Stabilization Board will issue a self-administering regulation to govern salaries of the writers and other talent in the industry and talent entertainment fields, a top SSB official said today. This was the statement of V. and chief counsel, before the National Association of Manufacturers meeting at the Waldorf Astoria Hotel in a five-day convention.

Rothschild emphasized that a self-administering regulation is not quite as effective as a purely voluntary code, although the effect would be pretty much to let the industry follow the regulations. He said that be that each industry in the entertainment field would be asked to recommend a code for itself and presumably the Board would then issue a recommendation if not all of these recommendations as Board regulations. These recommendations, if and to the extent adopted, will represent regulations issued by the Board and the functional stabilization as primarily directed toward securing compliance with the regulations and policies that have been issued.

John Vlachos Heads Allied of Michigan

DETROIT, Dec. 6 — John C. Vlachos of Flat Rock was elected president of Allied Theatres of Michigan at yesterday’s closing session of the 33rd annual convention. Bob Pennell of Bronson was elected vice-president, Edward Allen, executive secretary-treasurer, and Al Johnson of Detroit was elected national Allied representative.

At last night’s banquet, Abram F. Myers, general counsel, devoted the main portion of his address to the subject of arbitration. The idea is a system as the only way for peace and prosperity in the industry.


Joe Deniston, Pearce Parkhurst, Adolph Goldberg were chosen alternates.

The convention endorsed the national call for support for the Council of Motion Picture Organizations and also endorsed Allied’s stand on board representation and a Graham Morris partnership percentage plan. This called for determination of film rentals on a four-point basis, a nominal box-office rental on engagements that result in a genuine loss to the exhibitor; guaranteed profit to the exhibitor; the guaranteeing of the producer-distributor for a proper share of engagements that result in abnormal box-office rentals, and elimination of inequities in the present system of determining film rentals.

Ticket Brokers Are Exempted by OPS

WASHINGTON, Dec. 6.—The Office of Price Stabilization has exempted from price control the services of licensed ticket brokers whose charge is fixed by state or municipal law.

OPS said the action was in line with the law’s exemption of the National Negro Theater Owners Association. It also noted that brokers’ charges “are not essential to the cost of living to the peace time effort and expense involved in enforcement would not be justified by the stabilization value achieved.”

Marcus to Report on Coast Practices

Marcus said he met Monday and Tuesday with members of the Southern California Theatre Owners Association and other exhibitors on their complaints, and would start a report on the anti-trust case, Mr. Marcus explained that Morison some months ago had promised SCTOA leaders to go to the Coast to discuss the situation with them, and finding that other commitments prevented him from going, asked Marcus to go in his stead.

Fairbanks to Give Magazine Awards

HOLLYWOOD, Dec. 6 — Douglas Fairbanks, Jr., will present Holiday Magazine’s annual awards for “the role of the American movie as an ambassador abroad” today at Chasen’s here. While a special plaque will be presented to Fairbanks for his wartime and peacetime services, he will make the magazine’s presentations to the winners.

Levin Is Meeting Today in Milwaukee

MILWAUKEE, Dec. 6 — The third in a series of three-day regional meetings of Jack H. Levin, national survey, research, and checking company, is scheduled to be held in the Schenectady room of the Hotel Wisconsin, Saturday, Sunday and Monday. District representatives from Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, Milwaukee, Minneapolis, Portland, and St. Louis will attend, and in addition to the Milwaukee meeting other regional sessions in the South and West are planned.

Freeman Predicts (Continued from page 1)

day impose a genuine problem in entertainment. The need for a patient, methodical and comprehensive plan of concentration required by current standards, but he expressed confidence that the industry would move forward to brighter conditions than it has ever known before. 

Wolfson’s Plan (Continued from page 1)

of the exhibitors may be asked, ‘What can I do? Here are some ways to do it:

1. Exploit these personalities around your theatre. Have a lobby card with a picture of the young player, use prominent advertising and ask him, and pictures in which he may be seen that are coming later. If it is a star, let them send out a sample of a photo and give her measurements, as well as her weight. Tell where the play is. Ask borh. Then any interesting biographical data.

2. Get their pictures and background in the local papers.

3. Get local columnists to use items about these personalities whenever possible.

4. Let the producers make short trailers introducing the new faces—and urge them to do so—run them on every film. This would result in their names having pulling power in their very first pictures.

5. Many radio stations are eager to have movie personality interviews and put out from time to time. Take advantage of that eagerness and see the theatre people.

6. Run teasers in your ads such as ‘Have you seen Dale Robertson?’ or ‘Did you see, what a gal is Jean Peters?’

7. Get these personalities named as ‘Dawn’ or ‘Sweetheart’ of local affair, as ‘Miss Bowl’ or ‘Queen of the Midland Fair.’ If the personalities can be there personally, they are more likely to cooperate by having special photos with props that tie in to the situation and mail them back. and the local press is certain to use it.

8. In turn, I urge the producers to send these people on tours as often as they can. There’s good reason for this. For example, if Eisenlohr were to run tours for two or three months, he would have a chance of election without stirring the country too much. That’s because people are not as likely to know him and like him. But if a new comer wants public office he’s got to get out and meet the people, and a lot of them.

9. Let people get votes and it will sell tickets.

(Continued from page 1)
Review

"I'll Never Forget You" (20th Century-Fox)

T YRONE POWER, as a nuclear physicist obsessed with his ancestral past, goes voyaging back into the 18th century in "I'll Never Forget You." The film marks an interesting departure in his career from any standard type of drama. In the modern-day sequences the film is in black and white, but in sequences of the past it is in color by Technicolor. Others in the cast are Paul Henreid, vivacious lady Power falls in love with, and Michael Rennie, friend and co-worker of Power's.

Power, who lives in a handsome 18th century house in London, believes that his ancestor, who was killed in a duel, haunts the house. The duel took place before the War of 1812. Special-effects photography is used to show the duel, and a ghost is created to represent the ancestor. Power becomes convinced that his life is in danger.

The film is a suspense thriller, with little dialogue. Special-effects photography is used to create the illusion of ghosts and other supernatural phenomena. The film is shot in black and white, except for the sequences set in the past, which are in color.

Small Towns

(Continued from page 1)

more competition than ever before—church functions, bowling, basketball, school functions, outdoor theatres, and the forthcoming advent of TV reception in small towns.

"The present need for outstanding pictures and the necessity of more competition on the town exhibitor, is a part of the exhibitor's job in order to continue to hold their patrons," continued Mar-
To Stress New Programming
In FCC Bid
Committee to Take Up Color Television Issue

The importance of stressing the potential of television programming in the industry's application for frequencies before the Federal Communications Commission was discussed here Friday at the joint meeting of the National Exhibitors Theatre Television Committee and the Motion Picture Association of America.

The meeting, attended by about 20 representatives of the two groups, and held at MPAA headquarters, also took up the government ban on the manufacture of color TV sets. It referred the color TV issue to the industry-wide television legal committee, which will probably mull over the question of whether an appeal
(Continued on page 4)

See Compo Seminar Put Off For Two Or Three Months

Likelihood that the next Council of Motion Picture Organizations "round table" conference in Hollywood of exhibitors and producers will take place until late winter or early spring was expressed here at the weekend by industry leaders.

However, it was pointed out, exhibitors and producers will hold a "round table" meeting on the Coast in the meantime, reference was to Theatre Owners of America's plan to invite
(Continued on page 4)

Asks New Hearing OnABC-UPTM Merger

WASHINGTON, Dec. 9.—Partmar Corp. and four other corporations operating theatres in Los Angeles, Long Beach and St. Louis have asked the Federal Communications Commission to reconsider its decision denying them permission to intervene in the coming hearings on the proposed United Paramount Theatres-American Broadcasting Co. merger. They also asked the Commission to
(Continued on page 4)

Movietime' Aid to Films
Is Cited by 'U's Bergman

PHILADELPHIA, Dec. 9.—The industry's "Movietime U.S.A." campaign marks the first time that the film companies have conducted a joint promotion campaign on their own behalf with the same know-how in attracting public attention as they devoted to the many campaigns they conducted for the government and the numerous public service and charitable organizations for many years, Maurice A. Bergman, president of Movietime Versatility executive in charge of public relations, told the Philadelphia Public Relations Club at its dinner at the Poor Richard Club here at the weekend.

Bergman stressed that the industry's own promotion and public relations campaign has resulted in a
(Continued on page 4)

'RKO TheatresProxy Count Continues; May Finish Tuesday

Hollywood, Dec. 9.—Universal's sales and production executives to-morrow will begin a week-long series of meetings here to lay plans for 1952.

The sessions will serve to review the company's current production and distribution plans in the light of changing conditions and finalize plans
(Continued on page 4)

Morison Says SCTOA Wants Combined Film Buying and Was Told It's Illegal

Washington, Dec. 9.—H. Graham Morison, Assistant Attorney General, said Friday that relief sought by the Southern California Theatre Owners Association from trade practice problems in its area included a request for permission to engage in combined buying of films, and that SCTOA was informed that such an activity is illegal.

Phil Marcus of the Department of Justice conferred with SCTOA officials in Los Angeles last week and reported back to Morison. The latter made his observations on the SCTOA proposal after receiving Marcus's report. Morison said Marcus had informed SCTOA that its film buying combine project would be illegal.

Los Angeles, Dec. 9.—Neither SCTOA nor its members contemplated or discussed with the Justice Department any plan for the combined purchasing of films, and such assumption, if any, by Justice is unjustified," said Daniel A. Weber of the law firm of Fender, Weber and Lerner, special counsel for SCTOA, Friday when apprised of Justice's statement that SCTOA's appeal for relief included a request for permission for combined film buying.

Hughes-RKO Appeal Hearing On Jan. 7

Washington, Dec. 9.—Monday, Jan. 7, has been tentatively set as the date for argument before the U. S. Supreme Court in the Howard Hughes appeal of the judgment of the three-judge tribunal that he dispose of his RKO Theatres stock by a certain date. Otherwise, the New York court said, the trustee would sell the stock for him.

(RKOTheatres Proxy Count Continues; May Finish Tuesday)

(Dover, Del., Dec. 9.—Counting of proxies in the contested election of directors of RKO Theatres Corp. at its first annual meeting of stockholders, which was begun late last Thursday, was completed here over the weekend and is not expected to be concluded before Tuesday.

Due to the spirited proxy battle waged by management, headed by Sol A. Schwartz, RKO Theatres presi-
(Continued on page 4)

Complaints On Advanced Price Films Go to D. of J.

WASHINGTON, Dec. 9.—The Justice Department has received several complaints from independent exhibitors about distributors forcing advanced admission prices, and "we are looking into the situation," an anti-trust division official declared.

He said some of the complaints had dealt with 20th Century-Fox's sales policy on "David and Bathsheba," while others dealt with other companies and other pictures. It is under-
(Continued on page 4)

Palace Ups Prices For Holiday Shows

With tickets on sale through New Year's for the Judy Garland "All-Star Variety Show," New York's Palace Theatre plan an upward-revised schedule for the holiday week, starting Christmas Day.

There will be matinee performances on Tuesday, Wednesday, Saturday, Sunday and Tuesday, Dec. 25, 26, 29, 30 and Jan. 1, with the price of tickets scaled at $1.20 minimum to $3.00. In
(Continued on page 5)
Wage Increase Set For Para. Workers

The Paramount home office's 150 "white collar" workers will meet at the Hotel Woodstock here tomorrow evening to vote on a report of M. Moss, executive vice-president of IATSE Motion Picture Local No. 635, that a new wage raise agreement concluded with the company on Friday.

The agreement, Moss said, will be extended to include similar efforts by the subsidiaries Paramount Music Co., and Famous Music Co.

Says Theatres Should Sell "Escape" Value

A contention that the film industry has failed to sell "one of its most valuable assets—the motion picture theatre world in its present mood, its 'festival atmosphere' and the special role it can play in the community—has been refuted in a plea study of Dr. Ernest Dichter, psychological consultant.

Dichter, consultant to Young and Rubicam, who heads the agency, sought an answer to the question of whether "the TV and motion picture industries are friends or foes.

He found that the problem was not "TV versus the motion picture theatre," but the ability of TV and motion pictures to satisfy the "needs of the modern individual living in a troubled world." He claimed that the TV set owner is not the theatre's "lost audience." Rather "it is the movie industry that has lost a channel of communications with the TV viewer and has failed to keep pace with his changes of psychological attitude toward the selection of entertainment.

The study, released by the Denby Co., TV packaging firm in New York, also notes:

The TV viewer is not simply buying a ticket when he goes to the films, he is investing his entertainment in time and money, as opposed to the non-TV, who has no other major entertainment media to turn to and goes to the films out of habit.

Curran, Fitzgibbon Form New Company

Charles W. Curran, motion picture writer and advertising consultant, has formed The Curran Square Productions, Inc., to produce.

Curran is president, and Steve Fitzgibbon, who was general manager of 20th Century-Fox, is vice-president, and in charge of production. The new corporation has leased offices here. Curran was recently general sales manager for Seaboard Products, Inc.

The Variety Clubs-Will Rogers Memorial Hospital is Open to ALL in the Amusement Industry for "A Night under the 1951 Christmas Salute:--"Help Our Care for Our Own."

Personal Mention

NORMAN H. MORAY, Warner Brothers short subjects sales manager, will return here Tuesday from the Coast.

GEORGE WELTNER, president of Paramount International, with Mrs. Weltner, RAY HARRISON, managing director of Technicolor, ltd., BRITT LANCEREAU and BELA LUGOSI will arrive here early next week from Europe on the S. S. Queen Elizabeth.

JAMES R. GRAINGER, Republic Pictures executive vice-president in charge of sales, will arrive here over the weekend for Milwaukee and other Western cities and will arrive in Los Angeles on Dec. 23 to spend the Christmas holidays there.

HOWARD SMITH, assistant to HAROLD BEERSCOFT, head of Paramount's bidding department, has been promoted to the post of salesman in the Atlanta branch.

GEORGE SEGURAS, president of the magnificent Elgin Theatre, is due here Monday morning.

RALPH MARTIN of Seventeen Magazine will return here today for Florida viewings.

Rogers Plans Fla. Vacation Dec. 20

William F. Rogers, Loew's vice-president, is scheduled to leave here for Florida vacation on Dec. 20. He will be away several months.

According to Rogers' wishes, COMPO has abandoned the idea of sponsoring an industry testimonial in his honor. After nearly 30 years service with M-G-M, Rogers will begin his new assignment on Jan. 1, with Charles M. Reagan succeeding him as head of domestic operations. He will make a visit to a cocktail party next Friday at Loew's home office.

Loew's Decree Talks Continue With U.S.

WASHINGTON, D.C.—Justice Department officials and Loew's attorneys have further continued decree talks Friday and, according to a spokesman, "we're getting closer." Another extension is likely, however, of the deadline for Loew's to file a divestiture plan with the New York Statutory body. The present deadline is Dec. 15.

Krim, Benjamin to Coast on New Deals

Arthur Krim, United Artists president, and Robert Benjamin, management partner, left here for the Coast Monday to discuss new productions and releasing deals for the company with producers. They are expected to return by the end of the week.

Newsreel Parade

THE freeing of Archbishop Stepi- en, B-29 into private homes are currently highlighted in the newsreel. Other features include President Truman at Key West and media being trained for the Marines.


UNIVERSAL NEWS, No. 115—Archbishop Stepien released. Truman on vacation. RKO plans plane for liberated homes. French heroes hailed. Rites for dead found. Action in North Africa. Kentucky, Dec. 9. Upon filing of a stipulation that the "de- fendant having accounted to plaintiffs having failed to pay the sum of $10,000 which he agreed to pay to the plaintiffs," the Stowers case was dismissed with costs.


Conclude Harlan Percentage Suits

LEXINGTON, Ky., Dec. 9. Upon the filing of a stipulation that the "defendant having accounted to plaintiffs having failed to pay the sum of $10,000 which he agreed to pay to the plaintiffs," the Stowers case was dismissed with costs.

EIGHT PERCENTAGE ACTIONS ARE FILED IN WIS. FEDERAL COURT

SUPERIOR, Wis., Dec. 9—Eight percentage actions have been filed here in Federal Court. Twentieth Century-Fox, Warner United Artists, Universal, RKO, Loew's, Paramount and Columbia each filed an action against Wisconsin taxpayers, and Frank R. Hahn for damages based on alleged under-reporting of receipts at the Fox and Royal Theatres in Ash- land, Wis.

Dick Ford, 54

DICK FORD, 54, of Bay Village, Ohio, was with the 20th Cen- tury-Fox exchange here for the past 14 years, died Oct. 29 in a hospital. Ford, 54 years of age, who was with the 20th Cen- tury-Fox exchange here for the past 14 years, died Oct. 29 in a hospital.
47 Million Circulation...

That is a conservative estimate of the number of people reached by the findings of the FAME polls (after allowance for duplication between the coverages of newspapers, magazines, radio and TV).

The reasons for the extraordinarily widespread influence of FAME are perfectly clear. FAME has never been successfully copied, although it has various imitators. Its standing has never been approached in any of the 19 years that it has presented the Top Ten Money-Making Stars—which was originated by Quigley Publications.

Most of the key city exhibitors and many others know that, and continue to accord to FAME the close cooperation that is essential to accuracy and dependability for a trade poll of box office popularity.

Many of the newspaper and magazine amusement editors, and the wire services and radio and TV station executives, also know it—and accord to FAME findings the kind of respect and acceptance that is essential for such widespread dissemination to the public throughout the length and breadth of the land.

And in each of the years, FAME has adhered to the still unique quality of its own presentation of the facts for the record. Thousands keep it handy for reference throughout the year. And many preserve each of those always ornate, always-worth-keeping issues as a cumulative record.

The FAME polls for this year's audit of personalities in the fields of motion pictures, radio and television now are in active process of fact-finding. The announcements of the results will have an even greater significance than ever before.

FAME IS A QUIGLEY QUALITY PUBLICATION
Review

"Death of a Salesman"

(Continued from page 1)

Andrew Foster

(Continued from page 1)

(Til Over Watermelon Brings Sunday Films)

(Due to a legal hold that a man was arrested illegally last summer for selling waterside film on Sunday, Out of the watermelon decision Judge Wayne Oliver declared a 1912 Sunday "blue law" invalid as discriminatory. SO this decision by the J. G. Judkins, manager of the local theatre, arranged for Sunday showings, and he does not believe that local sentiment favors passage of a new "blue law" by the city council.

Compromise Seminar

(Continued from page 1)

production executives for such a conference during the meeting in Hollywood midway of January of the exhibitor organizations of the country. TOA spokesmen said here Friday that if the COMPO Coast seminar were to be held either here or at the TOA executive group's meeting with producer representatives, the exhibitor organization's officials would be interested in coming to the Coast for the same purpose and hence would be inclined to pass up the COMPO meeting.

At any rate, COMPO's schedule very likely will not allow for the holding of a seminar until late winter or early spring. The TOA executive board will have to be held following a COMPO board meeting and there is little likelihood that the two executives will be able to agree on a date earlier than late January or early February, H. V. (Rutus) Harvey, chairman, has not convened the COMPO seminar committee.

Movietime Aid

(Continued from page 1)

healthy upturn in business which has been maintained. "Whether or not this is due partially to the variant is up in the air; whether it is due to the fact that pictures this fall were much better, or whether it is due to the fact that people may get a little more of sitting home, I do not know," he said. "I do know, however, that good pictures today are doing better than they ever did before."

"It has always been true that the motion picture business is among the first enlisted in all types of community work. We have always believed that it is good public relations to indulge in these activities, because we always felt that the best public relations are those which encompass the interest and welfare of the entire community.""On the one hand we must market our commodity to keep ourselves in a healthy financial position. But at the same time we must certainly be mindful of our obligations to the community and try to do something to help it."

The Variety Clubs-Will Rogers Memorial Hospital is Open to All in the Amusement Industry Without Charge—Signs the 1951 "Christmas Salute"—"Help Care for Our Own."

Hand Subversion

(Continued from page 1)

and sincere feeling of patriotism."

Sullivan has dubbed this TOA campaign "Operation Patriotism." He described it as "a co-operative program of producers, distributors and translators."

Wolfson wrote to the presidents of the companies as follows: "Although the TOA has not yet explored the production of so many 'message' pictures, in these days of crisis we feel that this is an opportunity for the 'right' companies on our screens—to make the public more fully aware of the priceless rights and rewards of American way of life and the countless threatening dangers within and without."

The TOA president offered this suggestion: "In the vaults of all film companies I am certain there are many highly patriotic sequences contained in the past. If such sequences, only a few minutes in length, could be 'lifted' from these pictures and made available to the theatre public, this would be of inestimable value."

"This is a cooperative venture," he told the presidents, "in which both of us could easily share and, at the same time perform a necessary service to our nation during these uncertain times."

Industry's FCC Bid

(Continued from page 1)

should be made against the ban on color theatre TV."

Most of the three-hour session was devoted to details of the probable format of the industry's application to the FCC, which has scheduled hearings on July 17. The meeting did not take up the question of "industrial" frequencies versus the "general public." The consensus of the discussion, it was said, was centered on the nature of the arguments the industry will use on seeking channels. One of the arguments, it was stressed, will be the potential of theatre TV programming. Further joint meetings in the near future on the issues involved will be held.

James L. Fly, MPAA counsel who will present the industry's case to the FCC, was chairman of the meeting. Among those attending were: Ralph Green of Columbia; Earl H. Spalding, 20th Century-Fox; Frank Gahlil, and Joseph N. Karp, Warner Brothers; the members of the other three major networks—Television; and the major companies. From NBC:Johnnie Allen of New York; Si Fabian; Marcus Cohen, NEET counsel; and Fred Greeley, network Television; Andrew Inglis, enginer, and Ralph D. Hettel, Jr., Sydney Nicholson, and Taylor Mills of the Chicago."

The company's overseas operation will be represented by America Abaco, vice-president and foreign sales manager of United Artists Films, and Fortunat Barouan, foreign public-
**RKO Theatres**

(Continued from page 1)

dent, and David J. Greene, head of an opposition stockholders' committee which presented its own slate of directors, a last-minute challenge of the $391,000 shares eligible to vote are included in the balloting. The counting task is further complicated by the careful scrutiny and frequent challenge of proxies by representatives of both management and the opposition.

The Greene group's challenge of the eligibility of the two Irving Trust Co. employees as proxies was raised and was ruled out in a four-hour adjournment of Thursday's meeting and the delay in counting the proxies, was resolved by Arthur Drescoll, special counsel for RKO Theatres.

Driscoll pointed out that the company's by-laws provided for two watchers, to be appointed by management, to serve during the inspection and counting of proxies. He proposed that, inasmuch as the by-laws did not prohibit the appointment of "watchers to watch the watchers," the Greene group could name two watchers, also. Isidor Kreskel, counsel for the Greene group, accepted the suggestion and the count was begun by the two Irving Trust men with two management representatives and two of Greene's representatives as watchers.

In accepting the proposal, Kreskel also, apparently, conceded the legality of the meeting itself, which he had stated earlier might be in doubt. At that time he had stated that the counting of the proxies was basic and that since the eligibility of the company was re-challenged, the validity of the meeting itself might be in question. It was then conceded that a quorum was present and the counting of the proxies was begun.

**Palace Ups Prices**

(Continued from page 1)

the evenings, prices will range from $1.20 to $4.80 on Tuesday, Saturday, Sunday and Tuesday nights, Dec. 25, 29, 30 and Jan. 1; $1.20 to $4.20 on Wednesday, Thursday and Friday evenings of Christmas vacation, and from $2.40 to $7.20 for the New Year's Eve show on Monday night, Dec. 31.

Current prices range from $1.20 to $3.25 on Wednesday and Thursday matinees and $1.20 to $3.50 on Sunday, Saturday and holiday evenings. There are no matinees on the other days. Evening prices range from $1.20 to $3.00 on Tuesday, Wednesday and Thursday evenings, $1.20 to $4.20 on Friday evenings, and $1.20 to $4.80 on Saturday, Sunday and holiday evenings. Currently there are no performances on Monday evenings.

Judy Garland continues to head the bill.

**Legion Pledge in L. A.**

Los Angeles, Dec. 9—The annual Legion of Decency pledge was administered in all Roman Catholic churches in the Los Angeles Archdiocese today.

**Reviews**

**"The Girl on the Bridge"**

(20th Century-Fox)

IN BIG, broad strokes multiple tragedies are unfolded in this Hugo Haas vehicle, Haas being of the type that, pro-rata, produced, and directed, in addition to sharing story credit with Arnold Phillips.

While Haas' characterization of a lonely immigrant watchmaker who marries a younger girl and commits murder unintentionally to hold on to his wife was. his subsequent flow of "...the Girl on the Bridge..." should win a following among the large group of women who find multiple family-life tragedies of popular magazine and radio stories quite gripping.

Haas, as David Toman, convinces a young, pretty, unwed mother, Beverly Michaels, who portrays Clara Barker, that it would be unwise to jump off the bridge near his shop. The case leads finally to a friendly relationship between his long-time, former boy friend, Robert Dane, as Mario Venti, returns to the scene. In an effort to block the entrance of Dane's scheming manager into his home, Haas kills him and in a moment of fright disposes of the body which is washed into the sea. It is found a few days later and Dane is accused of the murder. Despite the fact that Dane is freed of the charge, Haas, tormented by his conscience, commits suicide. Dane, who was always well-liked at the Counted with Miss Michaels.

Others in the cast include Johny Close, Anthony Jochim, Judy Clark and Maria Bibikoff.

Running time, 77 minutes. General audience classification. For Dec. release.

MURRAY HOBOWITZ

**"Chicago Calling"**

(Arrowhead—United Artists)

A Devise FATE deals Dan Duryea some unrelenting punishment in "Chicago Calling." In superficial respects the picture resembles Italy's "Bicycle Thief" as it recounting the ordeal that down-and-out Duryea goes through in order to raise $50. Individual parts of the picture are effective and contribute to realistic entertainment, but when seen in the whole it makes for a series of reiterated moods and happenings that lack cumulative impact.

The story is not long underway when Duryea's wife, Mary Anderson, and young daughter, Melinda Plowman leave him. Duryea's drinking causes the marital breakdown, and is also a contributing factor to his unemployment. As though this were not enough punishment for Duryea, he receives a telegram in Los Angeles from Chicago telling him that his daughter has been seriously injured in an auto crash and that his wife will phone him the following day on the outcome of a surgical operation. The original screenplay by John Reinhardt and Peter Berneis has hard luck close in on Duryea in a pattern of almost classical inevitability. Next a telephone company man comes to remove the phone before Duryea can answer it. He hesitates for a moment and then effectively places the phone bill turn out unfortunately. Here and there Duryea meets a kind soul to help relieve his plight and save his perspective. Finally he gets the message and is a tragic one.

There are some final compensations for Duryea for he finds in Gordon Gebert, a devoted little friend, someone to replace the lost daughter.

Produced by Berneis and directed by Reinhardt, this Arrowhead Picture is presented by Joseph Husman.

Running time, 74 minutes. General audience classification. Release date, Jan. 11.

MANUEL HERBSTMAN

**"Overland Telegraph"**

(RKO Radio)

TIM HOLT and his aide, Richard Martin, again are teamed up against the forces of frontier-day evil in "Overland Telegraph." As usual with Tim Holt Westerns, this one rates well. It has greater story development than the routine Western without any sacrifice of action and gung-hay.

The villainy in the screenplay, written by Adele Buffleington, is motivated by a desire of storekeeper George Nader to sabotage the completion of a telegraph line to order that he may have time to dispose of his stock before a nearby Army post is dismantled. The top cop of the underworld group is Hugh Beaumont and before long he has a run-in with Nader. In the meantime there is a lot of shooting and killings and Holt sets out to see that law and order triumph.

Gail Davis plays the daughter of the man who has the contract to build the new telegraph line, and she plays the role with a temper-tonedness that turns Holt when she wrongly suspects him of friendship with the underworld.

The story culminates in a furious gun battle between Holt and the badmen but he helps in time to save the day. There remains only the final struggle in which Holt subdues the villain personally.

Herman Schlicm produced and Lesley Sandler directed.

Running time, 60 minutes. General audience classification. December release.

M. HERBSTMAN

**"Help Care for Our Own"—Sign the Chimes Club—Variety Club—Will Cos on the HU Christmas Salute to the Variety Club—Will Rogers Memorial Hospital.**

Mr. Exhibitor—Are You Doing All You Can to Help Care for Our Own?—Sign the Chimes Club—Variety Club—Will Cos on the HU Christmas Salute to the Variety Club—Will Rogers Memorial Hospital?
YOUR PRIZE SALESmen
from the
Prize Baby!

They'll do your Advertising
Away from Theatre!

- COUNTERS
- LOBBIES
- TERMINALS
- MERCHANDANTS' WINDOWS...

wherever people gather...

See your NSS Salesman or write
your nearest NSS
Exchange

NATIONAL Screen Service
PAIXE BABY OF THE INDUSTRY
Minimum of 50 Theatres in New TV Net

Expect 200 Houses in Calif. Alone in 3 Years

SAN FRANCISCO, Dec. 10.—Plans to form a Northern California theatre TV network of at least 50 theatres were disclosed here in the wake of a meeting sponsored by the Theatre Television Authority, the new West Coast agency set up to book attractions.

TTA, whose officers met with Northern California theatremen at the St. Francis Hotel, stated that it foresees a network of at least 200 large-screen television theatres within three years in California alone and a vast participating theatre group throughout the 11 Western states.

The new company, headed by Kenneth E. Wright, with offices in Sacramento, also announced plans to form a theatre owners TV advisory committee, which will counsel TTA on programming. Charges for program-

(Continued on page 3)

Gulf States Allied Meeting on Today

NEW ORLEANS, Dec. 10.—The annual convention of the ATO of the Gulf States will open tomorrow morning and run through Wednesday at the Roosevelt Hotel here. The program will feature a luncheon Wednesday night and a cocktail party-dance in the evening, which is to be an all-industry party in connection with the Allied "Movietime in Dixie." The

(Continued on page 3)

Wisconsin Meet in Full Swing Today

MILWAUKEE, Dec. 10.—Some 300 registered at the opening today of the "Movietime Convention" of Wisconsin Allied. No convention business sessions were scheduled for the day, but activities devoted entirely to registration and a reception by the evening exhibitors were invited to a trade showing of "Quo Vadis" at the Century Theatre.

Tomorrow the convention will go into full swing with a drive-in discus-

(Continued on page 3)

TOA Gets D. of J. Arbitration Views

The Department of Justice's "primary concern" with any plan of film industry arbitration that may be devised would be that "it did not conflict with or make ineffective the anti-trust laws and the judgments against motion picture companies under those laws," H. G. Morison, Assistant U. S. Attorney-General, has informed Mitchell Wollson, president of TOA.

(Continued on page 3)

Abilene TOA Groups To Meet Dec. 17-18

ABILENE, N. Y., Dec. 10.—The temporary directors of the reacting Abilene Theatre Owners of America today sent a letter to 278 theatres of the exchange district inviting owners and managers to attend a combined luncheon and meeting at the Ten Floor Hotel here Dec. 17, and at the Hotel Woodruff in Watertown, Dec. 18. The letter stated that a group of your fellow exhibitors is striving to reactivate and reorganize the Al-

(Continued on page 3)

RKO Theatres Meet Reenoneens Today

Dover, Del., Dec. 10.—The first annual meeting of RKO Theatre stockholders will reconvene tomorrow. At the meeting, which was learned, continued at a slow pace today and over the weekend, indicating that the management group led by RKO Theatres' president Sol A. Schwartz and the opposition stockholders group headed by David J. Greene were carefully scrutinizing the ballots.

'Miracle' Appeal to U.S. Supreme Court

ALBANY, N. Y., Dec. 10.—Chief Judge John T. Loughran of the Court of Appeals has signed an order authorizing an appeal to the U. S. Supreme Court on the constitutionality of the board of regents' revocation of licenses for "The Miracle" as "sacri-

(Continued on page 3)

Theatre Efficiency Firm Set by Groves

Hargroves National Service Sys-

(Continued on page 3)

Settlement Reached In S. & S. Action

CINCINNATI, Dec. 10.—An out-of-

(Continued on page 3)

'Christmas Salute' Extended to Dec. 31

In viewing the progress made to date in the "Christmas Salute" to tu-

(Continued on page 3)

'Vadis,' 'Story,' Two Tickets Top New York Grosses

"Quo Vadis," "Detective Story," and "Two Tickets to Broadway" are holding up nicely in this pre-Christ-

(Continued on page 3)

U. I Sets 12 For First 4

Six Are in Technicolor, Daff, Feldman Report

HOLLYWOOD, Dec. 10.—Twelve major features, six of them with color by Technicolor, will be released by Universal Pictures during the first four months of 1952, it was announced by Alfred E. Daff, director of world sales for the company, and Charles J. Feldman, domestic sales manager. The schedule of the forthcoming releases was made public as the highlight of the opening day's ses-

(Continued on page 3)
EDWIN W. AARON, Western sales manager for 20th Century-Fox in Orlando, will attend the Gulf States Allied Theatre Owners meeting. Tomorrow, he will meet with Southern division manager, Harry Hartman, in Atlanta. He will return here on Monday.

LOU J. KAUFMAN, Warner Brothers home office executive, left here over the weekend for Cleveland and Pittsburgh and will return to New York at the end of the week.

DAVID GOLDING, director of advertising material and publicity for Dwayne Productions, will return here today from Boston, Chicago and Detroit.

WILLIAM RICHARDSON, president of Aitor Pictures of Georgia, was in Alabama from Atlanta.

WILLIAM FOX, industry pioneer, is recuperating at Doctors Hospital here.

JOSPEH R. ALLENDORF has been appointed assistant sales manager for Westman Kodak Co.

MIKE SIMONS, M-G-M home office assistant to H. M. Richley, left here recently for New York to attend the Gulf States Allied Theatre Owners convention. He is due back here Thursday.

JOSEPH D. KARP of Warner Brothers home office legal department, last evening addressed the Copyright Institute of the Federal Bar Association at the U. S. Court House here on "Copyright Litigation." 

MAURICE A. BERGMAN, Universal Pictures executive, in a golden state of relations, is in New York Hospital being treated for an infection.

HAROLD WRIGHTWELL, Monogram-Artists Western sales manager, returns today from Hollywood.

\[ \text{Dec. 19 Testimonial For Henry Needles} \]

HARTFORD, Dec. 10.—Several hundred persons, representing the motion picture industry throughout the Northeast, are expected to attend a testimonial dinner on Dec. 19 in the Hotel Federal, honoring Henry J. Needles, veteran showman, who recently resigned as Hartford district manager of Warner Theatres.

Needles, vice-president in charge of exhibition as managing director of the 700-seat Art Theatre, Hartford, who is scheduled to open a first-run foreign film policy on Dec. 26, is a winner of the Loew's award, chairman of Warner's Strand, are co-chairmen, with Bill Mortensen, former mayor of Hartford, now managing director of Bushnell Memorial Auditorium, as toastmaster.

New York State winners in Paramount's National Art Competition, set up as promotion for "Snow White and the Seven Dwarfs," have been announced today in a judging held at the Hotel Gotham in New York, with Vincent Trotta, well-known industrial designer, presiding as judge. Arthur W. Tilton, president of the Art Directors Club, and Arthur W. Brown, determining the final $2,000 award for the United States and Canada. Runners-up have been notified in first, second and third places in New York and promotion along the lines made up of art projects. The competition was based on a theme inspired by the Cecil B. DeMille Technicolor film, will be on display at the Gotham through Wednesday.

More space for national magazines is being reserved for the forthcoming reissue of Walt Disney's "Snow White and the Seven Dwarfs" than ever used before, with pages scheduled for Look, Life, Time, Woman's Home Companion, McCall's, Good Housekeeping, Saturday Evening Post, Redbook, Cosmopolitan, Woman's Day, Family Circle, the fan magazines and Sunday supplements. The National Magazine Corporation, which produces and distributes 2,250,000 fill-in pictures and 15,000,000 "Snow White" labels in their tip-up campaign, with 80-line ads in extensive newspaper advertising.

Christmas Salute
(Continued from page 1)

"...are being recorded, the 1951 Christmas Salute should attain its goal."

"...still is much to be done,
the Christmas Salute campaign will be held open until the end of December to enable those still having
rolls in circulation, to complete..."

O'Donnell reports that the hospital management feels that the new
letter adds the excellent cooperation of the trade press in making the industry more fully aware of its relationship to the institution, and states that, to
"...to the unselsh and intelligent work done by the vast national network
of men in 145 cities, to be directed by C. J. Feldman, national
distribution chairman, and to Sam W. Groves, National Exhibition
Chairman, can be credited much of the suc-
cess of the Christmas Salute."

In New TV Net
(Continued from page 1)

"...it was disclosed will be based
in New York, according to the seating capacity
of the theatre. It was estimated that
$125,000 for audio and video facilities in
any month for a five-theatre hook-up
with charges decreasing as addi-
tional theatres are added to the net-
work."

72 Towns Covered
(Continued from page 1)

Steam, Bruce Bennett, Charlton Hes-	on, Donald Crisp, Preston Foster, and his wife, Julia Adams, Adrian Booth and David Brian; directors Fred De Cordova and Joe Lewis; producers
Maxwell Shane, Irving Asher and Robert Fellows, and writers Leonard Stern and Dorothy Hughes.

Set N. J. Allied Dinner
(Continued from page 1)

All who are associated with the film industry in the New York Metropol-
itan area have been invited by Allied Artists, "Forrest Get-Together" at the Ritz Restaurant, Pasagie, on Dec. 20, Wil- liam Snapper, president of the organ-
zation, has announced Lon Gold is chairman of arrangements.

Hold Up Paris Theatre
(Continued from page 1)

The Paris Theatre here was held
up Sunday night by two armed men
who threatened the theatre personnel with a gun. The show. The men escaped with $2,608.

Efficiency Firm
(Continued from page 1)

in scope and will solicit in time all
so-called service industries, among
which are theatres, hotels and gaso-
line stations, it is said.

Being offered to exhibitors on a
yearly contract basis at weekly
charges ranging from $4.35 to $18.75,
the service will even "blind check"
theatre attendances for the
arters, Groves added, explaining that
theatre management itself available
only to theatre, for the present.

Unlike the new Jack Levin Associates
projecting is known, the new service
Hargroves will not serve distributors, he
said.

The Hargroves service will report
theatre charges promptly and will be
in the hands of the management. The
charges will not be kept, he said, but
will be sent to the theatre holders.

Gulf States Allied
(Continued from page 1)

annual banquet is to be held on Wed-
nesday.

The meeting will attract many New
Yorkers and national Allied will be
represented by Treasurer Charles Miles
Young, United Artists
vice-president and national director of
advertising-publicity, who will be one of
the speakers at the convention.

Wisconsin Meet
(Continued from page 1)

in the morning headed by Sig Goldberg. The afternoon business meeting will be open to all branches of the industry.

Hold Up Paris Theatre
The Paris Theatre here was held
up Sunday night by two armed men
who threatened the theatre personnel with a gun. The show. The men escaped with $2,608.
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INTL.</th>
<th>WARNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 4</td>
<td>FBI GIRL</td>
<td>Casey Rea</td>
<td>D—71 min.</td>
<td>(Nov. 10/15)</td>
<td>AN AMERICAN IN PARIS</td>
<td>Gene Kelly</td>
<td>96 min.</td>
<td>(Nov. 20/30)</td>
<td>-</td>
<td>FORT DEFIANCE</td>
<td>(Nov. Releases)</td>
</tr>
<tr>
<td>Nov. 11</td>
<td>THE BAREFOOT MAILMAN</td>
<td>Richard Corliss</td>
<td>D—60 min.</td>
<td>(Nov. 17/25)</td>
<td>THE UNKNOWN MAN</td>
<td>Robert Mitchum</td>
<td>86 min.</td>
<td>(Nov. 17/30)</td>
<td>-</td>
<td>THE LADY PAYS OFF</td>
<td>(Nov. Releases)</td>
</tr>
<tr>
<td>Nov. 18</td>
<td>GLOBETROTTERS</td>
<td>Goldie Hawn</td>
<td>D—60 min.</td>
<td>(Nov. 24/25)</td>
<td>TOO YOUNG TO KISS</td>
<td>Dana Andrews</td>
<td>90 min.</td>
<td>(Nov. 24/30)</td>
<td>-</td>
<td>CAVES OF THE LOST</td>
<td>(Nov. Releases)</td>
</tr>
<tr>
<td>Nov. 25</td>
<td>VELVET SONG</td>
<td>Gene Autry</td>
<td>D—82 min.</td>
<td>(Nov. 30/30)</td>
<td>THE LONGHORN</td>
<td>Dana Andrews</td>
<td>82 min.</td>
<td>(Nov. 30/30)</td>
<td>-</td>
<td>THE RACING TIDE</td>
<td>(Nov. Releases)</td>
</tr>
<tr>
<td>Dec. 2</td>
<td>TALL MEN</td>
<td>Bing Crosby</td>
<td>D—82 min.</td>
<td>(Dec. 7/15)</td>
<td>THE LIGHT TOUCH</td>
<td>John Garfield</td>
<td>75 min.</td>
<td>(Dec. 7/15)</td>
<td>-</td>
<td>THE LAVENDER HILL MOE</td>
<td>(Dec. Releases)</td>
</tr>
<tr>
<td>Dec. 16</td>
<td>MAN IN THE SADDLE</td>
<td>Randolph Scott</td>
<td>D—80 min.</td>
<td>(Dec. 21/25)</td>
<td>TALES OF ROBIN HOOD</td>
<td>Errol Flynn</td>
<td>80 min.</td>
<td>(Dec. 21/30)</td>
<td>-</td>
<td>STARLIFT</td>
<td>(Dec. Releases)</td>
</tr>
<tr>
<td>Dec. 23</td>
<td>PURPLE HEART</td>
<td>Franklin Pangborn</td>
<td>D—80 min.</td>
<td>(Dec. 28/25)</td>
<td>CALLAWAY CANYON</td>
<td>Errol Flynn</td>
<td>80 min.</td>
<td>(Dec. 28/30)</td>
<td>-</td>
<td>DISTANT DRUMS</td>
<td>(Jan. Releases)</td>
</tr>
<tr>
<td>Dec. 30</td>
<td>BOATS MALONE</td>
<td>William Holden</td>
<td>D—90 min.</td>
<td>(Jan. 4/30)</td>
<td>IT'S A BIG COUNTRY</td>
<td>John Wayne</td>
<td>90 min.</td>
<td>(Jan. 4/30)</td>
<td>-</td>
<td>FLAME OF ARABY</td>
<td>(Jan. Releases)</td>
</tr>
<tr>
<td>Jan. 6</td>
<td>STORM OVER TIBET</td>
<td>Robert Mitchum</td>
<td>D—78 min.</td>
<td>(Jan. 11/30)</td>
<td>WESTWARD THE WOLF</td>
<td>Robert Mitchum</td>
<td>78 min.</td>
<td>(Jan. 11/30)</td>
<td>-</td>
<td>THE BAREFOOT MAIDEN</td>
<td>(Jan. Releases)</td>
</tr>
</tbody>
</table>
MOTION PICTURE DAILY

VOL. 70, NO. 113
NEW YORK, U. S. A., WEDNESDAY, DECEMBER 12, 1951
TEN CENTS

NEWS WHILE IT IS NEWS

TV A Offers Peace Bid To SAG, SEG

Meet Asks '4A' Board To Take Up Disputes

A two-point proposal to end the jurisdictional dispute between the Screen Actors Guild and Screen Exter's Guild on one hand and Television Authority on the other was disclosed here yesterday following the conclusion of a three-day TVA convention at the Park Sheraton Hotel.

The recommendation calls upon the international board of the 4A's, talent guild to pass a resolution altering its resolution granting TVA jurisdiction over talent in TV films. The proposed amendment would put all areas of dispute into the hands of the 4A's, taking the disputes from TVA. Following such action, the convention resolution urges the SAG and SEG to attend a meeting called by the 4A's in an effort to come to an "equitable agreement" which would form the basis for the introduction and passage (Continued on page 6)

July 1, '52 Set As Deadline for TVA Merger Plan

A deadline date of July 1, 1952 was set for the proposed merger of the five branches of the 4A's with Television Authority in a resolution passed by the TVA convention here at the Park Sheraton Hotel, it was disclosed yesterday.

The five branches are Actors Equity Association, Chorus Equity Association, American Federation of Radio Artists, American Guild of Musical Artists, and the American (Continued on page 6)

Gulf Allied Opens 5th Annual Meet

NEW ORLEANS, Dec. 11.—The fifth annual convention of the Allied Theatre Owners of the Gulf states got under way here today at the Roosevelt Hotel with the largest attendance in its history on hand to hear Max Youngstein of United Artists call for united support of the Council of Motion Picture Organizations and (Continued on page 2)

6 State Censor Boards Cost $1,800,000 A Year

Milwaukee, Dec. 11.—State censorship of motion pictures costs the film business about $1,800,000 annually, Leon Bamberger, sales promotion manager of RKO Pictures, today told delegates to the convention of Allied Independent Theatre Owners of Wisconsin, in session at the Hotel Schroeder here. Censorship in Ohio alone last year cost distributors $300,000, he said.

And Bamberger continued, "if we add to that the expense each distributor has in maintaining a department to deal with this censorship, the expense of cutting pictures and the cost to the producers in trying to avoid the many discrepancies of each of the state boards—the total cost would be at least double that $1,800,000. In times like these especially, this wholly non-productive expense becomes truly staggering."

(Continued on page 4)

Companies on Long Holiday Weekend

Most film home offices here will observe a four-day Christmas holiday weekend, remaining closed from the end of business on Friday, Dec. 21, until Wednesday morning, Dec. 26. Companies reporting this arrangement are M-G-M, Paramount, RKO Pictures, 20th Century-Fox, Universal-International and Warner Brothers. Other majors are expected to follow similarly. Monogram will observe a staggered system with half of its employees taking Monday, Dec. 24, as a holiday and the other half on Monday, Dec. 31.

300 Hear Marcus Open Allied Meet

Milwaukee, Dec. 11.—Some 300 heard Ben Marcus, president of Wisconsin Allied open the "Movietime Convention" here by applauding the membership for their support, saying: "The Wisconsin Allied has the largest membership, percentage-wise, of any unit in the country." He told of the achievements during the past year, including the proposed drive-in code to restrain "these drive-in fly by nights."

He attacked terms and unjustifiable (Continued on page 2)

Grievance Panel Is Set in Carolinas

A local-level grievance panel for the Charlotte territory was named yesterday by Robert E. Bryant, president of the Theatre Owners of North and South Carolina, TOA national headquarters reported here.

The panel includes three Carolina exhibitors: A. Fuller Sams, Jr., Statesville, N. C.; chairman; Harold Armstead, Jr., of Easley, S. C., and J. Francis White of Charlotte. Alternate members are J. B. Harvey of Clover, S. C., and Alfred Starr of (Continued on page 2)

Films Not So Big in Los Angeles, Globe Girdling Mayor Bowron Tells London

London, Dec. 11.—Los Angeles' mayor, 64-year-old Fletcher Bowron, wanted London to know that Hollywood is not as important as it claims to be, when he arrived here recently in the course of a round-the-world trip. Said he: "Aircraft production, rubber and petroleum products come well before pictures in the third city of the United States. Films are fourth."

Since he left Los Angeles six weeks ago, bouncing five-foot, two-inch Mayor Bowron has been in Tokyo, Hong Kong, Calcutta, Karachi, Athens, Rome, Geneva, Zurich, Frankfurt, Hamburg, The Hague, Rotterdam, Amsterdam and Paris. He confided that he hasn't had much time on his trip to get around to the pictures.

All-Time High Ad Budget For Universal

Hollywood, Dec. 11.—The greatest advertising and promotion effort in the history of Universal Pictures, backed by a record advertising budget, will occur during 1952, it was disclosed here today by David A. Lipton, vice-president in charge of advertising and publicity, at the studio conference of production, distribution and promotion executives. These plans include sending a record number of personalities on (Continued on page 4)

RKO Theatres Meet Off to Dec. 18 to Finish Proxy Count

Dover, Del., Dec. 11.—The meeting of RKO Theatres' stockholders scheduled to resume here today was adjourned until next Tuesday to allow additional time for counting of proxies in the contested election of directors of the company.

With 3,914,000 shares eligible for voting and all proxies being carefully scrutinized, the counting is progressing laboriously. It was indicated today that less than half the proxies have (Continued on page 4)

CEA Gets Plan for Truce with Rank

London, Dec. 11.—Sir Alexander King, former president of the Cinematograph Exhibitors Association, has prepared a resolution for the settlement of differences which led to the withdrawal of J. Arthur Rank's theatres from CEA membership. The resolution would have the effect of vesting the authority now exercised by (Continued on page 4)
Negotiations have been completed by Labor and HITSE, with Paramount Pictures for a contract covering approximately 200 employees of Paramount and its subsidiaries, Paramount Music Corp. and Famous Music Corp. The contract provides for a complete union shop, the American Federation of Musicians, a 10% increase in base wages and wage increases totaling $3.50 to $9.50 weekly. The agreement runs for a period of one year ending in March, 1953, the same time that H-G's contract with Paramount International expires. Automatic extensions for one year are being provided for in March, 1953, to bring this group in line with the Paramount and Universal contracts.

Following the pattern set in other companies, the contract also provides for the establishment of minimum scales on the same basis as those previously in effect at Warner Brothers and Universal. Over-all, the increase will average approximately 10% per cent without considering the additional increases necessary to bring the employees to the newly established minimum salary. Last night the Paramount union officers met to ratify the agreement.

300 Hear Marcus  
(Continued from page 1)

clearances. He said most distributors have been charged a flat fee of $500 per picture, but when exhibitors want to buy their films on a fair basis, some men in distribution said he would throw in a 25% discount.

Directing the following straight to the distributors, he said: "You can't overlook the fact that there is no exhibitor today that can pay for more than his films that the whole box office. Some distributors like to discuss and give the figures presented to them by the exhibitor." Marcus stressed as an incentive for exhibitors to buy big and better pictures at a fair price.

On arbitration, Marcus said, "Fine. We have been practicing it on a small basis for the past three years." Abram Myers, Allied board chairman and general counsel, credited Marcus with calling in a arbitration system two years ago. "We want cooperation in this business," he told why Allied was against arbitration in the past but in favor of it now. In commenting on Theatre Owners of America's remarks on Allied going it alone on arbitration he stated, "We have our committee to draft a plan to submit. If our distribution friends like it, we will ask for an all industry meeting." 

Pancake in Carolinas  
(Continued from page 1)

Nashville, They will begin functioning immediately.

The 30-by-5-foot panel of the TOA with national leaders serving as panel members, was held at the 39th annual convention of the Carolinas Theatre organization on Nov. 20.


day's Conjurers, Toronto, is worth the strong belief in arbitration.

Aaron, who was the first guest speaker of the afternoon, in his address, urged the exhibitors to get acquainted with Hollywood's intention to screen movies on tour. He also stated that—rue to advanced prices—prices for films like "David and Bathsheba" were raised voluntarily by the film companies and were not the distributors' idea.

The Industry's Own—The Variety Clubs, North Carolina Hospital, and the contributions from the Annunciation Institute: We must be wakened to the Christmas Salvation story today.

Motion Picture Daily; Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsey, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3200. Cable address: "Quigpugiez, New York." Subscription price: $1.00 per year. Printed by Relief Printing Company, 2318 W. Burnside St., Portland 10, Oregon. Advertising Representatives: Los Angeles, 4100 Wilshire Blvd.; Chicago, 911 S. Wabash Ave.; New York, 405 Madison Ave.; Atlanta, 301 W. Peachtree St.; Boston, 191 Boylston St.; Philadelphia, 827 Chestnut St.

New Contract for Para. Workers; 
Follows Set Pattern

Henry L. Nathanson, president of M-G-M Films of Canada, and Ted Gould, general sales manager, are due here today from Toronto.

Ralph Cattell, vice-president and general sales manager of the Harry C. Parks, producer, will arrive here from New York for a 14-day tour of video cities before returning to Hollywood.

Frank Braden, Ringling Brothers Circus circuit manager, will arrive here next Wednesday for special exploitation duties on "The Greatest Show on Earth."

William Soernsen, assistant manager at the Criterion Theatre here, is due Monday night. He is a second son, son, William James.

Alan Ames, of the editorial staff of the Independent Film Journal, and Mrs. Ames, are the parents of a girl born at St. Elizabeth's Hospital here.

Albert Dezel will enter Evangelical Deaconess Hospital in Detroit tomorrow for surgery.

Irv Lesser Gets 40 from Cathedral 
Producers Representatives, Inc., of which Irv Lesser is a member, has acquired from Cathedral Releasing Corp. its entire library of religious films, consisting of more than 40 subjects, which were made on the Old and New Testaments, for release to theaters and television for the first time.

The deal was worked out between Lesser and James K. Friedrich, president of Cathedral Releasing, also produces the film. The library, estimated to cost more than $2,000,000, includes 16 and 35mm subjects in both black-and-white and color which hereafter have been distributed for non-theatrical use only by Cathedral.

$280,106 Earnmarked for Palsy Fund 
Results from United Cerebral Palsy's 15-hour weekend "telethon" television marathon) have climbed to a total of $280,106, according to Leonard H. Goldenson, president of the organization, reports.

The star-studded show, featuring 150 stars and celebrities, started at nine o'clock last Saturday night over station WJZ-TV with an appeal by Governor Arthur G. Moeller of the Armbrust Report. It continued throughout the night while a constant stream of phone calls from all branches of show business appeared before the television cameras.

Mother of Sam Switow
Louisville, Dec. 11.--Mrs. M. Switow, mother of Sam, Harry and Fred Switow, circuit operators here, died last night at the age of the late M. Switow, founder of the circuit, died at her home here yesterday. Funeral services will be held at 2:15 at Barring Ave. residence.

Newsreel Parade

The Philippine volcano and President Truman's return from vacation are current newscast highlights. Other items include Yuletime melodies, London fashions. Complete contents follow:

MOVIEP /E NEWS, No. 106—Philippines volcan. Truman out of vacation. LASSO, No. 111—Claus to North Pole; Alaska lady will drive mail. Soviet's jubilant go to school. Boring. Parisians study art. 


Annual Communion Breakfast Jan. 20.
The second annual Communion breakfast for Catholics in the movie industry will be held Sunday Jan. 20 at the Waldorf Astoria Hotel following nine o'clock Mass at St. Patrick's Cathedral. The Mass will be celebrated by Francis Cardinal Spellman and the principal celebrant will be the Rev. James Keller, M. M., head of the Christopher movement.

The all-for-all sale are on sale this week through committee members in each company or organization in the New York area. Attendance is expected to exceed the total of 2,000 reached last year.

Report Johnson As New Johnstown Aide
WASHINGTON, Dec. 11.—It is understood here that Griffith Johnson, top economist of the Economic Stabilization Agency, is taking a job at the Motion Picture Association of America as Eric Johnston's economic adviser.

Efforts to reach Eric Johnston for comment on the appointment were unavailing.

McMahon Heads Loge
BUFFALO, Dec. 11—John McMahon of the Paramount sales forces, has been named Buffalo Loge of the Colosseum of Motion Picture Salesmen. Michael Jusko is the former President, and Herbert Gaines, the secretary.
M.G.M presents QUO VADIS starring ROBERT TAYLOR • DEBORAH KERR • LEO GENN and PETER USTINOV • Color by TECHNICOLOR • Screen Play by John Lee Mahin, S. N. Behrman, Sonya Levien • Based on the Novel by Henryk Sienkiewicz • Directed by Mervyn LeRoy • Produced by Sam Zimbalist
Ad Budget

Seven Variety Tent Eject Office... (Continued from page 1)

Four to be given this year for operation of the Variety heart hospital at the University of Minnesota.

John Fulton and Willis J. Davis, were returned to high office when the officers of the Variety Club of Baltimore, Toronto and Memphis.

In Cleveland, Henry Greenberger of the Cleveland Variety Club and chief banker of the local Variety Club, elected to succeed Abe Kramer. Other newly-elected officers are: J. J. Schmer, program vice-president, Nat Wolf, second vice-president; Leonard Greenberger, secretary; J. J. Schmer, program vice-president.

Board of directors consists of the above officers and Irwin Polk, M. B. Horwitz, Jack Silverthorne, Irwin Shenker, Oscar Ruby, Milton Grant, Nate Schultz and Milton A. Mooney. Committee chairmen will be: Clarence Wolf, secretary; and John Dugan, treasurer. The Variety Club of Baltimore has allowed its annual election of officers for 1952 and named Barry Goldman as chief banker, assisted by executives from S. A. Sapperson's are first and second assistant bankers respectively. William Schneider is the new property master and Bernard Seaman the doughty


M. H. Brand, president, of Film Transit, Inc., was elected chief of the Variety Club of the Pacific Coast. He succeeded J. L. (Bob) Bierst. Other elected are Blane Sibert, first assistant chief banker, Tom Kirk, second assistant chief banker, Stuart Adams, property master, and Jack Sawyer, doughty.

Helen Johnston, general manager of Canadian Paramount, Ralph Dale and William Summerville, Jr., have been returned to the board of directors of Variety Tent No. 28 for 1952, after a lapse of service. C. Appeal is a new director. The retiring directors, chairman, Mary Johnston, and John B. Bassett, were elected. The club has pledged $25,000 during the year for the benefit of the Variety heart hospital at the University of Minnesota.

Censor Boards

Not Censorship

"Probably the first thing we should be doing is to improve the public's understanding of the technical aspects of film. This might be the place to start." -- RKO President Martin Quigley.

"In 1929 Martin Quigley originated a 'Code' to govern the moral and social implications of the entertainment film. The next year Mr. Quigley introduced this Code to the Hollywood producers and gained its adoption by the Producers' Association. Since its adoption this Code has provided a rule of moral guidance to the producers of the films which are produced in the United States and whose distribution is controlled by the Code of the film board of Censorship, a metropolitan court with jurisdiction over 75 per cent of the screen time of the theatres throughout the world."

CEA Gets Plan

general secretary W. R. Fuller in the CEA's five officers.

The resolution is scheduled for discussion at a meeting here tomorrow of CEA's general council and has already been considered by its committee charged with a study of the constitution. The committee will report to the general council that the plan be adopted.

Moreover, the plan has been discussed with Rank and Sir Alexander and it is understood that Rank is impressed with the latter's suggestions.

However, should the plan be approved by the general council, no immediate rush by Rank's theatres would be expected. There will doubtless be a face-saving delay but the breach probably will be healed in time for the CEA's annual meeting next March.

One of the major complaints of the Rank organization has been that it regards the excessive authority wielded by Fuller in CEA activities.
On movie sets...

BETTER MOVIES!

In movie houses...

BIGGER BOX OFFICE!

**THE NATIONAL CARBON ARCS**

**BIG 5** Pays off!

The "National" carbon arc offers advantages — in making movies in the studio... in projecting movies in theatres — that no other light source can match:

- SMALL SOURCE SIZE
- HIGH BRIGHTNESS
- GREAT POWER FROM ONE UNIT
- WHITE LIGHT
- MINIMUM HEAT PER FOOT CANDLE

This "Big 5" offered by the "National" carbon arc means movies of highest technical lighting quality. Shadows are sharp and dramatic. Depth of focus is excellent. Heat on the actors is at a minimum. And, when you use the "National" carbon arc in your projection booth, the picture is at its best. You gain in quality all along the line.

YOU CAN'T SKIMP ON STUDIO LIGHTING WITHOUT RISKING BOX OFFICE!

When you order studio or projector carbons — order "National"!

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N.Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited
Monreal, Toronto, Winnipeg
Carrying its fight against any allocation of television stations for exclusive operation of the motion picture theatres, the Fair Television Practices Committee is currently preparing to intervene at the FCC hearings which will be held in February by the Federal Communications Commission in Washington on channel allocations.

Jerome W. Marks, chairman of the FTPC, in a communication to the Radio and Television Manufacturers Association, backed this move up with an industry article attributed to Joseph B. Elliot, chairman of the sports committee of the RTMA, "...that television does not fulfill the specific function of the motion picture theatre, and it charges the film industry with failure to sell one of the most important appeals of television attendance—the 'Festival atmosphere' of movie-going.

"The TV viewer is not merely buying a ticket when he goes to the movie, but he is making a conscious investment in time and money, as opposed to the non-TV viewer, who has no other major entertainment media to turn to and goes to the movies out of habit," Dr. Dichter said.

Based on the conclusions of the study, which are going to be good news to the proponents of subscription television, too.

W. C. Swardley, manager of station WBBZ-TV in Boston, wrote in correction of a story that appeared in Motion Picture Daily October 28 in the fact that the station had prohibited film stars from appearing before its camera as a charity or Community Fund drive.

"Many motion picture stars have appeared on WBBZ and WBBZ-TV in the past. There is no policy which prevents their appearance. Our station's future, informa Swardley, is subject for appearances. Among the shows is a special feature, "Horizons," which has been a regular feature of the station's program, "Horizons," proved a success for all that intelligent TV programming must not necessarily be lecture-dail-

Explanations forthcoming from NBC in connection with the reduction of the Kukla, Fran and Ollie show from 30 to 15 minutes lack conviction. NBC admits it's a popular program, but holds the affiliates won't carry it as a sustainer. What everyone is lacking is: Who is Kukla, Fran and Ollie? An audience, why is NBC unable to sell the second-half segment? And why is the substitute Bob and Ray show, also unsponsored, any more acceptable than Kukla, Fran and Ollie? Meanwhile NBC is hearing from the fans.

John Daly's nightly television news program, using film footage supplied by the UP-Movietone organization, has been improving steadily, both in content and in format, but was it in good taste last Friday to feature an interview with the Japanese admiral who engineered the attack on Pearl Harbor? That was December 7—Pearl Harbor Day. Some would consider that a case of misguided news judgment.

SAG Signs Up 25 More Producers: 13 Primarily in Video

Hollywood, Dec. 11—The Screen Actors Guild's Production Committee has signed with 25 more production companies, of which 13 are primarily engaged in producing films specifically for drive-in theaters.

SAG and Television Authority have for some time been negotiating with the 25 companies. They have been approached by consultants to the Industry with offers of control on actors in films for TV.

TV film companies which signed SAG contracts were: All Major Productions, B-M-D Productions, C. G. S. Productions, D. N. S. Television Productions, Desilu Productions, for Polo Productions, Desilu-Video Pictures, Raymond R. Morgan Co., Primrose Productions, Screen-Television Productions, Television Productions, Edmund J. Tingley Productions and Westminster Productions.

The other signers are Allart Pictures, Aspen Productions, Broadway Roadshow Attractions, Celebrated Productions, Melby Productions, Melby Pictures, Arch Oboler Productions, Pegasus Productions, Producers enterprises, Story Films and W. F. Productions.

TV Peace Bid
(Continued from page 1)

of a new resolution covering film-television jurisdiction.

However, AAF delegates went off record overwhelmingly opposed to a proposal that the 4A's should first negotiate. The 4A's then claim to film-television jurisdiction before the two Hollywood unions return to the 4A's procedures, and conclude their dispute with TV, which claims to represent over 10,000 performers.

The convention felt that the following points must be settled before the film-television dispute can be ended.

A single U.S. statute is the status of the TVA member in over 30 different television centers, outside Los Angeles, in which opinion the AAF has no jurisdiction. Two exceptions, have no membership or office for contract administration?

The delegates of Los Angeles, will TVA administer film-television, and, if not, what voice will TVA and its members have in setting terms and dates of film-television television shows in other areas?

3. Will all the commitments in the various sections be able to participate in the industry directly in the election of governing boards and officers and have representation on the governing boards, if SAG and SEG expect jurisdiction for such areas?

4. What will be the status of TVA members doing film-television work in Los Angeles?

TV Engineering Unit Meets Here Today

The first in a series of all-inclusive television engineering meetings will be held here Thursday, the members of the Motion Picture Association of America today when the engineering unit meets.

The engineers, representing MPAA and the National Exhibitors' Theater Television Committee, will confer on the industry on the frequencies which will be sought by the industry when it makes its application to the Federal Communications Commission on Feb. 25.
47 Million Circulation...

That is a conservative estimate of the number of people reached by the findings of the FAME polls (after allowance for duplication between the coverages of newspapers, magazines, radio and TV).

The reasons for the extraordinarily widespread influence of FAME are perfectly clear. FAME has never been successfully copied, although it has various imitators. Its standing has never been approached in any of the 19 years that it has presented the Top Ten Money-Making Stars—which was originated by Quigley Publications.

Most of the key city exhibitors and many others know that, and continue to accord to FAME the close cooperation that is essential to accuracy and dependability for a trade poll of box office popularity.

Many of the newspaper and magazine amusement editors, and the wire services and radio and TV station executives, also know it—and accord to FAME findings the kind of respect and acceptance that is essential for such widespread dissemination to the public throughout the length and breadth of the land.

And in each of the years, FAME has adhered to the still unique quality of its own presentation of the facts for the record. Thousands keep it handy for reference throughout the year. And many preserve each of those always ornate, always-worth-keeping issues as a cumulative record.

The FAME polls for this year's audit of personalities in the fields of motion pictures, radio and television now are in active process of fact-finding. The announcements of the results will have an even greater significance than ever before.

FAME IS A QUIGLEY QUALITY PUBLICATION
Double Fun!
Double Joy!
Double Boxoffice!
Double Everything!

RKO presents DOUBLE DYNAMITE!

starring

JANE RUSSELL · GROUCHO MARX · FRANK SINATRA

Directed by IRVING CUMMINGS · Produced by IRVING CUMMINGS, JR · Screenplay by MELVILLE SHAVELSON · Story by LEO ROSTEN
McGrath Calls Zenith Film Fee Wasted

He Doesn’t Know How Finnegan ‘Horned in’

WASHINGTON, Dec. 12.—Attorney General Howard J. McGrath has confirmed Motion Picture Daily reports that Zenith Radio Corp. was wasting its money if it paid James P. Finnegan $50,000 to get it films for its Phoneline equipment.

As a matter of fact, he told a Congressional investigating committee, the Department’s anti-trust division had settled the matter before Finnegan allegedly came on the picture.

“How he horned in on this Zenith matter,” McGrath said, “is something I cannot answer.” In any event, he added, Finnegan exerted no influence in the case.

The Attorney General said he did not propose to investigate whether or why Finnegan was paid $50,000 by Zenith. He said many people with no contacts at the Justice Department whatsoever represent themselves as being able to get things “fixed” there.

Warner Sales Meet Today

Returning from the West Coast, Ben Kalmen, Warner Brothers vice-president in charge of distribution, will preside at a quarterly district managers meeting today and tomorrow at the home office, Kalmen, will discuss future policies and current releases based on his recent contacts with Jack L. Warner, executive producer, at the Burbank studio.

District managers who will attend include Norman J. Ayers, Eastern (Continued on page 10)

Goldberg Will Head Wisconsin Allied

MILWAUKEE, Dec. 12.—Officers elected at the Wisconsin Allied “Mobile Convention” here are president, Sig Goldberg, Wausau; vice-president, Eric Brown, Plymouth; secretary, J. A. Steenskamp, Milwaukee; treasurer, Oliver Trampe, Cudahy; national director, Ben Marcus.

Today’s first speaker, Henderson Richley of M-G-M, pointed out there is going to be only a small portion (Continued on page 10)

Howard LeSieur Appointed Columbia Director of Advertising-Publicity

Howard R. LeSieur has been named director of advertising-publicity-exploitation for Columbia Pictures, N. B. Spingold, vice-president, announced here yesterday. LeSieur will succeed Arthur Schmidt, who resigned several weeks ago, effective Dec. 31.

Formerly director of advertising-publicity of United Artists, and later of Eagle Lion Classics, LeSieur entered the industry with the old Hanff-Metzger Advertising Agency which subsequently became the Buchanan Agency.

He had been associated with United Artists for 16 years, starting as production manager and being named, successively, sales promotion manager, advertising manager and, in June, 1948, director of advertising-publicity. He held the last-mentioned post for one year when he joined ELC in the same capacity.

Later in the year Pathé Industries, the parent company, sold ELC’s physical assets to U.A. LeSieur will assume his Columbia post about Jan. 1.

Gulf Allied Adopts Arbitration Plan

NEW ORLEANS, Dec. 12.—At the afternoon business meeting of the second day of the Allied Theatre Owners of Gulf States’ annual convention here today a resolution was adopted approving of the action taken by national Allied to set up a national form of arbitration and stating that until a national arbitration system has been formulated and adopted by the motion picture industry ATO of Gulf States invites all exhibitors and exhibitor representatives in the Gulf States area to participate in an arbitration committee to expedite the immediate and current problems now prevalent in this area.

A second resolution approved the (Continued on page 11)

John Johnson MPAA Economic Advisor

WASHINGTON, Dec. 12.—Griffith Johnson, top economist for the National Stabilization Agency, today confirmed Motion Picture Daily’s news story of yesterday that he will join the Motion Picture Association of America staff as economic advisor to MPAA president Eric Johnston.

The economist worked closely with Johnston when the latter was Economic Stabilizer. He will be the fourth government career worker to be brought to the MPAA by Johnston from the ESA, and the fifth addition to the MPAA’s staff to be announced within the last two weeks.

Johnson, who worked with the OPA during World War II and then (Continued on page 10)

Skiatron Film Bid Rejected by MPA

OVERTURSES to major distribution companies for product for the projected Skiatron subscription home television test in New York City will be made shortly, Skiatron disclosed here, refuting the rejection of its bid to the Motion Picture Association of America for aid in obtaining product.

MPAA in its reply to Arthur Levey, Skiatron president, informed him by mail that it was not in the province of the association to line up product for the projected test. MPAA’s letter, signed by the association’s counsel, Sydney Schreiber, and received by Skiatron yesterday, said the question of releasing films for the test was in (Continued on page 10)

CSU Carries Studio Fight To High Court

Asks Review of Appeals’ Trust Action Dismissal

WASHINGTON, Dec. 12.—The Conference of Studio Unions today went to the U. S. Supreme Court again with its long-standing fight against the major studios and the IATSE.

The CSU asked the high court to review a decision of the Ninth Circuit Court of Appeals which upheld a District Court order throwing out the Conference’s damage and injunction anti-trust suit against the producers and IATSE.

That suit, growing out of the long jurisdictional fight between IATSE and CSU, alleged a conspiracy between the studios and IATSE in violation of the anti-trust laws.

The CSU charged that several thousand of its members had been discharged and its unions broken up as part of an IATSE-producer conspiracy to destroy independent production.

(Continued on page 11)

Rank Houses Back in CEA

LONDON, Dec. 12.—J. Arthur Rank’s Odeon and G-B theatres rejoined the Cinematograph Exhibitors Association following the unanimous adoption by the CEA general council today of the settlement proposal of Sir Alexander King.

Under the plan approved by the council the authority heretofore vested by CEA in its general secretary, W. R. Fuller, will be transferred to the organization’s five officers. Objec-

(Continued on page 10)

Halt ‘Desert Fox’ Release in Germany

Twentieth Century-Fox has complied with the request of the Office of the United States High Commissioner for Germany to withhold distribution of its feature film, “The Desert Fox,” in Germany until “all the situation changes,” press reports reaching here from that country disclose.

Release had been scheduled for January or February, but Shepard Stone, director of the Office of Public (Continued on page 4)
20 Movietime Air Programs

Twenty programs for the next four weeks of the 13-week series of “Movietime U. S. A.” promotional radio programs will be conducted by the Liberty Broadcasting System, as was disclosed here yesterday through the Council of Motion Picture Organizations, as follows:


Week of Dec. 31—Monday, Herbert J. Yates, president of Republic Pictures; Tuesday, Jeff Chandler and Susan Cabot stars of Universal-International’s “The Flame of Arabey”—Wednesday, Barbara Hale, star of Columbia’s “The First Time”—Thursday, Scott Brady, Kenneth Tobey, and Eliza-abeth Taylor, stars of Paramount’s “A Place in the Sun”—Friday, Judy Holiday, star of Columbia’s “Backfist”—Saturday, Lewis Milestone, producer, of Columbia’s “The Marrying Kind”.

Week of Jan. 7—Monday, Rod Cameron, star of Republic’s “Minnesota”; Steve Cochran, star of Warner’s “The Lion and the Horse”—Tuesday, Lex Barker, star of “The Savage Fury”—Thursday, Susan Hayward, star and Lamar Trotti, producer, of Warner Brothers’ “The Wild Party”—Saturday, Jim Backus, star of “My Friend Mr. Nigeria”—Sunday, Alan Young, star of RKO’s “Androcles and the Lion.”

Family Fete for Harry Warner, 70

Hollywood, Dec. 12.— Warner family members gathered at the home of H. M. Warner to publicly deliberate the senior head of the family and president of Warner Bros., on his 70th birthday anniversary. Albert Warner, son of the company founder, was here for the occasion, along with members of the immediate family and Harry Warner, head of the Burbank studio.

400 Playdates for ‘My Favorite Spy’

The Paramount-Bob Hope “My Favorite Spy” film will play a total of 400 dates throughout the country between Christmas and New Year’s Day. The $38,000 production, with Bob Hope.

Personal Mention

W OLFIE COHEN, Warner Bro-thers general foreign manager, has returned here from a Latin American sales meeting in Buenos Aire.

H. M. RICE, M-G-M exhibitor and associate, is back here today from Milwaukee. His assistant, M. L. Stimson, will return here tomorrow from New Orleans. Both attended Allied regional meetings.

MOREY GOLDSTEIN, Monogram Pic-tures production manager, and Jimmy Pritchard, Southern sales manager, were in Atlanta conferring with the Georgia chapter of president of Monogram Southern exchanges.

PAUL S. POZOR, formerly with Lockwood & Beam and now with the Kornais-Tolis theatre interests in Connecticut, is now with United Aircraft Corp., at Bridgeport, Conn.

LOUIS R. LURIE of San Francisco has been elected a director of the Damon Runyon Memorial Fund for cancer research.

MRS. ARTHUR C. BROEMER, wife of the president of Monogram Southern exchanges, is hospitalized in Atlanta.

JULES B. WELL, president of Special Television Films, left here yesterday for the West Coast.

Top Promotion for ‘Song in My Heart’

Hollywood, Dec. 12.— “With a Song in My Heart” has been selected by the Eastern Telephone Survey for a special promotion on the occasion of its release, Dec. 23, by Al Lichtman, 20th’s director of distribution. Lichtman de-scribes the picture as one of the most outstanding musical entertainments of our company. He said that the picture is being purposely held back from earlier showings to give it a long-range advertising and public build-up for the holiday period. It was shown extensively at the United States premiere which was held during conferences here with Spors P. Sioureas, Joseph M. Schenk, David Kohn, Martin Zanger, Murray Silverstone and Charles Einfeldt. The studio has followed up the initial screening.

With color in Technicolor, the film stars Susan Hayward, David Wayne and Thelma Ritter. Written for the screen and produced by Lamar Trotti, it was directed by Walter Lang.

The company plans to give the film, which deals with the career of Jane Froman, a newswoman and singer, a campaign that as much as to merchandize David and Buddhism.

Announcement of a trade-showing schedule was made here as many exhibitors as possible can see the film in time for extensive local use.

At the coast this week, the office executives are also seeing “Viva Zapata,” “5 Fingers,” “Lydia Bailey,” “Along the Silver Screen” from a Paramount Pictures, “Red Skies of Montana” and “Return of the Texas.”

RALPH BRANTON, Monogram- Allied Artists vice-president, left Hollywood by plane yesterday for Des Moines.

JACK COHEN and his associates are bowing out of the exhibition field, having sold their Office Exhibitor at- tees to George Manos, head of the Manos circuits.

SAL ADORNO, Jr., of the Adorno-Middletown Theatres, Middletown, Conn., has been named to the board of incorporators of the Middletown Hospital.

MYRON JOSEPHSON has rejoined the M-G-M special service department here after spending nine months in the Quartermaster Corps at Ft. Euston, Vt.

KENNETH MACKENNA, M-G-M studio story head, is due here Saturday from the Coast for a two-week visit.

EDWARD MILLER, Cleveland theatre manager, on a leave of absence due to illness, will spend the winter in Florida.

PETER SCULLY, producer, and his wife, announce the birth of their first child, a girl, MARSHA, in Hollywood.

38 Key Bookings For Man’s Poison

Total key engagements already set for the anticipated release of the country premiere of “Man’s Poison,” the Bette Davis-Gary Merritt feature produced by Douglas producing unit, are now in progress as the announcement of an additional 16 top bookings, by William J. Heimen, United Artists’ distribution vice-president.

Latest theatres to hook up with the national chain of premiers are those of Showmen’s Association, in Charlotte, N.C.; Astor, Syracuse; Denver and Esquire, Denver; Paramount, St. Louis, Ind., Cinema; Salt Lake City; United Artists, San Francisco; Carib, Lincoln and Miracle, West Side, Oklahoma City; Centre, Southfield, Mo.; Van Nuys, Lincoln, and RKO Palace, Cincinnati.

Jay Schreck, Former Trade Paper Writer

Jay Schreck, 58, motion picture trade journalist and newspaper man, died on Nov. 24, in Chicago, according to word reaching here today from his daughter, Ann Schreck.

For many years Schreck was news editor of Quigley Publishing Company’s Exhibitors Herald in Chicago when later became news editor of the New York bureau. He became managing editor of Motion Picture Herald and the former Motion Picture News merged in 1931. He resigned in the early 1930’s to go to Europe and when he returned, joined the news staff of Daily Variety, eventually returning to Chicago.

Texas COMPO Gives ‘Idea of the Week’

Dallas, Dec. 12.— Kyle Roxer, co-ordinator of activities for Texas COMPO, has set the “Idea of the Week” of which the main objective of which will be to plan material for an “Idea of the Week” promotional bulletins to be mailed to all exhibitors in Texas every two weeks. Members which will meet every two weeks are: Paul Short, Eddie Forester, Don Douglas, Bob Euler, Jack Hebbert, Charles Barr, Al Reynolds, Charles E. Carden and Col. H. A. Cole.

Services Today for E. Harold Stoneman

Boston, Dec. 12—E. Harold Stoneman, 49, New England exhibitor and businessman, who died at his home in Chestnut Hill, was president and treasurer of Interstate Theatre Corp., one of the largest regional circuits in the state of New England. He was part owner and vice-president of the Mount Hope Theatre Co., which operated the Woodland, N. H.; president of the Drake Hotel in Philadelphia; secretary of Midwest Drive-In-Theatres; treasurer of Rich-ards Restaurant, and president of the Administration Building.

He was a charter member of the Valley Improvement and chief banker in 1949 and international representative of Variety International. He was treasurer of the Jimmy Fund campaign and a trustee of the Children’s Cancer Research Foundation. He was a trustee of Temple Ohabei Shalom of Brookline, Mass.

He leaves the widow, Marjorie Royce Stoneman; two sons, James M. Stoneman, of Boston; his mother, Mrs. Anne Stoneman, of Chestnut Hill, and two sisters.

Funeral services will be held to morrow at the Temple Ohabei Shalom in Brookline. Interment will be in Field’s Cemetery in West Roxbury.

RKO Theatres Also Plans Long Holiday

RKO Theatres yesterday joined the six major film companies who had already announced that they would remain closed Monday, December 24 and Christmas Day, thus giving their employees a much-needed rest. Getting an early extra Yule start the RKO Pictures and Theatres and Warner Brothers, all of which will close at a 3:00 P.M. Friday, Dec. 21 plus 20th Century-Fox, whose Christ-mas party goes under way at 1:00 P.M. Friday, Dec. 28.

M-G-M and 20th-Fox will repeat the four-day holiday for New Year’s weekend. Others are still undecided.

Sign the 1931 “Christmas Salute”—Variety Quigley’s Christmas Number—and “Help Care for Our Own.”

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. 204 North LaSalle Street, Chicago 1, Ill. Office rates, $1.00 per year; $5.00 per quarter; $10.00 per year. 15 cents per copy, $1.50 per year. Copyright 1934 by Martin Quigley. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1929. Subscription rates per year, $1.00 in the American and $12 single copies.

COMPO

December 13, 1951

400 Playdates for ‘My Favorite Spy’ The Paramount-Bob Hope “My Favorite Spy” film will play a total of 400 dates throughout the country between Christmas and New Year’s Day. The $38,000 production, with Bob Hope.
"Distant Drums" COMING CLOSER! color by TECHNICOLOR
DATES START CHRISTMAS AND NEW YEARS!

GARY COOPER!
FIRST STORY FILMED IN FLORIDA'S EVERGLADES JUNGLE!
PRIMITIVE SEMINOLEs!
CAPTIVE BEAUTy!
AND BIG! BIG! BIG!
TECHNICOLOR ADVENTURE!

WITH MARI ALDON
SCREEN PLAY BY NIVEN BUSCH AND MARTIN RACKIN
PRODUCED BY MILTON SPERLING
DIRECTED BY RAOUl WALSH • UNITED STATES PICTURES
PRESENTED BY WARNER BROS.

AND WATCH WARNERS BEAT THE DRUMS FOR THE SATURATION PREMIERE THROUGHOUT FLORIDA DEC. 22!
The other night, here in our the truly great experiences

For 118 minutes I thrilled to an authentic picturization, in Technicolor, of the story of a remarkable woman.

I saw, felt and lived the story of Jane Froman.

I saw "With a Song in My Heart"—a motion picture filled with every ingredient of greatness.

I saw what I believe to be one of the most outstanding musical entertainments of our company—vibrant—moving—and unfolding itself with successively increasing upbeats.

What "Alexander's Ragtime Band" was in its day, "With a Song in My Heart" is in these times.

As your partner in the unending effort to increase theatre attendance, I feel it is my duty to promptly pass on to you this very good news. Also to outline our plans for the public presentation of this motion picture.

We could release "With a Song in My Heart" within a matter of a few weeks, but we feel that it is so ideally suited for playing at Easter time that we will purposely withhold it so as to deliver it to you at a period of the year when you
studios, I underwent one of of my career in this industry
can bring the greatest measure of cheer and faith and music
to your audiences.

This delay in release will give us all more time to get behind this picture with a really great and outstanding showmanship campaign.

We in distribution will herald "With a Song in My Heart" with as sweeping and penetrating an advertising, publicity and exploitation campaign as merchandised "David and Bathsheba."

We urge you, as our exhibitor partner, to begin now to inform your community, through every device available to you, of the coming of this glorious picture.

We now invite all exhibitors to attend the trade showings of this magnificent picture and will shortly announce the dates for these. I am confident you will acclaim it one of the greatest musical productions in our company's history.

Dec. 12, 1951 —at the 20th Century-Fox Studios Beverly Hills, Calif.

AL LICHTMAN
Review

"Desert of Lost Men"

(Royal)

A LLAN (ROCKY) LANE'S latest sets itself a rapid-fire pace at the outset and adheres to it right up to the finish. A slap-ram, two-fisted Western that should more than satisfy Lane's regular fans and earn him new ones. "Desert of Lost Men" opens not unexpectedly with a blazing gun battle. The Desert of Lost Men is made up of remnants of all notorious bands in the Southwest. Going into the little town of Bear Creek, Lane enlists the aid of the town's finest ineffectual sheriff, Irving Bacon, as a young doctor, Ross Elliott, who is awaiting a shipment of money with which to start building a new hospital. Using the money as bait and letting the outlaws believe that he and the girl to whom he is engaged, Juanita, will replace the "Lost Men" into the open and trap them as neatly as you please, not, however, before he and the doctor go through some mighty close shaves.

Cliff Clark does a nice job as the gang leader, posing as a respectable Bear Creek cabinet maker. Mary Ellen Kay, as the doctor's nurse, is pretty and keeps her proper distance from the menfolk until the shooting is over, at which time it's hinted that she and her civic-minded boss might even be romantically inclined. Elliott, the object of her affections, does a better than standard job, as do all members of the cast.

Associate producer-director Harry Keller's work also is above average, due in no small part to the tightly-written script by M. Coates Webster. All elements of the musical score are good. "Desert of Lost Men" may not break with the tradition of Western films, but it is a satisfactory job within its framework.

Running time, 54 minutes. General audience classification.

Reflect Finkel Head of N.Y. Colosseum

Robert Finkel of Republic Pictures has been re-elected president of the New York Lage of the Colosseum of Motion Picture Salesmen of America. Also re-elected to the 1950-51 term are: Michael Nuzzola, vice-president; Howard Levy, treasurer; Lee Klein, secretary, and Tony Ricci, sergeant-at-arms.

At a meeting here the membership also discussed plans for holding an annual dinner-dance in June.

Engineer's Mull Video Band Issue

Proposed video band widths and radio frequencies were discussed yesterday by the joint television committee, consisting here at the headquarters of the Motion Picture Association of America.

Several network engineers attended the session, devoted to the technical aspects of the industry's projected application to the Federal Communications Commission for video and radio frequencies.

Brown Aiding 'GI's'

Film comedian Joe F. Brown, troop entertainer who launched the "Talking Letters" service for "GI's" and their families, has been named chairman of the National Talking Letters Committee. "Talking Letters" is a new public service provided by the Military Television Services Co. and Revere Camera Co., which allows all service personnel and their families and friends to send and receive by means of sound-taped letters at no charge.

Music Hall Adds Shows

To accommodate weekend audiences, Radio City Music Hall here has scheduled extra performances of its Christmas show, Saturday, with doors opening at 8:00 A.M.

Bryan Films to TV

Sterling Television Co. has gained exclusive television distribution rights for more than 40 Julian Bryan documentaries from the International Film Foundation.

M. F. Leopold Dies at 68

WASHINGTON, Dec. 12.—M. F. Leopold, head of the motion picture production section of the Bureau of Mines, died here suddenly yesterday. His death came about a week ago and he was immediately removed to the Florida, and was then in the hospital when he was pronounced dead April 25.

Leopold, who was in charge of the Bureau's production work for more than 25 years, set the pattern under which educational films distributed by the Bureau 10 are financed by sponsoring industrial concerns. He received numerous commendations during his government service, including the Interior Department 's highest service award. He is survived by the widow and a son. Services will be held at Fort Myer chapel tomorrow morning.

Mexico Celebrates 'Industry Week'

MEXICO CITY, Dec. 12.—"National Cinematographic Week" is being observed here. President Miguel Aleman, in his opening function, said the nation's only Mexican films are being shown in many parts of the country.

RKO Houses in Price Cut

CINCINNATI, Dec. 12.—RKO Theatres 's has reduced prices from 25 cents to 65 cents at the Albee, and 35 cents at other first-run houses here, from 9:00 to 10:00 P. M. on Mondays and Thursdays until Christmas. The temporary reduction, termed a "late shoppers special," is in line with decreases in other ticket prices which are now from 9:00 on Mondays and Thursday nights until Christmas.

Lux Film Opening in L.A.

"Path of Hope," the Lux Film directed by Pietro Germi, which won the Selznick "Golden Laurel" and the Premio Roma 1951 (annual Italian film critics award) will have its American premiere Friday, Dec. 21 at the Vagabond Theatre in Los Angeles.

To Rebuild Miss. House

CARROLLTON, Miss., Dec. 12.—Management of the Carroll Theater here, which was destroyed by fire recently has announced plans for a complete rebuild as soon as possible. The loss was estimated at $35,000 to $75,000, with partial insurance coverage.

KATO Meet in Spring

LOUISVILLE, Dec. 12.—The Kentucky Association of Theatre Owners, who report that the annual KATO convention, which had been set for Dec. 4-6 here but was postponed, has been tentatively re-set for the spring of 1952.

Variety to Sponsor Opera

ALBANY, N. Y., Dec. 12.—The local Variety Club will present the London Opera Company's production of "Tosca" at the Strand Theatre on Jan. 8 for the benefit of its Heart Fund.

Welford W. Beaton

HOLLYWOOD, Dec. 12.—Welford Beaton, retired publisher of The Hollywood Spectator magazine, died Monday at his home here. His age was 72.
**Rome, Paris May Get Tents**

**INDIANAPOLIS, Dec. 12—**Plans are being discussed for branches of Variety Clubs International in Rome and Paris, it was disclosed here by Marc Wolf, International president, on his return after installing Variety Tent No. 41 in Dublin, and addressing members of the Variety Club of Great Britain.

In Rome, Wolf broadcast twice over the Italian radio network and his remarks were sent sheet wire by Italians living in the United States.

Discussing a visit to the Pope in the Vatican, Wolf said that he had seemed very much interested in the charitable work being done by the Variety Clubs International and gave it his blessing.

Wolf had a special audience with the Pope last Saturday, following the audience, he met with the Papal Secretary, Monsignor Montini, who asked that more information be sent him regarding Variety.

**'Bonnie Prince' to Open on Jan. 15**

Sir Alexander Korda's Technicolor production, "'Bonnie Prince Charlie,'" will have its New York premiere on Jan. 15 at the Trans-Lux 60th Street,Oliver A. Unger, director of Snader Productions, which is distributing the film in the U.S., disclosed here.

Other "Prince" premières scheduled are: Kenmore, Boston, Dec. 25; Lower Mall, Cleveland, Dec. 31; Civic, New Orleans, Jan. 3; Laurel, Los Angeles, the World in Chicago, Stage Door at San Francisco and the Pagan in St. Louis, all on Jan. 15.

At the same time, Unger announced his resignation as treasurer of Fine Arts Theatre Co., Inc., operator of that new theatre here. Unger, who disposed of his interest in the house, said he will devote his time exclusively to his duties with Snader.

**Court Consolidates Suits Vs. Brandt**

The suit of Jerome Ross and other stockholders against Harry Brandt and other directors of Trans-Lux Theatres Corp. have been consolidated, according to an order signed yesterday by New York Supreme Court Justice Ernest L. Hammer.

The complainants charge that the defendants conspired to defraud the Trans-Lux Theatres Corp. and its subsidiaries through the purchase of theatre property, claiming $500,000 in damages.

**NTFC Party, Election**

The National Television Film Council will combine its annual elections with a luncheon to be held at Trader Tom's here on Wednesday, Dec. 19, it was announced by Gabriel Jagger, incumbent NTFC president.

In all, 25 directors and 11 members of the board of directors are up for election. Officers and directors chosen will represent NTFC's fourth administration.

**Technicolor Dividend**

The board of directors of Technicolor, Inc., have declared a dividend of 50 cents per share, payable on Dec. 27, to stockholders of record on Dec. 15.

**NPA Commends Exchanges and Exhibitors for Aiding Scrap Drive**

Washington, Dec. 12—The film industry's part in getting out urgently-needed iron and steel scrap was again commended by the National Production Authority today.

Previously, NPA had nodded approval produced by studios. Today, the agency commended exchanges and theatre operators.

Three film industry scrap drives operating on a one-day basis in Philadelphia, New Orleans and Los Angeles, will deliver 8,000 pounds of scrap, according to the NPA's film division.

The scrap was in the form of old film reels and spools, broken projector parts, heavy lighting equipment, film cases and unusable production equipment. NPA, in Los Angeles, gathered 31,000 pounds, and Philadelphia more than 3,000 pounds the NPA reported.

Exchanges and theatre owners in other cities are also holding drives this month, it was said.

**13 in Monogram's Record Backlog**

**HOLLYWOOD, Dec. 12—**With 13 films, five in color, Monogram will enter 1952 with its biggest backlog in history.


**Upturn Reported in Coast Production**

**HOLLYWOOD, Dec. 12—**The production tally shows an improvement with a total of 34 pictures in work. Seven new pictures were started, and four were completed.


**New WB-Starr Pact Drops Profit-Sharing**

Herman Starr, general manager of Warner Bros. Music Publishers Holding Corp., a subsidiary, has signed a new five-year employment agreement which continues in force for the term of the present six-weekly but which does not carry the previous five-year pact's profit-sharing provision.

Star is now vice-president of the company.

The new contract, which will run to Dec. 1, 1956, supersedes one which ran from Dec. 29, 1947, to Aug. 31, 1952. The former agreement stipulated that the company also pay each year as remuneration a sum equal to five per cent of the amount by which the consolidated net income of the publishing firm and its subsidiaries for such year exceeded $50,000.

**Bldg. Code Board To Hear Proposals**

**ALBANY, N.Y., Dec. 12—**Representatives of theatres in Albany and other cities and towns of the state will attend a public hearing before the Board of Standards and Appeals tomorrow on proposed amendments to the Building Code for places of public assembly. In attendance, Commissioner George S. Raymond will preside.

A number of amendments, including the definition of 'theatre,' has been proposed. The Board has received requests for "variations on such items as lights in lobbies," he is told. The code became effective May 1, 1949, superseding one adopted Oct. 1, 1941. The local hearing will be the only one conducted.

**Col. Loan Up $700,000**

Columbia Pictures has borrowed under a joint agreement with four banks, bringing its current capital to $7,200,000. This is outstanding. The latest borrowing was added to the company's general working capital.

The banks involved are: First National of Boston, Bank of America, National Trust and Savings Association and The Manhattan Company.

On Nov. 6, 1950, effective Aug. 1, 1950, Columbia made with these institutions an agreement providing for maximum loans of $12,000,000 which were to be made available up to July 31, 1951, by a fixed amount of $1,200,000 annually. All loans under the agreement mature on July 31, 1956.

**B. B. Barnes with UA On the West Coast**

Becky B. Barnes has been appointed sales representative for United Artists Television Corp. in the West Coast and Southwest by John Mitchell, vice-president of UA-TV.

Formerly with Batten, Barton Dur-o-Phil, Inc., of Los Angeles, Barnes will cover television markets in Albuquerque; Brownsville, Dallas, and Houston; Portland; Los Angeles; San Francisco and San Diego; Oklahoma City and Tulsa; Phoenix and New Orleans.

**Mother of Robert Benjamin Buried**

Funeral services for Mrs. Anna Benjamin, mother of Robert Benjamin, partner in United Artists and head of the J. Arthur Rank Organization here, were held yesterday at Westminster Chapel, Brooklyn. Mrs. Benjamin died suddenly on Tuesday.

Burial was in Mt. Zion Cemetery, Masseth, L. I.

Benjamin and Arthur Kim, United Artists president, returned here from a Hollywood business trip to attend the services. Mr. Kim will return to the Coast in a day or two.

Survivors of the deceased also include Robert I. Benjamin, a son, who is secretary and a director of United Artists, and Louis Phillips, a brother, counsel for Paramount Pictures and member of the industry law firm of Phillips, Nizer, Benjamin and Kim.

**Grant Long Park Point in RKO Suit**

A ruling granting the Long Park Amusement Corp. the right to examine top officers of RKO Theatres Corp. in connection with its $7,500,000 damage suit was made here yesterday by New York Supreme Court Justice Mathew Levy.

The judge said all books and records involved in the suit must be produced at an examination next Monday.

The suit involves dividends growing out of the release which the New Jersey circuit gave RKO Theatres Corp. an agreement which the New Long Park and Walter Reade, Jr., acquired RKO's 250-share interest in jointly-owned New Jersey properties. Long Park, Reade and RKO Theatres were partners in Trenton-New Brunswick Theatres.
WESTERN UNION

HERBERT J. YATES presents

THE WILD BLUE YONDER

(STORY OF THE B-29 SUPERFORTRESS)

MA252
J. R. GRAINGER-REPUBLIC PICTURES CORP
1790 BROADWAY NYK

I AM EXTREMELY HAPPY TO REPORT AUDIENCE REACTION HAS BEEN ABSOLUTELY WONDERFUL FOR WORLD PREMIERE OF WILD BLUE YONDER ORPHEUM THEATRE. OMAHA, NEBRASKA. EVEN MORE PLEASING IS THE EXTREMELY FINE PERFORMANCE AT THE BOXOFFICE. NO BETTER EVIDENCE OF HOW WELL THE PUBLIC LIKES YOUR PICTURE CAN BE GIVEN THAN THE FACT THAT GROSSES ARE BUILDING EVERY DAY. AFTER TREMENDOUS PREMIERE OPENING THURSDAY NIGHT WE ANTICIPATED A POSSIBLE LET DOWN BUT INSTEAD PICTURE BUILT TO BEST SUNDAY GROSS OF THE YEAR FOR ORPHEUM. WE ARE MOVING THE PICTURE FOR A SECOND WEEK TO THE OMAHA THEATRE. PLEASE GIVE THIS INFORMATION TO MR. HERBERT J. YATES AND WHENEVER REPUBLIC WANTS ANOTHER WORLD PREMIERE ALL YOU HAVE TO DO IS ASK FOR IT. OUR MOST SINCERE THANKS TO BOTH YOU AND MR. YATES AND OF COURSE OUR SPECIAL THANKS TO BILL SAAL, MORT GOODMAN AND MICKEY GROSS. THEY ARE TRULY GREAT SHOWMEN AND THEIR ASSISTANCE IN STAGING THIS SPECTACULAR WORLD PREMIERE IN OMAHA WAS INVALUABLE. BEST PERSONAL REGARDS — A. H. BLANK.

A WOUNDED SOLDIER NEEDS YOUR BLOOD TODAY!

HERBERT J. YATES
presents

THE WILD BLUE YONDER

(STORY OF THE B-29 SUPERFORTRESS)
Showman Says About Miere in Years!

Jake Rachman, critic of the Omaha World-Herald, says: “It ought to be one of the top draw pictures of the year”... and thousands of dates are zooming in to make his prediction come true!

Wendell Corey • Vera Ralston • Forrest Tucker • Phil Harris

with Walter Brennan • William Ching • Ruth Donnelly • Harry Carey, Jr. • Penny Edwards

Screen Play by Richard Tregaskis • Story by Andrew Geer and Charles Grayson • Directed by Allan Dwan • A Republic Picture
motion picture Daily

Thursday, December 13, 1951

Warner Meet

(Continued from page 1)

district, with headquarters in New York; Robert Snidler, Mid-Atlantic
headquarters in Pittsburgh; F. D. (Dinty) Moore, Central
Pittsburgh; Harry Seed, Midwest, Chicago; Hal
Waisl, Prairie District, Milwaukee; and L. W. O. Wil
liamson, Jr., Southeast; Atlanta; Doak Roberts, Southwest; Dallas,
Henry; Robert Kirsch, Los Angeles, and Haskell Masters, Can
dian district, with headquarters in Toronto.

Home Office Executives Attend

Home office executives attending included:
Robert L. Goldberg, vice-presi
dent; Mort Blumenstock, vice-
president in charge of advertising and
public
ity; and R. Kirby, Southern
division manager; Edward E.
Hinchy, playdate department head.

Wisconsin Allied

(Continued from page 1)

who can afford TV in theatres. ‘We have to find ways and means to com-
bet all other forms of amusement, not only TV.’ He stressed kick-
ing back at criticism of the in-
dustry by the group.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.

Apprivals

He announced arbitration and said bidding would break more exhibitors.
He called on exhibitors to work with their competitors in avoiding bidding.
Marcus said: ‘We must all get to
together behind closed doors and work out our differences to benefit all of us through this business.

Sig Goldberg then reported on the outcome of group discussions.
Adopts Arbitration Plan

(Continued from page 1)

ACTION of national Allied condemning the practice of various film companies persisting in the policy of "illegally" fixing admission prices through subterfuge and "so-called" free release and warns all exhibitors that they may be placing themselves in jeopardy by being a party to this practice.

 Speakers on the afternoon program were Trieman Rembusch, national Allied president; Mike Simon of M-G-M; and Jack Jackson of National Screen Service. Jackson advocated more advertising prior to exhibition, remarking that there is no pre-sold picture. Simon stressed the need for exhibitor and distributor harmony. Rembusch gave the latest developments of TV presented in the theatres and also stressed closer association between exhibitors and distributors.

New officers elected are Abe Berenson, New Orleans, president; F. G. Prat, Jr., Vacherie, La., vice-president; Harold Bailey, New Orleans, secretary; Lewis Watts, Oil City, La., treasurer.

Irene Schreck's Mother

Hollywood, Dec. 12—Mrs. Celia Dixon, 90 years old, died Saturday night at her home here following a long illness. She was the mother of Irene Schreck, who is executive assistant to Monogram-Allied Artists producer Scott R. Dunlap, Funeral services for Mrs. Dixon were held Tuesday. In addition to Mrs. Schreck, she is survived by two sons and another daughter.

Chairman of the board is L. C. Montgomery, New Orleans; national directors are A. Berenson, L. C. Montgomery. The new board of directors is composed of Nick Lamantia, Bogalusa, La.; Locke Baden, Jackson, Miss.; Ted Solomon, McComb, Miss.; William Sendy, New Orleans, and B. V. Sheffield, Poplarville, Miss.

Banquet Last Night

The banquet this evening concluded the convention.

Among the guests introduced at yesterday's luncheon by president Abe Berenson, were: Rudolph Berger, M-G-M; Paul Wilson, 20th Century-Fox; Simon and Rembusch, C. J. Brinton, M-G-M. Branch manager here, spoke on the "Movietime" campaign, describing the enthusiasm it had generated and calling for its continuation.

Youngstein Speaks

UA's Max Youngstein in his speech described his company's organization, putting the emphasis on good product and young producers like Stanley Kramer and Sam Fuller.

Reade Party for Press

New York City trade paper, newspaper and radio representatives and their families, will be guests of Walter Reade at a Christmas party at his Park Avenue Theatre on Saturday morning, Dec. 22. A special Christmas screen show will be presented for the children and there will be a Santa Claus present to distribute presents and refreshments to the youngsters.

John Warfield, Manager

SAN FRANCISCO, Dec. 12—John C. Warfield, theatre manager and brother of the late David Warfield, died Dec. 7 at his home here. He was 76. He is survived by two sisters, Miss Jule Warfield and Mrs. Mildred Harriman, both of San Francisco.
What she does to men is nobody's business but yours...
in her latest and best...

The GIRL on the BRIDGE
PLAY IT
WHILE IT'S HOT!

Nobody - But Nobody Delivers Like 20th!

"FIXED BAYONETS" - ANNE OF THE INDIES" Technicolor
"DAVID AND BATHSHEBA" - "GOLDEN GIRL" Technicolor
"THE DESERT FOX" - "THE DAY THE EARTH STOOD STILL" - "PEOPLE WILL TALK" - "TAKE CARE OF MY LITTLE GIRL" - "LET'S MAKE IT LEGAL"
TOA Needs
Grievance
Drive Fund

Incursion Into Trade Practices Expensive

Theatre Owners of America's recently launched incursion into the trade practices sphere has made it necessary for the organization's headquarters to impress upon the membership that funds will be needed to sustain the new activity.

With increasing frequency letters, bulletins and "progress reports" from TOA headquarters to member theatres all across the country are pointing out that a campaign such as the organization intends to wage in the interest of equitable rentals, arbitration, flexible sales policies and exhibitor training will require "dollars, not pennies."

A principal feature of TOA's efforts in the field of trade practices (Continued on page 7)

House Closings Aid Phila. Over-seating

Philadelphia, Dec. 13.—Reflecting the serious over-booking situation which has existed in this area since the big building boom of many years ago, some 40 theatres have closed in this area this year. Further relieving the highly competitive situation, many more are expected to close in the new year.

Philadelphia exhibitors generally are optimistic over 1952 business prospects. They cite the marked increase in receipts in the past year and are convinced "a movie boom is on again."

(Continued on page 6)

Spiegel in N. Y. Paramount Post

Henry Spiegel has been named advertising-publicity-exploitation director of the New York Paramount Theatre by Robert M. Weisman, vice-president of United Paramount Theatres and managing director of the New York and Brooklyn Paramount houses.

Spiegel will also continue as advertising-publicity-exploitation director of the Brooklyn Paramount, a post he has held since 1948. In the New York position he succeeds the late John E. McNernery.

(Continued on page 6)

MOTION PICTURE DAILY

NEW YORK, U.S.A., FRIDAY, DECEMBER 14, 1951

VOL. 70. NO. 115

TEN CENTS

Some Owners See Fee-TV Aiding Their Attendance

Exhibitors generally do not fear subscriber-television, but, to the contrary, some 17 per cent feel that subscriber-fee television—on the order of Zenith's Phonevision, Skiatron's Subscriber-Vision or Paramount's Telemeter—might actually help theatre attendance or, at least, that it would not seriously affect attendance for any extended period. This was in marked contrast to exhibitors' unanimous prognostications of doom should the Hollywood product be sold to TV.

These are the basic conclusions of a survey of exhibitors throughout the country, i.e., a reader-made last night "Herald", the results of which will appear in today's issue.

"Exhibitors across the nation would not be happy to see the FCC authorize subscriber-fee television, but at the same time they would not consider the action the beginning of inevitable extinction."

"What effect?" the Herald asked a representative group of exhibitors. "do you think FCC authorization of sub-

(Continued on page 6)

Say 'U' Was Aided by Decentralization

Hollywood, Dec. 13. — The policy of decentralizing authority from the home office to branch offices throughout the country provided Universal not only with sales policy which gave greater authority to branch managers to deal with exhibitors on the local level, but also provided the opportunity for the training of executive manpower," declared Al Daff, world sales director, and Charles Feldman, domestic sales manager of the company, in a joint statement. They are here presiding at a week of meet-

(Continued on page 6)

Propose Changes in State Building Code

ALBANY, N. Y., Dec. 13. — Motion picture theatre spokesmen suggested changes in the proposed amendments to the state standard building code for places of public assembly at a four hour hearing here this afternoon before Commissioner George S. Raymond of the Board of Standards and Appeals. These included modification or clarification of sections concerning stairways, exit doors, ventilation of stair and shaft closures, exit signs, drive-ins and casualty reports.

The last named is a new provision.

(Continued on page 6)

Allied of Wisconsin Commends Rodgers, Pledges Its Cooperation to Reagan

MILWAUKEE, Dec. 13. — Allied Theatres of Wisconsin at its annual convention, concluded here last night, unanimously adopted a resolution of appreciation of the industry unity of W. P. Rodgers, M-G-M vice-president in charge of distribution, who enters upon an advisory status on Jan. 1, and at the same time said Charles M. Reagan, who will succeed Rodgers as head of M-G-M's domestic distribution. The resolution said in part: "Be it resolved that this convention expresses its appreciation to Mr. Rodgers for the efforts he has made to bring our industry closer together and our happiness that he is not retiring but will continue his active interest in our business in an advisory capacity and we wish him many years of health and happiness."

"And be it further resolved that this convention sends its greeting to Mr. Charles Reagan in his difficult assignment following in Mr. Rodgers' footsteps and nudge him the same cooperation we gave 'Bill,' confident that he will grasp the torch and carry it on toward a better understanding between all branches of our great industry."

(Continued on page 7)

Services Today for Benjamin S. Moss

Funeral services will be held this morning at Temple Emanuel here for Benjamin S. Moss, a pioneer motion picture theatre operator who died Wednesday night at his New York home following a heart attack. In- terment will take place Mt. Hope Cemetery, Hastings, N. Y.

Father of Charles B. Moss, managing director of the Criterion Theatre on Broadway, the deceased organized in 1910 the syndicate that built the $100,000 Washington Theatre in upper Manhattan, which has been (Continued on page 6)

Warner Theatres to Hold Meet Today

Harry M. Kalmike, president and general manager of Warner Theatres, will preside at a zone managers' meeting today at the home office. Attending will be.

Zone managers Alfred D. Kvoel, Chicago; Nat Wolf, Cleveland; Harry Feinstein, New Haven; Frank Damas, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia; Moe A. Silver, Pittsburgh; George A. Crouch, Washington.

Film buyers Alex Halperin, Chi-

(Continued on page 7)

RCA Demonstration Shows Megacycle Needs

A theatre television demonstration which it is believed by observers, will prove to the Federal Communications Commission the superiority of the theatre TV image and also the need for exclusive channels for theatre video, with at least at eight to 10 megacycle width, has been held at RCA's tube plant at Harrison, N. J.

Theatre television backers are said to be greatly enthuisiastic over the results of the demonstration, given Wednesday day. It was attended by radio, TV and theatre TV technicians.

The demonstration showed the differences in images with bands varying in width all the way from four megacycles, the home television width, to 20 megacycles. It also showed the (Continued on page 6)

Theatre Video Test Termined Proof for FCC

Exhibitors generally do not fear subscriber-television, but, to the contrary, some 17 per cent feel that subscriber-fee television—on the order of Zenith's Phonevision, Skiatron's Subscriber-Vision or Paramount's Telemeter—might actually help theatre attendance or, at least, that it would not seriously affect attendance for any extended period. This was in marked contrast to exhibitors' unanimous prognostications of doom should the Hollywood product be sold to TV.

These are the basic conclusions of a survey of exhibitors throughout the country, i.e., a reader-made last night "Herald", the results of which will appear in today's issue.

"Exhibitors across the nation would not be happy to see the FCC authorize subscriber-fee television, but at the same time they would not consider the action the beginning of inevitable extinction."

"What effect?" the Herald asked a representative group of exhibitors. "do you think FCC authorization of sub-

(Continued on page 6)

Exhibitors generally do not fear subscriber-television, but, to the contrary, some 17 per cent feel that subscriber-fee television—on the order of Zenith's Phonevision, Skiatron's Subscriber-Vision or Paramount's Telemeter—might actually help theatre attendance or, at least, that it would not seriously affect attendance for any extended period. This was in marked contrast to exhibitors' unanimous prognostications of doom should the Hollywood product be sold to TV.

These are the basic conclusions of a survey of exhibitors throughout the country, i.e., a reader-made last night "Herald", the results of which will appear in today's issue.

"Exhibitors across the nation would not be happy to see the FCC authorize subscriber-fee television, but at the same time they would not consider the action the beginning of inevitable extinction."

"What effect?" the Herald asked a representative group of exhibitors. "do you think FCC authorization of sub-

(Continued on page 6)
Personal Mention

ARTHUR LOMB, president of Lomb's Laboratories International, is on a trip en route to Australia and will return here Dec. 27.

SAL ADORNO, Sr., general manager of the Adorno-Middletown Theatres at Middletown, Conn., and Middletown, N. Y., will celebrate his 51st wedding anniversary next week. Sal Adorno, Jr., who assists his father on the circuit, will celebrate their 15th anniversary.

OSCAR MORGAN, sales manager of Paramount short subject sales and Paramount News, is an appointee to the newly-formed Commission on Inter-American Communications. The commission will study communication problems of Jews and Christians.

JOHN R. CLARK, Jr., assistant to the president of Technicolor Motion Pictures Corp. and David Shatcke, treasurer of the company, will leave New York today for Hollywood.

PAUL JONES, Paramount producer, will arrive in New York on Monday from Hollywood, with his wife and daughter, for a 10-day holiday.

SAM WEISS, sales manager of Louis Weiss & Co., Hollywood, and singer DANA LEE, are newlyweds.

MAX E. YOUNGSTEN, United Artists vice-president, is due to return here today from New Orleans.

GEORGE SEATON, producer, and his wife left here for the Coast yesterday.

Levin Associates to Hold N. Y. Meet

Following a Midwest regional meeting at Milwaukee, Jack H. Levin Associates has scheduled a similar session for all of its executives in the East and South, at the Hotel Astor here today. The session here is in connection with a trip to New York by Levin, Jack Levin, president of the national survey, research and checking service.

Jack Levin, president of the national survey, research and checking service, who is here today, reported that the series of regional meetings which have been scheduled in various parts of the country were necessary because of the publication of several new contracts with awhile a number of independent film distributors.

Ask Extended Run For 'Quo' in Chicago

CHICAGO, Dec. 13—Attorney Miles Seely, representing M-G-M, Inc., has asked for an extended run here on "Quo Vadis," the two-week run permitted by the Jackson Park decree, will be heard by Federal Judge Michael L. Igoe on Dec. 28.

Reitanos Lease House

Berk and Krumgold, theatrical, real estate, have consummated a 25-year lease for the Liberty Theatre in Utica, N. Y. The lease is for the house and will be controlled by Frederick Marson for lessees Amelia and Arthur Reitan, who operate several theatres in Utica.

BARNEY BALABAN, Paramount Films president, will leave here Dec. 27 and will return to New York after the first of the year.

ERIC A. JOHNSTON, Motion Picture Association of America president, will leave here Dec. 19 for Seattle where he will celebrate the Christmas holidays with his family. He is expected to return to New York around Dec. 27.

B. E. HOFMANN, formerly assistant zone manager of Warner Theatres in Indianapolis, is now in Dallas city following a vacation trip to Europe and Israel.

C. J. FOREST, manager of the Trinitas branch of the Westrex Co., Caribbean, has returned to Port-of-Spain from New York.

ED CANNELL of the Columbia Pictures exchange in New Haven, Conn., and his wife announce the birth of a baby girl, Patricia Ann.

SCT. PAT BUCHER, formerly manager of the Rialto Theatre at Hartford, is now staging shows for the 43rd Infantry Division in Germany.

MURRAY SEGAL, Paramount trade executive, has returned home yesterday because of illness.

NAT HOLT, producer, will leave Hollywood today for New York.

R. M. SAVINI, president of Astor Pictures Corp., is now on the Coast.

20th Coast Meet May Go on to Next Week

HOLLYWOOD, Dec. 13.—The top echelon executives who have been meeting at 20th Century-Fox studio here since Monday today apparently will continue their sessions here until an agreement on a possible trip to New York next week. The participants have been screening completed product and discussing the Fox's sales and advertising plans, both on individual pictures and on an over-all basis, but the negotiations today were postponed. It is believed, however, that expansion all along the line, from budgets to exploitation, is the keynote of these executive conferences.

Evelyn Sweeney Dies

Funeral services will be held here tomorrow morning at 11 at Gehlert and Neslage Funeral Home at Larchmont, N. Y., for Evelyn Sweeney, who died on Wednesday night after a lengthy illness. She joined the old Motion Picture Producers and Distributors of America on the day it was formed, March 5, 1922, as a secretary and later became an assistant to the Community Relations staff of the present Motion Picture Association of America, where she had been working intermittently following an operation three years ago.

The Industry's Own—The Variety Clubs Will Rogers Hospital—Depends Entirely on Donations from the American People. Try to support the Christmas Salute' Scroll.

4 More Tents Elect Heads

The Buffalo, Cincinnati, Indianapolis and Philadelphia Variety clubs report elections of officers for the coming year.


Rye, N. Y.—Eight have been made delegates to the International convention to be held in Las Vegas, Nev., and William F. Rosenau and V. Spencer Balsal have been named alternates.

Vance Schwartz was recalled chief barker and Jack Finberg, first assistant of the Cincinnati Variety Club, Tent No. 3, and Herman Hunt was named general business manager of the Indianapolis Tent No. 10 for 1952 at a meeting of the board. Other Indianapolis officers elected are Burdette Peters, first assistant chief barker; Richard Lohry, second assistant; Barney Erager, property master; Floyd Minette, doorman; and George Hancock, chairman of the Heart Fund committee. Members of the crew for 1952 are Charles Gehlert, Kenneth Dotterer, William A. Carroll, Al Blocher and Joe Barr, Thomas McKeister, retiring chief barker, was present at the meeting.

The Variety Club of Philadelphia, Tent No. 13, annual dinner will be held at the Stratford Hotel here on Jan. 7 in honor of Ted Schlang, zone manager of Warner Theatres in Philadelphia, who has served as the chief barker since retiring Chief Victor H. Blanc, the newly-elected chief barker and his crew for 1952. Blanc also has just been appointed Councilman-at-Large of Philadelphia.

CBS Leases Coast Carroll Theatre

HOLLYWOOD, Dec. 13.—The CBS-Television Network has leased the Earl Carroll Theatre on Sunset Boulevard here for a stage presentation. A. E. Joscelyn, director of CBS operations in Hollywood, announced here today that the lease is effective for one year, and that one with options. Modifications of the interior will be under technical control for the next 12 months, it was stated.

Several CBS-TV Network programs are expected to be presented here at the new stage. Joscelyn described the lease as an "interim deal," pending the time when studios at CBS Television City are ready for use. It is one with options. Modifications of the interior will be under technical control for the next 12 months, it was stated.
There's a fortune in his little red wagon... and half the guns in the underworld on his trail!

"Finder's Keepers"

STARRING
TOM EWELL
JULIA ADAMS
EVELYN VARDEN

with 'DUSTY' HENLEY
Small Fry— but oh my, what he does to your laughter!

Story and Screenplay by RICHARD MORRIS
Directed by FREDERICK de CORDOVA • Produced by LEONARD GOLDSTEIN • A Universal-International Picture

from U.I...MAKER OF THE MONEY-MAKERS!
COLUMBIA'S GOT
"BOOTS"
THE STORY OF A BOY WHO LEFT HOME AND A MAN

They'll love this man-and-boy story, told with all the color of the sport of kings... and phonies. And they'll keep it forever in that special corner of their hearts beside such other immortal hits as "The Kid" and "The Champ"!
A BIG ONE IN
MALONE!
WHO NEVER HAD ONE!

URES presents
HOLDEN in
Malone

"Gee, Boots, I wish you were my father!"
MPA-TOA Petition On TV Status Due

Washington, Dec. 15.—The Motion Pictures Association of America and the Theatre Owners of America are expected to file very soon a joint petition requesting the Federal Communications Commission to consider closing theatre television as an industrial service.

The petition will emphasize the fact that all exclusive channels are needed for theatre TV. However, it will say, should this be impossible, rather than have channels used by industry than have nothing, it will suggest this question be added to the list of those to be discussed at the coming FCC hearings.

Benjamin S. Moss

(Continued from page 1)

termed the first real "film palace." Later he headed a circuit bearing his name, offering both films and vaudeville shows. The circuit's first house opened the B. S. Moss Coliseum on upper Broadway, which opened in Dec., 1924.

Four years later, Moss opened the Colony Theatre, on Broadway near Times Square, which now is the Grand Theatre, a legitimate house. In 1921, Moss joined E. F. Albee in the operation of the circuit of vaudeville houses. He later merged with Proctor, the new enterprise assuming the name of Keith-Moss-Proctor. Seven years later he sold his share to the RKO interests and retired from the vaudeville business.

Since then Moss built the Criterion and Trademark on Broadway, among others. Latterly, he was chiefly occupied with his realty companies, the First American Realty Corp., Polk Realty Corp., and the Cedarhurst Construction Co. He was financially interested in the Long Island and one in Fort Lee, N. J.

In addition to his son, survivors include the widow, a daughter, two sisters and four grand-children. The late Paul Moss, New York City License Commissioner, was a brother.

Levey 'Confident'

(Continued from page 1)

we will ask authorization from the Federal Communications Commission," Levey said. "We hope to believe that the producers can afford to ignore the huge potential of our system which could widen the paying movie audience beyond all expectations." he added.

Skirton's Subscriber-Visor is currently undergoing tests over WOR-

14. "It has been said that the principal opposition to subscription television systems has stopped, Levey continued. "Yet a number of theatre operators have made it plain that Skirton's plan to cut them in for a fair share of the profits appeals to them.

State Building Code Changes

(Continued from page 1)

which would require the person in charge of a place of public assembly to report to the Board every fire or emergency evacuation and every death or personal injury occurring in such place during public occupancy.

The report would be made on blanks to be furnished by the Board and would be "confidential to the Board and might not be made beyond ordinary first-aid; nor if a satisfactory report is filed with an insurance company in this state and the board is notified thereof and authorized to examine the same." TOA Critical

A memorandum of "comments and recommendations" by the owners of America, including the Metropolitan Motion Picture Theatre. This memorandum has expressed the opposition to the proposed amendment beyond ordinary first-aid, nor if a satisfactory report is filed with an insurance company in this state and the board is notified thereof and authorized to examine the same.

Commissioner Lyon observed that it was "not discriminatory," that a previous proposal had been made to limit the number of tickets in codes for four other businesses. He declared that a stop must be put to the very large number. Every study showed that 90 percent of workmen's compensation cases resulted from accidents "beyond the control of the employer," and the House would remain 10 percent, which is "too high." He added: "We must have a reason for such demands; to do so, we have a statistical basis.

He agreed with a suggestion by J. Dowey Lederer, chairman of the Board of the Metropols, that the provision be rewritten to permit filing of the report by the manager or his superior." Small-town managers "are not always lucid," Lederer explained. "In every case, as a change and in agreeing to or taking others under consideration, Commissioner Lyon got the impression that the manager would have the majority of the room.

We want your suggestions," said the Commissioner. "We mention the purpose of the proposed changes are twofold: (1) To eliminate the large number of small operators of places of public safety. We want to be fair.

Thanking the theatremen for their "humanitarian spirit," Commissioner Lyon announced another hearing will be held at the Albany offices of the State Commission on Jan. 14 at 2 P.M. Copies of proposed changes decided in the interim will be submitted in printed form to those attending today's hearing. An amendment of the Board was formed on the basis of that discussion.

Lederer, who appeared with Joseph F. Stein, technical consultant, for the Scharns, approved portions of the proposed amendments but questioned the soundness of several and in different structures. He particularly challenged a requirement that stairways leading from the balcony to the lobby be of wood, thereby preventing those leading to the foyer need not be enclosed. The former is safer than the latter, Lederer argued.

Commissioner Raymond, who throughout the hearing underlined the danger of fire, seemed to agree with Lederer on this point. Afterward, Lederer estimated that 100 theatres in the state might be affected by the code, which applies only to cities without a bureau of buildings and enforcement machinery for building regulations. The cost of enforcement might be $10,000 to $15,000 and many of them would have to be made in houses now on the profit horizon, Lederer stated.

A long discussion ensued on a section which requires that "screens contain" pipes and "for the protection of the picture shown thereon shall not be visible from any highway." The TOA-ACTA memorandum objected to this, claiming there are many locations where the picture can be seen from a private driveway or highway but not on a secondary one. Commissioner Raymond declared that the regulation, suggested by the state politicians, was "overdrawn.

Board Would Use 'Common Sense'

The Board of Standards and Appeals would consider each case on its merit, issuing a variation if necessary. He commented: "The traveling public must be protected from the distracted by the picture on the screen. The board would use the "common sense" in deciding appeals, but it "wants an end to building drive-ins on a large scale.

A question by Louis Umbarger, attorney for Lomeon Theatre, brought about the possibility that the board would permit wooden screen frames for new drive-ins. They are not now permitted for new drive-ins.

Fred Hans, maintenance chief for Faban Theatres, who read the TOA-MMPA memorandum, said: "The public is safe for the theatre going public.

Others appearing included: Joseph Sargent, Faban division presidents; Sergeant Foster, state police; police chief Joseph L. Murphy, Kingston; John J. McCarthy, former battalion commander of F. W. Woolworth, and now at the State Hotel Association; Col. Charles N. Mott, general counsel for the Board, and John Coggeshall, of the code unit.

House Closings Aid

(Continued from page 1)

with fewer houses showing better pictures for longer runs.

Says 'U' Was Aided

(Continued from page 1)

ings of Universal production, sales and advertising executives.

The industry has been marked by rapid improvements in company business and otherwise during the past year as coming in part from Universal's policy of putting more money within the ranks of its sales organization.

Expect FCC Okay of F. and M. Petition

Washington, Dec. 13.—Federal Communications Commission observers think there is a very good chance that the Commission will grant the Motion Pictures and Federal Theatre merger hearings.

The Commission denied this intervention last week. Part- ners, Mr. and Mrs. Rice and four other firms—three of them affiliated with F. and M.—then asked the FCC to reconsider, and filed a long brief, giving their reasons. One top FCC official said he thought there was a very, good chance now that this new request would be approved. Industry observers here agreed.

Theatre Video

(Continued from page 1)

comparison with 35mm. motion pictures.

The film industry has asked the FCC to give it exclusive channels of more than 10 MC and the petition is scheduled to start on this question late in February.

According to observers, the RCA demonstration conclusively proved the fact that a four MC band is not wide enough for good television images. This will help refute, it is believed, the argument that theatre TV should depend entirely on the FCC releasing the 13-14 MC band.

The theatre TV interests hope to somehow get a similar demonstration before the FCC—either by taking the RCA demonstration to Washington, or getting the Commission to go to New York. They say this demonstration will get the FCC to stop listening to the briefs and testimony merely claim.

Fee-Television

(Continued from page 1)

scriber-free television would have on your theatre attendance?

The majority of the answers were made on the assumption that the programme would bring in a higher call than those now viewed on free television and would probably include the same or better programmes produced originally for theatres.

A majority of exhibitors feel that pay television will be of little use to them; that audiences should have received television all along. Subscriber-free TV, they said, would establish more equal competition for pictures, eliminating what they now consider a lopsided situation of free entertainment versus fee entertainment.

Peggy Folds in NewPost

Peggy Folds, formerly managing editor of the North Side Daily News, and for 13 years in charge of vaude- vulcilly for RKO Theatres, has joined the NewSouth & Associates, public relations counselors.
Motion Picture Daily

TOA Drive

(Continued from page 1)

is its grievance panel program, which indicates increased travel and hotel expenses for the association's executives who will journey to distant cities to hear exhibitor complaints.

In conjunction with the program, the headquarters office staff has been increased, Dick Pitts and Howard Bryant having been named assistants to Gail Sullivan, TOA executive director, who is spearheading the trade practice grievance work.

It has also been stated that some six grievance panel hearings would be held in various parts of the country next month, it is expected now that more than this number will be held by the end of the first year in the association's investigatory work and attempt to secure distributor adjustments and corrections. For example, emergency panel sessions will be held Monday and Tuesday in Albany and Watertown, N. Y., respectively, neither of these two cities having been included on the original schedule of panel visits. The panel already has sat in Charlotte, and dates for hearings will be set for Atlanta, Los Angeles, Denver, Chicago, and New York.

Meanwhile, TOA headquarters is formally inviting members to "act on their own time." 

Warner Theatres

(Continued from page 1)

icago; Joe Weinstein, Cleveland; Herb Copeland, New Haven; Arnold Jor- dan, Arnold M. Goldberg, Chicago; F. W. White, Syracuse; W. T. Can- sky, Newark; Max Friedman, Al- bany; Tef Minsky and Dan Trister, Philadelphia; Saul Bragin and Joseph Feldman, Pittsburgh; Luke F. Ritchi- nski, Washington.

Home office executives Miles Alber, Max Blackman, Frank Cahill, Zep Epstein, Nat Fellman, Harry Gold- berg, Lou J. Kaufman, Herman R. Maier, Frank Marshall, W. Stewart McDonald, Frank Phelps, Harold Rodner, Harold Rosenweig, Carl Siegel, Ben Wirth and Lou Siegel.

New St. Louis Firm

To Open A Studio

St. Louis, Dec. 13.—Three St. Louis businessmen have announced the formation of the first "large-scale" motion picture studio in the city.

The firm, which will start production immediately, will be known as Condor Films, Inc., with studio and sound stage facilities and offices at 1006 Olive Street. The founders are Arthur E. Wright Jr., president; Geo- rge G. Kindtwater, vice-president; and Bradford Whitney, vice- president. The technical staff includes Walter S. Clark, director of camera- graphy; and chief cameraman and Otto Raucht, chief sound engineer. Both have had Hollywood production ex- perience.

Wright said that both 16mm, and 35mm and color black-and-white sound films will be made.

Art Shows Double Gross

CLEVELAND, Dec. 13.—Art programs on Saturdays and Tuesdays during the week are doubling the average gross for those days at the Hudson Theatre at 23rd Street and Euclid Avenue. The reports. The policy has the support of students at Western Reserve Academy, a private school for boys.

Reviews

"The Cimarron Kid"

(Universal-International)

THE LEGEND of the Dalton gang gets another working in "The Cimarron Kid." The large-scale Western follows the pattern and has all the ingredients of popular appeal plus color by Technicolor.

The role is played by Audie Murphy as a friend of the Dalton boys. He is given a raw deal by a sadistic detective and as a result is driven into joining the gang. What follow are rows and clashes with the forces of law and order. As Murphy plays the rancher's daughter with whom Murphy falls in love only to realize he can not marry her because of the nature of his "occupation."

Lots of action plus through the screenplay of Louis Stevens, ranging from murder to mayhem. A combination of elements from the gang, in the number of the gang is cut down, and finally it comes Murphy's turn to fall captive of the law. The lesson that there is no wisdom in wrong-doing is certainly a grand one.

The second feminine lead is played by Yvette Dugay, sweetheart of gang member, James Best. Others in the cast include Noah Berry, Jr., as the Dalton leader, David Wolcott, a railroad detective, Yvette Kendall, a marshal.

Ted Richmond produced and Budd Boetticher directed.

Running time, 84 minutes. General audience classification. For January release.

Mandel Herbstman

"Flaming Feather"

(Nat Holt-Paramount)

H EROICS AND VILLAINY in the Arizona Territory of the 1870's form the theme of Nat Holt's ambitious outdoor action drama. Produced in color by Technicolor, the picture has generous amounts of action and gunplay and is sprinkled with picturesque outdoor shots. Followers of the Western drama will respond favorably.

In the male lead are Sterling Hayden, as a rancher, and Forrest Tucker, as a U.S. cavalry officer. Each in his own way is dedicated to winning the day against the enemies of the law and order.

VICTOR JORY plays an important community figure and operator of the trading post. In love with him is Barbara Rush, a pretty young lady whom the latter had occasion to intimate from kidnappers. Another lady, playing the role of a dark schemer is striking Arleen Whelan. As an entertainer she has also occasion to provide some vocal interludes.

A number of old west action brings in the classic of a Western. A bang-up climax atop an ancient Indian cliff dwelling serves up an end to. It also ends the rivalry between Tucker and Hayden and paves the way for the latter's marriage to Miss Rush.

Rex Enright directed, from the story and screenplay by Gerald Drayson Adams.


M. Herbstman

"Finders Keepers"

(Universal-International)

A HOMESPUN DRAMA that mixes crooks, cuckolds and confusion is offered in "Finders Keepers." The story generates a lot of laughs, but most of it is rather pedestrian variety; indeed there is much that is corny in the screenplay by Richard Morris.

The tale centers upon a precocious two-year-old baby, "Dusty" Henley, who digs up the loot which bank robbers have buried in a vacant lot. When Dusty goes nonchalantly home, carrying the fortune in a little wagon, complications develop. Grandma, a gay, old gal, played for laughs by Evelyn Varden, has her own designs on the money. Tom Ewell, father of the youngster also would like to keep the money, but his wife, pretty Julia Adams, wants no part of it. There is quite a to-do over the disposal of the loot, and before arguments have really simmered down, the youngster arrives home with another carful of money.

Presently the robbers enter the scene and snatch the youngster away. Comedy turns to melodrama as the police bear down on the crooks' hideaway, but the latter's plans go wrong, and they are forced to make a hasty retreat.

Harold Vermilya plays the parole officer of convicts—gone-straight Ewell. Audiences will be disarmed by the antics of "Dusty." Leonard Goldstein pro- duced and Frederic de Cordova directed.

Running time, 74 minutes. General audience classification. For January released.

M. Herbstman

Exhibitors Got One Tax Cut, Seek 2nd

Cincinnati, Dec. 13.—Although suburban exhibitors in the Greater Cincinnati area recently were granted a 10 per cent reduction in their real estate tax, following an appeal to the Board of Tax Appeals, "because television competition and conditions have caused us to lose money," they now seek a further tax slash. Counsel for the exhibitors says that the board failed to give sufficient consideration to existing economic conditions which are responsible for a box-office loss.

Discina Acquires 9 French Features

Discina International has acquired four French films including the newest by Marcel Pagnol and Jean Cocteau. Discina also has acquired five French releases.

First of the four will be "Under the Paris Sky," written and directed by Julien Duvivier with an English commentary written by René Jean- son and spoken by Duncan Elliott. The Pagnol film is "Topaze," starring Fernandel, Pagnol wrote, directed and produced. The Cocteau picture is "Daughter of the Sands." Cocteau wrote the adaptation from a scenario by Andre Zbowski, who also directed. Due for a premiere at the Art Theatre is "A Simple Case of Murder," produced and directed by Andre Hunebelle.

Discina has also acquired re-distribution rights to "Volpone," "The Queen's Necklace," "Venus of Paris," "Indiscretion," and "The Murderer Lives At 21."

Sees 101 Mexican Films This Year

MEXICO CITY, Dec. 13.—Mexican studios will produce at least 101 films in 1951, officials of the Ministry of Public Education have stated general of the technical and manual workers sections of the National Cinematographic Union in Mexico City.

This estimate was cited to refute the general complaint of depression in the Mexican industry.

Palomino pointed out that production year will not be very much below the record year of 1950, when 125 films were made.

Sign the 1951 "Christmas Salute"—Variety Clubs-Will Rogers Memorial Hospital—and "Help Care for Our Own."

RKO Radio Pictures, Inc.

TRADE SHOWINGS OF HOWARD HILL'S PROD.

"TEMBO"

(Anne Cole)

ATLANTA

Fox Ser. Rm., 195 Luckie St., N.W. Wednesday, December 19, 2:30 P.M.

CHARLOTTE

Fox Ser. Rm., 308 South Church St. Wednesday, December 19, 2:00 P.M.

NEW ORLEANS

Fox Ser. Rm., 200 South Liberty St. Wednesday, December 19, 2:30 P.M.

OKLAHOMA

Fox Seven Room, 10 North Lee St. Wednesday, December 19, 10:30 A.M.
Columbia Presents

THE ALL-TIME SERIAL SCOOP

THE HOTTEST HERO OF ALL!

He’s in the movies now:
BIGGER AND BETTER THAN EVER!

CAPTAIN VIDEO
MASTER OF THE STRATOSPHERE

TINTED SEQUENCES BY CINECOLOR

with

JUDD HOLDREN • LARRY STEWART
as Captain Video
and Ranger

GEORGE ELDREDGE • GENE ROTH • DON HARVEY

Screen Play by ROYAL K. COLE, SHERMAN L. LOWE and JOSEPH F. POLAND

Produced by SAM KATZMAN • Directed by SPENCER BENNET and WALLACE A. GRISSELL
‘Blumberg Drive’ to Launch ‘U’s’ 40th Anniversary

Hollywood, Dec. 16.—A world-wide year-round anniversary observance will be launched by Universal Pictures, beginning Dec. 30, in celebration of its 40th anniversary, it was announced here at the conclusion of the week-long conference of company production, sales and promotion executives.

Kicking off the observance will be the "Nate J. Blumberg Anniversary Drive," which will continue for 17 weeks to May 3. "The Blumberg Drive," honoring the president of the company, is the first in a series of major events planned for the anniversary year, also will mark Blumberg’s 40th year in show business.

With disclosure of a report on the year-round anniversary, those attending (Continued on page 3)

Prospects of UA ’51 Profit Appear Solid

The prospects of United Artists, under its new management, ending the year in the black are exceptionally good. If the year-end audit by Price, Waterhouse and Co. bears out the current indications, management heads will come into immediate ownership of the 50 per cent of the company’s outstanding stock, now in escrow, and will win a seven-year extension of their management control.

Would Give Management Stock, Extend Control (Continued on page 3)

NCCJ Forms Mass Media Commission

Representing the fields of motion pictures, radio, television, press, advertising and other media, a Commission on Mass Communications has been organized by the National Conference of Christians and Jews to aid its work in building understanding among Protestants, Catholics and Jews. It was announced here Friday, following a meeting of media executives held in the New-World Hotel.

Harold E. Fellows, president and general manager of the National Association of Radio and Television Broadcasters, was elected first chairman of the Commission.

Film members of the Commission in (Continued on page 2)

MOT Will Resume Film Distribution With 205 Reissues

March of Time will reopen the theatre field nationally early in 1952 and will re-release the 205 two-reel MOT subjects which it produced between the time it started in business in Feb., 1935, until it bowed out of the theatrical field last July. In recent months the company has been active in producing commercial subjects and commercials for television, last November the Guild Theatres of New York contracted for the first seventy-five issues of March of Time and now MOT’s theatrical sales department (Continued on page 3)

New Levin Checking Division Starts Here

Delegates of Jack Levin Associates from the East and South attending a regional meeting held here over the weekend at the Hotel Astor heard Levin detail new expansion plans which includes the establishment of headquarters for a new National Central Checking Bureau division of Levin Associates on 72nd Street in (Continued on page 2)

Feb. or March

For Meeting On Arbitration

Industry Session Would Be A Top Event of 1952

A fully representative exhibitor-distributor conference to study and pass upon proposals for the establishment of an all-industry arbitration system is envisaged as one of the most significant industry events for 1952. Barring unforeseen developments, it will take place either in the latter part of February or early March, it is reliably indicated.

The springboard of such a conference most likely will be the blueprint for an arbitration system which Abram F. Myers is preparing under instructions from the Allied States Association board. Myers, Allied chairman and general counsel, is certain to submit the completed plans to the Allied board when it meets in February before offering it for distribution’s consideration, in the opinion of (Continued on page 2)

Rank Pays Odeon Dividend; Progress In Financial Plan

London, Dec. 16.—A further payment by Odeon Theatres, Ltd., of a half-year’s dividend on its six per cent preferred stock on Jan. 1, 1952, was announced on Friday by the J. Arthur Rank Organization.

In addition to bringing the cumulative preferred stock dividends in arrears up to Jan. 1, 1951, the new payment furnishes additional evidence of the progress being made on the fiscal rehabilitation of the Rank film organization.

Moreover, Rank has undertaken the (Continued on page 3)

UK Production Loan Funds Are Ebbing

London, Dec. 16.—Grants made by the National Film Finance Corp. under the Cinematograph Film Production Act amounted to £750,000 ($2,100,000) in the period from April 1 to Dec. 1, 1951, according to the Exchequer Returns.

Repayments were £347,430 ($972,804) in the period from April to Dec. (Continued on page 3)

Denies Bid, Hits RKO for Violating Spirit of Jackson Park Decree

Chicago, Dec. 16.—The Samuel Goldwyn-RKO petition for an extended run on "I Want You" was denied here Friday by Federal Judge Michael L. Igoe, who termed the film "not unique in quality." He also said that it appeared to him that RKO Theatres was violating the spirit of the Jackson Park decree by charging on the second feature weekly at the Grand Theatre (with "A Streetcar Named Desire") instead of making a complete change of program.

He also made reference to the conversion of the RKO Palace to legitimate stage showings, which may also cut down the number of first run pictures playing in the Loop.

(Continued on page 2)
Personal Mention

JERRY PICKMAN, director of advertising-publicity for Paramount Pictures, returned here earlier this week from Hollywood, Sid Blumenstock, his assistant, had returned here earlier.

J. A. Wald, head of branch office for Paramount Pictures, left here over the weekend for Los Angeles for a one-month tour of the Western division.

JAMES E. PERRINS, Paramount Pictures managing director for the United Kingdom, left here over the weekend for the Coast.

SAM ZIMBALIST, producer, and FREDERICK OPPEN, manager of the London office of the American Broadcasting Co., will return here today for Europe on the S. S. Liberte.

LEONARD HIRSCH, home office aide to RUBY BURGER, M-G-M Southern sales manager, will return here today from Jacksonville, Atlanta and Charlotte.

HENRY L. NAUMAN, president of M-G-M Films of Canada, and TRA GOULD, general sales manager, have returned to Toronto from New York.

MORTON SCHWAM of the 20th Century-Fox home office publicity department, left here today for Army induction Dec. 21.

Leo F. Samuel, Walt Disney sales executive, returned here over the weekend from a Latin American business tour.

RICHARD DE ROCHEMONT, March of Time producer, returned here from Europe Friday on the S. S. Libert.

HENRY HENSONG of M-G-M will leave Hollywood Thursday en route to Germany.

W. A. SCULLY has returned to Florida from New York.

Para. Holds Tie-up Meet for ‘Greatest’

A policy meeting to set tie-ups for Paramount’s “The Greatest Show On Earth,” a Cecil B. DeMille production, was held here at the weekend between representatives of Paramount and film firms cooperating in the tie-up program.

According to Sid Meslov, Paramount director of exploitation, the joint meeting was held to avoid duplication of effort.

Skinner Is Cited

Charles E. Skinner, head of Charles E. Skinner Productions and a member of the Executive Committee of the Screen Guild, has been named the “outstanding producer of the year” by the New York University University Club of Delhi, Kaprua, a film fraternity.

Defense Administration Pleased With Second Theatre Video Test

Washington, Dec. 16—Officials of the Federal Civil Defense Administration said they were “quite proud” of their second experiment using theatre television for training purposes.

On Friday, they beamed a 50-minute show on emergency-lodging problems to an audience in the Pilgrim Theatre in Boston. Another audience in the Stanley Theatre in Philadelphia looked on. The officials said that however much theatre television can be accomplished with large-screen television and to get final cost figures on the use of theatre TV.

While audience reaction will not come in for some days an official said here he thought the administration had put on a “very creditable show” and that it should produce a “very good reaction.”

Kalmenson Meeting Is Concluded Here

Ben Kalmenson, Warner Brothers sales vice-president in charge of distribution, wound up a quarterly meeting of district managers at the home office over the weekend. Highlight of the meetings were discussions of current sales problems, merchandising plans as discussed by the distribution head in his recent visit with Jack L. Warner, executive producer at the company’s Burbank Studios.

The district managers were also shown plans of plants during 1952. Promotion plans for forthcoming product were outlined by Mort Blumenstock, vice-president in charge of advertising and publicity.

Mayer to Coast After NY Production Talks

Louis B. Mayer, who had been in New York two weeks during which he conferred with industry executives with a view to making production deals, left for Hollywood at the weekend.

While here Mayer did not close any deals, it was reliably reported, although it is regarded as possible that a large early spring from his New York meetings.

Loew’s Deadline

(Continued from page 1)

that with that much time we’ll be able to work out a consent decree.”

The Justice official would not comment further whether his department had granted another extension of its divestiture deadline, which comes up tomorrow. However, another short extension is believed likely.

Alice Enright Dies, 46

CHICAGO, Dec. 16—Alice Enright, 46, booker for 31 years at the local Paramount exchange, died suddenly here Thursday. Services will be held at 2 p.m. today at St. Hedwig’s Church.

B&K Quarterly Dividend

CHICAGO, Dec. 16—B&K and B&K Theatres, Inc., subsidiaries of B&K Theatres, has declared a quarterly dividend of $2.00 payable March 15, 1953, to stockholders of record Dec. 15.

Screen Gems Will Make 100 TV Films

As a result of the preliminary run of a 15-film national sampling packet of “TV Disc Jockey Toons” on 22 television stations from coast to coast, the Columbia Pictures subsidiary Screen Gems, Inc., television department, has decided to produce its own line of disc jockey series, with 100 films to be made and distributed in the next eight months.

As a result of an initial package of 40 “Toons,” made in cooperation with major record companies, has been set forth these plans. Additional 10 “Toons” will be produced monthly and delivered to television stations utilizing this service. “TV Disc Jockey Toons” are motion pictures that visualize records.

Nassers Say UA Must Sell Films to TV

Hollywood, Dec. 16—Counsel for James and George Nasser has started legal action to force the exercise of television rights to the four features produced by them for United Artists. The Nassers claim that their distribution contract with UA contained a clause committing the distributor to release films to television when and if television became a profitable market, and that the films now could bring $200,000 from that source. Hearings on the matter are set for Jan. 10.

Eells Leaves Here

(Continued from page 1)

the foreseeable future. Following his trip home to Texas for the Christmas holidays, he said he would return to his transcription firm offices in Los Angeles. Eells had been in New York since October working on the Selznick deal.

NCCJ Commission

(Continued from page 1)

Judge; Taylor Mills, Motion Picture Association of America; Gail Sulivan, Theatre Owners of America; Charles C. Abramson, Allied States Association; Max E. Youngstein, United Artists; J. Robert Rubin, Loew’s; Robert J. O’Donnell, Interstate Circuit, and Oscar Morgan, Paramount.

Newsreader Parade

DEAN ACHESON back from Europe and a report from Korea are currently the highlights. Other items include Christmas messages, disasters and sports. Complete contents follow.


Arbitration Meet

(Continued from page 1)

ion of Wilbur Snaper, a member of the American Legion, who as New Jersey Allied president made his headquarters in New York.

Before the hour of the scheduled meeting by the Allied board, a preparatory to a meeting on it with distribution representatives, Myers will go over with them the list of arbitrators which consists of the following, in addition to Myers and Snaper: True- man T. W. Hines, Washington, D. C., president; Jack Kirsch, Illinois; H. A. Cole, Texas, and Nathan Yamin, New England secretary.

When Allied submits its arbitration plan to the distributors at a meeting which most likely will be held in New York, Allied will be up to the distributors to indicate if they wish the Theatre Owners of America, which initiated this project three years ago, to join in the meeting. It goes without saying that the distributors will elect the representatives they went on record during a meeting on arbitra- tion over a year ago with TOA that any future exhibitor-distributor conference on arbitration would have to include all exhibitor organizations.

New Levin Division

Manhattan, in charge of Nathan J. Morris, The bureau will handle as- signment and line-rate reports from all over the country.

The district managers attending the meeting also were told that the home base of the Frontier Building here has been expanded and office space doubled. The meeting was concluded last night.

Sign the 1951 “Christmas Salute”—Variety Clubs, Retail Dry Goods Dealers—“Help Care for Our Own.”

Editor, Published daily, except Saturdays. Sundays and holidays, for Ogilvy Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3700. Cable address: “Ogilvaphone, New York .”

Vice-President: Martin Ogilvy, Jr., Vice-President; Theo J. Sullivan, Vice-President; Leo J. Bridy, Secretary; James P. Cunningham, News Editor; Herbert Ve.ck, Advertising Management; H. Fausel, Production Building; William R. Weyer, Editor. Chicago Bureau, 130 South LaSalle Street, Urban Fairley, Advertising Representative, Ph. 6-2024.


Published by Motion Picture Herald Co., a section of Motion Picture Herald; International Motion Picture Almanac; Famous; Entered as second-class matter, Sept. 21, 1923, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription price, $6 in the Americas and $12 for us. Single copies, 10c.
Motion Picture Daily

Monday, December 17, 1951

UA Prospects

(Continued from page 1)

time it had heavy January losses of a near-moribund company to overcome.

In addition, the company had had no new product to distribute for months prior to the release. The morale of personnel throughout the country and abroad was at its lowest ebb. Valuable time had been wasted in lining up product for distribution and this task continued into March. Three months of work had passed before receipts from the new product began to trickle back to the company from theaters.

Should the company, as now expected in the trade, end 1951 in the black, it will have been accomplished in time too little, or during which the time losses of the preceding three months or more were overcome.

The deal which gave U. A. its most substantial lift was that which resulted in its acquisition of Eagle Lion Classies' film assets, providing volume release plans for the company, finding and thus freeing management for the task of long-range planning which had been calculated to pay off next year.

Even with the ELC assets, the indicated result for 1951 could not have been achieved without the remarkable enthusiasm and determination that characterized the new management—Arthur Krin, president; Robert Benjamin and Matthew Fox, associates. W. A. Heinz, vice-president in charge of distribution; Max E. Youngstein, vice-president in charge of publicity, and, more recently, Arnold Picker, vice-president in charge of foreign distribution.

The nearly complete share ownership of the 8,000 shares of U. A. stock now in escrow, should the coming audit verify the predicted profitable operations for 1951, the first for the company, incidentally, in many years. Working with clock to clock to attain that result have been such key executives as Bernard Kranze, assistant to Heinzman; Seymour Pesky, vice-president in charge of personnel; and Seward Benjamin, secretary and assistant treasurer; A. E. Bollinger, assistant treasurer, and, all executive heads and key personnel throughout the company.

The ELC deal added approximately $200,000 of weekly goodly stock at U. A.'s $150,000 gross at the time the deal was made. Subsequent strengthening of the release schedule boosted the gross to approximately $400,000.

Meanwhile, prudent economies reduced overhead about $10,000 weekly to $25,000. With U. A. operating on an approximate average of 30 per cent of pre-revolution, summer and early fall months showed gross profits estimated at $125,000 to $150,000 monthly.

If this pace is maintained and is maintained through the remaining two weeks of 1951, the losses of January, now in the black, will be the last of the year.

Review

(The Sellout) (Metro-Goldwyn-Mayer)

WALTER PIDGEON, as a small-city newspaper editor, pits himself against corruption and unclean practices, in "The Sellout." The drama has a conventional sort of interest and pace that makes for satisfactory entertainment, but it never really rises to anything dramatic or dramatically compelling.

Pidgeon, after publishing a series of articles that rock the dishonest officials, suddenly grows very reticent and removed. John Hodjak, of the state attorney general's office, starts on research for an indictment against the mob, and Marden, the mob's enforcer, efforts to get Pidgeon to resume his crusade for honesty are unavailing.

The screenplay, by Charles Palmer, takes on the aspects of a detective mystery as Hodjak and a police detective, Karl Malden, are out to trace the skullcullurgy and corruption to its source. The slight female touch to the story is provided by Audrey Totter, a nightclub entertainer in the company of the politicians. Among others who round out the cast are Everett Sloane, playing basis, and Thomas Gomez, as the maestro.

In a dramatic courtroom finale, Hodjak succeeds in getting the cuplits convicted and at the same time exposing the blackmail methods used on Pidgeon to keep him silent.

Nicholas Nayfack produced and Gerald Mayer directed.

Running time, 83 minutes. General audience classification. For February release.

Mandel Hershman

March of Time

(Continued from page 1)

partment reports that confirmation of contracts would make a bid on the new Technicolor-Budweiser, Detroit, Portland, Me., Mobile, Tampa, Palm Beach, Miami, Milwaukee, Boston and San Francisco, during the released in January.

The company's product line-up for the coming year already is better than the current year's. Ambitious deals in work promise to strengthen it further and take U. A. a long way toward management's goal of re-establishing the company as a distributor of top-quality productions.

Krin and Benjamin are near to concluding deals for "City," the new Metro pictorial of America under which stars such as Cary Grant, Gregory Peck, James Stewart, Marlon Brando, and others, will be featured. Sales of some other considerable financial arrangements within the Rank companies.

UK Loan Deals

(Continued from page 1)

November, 1950, and 880,099 (2,257,075) from April to December, 1951.

Funds of Film Finance Corp. are known to be getting low and it is a question how much longer it can continue to operate without a new grant from Parliament. The former Socialists government had promised to vote an NFFC a further £2,000,000 ($2,000,000) but had not done so up to the time of the last elections. There is no indication yet as to whether the Labor administration promises implementing the promise of its predecessor. In any event, no action can be taken prior to the resumption of Parliament following its eight-week Christmas recess, which has now begun.

Party for Rodgers

William F. Rodgers, MGM distribution vice-president, was guest at a cocktail party at the home office on Friday, attended by company executives and trade press representatives.

Rodgers will leave here for Florida on Saturday, to be gone about three months.

Party for Rodgers

William F. Rodgers, MGM distribution vice-president, was guest at a cocktail party at the home office on Friday, attended by company executives and trade press representatives.

Rodgers will leave here for Florida on Saturday, to be gone about three months.

Promote Grover, Bryner

Melvin G. Grover, advertising manager of the Warner Bros., has been appointed assistant advertising manager of the successor to Frank M. Newton, and he will work with John M. Parry, advertising director of Pantall Publications, and A. J. Price, Warner Bros. press manager, under the direction of Frank M. Newton, who has been appointed assistant advertising manager of the company, according to Mechanic Illustrated, by Shepard Spink, vice-president and advertising director of Pantall Publications.
Season's greetings

To all our exhibitor friends from 20th Century-Fox...the company that wishes you the best of everything for 1952
**TRADE SHOWINGS**

<table>
<thead>
<tr>
<th>City</th>
<th>Theatre/Screen</th>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTA</td>
<td>Rhodes Theatre</td>
<td>Wed. 12/19</td>
<td>9:30 PM.</td>
</tr>
<tr>
<td>BOSTON</td>
<td>Keith Memorial Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>BUFFALO</td>
<td>Century Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>CHARLOTTE</td>
<td>Manor Theatre</td>
<td>Wed. 12/19</td>
<td>9:00 P.M.</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>United Artists Theatre</td>
<td>Fri. 12/28</td>
<td>8:45 P.M.</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>Palace Theatre</td>
<td>Tues. 12/18</td>
<td>9:00 P.M.</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>Palace Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>DALLAS</td>
<td>Palace Theatre</td>
<td>Wed. 12/19</td>
<td>6:00 P.M.</td>
</tr>
<tr>
<td>DENVER</td>
<td>Paramount Theatre</td>
<td>Wed. 12/19</td>
<td>8:00 P.M.</td>
</tr>
<tr>
<td>DES MOINES</td>
<td>Orpheum Theatre</td>
<td>Tues. 12/18</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>DETROIT</td>
<td>Art Theatre</td>
<td>Wed. 12/19</td>
<td>2:00 P.M.</td>
</tr>
<tr>
<td>INDIANAPOLIS</td>
<td>Indiana Theatre</td>
<td>Wed. 12/19</td>
<td>8:15 P.M.</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>Missouri Theatre</td>
<td>Tues. 12/18</td>
<td>8:15 P.M.</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>RKO Hillstreet Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>MEMPHIS</td>
<td>Palace Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>Century Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>MINNEAPOLIS</td>
<td>Orpheum Theatre</td>
<td>Wed. 12/19</td>
<td>8:45 P.M.</td>
</tr>
<tr>
<td>NEW HAVEN</td>
<td>Roger Sherman Theatre</td>
<td>Wed. 12/19</td>
<td>8:00 P.M.</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>Orpheum Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>RKO 86th St. Theatre</td>
<td>Wed. 12/19</td>
<td>9:00 P.M.</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>Center Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>OMAHA</td>
<td>Brandeis Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>Palace Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>Sheridan Square Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>PORTLAND</td>
<td>Orpheum Theatre</td>
<td>Tues. 12/18</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>ST. LOUIS</td>
<td>Fox Screen Room</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SALT LAKE CITY</td>
<td>Centre Theatre</td>
<td>Fri. 12/21</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>Golden Gate Theatre</td>
<td>Wed. 12/19</td>
<td>9:00 P.M.</td>
</tr>
<tr>
<td>SEATTLE</td>
<td>Paramount Theatre</td>
<td>Wed. 12/19</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SIOUX FALLS</td>
<td>Hollywood Theatre</td>
<td>Thurs. 12/20</td>
<td>9:00 P.M.</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>Keith Theatre</td>
<td>Tues. 12/18</td>
<td>8:30 P.M.</td>
</tr>
</tbody>
</table>
Industry in New Plea for TV Channels

MPAA, TOA and NETTC Question Sharing Bands

WASHINGTON, Dec. 17.—Film producers and exhibitors today reaffirmed to the Federal Communications Commission the industry's need for exclusive frequencies for theatre television.

The comments came from the Motion Picture Association of America, the Theatrical Trades of America and the National Exhibitors Theatre Television Committee, in a statement filed with the FCC by Vincent R. Welch and James I. Fly for the MPAA and by Marcus Cohn for the TOA and NETTC.

The statement was directed to 20th-Century-Fox's petition that the FCC invalidate the ruling of the Commerce Department that the network channels should be given to the radio stations.

(Continued on page 5)

See Delay in RKO Meeting

JOFA, Del., Dec. 17.—With a large number of proxies remaining to be counted, indications tonight were that another postponement of the adjourned first annual meeting of RKO Theatres' stockholders, now scheduled for tomorrow afternoon, will have to be made. The counders, who have been at work daily since Dec. 6, took the past weekend off. Further progress toward completing the count was made today but a large part of the task remains to be done and there appeared little chance of its being completed before the adjourned meeting.

(Continued on page 5)

First National Sales Meet for Lippert

HOLLYWOOD, Dec. 17.—Lippert Pictures has scheduled its first national sales convention for the Blackstone Hotel, Chicago, on Dec. 27-29, with company president Robert L. Lippert and general sales manager Arthur Greenblatt presiding. The former will outline the company's product for the coming year and the latter will sell sales policies. In addition to home office executives, division and branch managers, salesmen and bookers representing the company's 28 exchanges will attend.

Admission Tax Cut Drive Is Called for by Sullivan

ALBANY, N. Y., Dec. 17.—Exhibition must present its tax problem to the next session of Congress and to the state legislatures that will convene in January with a view to getting "some measure of relief from these intolerable tax burdens, despite the present-day demands upon all governments," Gael Sullivan, executive director of the Motion Picture Owners of America, told a luncheon-meeting of the now forming Theatre Owners of Albany, a potential new TOA affiliate.

Sullivan said Federal, state and local taxes on admissions "have ceased to be a levy on diminishing returns—they have become in hundreds of theatres throughout the U. S. what amounts to a tax on losses." He said that when 30 to 35 cents "is taken off the top of every dollar in Federal, state and local taxes for admissions alone, the hope of survival for exhibition dwindles by the day."

The TOA official said "crippling taxes and a lack of tax relief for closed theatres as television. He

(Continued on page 5)

Continue Canadian Cooperation Plan Of MPAA in '52

The executive committee of the Motion Picture Association of America board, at a meeting here yesterday, voted to continue the MPAA's Canadian cooperation project for another year. The committee is made up of presidents and other executive officers of the Association's member companies.

The project, which is held to be working to mutual advantage, requires Hollywood producers to make special efforts to shoot footage on location in Canada when scripts call for Canadian backgrounds, and calls upon the American industry to produce from time to time short subjects about the Dominion.

The MPAA committee also reviewed an interim progress report on preparations being made for the

(Continued on page 5)

Albany TOA Holds Reactivating Meet

ALBANY, N. Y., Dec. 17.—A call for a "unified, all-inclusive system of arbitration for the motion picture industry" and for participation by every exhibitor "at the grass roots level" in efforts to defeat local, state and national legislation injurious to the industry, as well as to modify the present "discriminatory and inequitable taxation burdening our business," was sounded by S. H. Fabian, chairman of the executive committee of Theatre Owners of America, today. He spoke at a reactivating luncheon-meeting of the Albany TOA in the Teneyck Hotel.

The attendance total of 38 was described by temporary chairman Harry "Dreams' Sets B'way Pace

The pre-Christmas box-office holiday lull is still being felt along Broadway this week, but a sharp business upswing is expected as soon as Yuletide shopping days are past.

Facing first-runs here is the Radio City Music Hall which is now featuring its annual Christmas show on stage and "I'll See You in My Dreams" on its screen. The second week of the double attraction is expected to hit an excellent $137,000, topping the first inning by $2,000.

"Quo Vadis" at the Capitol and the two-day Astor continues to do good

(Continued on page 4)

"Vadis" Gross Tops $1,000,000 Mark

A gross figure in excess of $1,000,000 has been racked up by M-G-M's "Quo Vadis," now playing in eight cities, it was learned here yesterday. Over half of the $1,000,000 figure was realized in New York City, where the film is in its sixth week at the Astor. Meanwhile, the experimental playing policy for the eight Loew's theatres where the film will have its bow

(Continued on page 4)

$27,521,000 Paid in Dividends by Film Firms in 10 months; Oct. Soars

Washington, Dec. 17.—Publicly-reported cash dividend payments of film companies during the first 10 months of this year were about 7% per cent below the figure for the like 1950 period, the Commerce Department reported. However, the 1951 figures are preliminary, and the current year's figure may be slightly higher when the revised totals are in.

Commerce said the preliminary figure for the first 10 months of this year was $27,521,000, compared with $29,791,000 in the like period last year.

The Oct. 1951 figure was $4,167,000 against $4,877,000 last October. The higher figure was due mainly to the fact that Warner Brothers and United Artists reported dividends this year in October that were paid in other months last year.

Set Feb. 14 For COMPO Board Meeting

Will Convene in N. Y. To Elect, Plan for '52

February 14-15 have been set for the meeting in New York of the Council of Motion Picture Organizations' executive board, it was learned yesterday.

At this meeting COMPO will elect a president, executive vice-president and other officers for the ensuing year, and will make plans for a 1952 "Movietime U. S. A." campaign and other industry public relations efforts.

On Feb. 14, prior to the opening of the COMPO meeting, the COMPO nominating committee will hold a panel meeting at which an official slate of officers will be voted for submission to the executive board. The nominating group, headed by Jack Allocat, has met from time to time

(Continued on page 5)
Personal Mention

William M. Pizor, vice-

president of Lippert Prod-

uctions, Inc., has returned here from Europe.

Seymour Singerman, assistant man-

ager of United Feature News, has a

mysterious picture here, and his wife

will celebrate their 25th wedding an-

iversary tomorrow.

Paul Denis will do a New York

gossip column for Movie Fun maga-

zine as soon as he arrives in New York

for Movie Teen and Movie Pix.

Maurice Harris, Universal Pic-

tures home office exploitation re-

presentative, has left New York for

Tulsa and Oklahoma City.

WOLFberg CONtests

New 20th-Fox House

WASHINGTON, Dec. 17—Argument

is set for Wednesday afternoon before

Judge Alfred Coox in New York Dis-

trict Court on an application by 20th-

Century-Fox for permission to build a

new theatre in Denver.

The application will be contested by

Actor Akira Kurosawa, for whom the

company will be represented by former

Justice Department trust-buster Rob-

ert W. Frierson.

The 20th-Fox consent decree con-

tained a provision that 20th could not

go into the theatre business, but a

consent order in the New York Stat-

tutory Court and on a court find-

ing that competition would not be

impaired, 20th acquired the ground

lease to the Paramount Theatre,

and Fox’s lease on the theatre runs

out in March. It is seeking permission

to build a new theatre to replace the

Paramount.

Wolfgang is arguing that compe-

tition would be injured by such a new

theatre. He points out that the Na-

tional Production Authority has al-

ready refused to give a franchise

for a new theatre in Denver, and

thus the company wants a court

order so that it can argue to the XPA

that it is a "hardship" case.

NEW EXTENSION FOR SCHINE STALLED

WASHINGTON, Dec. 17.—The Just-

ice Department has not yet agreed to

any further extension of the Schine

distortion deadline. The company, in a

department spokesman said late ton-

ight, has revised its plans to put

up a new theatre in Denver, and

thus it will not need a further ex-

tension.

NAME MelincoFF

BOSTON, Dec. 17.—The appointment

of Melincoff as the Department’s

defence counsel was announced by

Seymour Singerman, general

counsel, who was formerly asso-

ciated with Warner Brothers New

England theatres.

Mr. Exhibitor—Are You Doing All You

Can for Our Boys?”—Sign at Maine’s

Variety Clubs-Wills Rogers Memorial Hospital.

Hold Meet on

City Permits

Walter T. Shirlow, Commissioner of

Commerce of the City of New York

convened a conference at the week-

end of representatives of the film and

television industry, with the heads of all City departments con-

cerned for the purpose of coordinating the efforts of both indus-

tries with the City departments and complying with local ordi-

nances. The meeting was attended by: Gen. Lyman Musin, director of

N.Y. TV; Benjamin Fielding, Loew’s;

David Kees, CBS; Harold Hendee,

RKO; Harry Foster, Columbia Pic-

tures; Walter Shirlow, National Board of

Framed Pictures, Ralph W. Budd, Warner Brothers;

Ottis Freeman, WPIX; Lloyd Lind,

Monogram Pictures; James L. Mid-

dlebrooks, American Broadcasting;

Anthony Petti, Universal Pictures, and

Robert S. Wood.

Among the problems discussed were:

1. Repealing the Administrative

Code with respect to the use of

theatre screens for television pro-

jects; 2. Clearing and park permits for

location shooting by motion picture

companies; 3. Building inspection of

properties, buildings and government

machinery to the film and television

industries, and 4. Expediting the solu-

tion of the television and film pro-

duction and film industries in con-

nection with their City operations.

Conferences are being arranged with

Mayor Impellitteri and he were

most anxious to cooperate in every

possible way with the motion picture

and television leaders and that the

Commerce Department would do

everything in its power to encourage

the location of television production

of these industries to New York City.

He urged all present to submit any

problems they may have to the Com-

merce Department and promised full

collaboration in working them out.

The Variety Clubs-Wills Rogers Memorial Hospital is Open to ALL in the Amusement Industry—Without Charge—Sign the 1951 "Christmas Salute"—"Help Care for Our Own."
IN A DARK HOUSE
ON A LONELY HILL...

The screen's strangest love story unfolds... to hold you thrill-and-terror bound... as a girl and a stranger live and love on dangerous ground!

IDA LUPINO
ROBERT RYAN

in

ON DANGEROUS GROUND

with WARD BOND - CHARLES KEMPER
Produced by JOHN HOUSEMAN - Directed by NICHOLAS RAY
Screenplay by A. I. BEZERIDES
Reviews

"Shadow in the Sky" (Metro-Goldwyn-Mayer)

AN ENGROSSING little drama has been woven around the psychic disturbance of a Marine veteran in "Shadow in the Sky." Ralph Meeker, who makes his screen debut from the Broadway stage, is the veteran. Others in the cast are the wife, Miss Davis; and Jean Hagen, friend of Meeker's. The story is different and is realistic in its treatment, but it lacks the intern- 

For some strange, psychic reason, Meeker is plunged into violent tantrums every time it rains. When he is finally released from the hospital he goes to his home in the desert, where Whitmore and his wife, Miss Davis, have two little children. Dennis Ross and Nadene Ashdown, they are naturally filled with apprehension. Against the background of Meeker's ailment, and the anxiety of the parents, the story also develops the romantic interest of Maggie Hagen with her brother-in-law, Whitmore, the younger. By the final act the cause of the ailment is psycho-analytical explained away and everything ends promisingly.


MANUEL HERRSMAN.

"Tembo" (Howard Hill-RKO Radio)

HILL, worn out for his deadly marksmanship with the bow and arrow, looks upon the bow which he used to repulse the "Double Vector." For the fourth and final week of "Fixed Bayonets" at the Rivoli, a not-too-good $7,000 is estimated to bring the film before "Dawn's" bows there on Friday. A satisfactory $8,000 is forecast for the second and final week of "It's Never Forgotten" at the Roxy, now starring Carol Bruce on stage. The Roxy's Christmas show, headlining Gayeanonymous, is billed with a "Dongedong" as the screen attraction. "Flame of Araby" opens at Loew's State Theatre. "Valerie and Callaway Went Thataway," which is expected to do a relatively weak $12,000 for its final second week. Only a fair $24,000 is estimated for the first week of "Starlit" at the Warner where "Dis- 

Objective of the expedition was to find a strange jungle tribe that uses claws as a weapon of combat. In the course of the expedition Hill has many exciting encounters with huge snakes, termites, elephant-sized scorpions, and a host of jungle animals. The expedition had its more relaxing moments and among these were the occasions when various animals were adopted as pets.

The picture, which is in Ansco color, derives its title from the huge elephant which Hill encounters. The film, directed by Arthur E. Phelps was in charge of the camera. Running time, 80 minutes. General audience classification. For January release.

M. HERRSMAN.

Industry in Mexico Commends Swanson

MEXICO CITY, Dec. 17.—An Ameri-

Granado Theatres Reports '51 Profit

LONDON, Dec. 17.—Sidney Bern-

'Vadis' Gross Tops

(Carried over from page 1)

WD in Deal With Japanese Circuit

The first deals under new independ- 
ent operation in Japan have been con- 

WB's for Paramount and Para- 

The Variety Chills-Will Rogers Memorial 

The suit of Paramount Gulf Thea- 

Pensacola, Fla., Dec. 17.—The 

Pensacola, Florida, to declare that 

The city's ad- 

The Supreme Court of Florida in a 

decision stating 

that the city has no legal 

right to levy such a tax. Para-

Circuit Theatre, Minneapolis, 

F-M, 20th Century-Fox, RKO Pictures, Univer-

ral, Warner Brothers, 

First and Paramount and Minnesota Amuse-

ment Co.

Defense counsel has estimated that the 

are to wind up their case. After that there 

for rebuttal, Maud 

St auditor S. Hazel of St. 

Paul are representing Maco and Para-

mount, and David Shearer is attorney for the five film companies. Lee 

is representing Martin 

accounts, he is 

impunity among the defendants to hurt the 

by aiding the Paradise. They also charge that there was a 

on admission charges in violation of the Sherman antitrust, which the New York con-

sent decree decision.

The deal gives Warner what it wants in the 

that the damage was sustained as a consequence of the 

the film, which was given a 

a competing house, the Paradise, 

owed by the late Al Steffes. Another claim, that Hill has maintained, 

was discrimination in Ma-

co's favor and against Homewood. 

Parra. Gulf Wins Tax Fight Vs. Pensacola

Pensacola, Fla., Dec. 17.—The 

of Paramount Gulf Thea-

the admission tax un-Constitu-

tional has been sus-

bied by the Supreme Court of Florida in a 

decision stating 

that the city has no legal 

right to levy such a tax. Para-

Circuit Theatre, Minneapolis, 

M-G, 20th Century-Fox, RKO Pictures, Univer-

ral, Warner Brothers, 

First and Paramount and Minnesota Amuse-

ment Co.

Defense counsel has estimated that the 

are to wind up their case. After that there 

for rebuttal, Maud 

St auditor S. Hazel of St. 

Paul are representing Maco and Para-

mount, and David Shearer is attorney for the five film companies. Lee 

is representing Martin 

accounts, he is 

impunity among the defendants to hurt the 

by aiding the Paradise. They also charge that there was a 

on admission charges in violation of the Sherman antitrust, which the New York con-

sent decree decision.

The deal gives Warner what it wants in the 

that the damage was sustained as a consequence of the 

the film, which was given a 

a competing house, the Paradise, 

owed by the late Al Steffes. Another claim, that Hill has maintained, 

was discrimination in Ma-

co's favor and against Homewood. 

Parra. Gulf Wins Tax Fight Vs. Pensacola

Pensacola, Fla., Dec. 17.—The 

of Paramount Gulf Thea-

the admission tax un-Constitu-

tional has been sus-

bied by the Supreme Court of Florida in a 

decision stating 

that the city has no legal 

right to levy such a tax. Para-

Circuit Theatre, Minneapolis, 

M-G, 20th Century-Fox, RKO Pictures, Univer-

ral, Warner Brothers, 

First and Paramount and Minnesota Amuse-

ment Co.

Defense counsel has estimated that the 

are to wind up their case. After that there 

for rebuttal, Maud 

St auditor S. Hazel of St. 

Paul are representing Maco and Para-

mount, and David Shearer is attorney for the five film companies. Lee 

is representing Martin 

accounts, he is 

impunity among the defendants to hurt the 

by aiding the Paradise. They also charge that there was a 

on admission charges in violation of the Sherman antitrust, which the New York con-

sent decree decision.
Industry in New TV Plea

(Continued from page 1)

in the coming theatre television hearing.

Robert D. Wiegman, a counselor for the TOA, will present the case for continued consideration of the possibility of the theatre TV sharing the frequencies now allocated to AM stations. Wiegman will urge consideration of the fact that theatre TV will be capable of programming in a manner and form that will compare favorably with the AM radio stations in the market areas to which they are assigned.

To the TOA's credit, this matter is not being approached as an opportunity to compete with black and white TV, but as a tool for expansion of the entertainment industry. The TOA's request for action will be supported by the Motion Picture Industry Association of America, the Screen Actors Guild, and the American Federation of Musicians.

Tax Cut Drive

(Continued from page 1)

in recent weeks to review its list of candidates.

The committee has been seeking to persuade Fred E. Depinet and Arthur L. Mayer to succeed themselves as COMPO president and executive vice-president. Though both are interested in the campaign, there is some doubt that they will be able to resign from their present positions.

Mayer disclosed recently that the same reason that he will not be able to resign is also the reason that he will not be able to make time to run for the seat.

Wells Time for Book

Mayer disclosed recently that he will be unable to accept another term as COMPO executive vice-president that is in need of time to devote to his own interests.

RKO Theatres

(Continued from page 1)

prospect of its being completed by the scheduled time for tomorrow's meeting.

Challenging of ballots by watchers, and their verification, makes the counting process a slow and arduous one. According to those close to the situation it is still too early to talk of a clear-cut victory or defeat for either management or its six candidates for the presidency of the opposition stockholders' committee and its five candidates. It is being speculated, however, that one or more of the candidates may be dropped from the balloting, which will expand the size of the committee.

AMP A Christmas Party

Some 250 persons from all branches of the industry will gather at the Hotel Commodore in New York on December 28 for the annual Christmas luncheon-party of the Associated Motion Picture Advertisers. Harry Williams, president, will preside at the meeting.
Practically everybody takes time out to see a show—if the feature is a Companion-approved movie! People come in droves—and tell their friends, too. That's why the movie-makers have invested more money in the Companion during the past six years than in any other monthly magazine*.

*Except of course the fan magazines!
Urges Rentals Measured to Theatre Costs

'Realistic' Approach Is Sought by Wis. Allied

MILWAUKEE, Dec. 18.—In a resolution adopted by the membership, Allied Independent Theatre Owners of Wisconsin has called upon distributors to give "realistic recognition" to the current and fixed operating expenses of Wisconsin theatres in determining future film rentals.

Two other resolutions called for de-

crease in film rental demands on drive-in theatres and the elimination of "tie-in" action in behalf of the establish-

ment of a government system of ad-

ministration.

In the resolution relating to theatre operating expenses and rentals, the organization held that "the film com-

panies are cognizant of the sharp de-

cline in the gross receipts of theatres throughout Wisconsin and especially subsequent runs in Milwaukee." It stated that expenses have increased for

Hughes' Brief Asks Court Order Denial

WASHINGTON, Dec. 18.—Howard Hughes today asked the Supreme Court to set aside a three-man statutory court order requiring that his stock in the new RKO Theatre Co. be sold by the court's trustee unless he disposes of it by Feb. 20, 1952.

In a short brief, Hughes' attorney declared that there is no provision in the RKO contract decree which would require Hughes to sell his theatre

CEA Would Reward King for Rank Pact

LONDON, Dec. 18.—Sir Alexander King could have the post of vice-

president of the Cinematograph Ex-

hibitors Association for the asking, af-

ter the prominent documentary producer recently in effecting the return of the J. Arthur Rank theatres to CEA membership. However, there is no indication that he will seek the post and no nominations have yet been made.

The basis of King's settlement of the rift between Rank and the CEA

To Reconcile RKO Theatres Meet Jan. 3

Dover, Del., Dec. 18.—The annual meeting of RKO The-

atres stockholders was recon-

vened here today, only to be recessed again until Jan. 3 when the tabulation of proxies is expected to be completed.

The count, which is now understood to have reached the half-way mark, is pro-

ceeding slowly due to the spirited campaign being waged by management and David J. Greene, leader of opposition stockholders.

Elec Montague and O'Donnell Heads Of Rogers Hospital

A. Montague, Columbia distribution vice-president, yesterday was elected president at the Will Rogers Memori-

al Hospital for 1952 at the annual meeting here of the hospital board. He succeeds Robert J. (Bob) O'Don-

nell, head of Texas Interstate The-

atres, who was elected board chair-

man, replacing John H. Harris.

Other officers were elected as fol-

lows: executive vice-president, Chick Lewis; vice-presidents, Richard F. Walsh, Harry Brandt, Robert Moch-

rie and Herman Robbins; treasurer, S. H. Fabian; secretary, Max A. Cohen; assistant treasurer, George Eyb.

The 1952 board is comprised of:

Maurice Bergman, Brandt, Cohen,

(Continued on page 2)

NY Bar Unit Hits Televising and Filming of Probes

The televising of legislative hear-

ings such as the recent Kefauver committee investigation was strongly condemned by the New York State Bar Association's Committee on Civil Rights as jeopardizing individual rights and impairing the efficiency of the hearings.

In a five-page report to be released here today, the Bar group also con-

demned motion pictures, photographs and broadcasting of executive as well as legislative hearings while any witness is testifying, except at public hearings on pending legislation.

The committee called for the complete pro-

hibition of commercially-sponsored broadcasts and telecasts of Congressional or executive hearings.

Members of the State Bar Associa-

tion will vote on the recommenda-

(Continued on page 4)

Deny Durante Claim
On 'That's My Boy'

In a decision rendered by Justice Cooper of the Supreme Court of the State of New York today, the application of Jimmy Durante for an in-

junction against Paramount Pictures, Dean Martin, Jerry Lewis, Hal B. Wallis and others to enjoin the dis-

tribution of the Martin and Lewis picture, "That's My Boy," has been denied by Justice Cohalan of New York State Supreme Court.

Lewis, of Phillips, Nizer, Benjamin and Krin, represented the defendants.

Durante claimed that the words

(Continued on page 2)

Hollywood Films Aid Fight on German Reds

The High Command in Western Germany has paid top tribute to the films of Hollywood for their widespread aid in combating Communism in that country.

Thousands of East Berlin residents daily to see American films and those of other Western countries, the Motion Picture Association of America disclosed here yesterday.

Special matinee performances at reduced rates are held exclusively for Soviet zone film fans at 19 theatres located along the West sector border within walking distance of the dividing line.

The visitors, said to be fed up with the brand of propaganda-weighted films exhibited in East Berlin theatres,

(Continued on page 4)

RCA Demonstrates 'Wide-vision' Screen

A special demonstration of a new RCA "wide-vision" screen which features side wings and a top panel which pick up and reflect diffused light from the picture was held here yesterday at the Plaza Theatre.

Projected on the screen for the dem-

onstration were sequences from "The Desert Fox" and "The Great Caruso." While the black-and-white film was impressive with the new white-bor-

dered RCA screen, the Technicolor

(Continued on page 4)

Cooper Will Join MPAA on Jan. 2

WASHINGTON, Dec. 18.—Edward Cooper will take over as director of the Motion Picture Association of America's television department on Wednesday, Jan. 2, the Association announced.

Cooper has been serving as staff director of the Senate Majority Pol-

icy Committee. Before that he was a

Spur Planning for Industry Ad School

Planning for the industry school of advertising-publicity which the Associa-

ted Motion Picture Advertisers will establish for distribution and the-

(Continued on page 4)
3 More Tents Elect Heads

Additional Variety Tents in the field.

Personal Mention

ROY DISNEY, president of Walt Disney Productions, will leave New York today for Hollywood.

U. B. Ross, Westrex Corp.’s regional manager for Latin America, has closed his New York offices following a visit to the Caribbean area.

MRS. ARTHUR C. BROMBERG, wife of the president of Monogram Southern Exchanges, Atlanta, has returned home from the hospital.

JULIUS GORDON, president of Jefferson Amusement Co., Beaumont, Tex., and his wife are visiting in Beverly Hills for the holiday.

ROBERT GOLDSTEIN, Universal-International executive, is in New York from Hollywood.

Federation in Grim Situation: Frisch

Because of the grim situation facing theater owners, heads and welfare institutions affiliated with the Federation of Jewish Philanthropies of New York City, along with other groups in the Metropolitan area, must redouble its efforts in the forthcoming drive for support of its hospital fund. The Federation announced here yesterday, following a special meeting of the film exchange.

Frisch is chairman of the industry drive in support of Federation’s $800,000,000 campaign.

Chairman Len Grunberg of the Board of Trustees, who arranged for the committee at yesterday’s meeting to make special solicitation efforts directly to the affiliated welfare agencies and independent theatre owners.

Members of the exchange committee are David Burkman, V. Flynn, Louis Turinsky, Howard Levy, Charles Penser, Samuel Ritkin, Saul Traumer, Louis Allenheim, Nathan Fürst, Myer R. Sabo, Harvey Horowitz, William P. Murphy, Tom Feeley and George J. Waldman.

Dinner to Illinois Variety

CHICAGO, Dec. 18—Variety Club of Illinois was tendered an appreciation dinner by the Committee here last night by the board of Labarida Sanitarium for contributing $14,160.15 for equipment for the children there for the past eight years. Singletow for special mention was Mrs. Ann Goodman, who has raised $1,500 for the institution in memory of her late husband, John Goodman.

Prominent members of both Labarida and Variety Club of Illinois were called on to speak. John Balban, president of Balban and Katz Theatres, concluded his speech with a personal pledge of $2,500 to Labarida.

Wanger Moves Office

Hollywood, Dec. 18—Producer Walter Wanger, who recently completed “Alladin and His Lamp” for Allied Artists and is now preparing “Queen of the Universe” also to be filmed in color, will move Monday into newly refurbished bungalow offices rented by Lindley Parsons when the latter moved headquarters to another location.

INDEX PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsay, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rochester Center, New York 20, N. Y. Telephone Circle 7-2600. Cable address: “Quigleyex, New York.” Subscriptions: One year $4.00, two years $7.00. Single copies 25 cents. Foreign subscriptions: Two years $8.00. Second class postage paid at Chicago, Ill., and at additional mailing offices.

Frequent "Parade" readers know of the "Parade"'s mission to bring the world to your doorstep. "Parade" does not just deliver news from around the world; it delivers news that's relevant to your life. From top stories of the day to interesting and unusual facts, "Parade" is your source for news in a digestible format. 

THREE MORE TENTS ELECT HEADS

Additional Variety Tents in the field.

个人提及

ROY DISNEY，沃尔特迪士尼公司的总统，将于今天离开纽约前往好莱坞。

U. B. ROSS，Westrex Corp.的拉丁美洲区域经理，在他的纽约办事处关闭前，曾访问加勒比海地区。

MRS. ARTHUR C. BROMBERG，佛罗伦萨的Monogram Southern Exchanges的总裁，已返回家中。

JULIUS GORDON，Jefferson Amusement Co.的总裁，来自 Beaumont，德克萨斯州，和他的妻子正在比弗利山度假。

ROBERT GOLDSTEIN，Universal-International的执行官，将在纽约从好莱坞。

联邦在严峻形势：Frisch

因为严峻的形势正面临电影院老板和福利机构，与费城的犹太慈善基金会以及其他在大都市地区的机构，必须加倍努力其在即将到来的活动中的支持。

Frisch是行业主席，致力于支持联邦的8000万美元的活动。

主席Len Grunberg的委员会提供了会议，以做出特别的筹款努力直接到关联的福利机构和独立的剧院业主。

委员会的成员包括David Burkman，V. Flynn，Louis Turinsky，Howard Levy，Charles Penser，Samuel Ritkin，Saul Traumer，Louis Allenheim，Nathan Furst，Myer R. Sabo，Harvey Horowitz，William P. Murphy，Tom Feeley和George J. Waldman。

晚餐到伊利诺伊州的活动

芝加哥，12月18日—伊利诺伊州的Variety Club被感谢为最近提供的晚餐。由Labarida Sanitarium为贡献14,160.15美元用于儿童的设备。特备提及的是Mrs. Ann Goodman，为纪念其丈夫John Goodman而筹集1,500美元。

著名成员包括Labarida和Variety Club的伊利诺伊州的成员都被召集来讲话。John Balban，Balban和Katz Theatres的总裁，结束了他的讲话，个人承诺2,500美元给Labarida。

WANGER 转移办公室

好莱坞，12月18日 — 制片人Walter Wanger，最近完成“Aliadin and His Lamp”为Allied Artists，并且现在正在准备“Queen of the Universe”也将在彩色制作，将于星期一搬到新租用的别墅办公室，由Lindley Parsons放弃，当后者搬去另一个办公室。

"Parade"的"Parade"读者们知道"Parade"的使命是将世界带入您的门廊。"Parade"不仅仅传达来自世界各地的新闻；它提供有关您生活的有意义和不寻常的事实。"Parade"是您获取新闻来源的格式。
DEAR M-G-M:

"It gives us great pleasure to tell you that we are doing turn-away business with your very beautiful picture 'Pandora And The Flying Dutchman' at our New Normandie Theatre. Comments from our patrons are terrific and in view of the steady turn-away business since opening, it is a clear indication that 'Pandora' is in for a substantial run. The combination of your most unusual attraction and our most beautiful theatre makes for great box-office."

NEW NORMANDIE THEATRE

DEAR NORMANDIE:

"You provided the jewel box. 'Pandora' is the Technicolor jewel. It is a privilege for us to have its premiere at the Normandie. New York's fans have embraced gorgeous Ava Gardner's reckless 'Pandora'. Soon movie-goers everywhere will gasp at her flaming loves and the countless thrills filmed on the romantic Mediterranean sea-coast. We are happy that 'Pandora' has launched the New Normandie on a box-office career!"

M-G-M

JAMES MASON • AVA GARDNER in "PANDORA AND THE FLYING DUTCHMAN" • with Nigel Patrick Sheila Sim • Harold Warrender • Mario Cabré • Color by TECHNICOLOR • Written and Directed by Albert Lewin • Produced by Albert Lewin and Joseph Kaufman • (For Dorkay Productions, Inc.) • An M-G-M Picture
**NPA Okays 12**

*(Continued from page 1)*

and the other three got official government allotments of steel, copper and aluminum.

The ratio of approvals to denials for theatre building was better than for practically any other industry category. A total of 2,052,867.1610 or about 80 per cent were denied. NPA officials said the small number of theatre applications and the high percentage of approvals indicated that most would-be builders in the theatre field recognized tight controls and just did not apply unless they thought they had a good chance to get approval.

About 700 applications for first quarter buildings are still to be acted on, NPA said.

Radio and television projects did not fare quite so well—nine were okayed and 11 turned down.

Most Approvals in Dallas Region

The most theatre project approvals came in the Dallas region, where six firms proposed leading a wave of drive-in-theatres. The drive-in wave-downs came in the Chicago and Denver regions—three each.

The applications in which got government material allotments were the Bowl Outdoor Theatre, Inc., West Haven, Conn., $20,000 drive-in, Waco, Ind., $30,000 drive-in, Elkon, Inc., Dallas, Texas, $33,100 drive-in, and Silver Screen Drive-In, Inc., Fort Worth, Texas, $30,000 drive-in.

The three exempt projects were: Midway Theatre, Inc., New Haven, Vt., $5,000 drive-in; H. A. Porter, Frederick, S. D., $35,000 drive-in; and Sunset Outdoor Theatre, Inc., Greenvale, N. Y., $27,000 theatre.

Denied were eight petitioners: Robert B. Scott, Ft. Myers, Fla., $1,775 drive-in; Fruiton Square Theatre, Inc., Indianapolis, $100,000 theatre; Muscoa Theatre, Richland Center, Wis., $26,900 drive-in, Lions, Inc., Santa Clara, Calif., $20,000 drive-in, Shipman Ballad, Durham, N. C., $35,000 drive-in, and R. S. Starling, San Angelo, Texas, $20,000 drive-in.

**Review**

"Decision Before Dawn"

*(20th Century-Fox)*

**This** is a different kind of war film. Its starkness, power and dramatic intensity do not rely upon the roar of warplanes, the thunder of guns or the fighting heros of men in uniform. Courage is never lacking, but it is of a different brand in "Decision Before Dawn."

Reportedly based on fact and reported in "Call It Treason," a novel by George How, the film draws on the final phases of the campaign against the Germans in Flanders. The film usually shows the principal cities of the Third Reich have been bombarded by the air armadas of the Allies. The 15th Panzer Corps is ready to surrender.

This situation enters Oskar Werner, young and disillusioned German medic who must determine for himself the grave consequences of his decision. He must be prepared for the derision of his countrymen, the stigma of the traitor, and the possibility of capture and death before the firing squad.

Resolving his path of duty is to help end the war and convinced such a path has been opened, he joins the American forces, is prepared and parachuted into Germany, and sets out to locate the 15th Panzer. The film is based on the life of a German citizen—owning property—be disposed of without his knowledge and produced with the authoritative flavor of a documentary. The film was made, largely at any rate, in the places mentioned in the original novel.

The hopelessness of a people suspecting defeat is revealed in the war, and it is a tragedy of modernity. But the hero of this film and his conflict is the key to the war. The tragedy is personalized in the distraught Werner who comes to believe his decision is the right one yet continues to be plagued by recurring uncertainties. Werner does not know if his life might be forrest, as in the end it is, and is prepared accordingly.

Peter Viertel's screenplay is of a high order. Anatole Litvak's direction is of a rare and superior kind, flowing to producer association in Frank McCarthy.

Running time, 119 minutes. General audience classification. For January release.

**RCA Demonstrates**

*(Continued from page 1)*

sequences of "The Great Caruso" were outstanding.

John Bennett, RCA manager of theatre equipment sales, said that the new screen would be available to theatres within a couple of weeks. As soon as possible, he said, that he was in the process of arranging to pay price in the Washington by the Office of Price Stabilization. However, Bennett in response to a question, said the price would be "moderate."

RCA announced that projects turned down in one quarter could try again in succeeding quarters. If more materials are available generally, projects turned down now may be approved later, it declared.

The industry's Own—the Variety Clubs Will Rogers Hospital—Depends Entirely on Community Support for Its Operation. Sign the Christmas Saleh Scruff

The ALBANY TRADE SHOW of "A GIRL IN EVERY PORT" will be held at the Fox Screening Room, 1552 Broadway Thursday, December 28, 8:00 P.M.

RKo PICTURES, Inc.

**Hughes' Brief Accs**

*(Continued from page 1)*

stock or which "authorizes the court to force a sale on him." What the three referees are recommending is that Hughes either sell his stock or place it in hands of a trustee.

First, it is the position of Hughes that his ownership of the stock is contrary to law. It asked that the Supreme Court remand the case to the District Court for dismissal or denial of the government's motion for the sale of the stock, unless the motion is amended to allege facts sufficient in law to authorize an amendment of the decree in favor of the government.

**NY Bar Group**

*(Continued from page 1)*

The NY Bar Group at its annual four-day meeting which convenes here on Jan. 24. The committee stated that it could not be stated in the current climate of the law, but a basis for the assertion that television, radio, or the camera have not been guaranteed the First Amendment to record proceedings which are a part of official government investigations.

The report was prepared by a 30-man non-partisan committee of lawyers from all sections of the state, headed by Louis Waldman, chairman of the committee of civil rights.

**Films Adm**

*(Continued from page 1)*

have been crossing the border in such numbers that the matinee shows were well attended to two a day. Only those holding Soviet zone identification cards are admitted.

The U.S. High Commissioner for Germany discloses that motion pictures from the Soviet zone are crossing to 15,000 East Germans across the closed lines during the first 10 months of this year.

**Project Started Year Ago**

The special project was started over a year ago with the blessings of HICOG and with the voluntary cooperation of West Zone film distributors and the participating countries.

"The programs, which consist predominately of American-made feature pictures, documentaries and newsreels, are recognized by HICOG as playing a vital part in the ideological war being waged at close range for the divided German capital. The impact of these films on the minds of thousands of civilians in Soviet dictator and who are otherwise denied the opportunity of seeing films from the Western countries has been effective and important, according to several American observers, said the MPAA.

HICOG has officially commended the American film industry for its "major contribution" in the fight against Communist in Germany.

**Industry Ad School**

*(Continued from page 1)*

at the Hotel Piccadilly here, AMPA's membership, which includes industry leaders and top executives, was invited to a meeting by AMPA president, was advised at a meeting on Dec. 6 that such a school was contemplated. Purpose of the school will be to provide the industry with a reservoir of employees who would be prepared to "move up" in the field of industry advertising and promotional work.

Despite inclement weather, some 200 AMPA members attended this for the Christmas party, which featured the presentation of numerous awards to past winners of the AMC. Program was presided over by Robert Ferguson of Columbia Pictures.

Secretary to McWilliams is that company's exploitation director, received a thank you gift for her services to the AMPA during the last year.

Seated at the luncheon dais, in addition to McWilliams, were the following: Star, Fox, Paramount, Columbia, Universal, RKO, 20th Century Fox, Warner, Columbia, mutual, Columbia, Paramount, and the Warner's, Telmar, Mort Mar., Evergreen, Western, Merrian and Edgar Goff, who was chairman of party arrangements.

**Urges Rentals**

*(Continued from page 1)*

ions at its annual four-day meeting which convenes here on Jan. 24. The committee stated that it could not be stated in the current climate of the law, but a basis for the assertion that television, radio, or the camera have not been guaranteed the First Amendment to record proceedings which are a part of official government investigations.

The report was prepared by a 30-man non-partisan committee of lawyers from all sections of the state, headed by Louis Waldman, chairman of the committee of civil rights.

ANNOUNCING

OUR NEW ADDRESS

PICTORIAL FILMS, INC.

1501 S. Michigan Ave.

Chicago, Illinois

New York, N. Y.

Phone PE 6-3256-7-8

Shipment 68-730 (mail)

Suite 808-22 West 41st Street (delivery)

Wednesday, December 19, 1951
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>WARNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 11</td>
<td>THE BAREFOOT MAIDEN</td>
<td>Robert Mitchum</td>
<td>Terry Moore</td>
<td>(Rev. 11/7/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 18</td>
<td>DR. JEKYL</td>
<td>Louis Hayward</td>
<td>Joanie Lawrence</td>
<td>(Rev. 11/7/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 25</td>
<td>CLEOPATRA</td>
<td>Tyrone Power</td>
<td>Joan Collins</td>
<td>(Rev. 11/13/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 2</td>
<td>TEN TALL MEN</td>
<td>Robert Mitchum</td>
<td>Barbara Stanwyck</td>
<td>(Rev. 11/19/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 9</td>
<td>THE FAMILY SECRET</td>
<td>John Garfield</td>
<td>Jeanne Crain</td>
<td>(Rev. 11/26/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 16</td>
<td>PURPLE HEART</td>
<td>Frank Morgan</td>
<td>Marilyn Monroe</td>
<td>(Rev. 11/26/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 23</td>
<td>PECOS RIVER</td>
<td>Charles Starrett</td>
<td>Nancy Carroll</td>
<td>(Rev. 11/31/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 30</td>
<td>BOOTS MALONE</td>
<td>William Holden</td>
<td>John Wayne</td>
<td>(Rev. 11/31/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan. 6</td>
<td>THE OLD WEST</td>
<td>Roy Acuff</td>
<td>Andy Devine</td>
<td>(Rev. 12/8/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan. 13</td>
<td>SMOKY CANYON</td>
<td>Charles Starrett</td>
<td>Roy Rogers</td>
<td>(Rev. 12/15/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan. 20</td>
<td>THE WILD WOLF</td>
<td>Bob Hope</td>
<td>Judy Canova</td>
<td>(Rev. 12/22/51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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.
Bright in the corner

- The finger of light that suddenly shows the phantom figure in brief, bright prominence is a tribute to imagination—to the inspired use of techniques, equipment, and materials—often a result of close collaboration between industry technicians.

To help, the Eastman Kodak Company provides a highly specialized staff of motion picture engineers and technicians to advise in selecting film, help solve processing problems, make sure prints and theater equipment are right for efficient projection.

In order to maintain this service, the Eastman Kodak Company operates branches at strategic centers... invites inquiry from all members of the industry. Address Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N.Y.; East Coast Division, 342 Madison Avenue, New York 17, N.Y.; Midwest Division, 137-North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
Jack Warner Lists Pool of 47 Properties

Also Cites 14 Features Awaiting 1952 Release

Hollywood, Dec. 19.—An active pool of 47 screenplays for immediate and future production was disclosed in detail here today by Jack L. Warner, executive producer of Warner Brothers Pictures. The studio will continue its flexible policy and add others to the pool as world conditions dictate. Also, the property list now active will be augmented as stage plays, important books and originals become available and are deemed suitable.

In the current year, the company (Continued on page 10)

Hails UA Foreign Operations Advance

United Artists, under the new management headed by Arthur Krin, president, not only has made "enormous strides" in its domestic operations, but has improved its European exchange operations "by leaps and bounds" in the last few months, Sam Spiegel, independent producer releasing through that company, declared in New York yesterday.

Emphasizing the importance to the American industry of the foreign market (Continued on page 3).

US-Type P.C.A. Is Proposed for India

WASHINGTON, Dec. 19.—Establishment of a Production Code Administration along lines of the Hollywood P.C.A. has been recommended for the Indian film industry by the Government of India's Film Inquiry Committee, U. S. Commerce Department film chief Nathan D. Golden reports.

The idea behind the code would be to enforce standards in production and (Continued on page 5)

Loew's Decree Talks Progressing: Marcus

Negotiations between the Justice Department and Loew's attorneys on Loew's divorce settlement plan are progressing, Philip Marcus, government anti-trust attorney, disclosed here yesterday. He said the two parties, which have agreed to a new deadline of Jan. 23, are "closer together" than they previously had been. Marcus added that he expected to have more to say on the matter next week in Washington.

20th-Fox Wins O.K. For Denver Theatre

Permission to build a first-run theatre in Denver was granted here yesterday by 20th-Century-Fox by Federal Judge Alfred Cooke, who found approval of the application would not alter the Denver exhibition situation as provided in the government consent decree.

Approval came after Philip Marcus, attorney representing the Department of Justice's anti-trust division, informed the court that the government had no objection to 20th-Fox's application. Overruled were the arguments of counsel representing Wolfberg Theatres, who claimed 20th-Fox's subsidiary, National Theatres, would gain an undue competitive advantage if it was allowed a new theatre in Denver.

20th-Fox and NT counsel Fred Pride told the New York District (Continued on page 2)

State Policy On TV Films, Majors Urged

CHICAGO, Dec. 19.—The presidents of all major producing and distributing companies today were called upon by Jack Kirsch, president of Allied Theatres of Illinois, to "call a spade a spade" in the issue of selling motion pictures to television.

In a strongly worded statement made before the Illinois Allied board and unanimously concurred in by that group, Kirsch scored the "deep silence" among the com- (Continued on page 7)

Say License Ban Is Decree Of Divestiture

WASHINGTON, Dec. 19.—The ban on cross-licensing sought by Milwaukee Towne Corp. is "in effect and intent a decree of divestiture," major distributors told the U. S. Supreme Court today.

The distributors made the statement in a brief asking the high court to turn down the Milwaukee exhibitor's appeal from a decision of the Seventh Circuit Court of Appeals. Milwaukee Towne argues that the Circuit Court trimmed too much the damages from six distributors awarded it by the District Court, and wrongly eliminated the decree's ban on cross-licensing.

The distributors have filed a cross-appeal to the Supreme Court, arguing that even the Circuit Court went too far in awarding damages and lawyers' fees. In opposing the Milwaukee Towne (Continued on page 2)

Schine Divestiture Date Hits US Snag

Indications that the Department of Justice may move to force action by the Schine Circuit on the divestiture of seven theatres, originally scheduled to be disposed of by last June 30 under the terms of the Schine consent decree, appeared yesterday.

Several postponements of the original deadline, the last of which expired last Monday, have been granted upon by the Department and Schine. Yesterday, Philip Marcus, assistant to the (Continued on page 2)

Elect Randel Head Of N.Y. Film Board

Henry Randel, Paramount Pictures New York district manager, was elected president of the New York Film Board of Trade to succeed Sam Trauner at the organization's year-end meeting yesterday. Randel has twice before been president of the Board. Other officers elected include: William Murphy, branch manager of Republic Pictures, first vice-presi- (Continued on page 2)

Denver Theatre in Deal To TV Rose Bowl Game

A deal to televise the forthcoming Rose Bowl football game into the Broadway Theatre in Denver was disclosed here yesterday by Harris P. Wolfberg, owner of the circuit operating the Broadway.

Here to contest 20th-Century-Fox's bid to build a theatre in Denver, Wolfberg said that negotiations for the telecast were about complete.

At this stage he refused to divulge details but did say he planned to remain in New York a week and would see Nathan Halpern, president of Theatre Network Television, in an attempt to learn whether other theatres could not be brought in on the deal. He said he received word here yesterday from his son, John Wolfberg, in Denver, that the Rose Bowl negotiations are about consummated for the Broadway.

One of the primary purposes of his (Continued on page 7)

TOA Groups Consult On Bingo for NYC

ALBANY, N. Y., Dec. 19.—The Albany Theatre Owners of America will consult with other units in the state and with the national TOA on the proposed bill for New York City lotteries to benefit its hospitals and welfare institutions, temporary chairman Harry Lamont said. He believes the decision will rest on the use to which the revenue is put. He indicated (Continued on page 2)
SUBSEQUENTS FALL SHORT ON EXPLOITATION: WALD, KRASNA

Hollywood, Dec. 19.—Subsequent-run exhibitors were taken to task here today by Louis Al-ferand, New Jersey branch manager for RKO Radio. Mr. Alferand, re-elected president of the group yesterday, announced that the type of product currently being produced in Hollywood. The blame for this lies directly in the lap of the exhibitor who fails to compete for attention with the television screen by his lack of effort along promotional lines.

"The Blue Veil," initial Wald-Krasna production for RKO Radio, backed up a high $5,500 in its first week at the Fox Beverly, after holding for three weeks at Pantages and RKO Radio, has fallen by the wayside. For the house is $3,000 and is generally under that figure during the current, pre-Christmas slump, it was said.

Mr. Alferand was prompted by a heavy promotional campaign in Beverly Hills, Westwood, Bel Air and Century City, staged and directed by the studio.

The results of this campaign have come as a severe blow to the Wald, "that the studios, the distributors, the big theatre chains and the independent exhibitor must awaken to the fact that the days of night stands in their neighborhood houses when their offerings are backed with proper exploitation. First-run houses alone cannot support high budget productions of the type being produced today. The second-run theatres must be revitalized to provide a great addi-
tional exhibition source. Without this new life, we have proved it exists and only needs promotion and exploitation to bring it to life."

Elect Randel Head

(Continued from page 1)

recipient in place of the retiring first vice-

licensees were taken to task today by Louis

License Ban

(Continued from page 1)

appeal today, the six distributor de-

Caretake the position of opposition legis-

N. J. 'Beefsteak' Tonight

Scores from exhibition and
distribution in the New York Metropoli-
tan area were gathered at the Ritz Restau-

150 Honor Needles

Hartford, Dec. 19.—Some 150 persons
representing the film industry in the North-
est, attended tonight's testimonial dinner
honoring Henry L. Needles, recently-revised Hartford division manager for the National Association of Theatre Owners, at the Hotel Bond. Needles is now managing director of the Art Theatre here.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsay, Consulting Editor. Published daily, except Saturdays, Sundays and holidays. By Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3300. Cable address: "Quigpubco, New York." Copyright 1951. All rights reserved. No part of the material on this issue may be reproduced or transmitted by any means, electronic or mechanical, including photocopying, recording or any information retrieval system, without the written permission of the publisher.

Copyright 1951. All rights reserved. No part of the material on this issue may be reproduced or transmitted by any means, electronic or mechanical, including photocopying, recording or any information retrieval system, without the written permission of the publisher.

20th-Fox Wins O.K.

(Continued from page 1)

Court that the proposed new theatre to be built in Denver, the lease of which expires in March. He also informed the court that an applications to change the name of the theatre, which would be called "Aurora," was made April 12. A final approval from Washington is dependent on the disposition of the case in to-day's hearings.

Wolberg A Witness

Harris P. Wolberg, owner of the Broadway Theatre in Denver and operator of an independent circuit, was sworn in as a witness by his attorney, Robert J. Wright. He testified that he had proposed to change the Paramount Theatre in 1948 to become operative in March, 1952, when Fox would vacate. It was the contention of Wolberg's attorney that Fox actually replaced the Paramount when it recently made its Taber Theatre in Denver a first-run house. According to the terms of the de-

Schine Divestiture

(Continued from page 1)

Attorney General, said in New York that no new extension of the expired deadline has been agreed upon. Asked what the next move would be, Marcus said:

According to one report, the government is considering asking the Federal Communications Commission to dispose of the theatres. Schine has until next June 30 to dispose of another 11 theatres under its consent decree, which would now meet its divestiture schedule. Average market conditions are understood to be the reason for Schine's inability to move on the theatres in the 13 other cities. For example, in some of the houses and none which were acceptable to it. Efforts to reach Schine attorneys for comment were unsuccessful.
9 Are Started, 9 Completed

Hollywood, Dec. 19.—The production tally showed no change this week, with a total of 34 pictures in work. Nine new pictures were started, and nine were completed.

Started were: "Barbed Wire" (Gene Autry Productions), Columbia; "Because You're Mine" and "Carbine Williams," Metro-Goldwyn-Mayer; "Wild Stallion," Monogram; "Rangers of the Golden Sage," Republic; "Marshal of Pecos," RKO Radio; "Don't Bother To Knock" and "We're Not Married," 20th Century-Fox; "Alexander, the Big League," Warner Brothers.


UA Operations

(Continued from page 1)

set as a production, Spiegel said that on recent visits to UA's Italian, French, British and Danish exchanges he found an espíritu de corps and manifestation of enthusiasm that rivaled his already high opinion of the company. Arnold Picker, who recently was named UA France executive, flew from Paris to Rome before World War II, they are today getting 50 per cent sett.

Spiegel stopped over in New York yesterday following his return from Africa and England, and left last night for the Coast with the only available print of his "Alexander the Great," filmed on location in Africa, which will have its world premiere on the Coast on Dec. 26. The film is described as a candidate for a 1951 Academy Award nominations. UA is releasing the picture.

There is a big future for motion pictures in Africa, Spiegel said, depicting the dearth of theatres in big cities of the countries in the central area of that continent.

Herskovitz Named Clarke's Assistant

Arthur Herskovitz, formerly in charge of RKO Pictures' 16mm activities, has been named assistant to Neil Clarke, head of the American and Far East home office division manager. Charles G. Belmont, formerly assistant to Herskovitz, has been placed in charge of 16mm operations.

UK, Italian 'Bonus' Plans Cited as Boon by Spiegel

The extent to which the British and Italian governments' production "bonus" programs guarantee profits to American companies making pictures under arrangement, was revealed by independent producer Sam Spiegel upon his return to the U.S. following completion in England and Africa of "The African Queen," which he is producing.

"Giving Warner's "Captain Horatio Hornblower" as an example, Spiegel said that picture, produced in England, grossed 300,000 pounds in that country and will therefore bring to the company a British government 50/50 share of profits, not as a bonus but before the picture's profits are allocated.

There is no risk for British producers under the Eady bonus plan he held. Under both the British and Italian plans, Spiegel said, production in Italy, is "even greater" than Britain's. It provides that 18 per cent of the price of every theatre ticket sold for a feature be earmarked for the producer as a bonus before the ticket's profits are allocated.

There is no risk for British producers under the Eady plan he held. Under both the British and Italian plans, Spiegel said, production in Italy, is "even greater" than Britain's. It provides that 18 per cent of the price of every theatre ticket sold for a feature be earmarked for the producer as a bonus before the ticket's profits are allocated.

New Zealand to End Double Taxation

Washington, Dec. 19.—New Zealand has agreed to ease its tax treatment of U.S. stars and other entertainers, and to phase out the tax on stage appearances.

According to the treaty, New Zealand and the U.S. some time ago negotiated a treaty to avoid double income taxation. However, the treaty would not have ended double taxation on entertainers even if they were in New Zealand as little as a week or month a year. The U.S. Senate, in ratifying the treaty, specified that it should be into effect only if entertainers were treated on the same basis as businessmen and other persons—that is, except from double taxation unless in the country six months or more in a year.

UK Ban on 'Devil's Weed'

London, Dec. 19., The British Board of Film Censors has refused a certificate for "The Devil's Weed," a color film about the New Zealand. In addition, the picture has been banned by the county councils of London, Middlesex and Surrey.

O'Brien Pessimistic About British Production Future

London, Dec. 19.—Painting a picture of pending gloom unless the British film industry forlornly makes its way, Tom O'Brien, head of the National Association of Theatrical Employes' and Independent Workers' Parliament, has asked leading producers for details of their plans for the coming year.

"The industry," he also has addressed Eric Johnston, Motion Picture Association of America president, seeking similar information from the production programs in British of MPAA's member companies.

"Division, diversity and—in certain quarters—deliberate ignorance are the characteristics of the industry at the present time, and any government in the circumstances would be entitled to write off such an industry as a pet," was the opening passage in the letter.

O'Brien further warned the industry that new forms of taxation might be introduced in the next budget; something on the lines of the Dalton duties, he said. He did not dismiss either the possibility that the entertainment tax might be increased.

French Costs, Admissions Up

Washington, Dec. 19.—Cost of French film production has risen sharply, according to the U.S. Commerce Department.

Film chief Nathan D. Golden said that there was no war premium for French film production up to an average cost of $78,700.000 per picture. In the like period, 1948, the cost was $74,000.000. During the first half of this year, five films costing over 100,000,000 francs were produced, against only one in the first six months of 1950.

Golden also reported a continued rise in admission prices through the third quarter of 1951, with some first-run theatres boosting prices from 225 to 300 francs and one theatre raising its top price from 300 to 400 francs.

U.K. Booking Policy On 'Caruso' Queried

London, Dec. 19.—Second-run exhibitors here have complained to the Cinematograph Trade Union of an Association's general purposes committee that M-G-M's highly successful "The Great Caruso" is banned from second-run theaters due to authorization on the ABC circuit after negotiations for second-runs had taken place.

The subsequent-run exhibitors aver that their arrangements were made on the assumption that the first runs would be given more favorable terms in one week's engagement only. A CEA deputation is to see Sam Eckman, Jr., M-G-M's managing director here, to discuss the company's booking policy.

US-Type P.C.A.

(Continued from page 1)
give guidance on films and their treatment.

The committee was set up in Aug., 1949 to study and make recommendations for developing a domestic film industry. After extensive study hearings and field investigations, it made recommendations in a 339-page report.

Other recommendations were these: a uniform entertainment tax; establishment of a Film Finance Corp.; safeguards to imports to import up to $294.000 of studio equipment annually; general licensing of up to 240,000,000 feet of raw stock each year; an 18-member statutory Filmm Council to advise the government on film matters; steps to boost domestic production of raw stock; and an Export Corporation to explore the possibility of marketing Indian films in English-speaking areas.

May Delay Johnston Trip

Although it is not certain that Eric Johnston, president of the Motion Picture Association of America president, will postpone his scheduled Jan. 15 departure for a three to four-week tour of South America, or possibly to Argentina, this will put off the trip until the winter. In the year, sources close to Johnston say, he and his wife will spend several months in South America as less pressing than domestic problems.

Wilby to South America

Robert Wilby of Atlanta, a Theatre Owners of America representative on the Council of Motion Picture Organizations executive board, has informed the TOA that he will be unable to attend the World Congress, Dec. 14-15, in Cannes. Following the meeting, Wilby said he will be in South America at that time. It is expected that Wilby will name an alternate to participate in the COMPO meeting.

Mexican Bank Reports

MEXICO CITY, Dec. 19.—The semi-official Mexico Nacional Cinemagrá- fico, S. A., issued its four-week reports, loans, credits and discounts totaling $1,612,399.42 in its latest ba- lance sheets.

Mr. Exhibitor—Are You Doing All You Can on the 1951 ‘Christmas Salute’ to the Variety Clubs-Will Rogers Hospital?
Happy Picture! Happy Patrons Warner Bros. take exceptional delight in announcing the Trade Showings Jan.9th of

CARY GRANT
and
BETSY DRAKE

in
"ROOM FOR ONE MORE"

SCREEN PLAY BY
JACK ROSE, AND MELVILLE SHAVELSON
PRODUCED BY
HENRY BLANKE, NORMAN TAG
DIRECTED BY
JACK ROSE, NO MELVILLE

MUSIC BY MAX STEINER

ALBANY
Warner Screening Room 110 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room 107 Walton St. • 2:00 P.M.

BOSTON
895 Screening Room 125 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room 464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room 301 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room 1327 S. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Pl. Screening Room Palace Pl. Ring, E. 6th • 8:30 P.M.

CLEVELAND
Warner Screening Room 1300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room 1803 Wood St. • 5:30 A.M.

DENVER
Paramount Screening Room 1910 State St. • 3:00 P.M.

DES MOINES
Paramount Screening Room 1135 High St. • 12:45 P.M.

DETROIT
Film Exchange Building 2230 Cass Ave. • 2:00 P.M.

DENVER
20th Century-Fox Screening Room 1910 State St. • 3:00 P.M.

INDIANAPOLIS
Paramount Screening Room 310 W. Illinois St. • 1:20 P.M.

JACKSONVILLE
20th Century-Fox Screening Room 310 W. Liberty St. • 1:20 P.M.

MEMPHIS
20th Century-Fox Screening Room 117 E. Fourth St. • 8:00 P.M.

MILWAUKEE
Warner Theatre Screening Room 212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room 1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room 70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room 203 Liberty St. • 8:00 P.M.
It's all about those wonderful male-plus-female things that make wedding bells ring with laughter!
Who...

? ARE the year's most
? successful personalities
? in Motion Pictures,
? Television and Radio—
Now being audited for

The Hall of FAME*

?—WHO ARE the top stars, producers, directors . . .
? Which companies distributed or broadcast the year's
? successes . . . In the vernacular of the amusement
? industries, who are the HOT names to watch for

By far the most widely quoted of all trade polls in the
entertainment industries, the findings of FAME reach
more than 47 million people (after allowing for dupli-
cation between the coverages of newspapers, magazines,
radio and TV).

The FAME polls for this year's audit of personalities in
the fields of motion pictures, radio and television now are
in active process of fact-finding. The forthcoming an-
nouncements of the results will have an even greater
significance than ever before.

* "The Hall of FAME" is one of the exclusive
departments cumulatively presented each
year in FAME—the authentic record referred
to for many purposes throughout every year
by numerous writers of articles, and by pro-
ducers, sponsors and various others. It is one
of the reasons why the trade and public
influences of FAME continue to be so wide-
spread and unique.
Television--Radio

Comment and Opinion

THIS promises to be a lively and exciting Christmas for the radio and television audience. With the networks outdoing another to put outstanding entertainment on the air, many of the traditional radio offerings this year have been shifted to the TV screen.

U. S. Steel, for example, sponsor of radio's important and popular "Theatre Guild on the Air," marks its entry into the television field via NBC for this Christmas Day presentation of Charles Dickens' "A Christmas Carol." To make the occasion something special, Sir Ralph Richardson is being flown over from England especially to take the part of Scrooge in the beloved classic.

On NBC, Charles Laughton invites the TV audience to a long-hour reading session and there will be pickups of various Christmas services, including one from St. Patrick's Cathedral in New York. NBC, too, has an ambitious schedule lined up.

The various networks will carry President Truman's Christmas Eve address. On CBS Radio that same night, the Lux Radio Theatre will present Walt Disney's version of "Alice in Wonderland." Disney also does a Christmas show on the TV net. CBS and NBC have scheduled pickups from various churches, including one from St. Patrick's Cathedral in New York.

Despite rather obvious hesitancy, the film industry is steadily drawing closer to television and using the medium to exploit its pictures. Last night, Samuel Goldwyn went on the air over television station KNXT in Los Angeles to show excerpts from five of his pictures, including course of his latest, "I Want You." Goldwyn believes in grabbing the bull by the horns. The experiment will be watched with interest.

The Dinah Shore Show, a recent addition to the NBC-TV program schedule, turns out to be one of the most pleasant and attractive of his kind on the air. The twice-weekly 15-minute bit of song and dance, originating from the Coast, is packed with entertainment value and sparkles in a medium that thrives on simplicity, providing the performer has something to offer. Miss Shore has one great talent—she can sing. And that's exactly what she does on her show which occasionally also offers unprecedented production numbers. Radio, records or TV—it looks as if Dinah just can't fail.

Studies continue to indicate a steady comeback of radio and the public seems to know it. A recent survey found the percentage of those who thought television would replace radio had dropped from 52.3 per cent in 1949 to only 23.2 per cent by November, 1951. This proves just one thing—television, while still attractive to a lot of people, is not making any real progress. And the reasons are plain. Encumbered by constant reminders of the need to appear in his pictures, including course of his latest, "I Want You." Goldwyn believes in grabbing the bull by the horns. The experiment will be watched with interest.

The new format on the air is the exception rather than the rule these days. The old is still good, but the serious drain on the performers' material is beginning to show. This year has been true of the show of Shows and was brought home forcefully again last week on the Ed Sullivan Toast of the Town show and the Jack Benny program. The guest star who, one hopes, has brought along some fresh material, takes over. And the man with the top billing is reduced to a master-of-ceremonies.

Lots of new radio and television shows going on the air, and some look promising. There's Roy Rogers making his TV debut December 30 in his own series, and "Pandora Monroe goes on NBC Radio January 5. Ralph Edwards coming back over NBC-TV January 7 and a week later, the network enters its much-anticipated "Traveling" early eveningspot. CBS Radio introduces the Peggy Lee Show December 25 and "The People Act" January 6. "ABC-TV" brings radio's "The Greatest Story Ever Told" to a new medium next Sunday.

Liggett & Myers Tobacco Co. unveiled its first filmed TV version of "Daggett" over NBC-TV Sunday. If the series manages to maintain the level of suspense created on that starter, it may well become TV's leading crime thriller show.
No three words ever meant so much to so many people...and to so many EXHIBITORS!

"I WANT YOU"

(from SAMUEL GOLDFYN) comes the most moving story of our day

starring

DANA ANDREWS · DOROTHY MCGUIRE
FARLEY GRANGER · PEGGY DOW

with ROBERT KEITH · MILDRED DUNNOCK · RAY COLLINS

Directed by MARK ROBSON · Screenplay by IRWIN SHAW

Distributed by RKO RADIO PICTURES Inc.
is committed to 27 feature releases, with some reissues in addition. Warner's statement today also listed 14 productions which have been completed for release in 1952. In announcing the pool of 47 properties, Warner stated: "There has been a certain amount of puzzlement and confusion in this industry during the past few years, but the important factor about the present market, known to us and certainly no secret to other producers, is that only fine entertainment does fine business."

The whole industry should be encouraged by the quality of improvements in pictures and business returns during the past few months, Warner stated.

"We are prepared to embark on one of the most ambitious production schedules in the history of our studio, and one that we strongly feel will be eminently successful," said Warner. The history of the industry has been marked with many trying periods from time-to-time. This will not be the first time that the screen has triumphantly weathered adverse conditions. Our formula is a simple one. We look forward to 1952 as a year of tremendous work which will be followed by gratifying rewards for us and the entire industry, if we key our thinking to one word—entertainment," said Warner.

"We intend to keep pace with the current high standard of film entertainment," he continued.

"Never before has there been such a vital need for a solid and close pro-

A New Idea: Summer, Winter Theatre

Knoxville, Tenn., Dec. 19—Plans have been announced for production of a "convertible" theater here, one that can be "open air" in summer and then closed in winter by motioning the side shutters. To be constructed by Dr. Paul Soper, University of Tennessee theater director, the theater will be called "The Carousel." Featuring seats arranged in circles, the heathly seating will hold 250. Additional heavy draperies or curtains will increase warmth in winter.

Name Winners in WB New Jersey Drive

Frank J. Damis, general manager of Warner Brothers New Jersey theaters, with headquarters in Newark, has announced the winners of the "Frank J. Damis Showmanship Awards" climaxing a three months drive during September, October and November. The drive, given to our 47 sections, with five prizes in each section. Winners in the first group were: Theodore J. Morgan, in the Tri-State, Jersey City; second and third resulted in a tie between George Birk, in the New York area, and Bernard Silverman of the Branford, Newark; fourth place went to William Weiss, Montauk, Passaic, and fifth to Michael DeDanko of the DeWitt, Bayonne. Winners in the second group were: Adolph Finkelstein, Embassy, Old Bridge Story, Water, Ridge wood; Jack Conklin, Mayfair, Newark; Jack Barrett, Wellmont, Mont- baum and Sam Roth, Baker, Dover. Third group winners were: Robert Phillips, Warner, Harrison; Herman Axelrod, Fabian, Hoboken; Morton Bratter, Millburn, Millburn; William Waldron, Central, Newark and Frank Flowman, Capitol, Belleville. Only one prize in the fourth group was won by the Franklin Theatre, Nutley with Frank Flowman as manager.

Promote 'Distance Drums'

Warner Brothers has prepared a special eight-page, two-color brochure in connection with distribution of United States Pictures production of "Distance Drums," starring Gary Cooper. The booklet is reaching millions of readers through distribution to thousands of schools, colleges, libraries, civic and community groups.

New Review

"Lone Star"
(Metrogoldwyn-Mayer)

CLARK GABLE is back in a lusty, hard-hitting adventure drama with historical overtones. With a story woven around Jesse James-Texas in 1845, the film has a cast of high-power boxoffice names. Ava Gardner, playing a local newspaper editor, provides the romantic corner of a triangle that is quite capable of qualifying Gable and Crawford. Both Bette Davis and more as ex-president Andrew Jackson, and Beulah Bondi, as a friend of the former president.

In the shadow of the larger struggle, the differences between Gable and Crawford are settled fictitiously to the former’s advantage. Z. Wayne Griffin produced and Vincent Sherman directed, from the screenplay by Borden Chase. Running time, 94 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Review

"Lone Star"
(Metrogoldwyn-Mayer)

CLARK GABLE is back in a lusty, hard-hitting adventure drama with historical overtones. With a story woven around Jesse James-Texas in 1845, the film has a cast of high-power boxoffice names. Ava Gardner, playing a local newspaper editor, provides the romantic corner of a triangle that is quite capable of qualifying Gable and Crawford. Both Bette Davis and more as ex-president Andrew Jackson, and Beulah Bondi, as a friend of the former president.

In the shadow of the larger struggle, the differences between Gable and Crawford are settled fictitiously to the former’s advantage. Z. Wayne Griffin produced and Vincent Sherman directed, from the screenplay by Borden Chase. Running time, 94 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

ALTEC SERVICE COMPANY

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man and the organisation behind him

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.
TRI ART COLOR CORPORATION

Is proud to have participated in this Historic Achievement

THE FIRST FEATURE MOTION PICTURE IN THE NEW EASTMAN NEGATIVE-POSITIVE COLOR PROCESS.
ALL COLOR DEVELOPING AND PRINTING

Done at
TRI ART COLOR CORPORATION

We urge you to see

Royal Journey

in

Produced by the NATIONAL FILM BOARD of Canada

TRI ART COLOR CORPORATION

A Subsidiary of Du Art Film Laboratories, Inc.
245 WEST 55th STREET, NEW YORK, N. Y.
TODAY MARKS THE OPENING OF STANLEY KRAMER'S FIRST PRODUCTION FOR COLUMBIA

**Death of a Salesman**

New-Style Ad Campaign Is Due for Compo

The Council of Motion Picture Organizations’ executive board at its annual meeting here on Feb. 14 will discuss, among other things, new proposals for conducting a box-office-stimulating contest for the public and a newly-conceived, 1952 nationwide newspaper advertising campaign, COMPO officials indicated here yesterday.

Experts in the contest field, it was reported, are studying the problem for a mutual determination at a date impossible to fix at this juncture. There is a strong probability that such a contest, whatever its complexion, will be a whole-sale modification of the “Star Makers’ Contest” initially sponsored by Bernard B. Goldenson, president of United Paramount Theatres.

The 1952 newspaper advertising (Continued on page 2)

’51 Compo Revenue Around $160,000

As the end of the year approaches, the Council of Motion Picture Organizations’ treasury records show receipts from exhibitors to total $75,000 and from producer-distributors, $85,000. The exhibitors’ contributions to the all-industry agency are equal to 25 per cent of the anticipated $300,000 based on one-tenth of one per cent of 1951 feature film rentals.

The producer-distributor’s contributions (Continued on page 2)

Broidy Is Nominated MPIC Vice-President

Hollywood, Dec. 20.—Steve Broi- dy, Monogram Pictures president, last night was nominated as vice-president of the Motion Picture Industry Council here to succeed incumbent Con- tinent Lessing on the latter’s succession to the presidency succeeding Allen Rikik, whose term expires in February. Under MPIC’s rotating execu- (Continued on page 2)

RCA TV Now In More Than 50 Theatres

CAMPBELL, N. J., Dec. 20.—More than 50 theatres in the U. S. are now supplied with RCA television equipment, it was disclosed today in a year-end report released by Martin F. Bennett, RCA theatre TV sales manager.

This growth, declared Ben- nett, “justifies forecasts made some time ago that theatre capable of seating approximately 200,000 would be equipped with theatre television by early 1952.”

The RCA TV equipped theatres, RCA’s sales manager reported, extend (Continued on page 4)

Blumberg Drive To Be Extended

“The Nate J. Blumberg Anni- versary Drive,” starting Dec. 30 and continuing for 17 weeks until May 3, has been extended to include all foreign countries throughout the world where Universal-International pictures are exhibited, except those countries under “Curtain,” Alfred E. Daff, director of world sales of Uni- versal reports.

American, Aboaf, foreign sales man-agers (Continued on page 2)

TNT to Line Up Others For Rose Bowl Game

Under the terms of Harris P. Wolf- berg’s deal with Theatre Network Television to televise the forthcoming Rose Bowl football game in Wolf- berg’s Broadway Theatre in Denver, from 20 to 25 per cent of the gross will go to the Rose Bowl committee, Wolfberg disclosed here.

At the same time, Nathan Halpern, TNT president, revealed that TNT has procured exclusive TV rights to the annual classic starring Illinois versus Stanford. Halpern stated that TNT is now in the pro- cess of selling the event to other theatres.

Wolfberg, who arrived here Wed-nesday to contest 20th Century-Fox’s bid to build a theatre in Denver, said (Continued on page 4)

20th’s Profits End Need for ’51 Pay Cuts

Six Months’ Reductions Will Be Repaid to 130

Twentieth Century-Fox’s profits for the last half of the current year eliminate the need for the voluntary salary reductions, ranging from 25 to 50 per cent, which 130 company executives agreed to as of July 1 last. Spyros P. Skou- ras, 20th-Fox president, an- nounced here yesterday.

The salary cuts for the six months period will be repaid on Dec. 29, Skouras said. However, the voluntary pay cut plan will be continued as origi- nally designed through next year and in 1953. Should company profits again (Continued on page 2)

CBS-TV in Deal for 17 Korda Pictures

The sale of TV rights to 17 recent Sir Alexander Korda productions to CBS-TV was disclosed here yester- day.

The deal was definitely confirmed by Noel Meadow, national publicity director of Snader Productions. All the pictures, Meadow stated, were made after 1949, running up to 1951. The sum of money involved goes into six figures, it was learned. Neither CBS-TV nor Meadow would give out (Continued on page 4)

Penna. Firm Files $5,775,000 Suit

PHILADELPHIA, Dec. 20.—A $5,775,- 000 triple damage anti-trust suit was filed in Federal District Court here against seven distributors by the Nor- man Amusement Co. and its owners, the six Schlosky brothers, Abe, Lewis, David, Benjamin, Thomas and Na- than, and their wives, charging con- spiracy to withhold first run product (Continued on page 2)

Wolfberg

Schwalberg Heads Sales Managers Unit

A. W. Schwalberg, president of Paramount Film Distributing Corp., was elected chairman of the industry’s General Sales Managers’ Committee at a dinner meeting of the group Wednes- day evening at the “21” Club. Schwal- berg, whose term of office is one year, suc- ceeds Ben Kal- manson of War- ner Brothers.

Present at the dinner in addition to Kalmanson and Schwalberg were (Continued on page 4)

Popcorn Production Down 21% This Year

Washington, Dec. 20.—Pop- corn production this year is about 21 per cent below last year’s, the Agriculture Department reported here. It said growers in 11 commercial producing states for which official estimates are made produced about 122,000,000 pounds of popcorn this year, which is 21 per cent below the 224,000,000 pounds har- vested in 1950.
Personal Mention

CONSTANTINE J. BASIL, head of the Basil circuit in Buffalo, and his wife took advantage of a week's vacation to spend a few days in Paris, where they are expected back in the spring.

ALFRED CROWN, Samuel Goldwyn Productions sales vice-president, will leave New York early in December for a three-week trip to South America.

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, is back in New York from Cuba and Mexico.

MAX BERCUT, Warner Brothers field publicist, will leave San Francisco for Los Angeles today.

WILLIAM H. WRIGHT, producer, will leave the Coast today by plane for Lawrenceburg, Ind.

Little Carnegie Is New York's Latest


The new house will be operated by Jean Goldsmith, former owner of the Carney Schwartz. Admission prices have not been set.

Balaban Sees Truman

WASHINGTON, Dec. 20.—Paramount Pictures has announced that Barney Balaban was a White House caller today. He told reporters he had paid President Truman a courtesy visit. Balaban was in town to make a presentation last night to the New York Avenue Presbyterian Church of the original manuscript of Lincoln's first draft of the Emancipation Proclamation. He was also scheduled to announce setting up a fund to make available a copy of the manuscript to the person best carrying out the spirit of the proclamation.

Hall Holiday Plans

To accommodate holiday audiences New York's radio and newspaper men have scheduled extra performances of its famous Christmas show beginning Saturday with doors opening at 8 A.M.; Sunday, 11:30 A.M.; Monday and Tuesday, 9:45 A.M.; Wednesday and Thursday, 7:45 A.M.; and Saturday, Dec. 28 at 8 A.M.

No Paper Published Monday or Tuesday

In view of the four-day Christmas holiday which will be observed generally by the film industry, "Motion Picture Daily" will not be published on Monday or Tuesday.

New-Style Ad Campaign Due

(Continued from page 1)

campaign is envisioned along lines that differ somewhat from those of the original program. Advertisers will be used in the amount of $600,000. Next year the companies will rotate copies, planning a different campaign each season, but incorporating an industry message at the same time.

The 1952 ad campaign is designed to have a two-year over a six-month period to establish a new advertising campaign. The Goldeneldon "Star Makers' Contest" idea was adopted in principle each year and a different trend was included in the contest, according to the head of his own advertising agency. The original plan involved production of a series of special programs about which would have projected the program to the Hollywood area where some objections were registered. It is understood advertising directors of the major companies also entertained an occasional reservation about the over-all campaign.

The executive board will also discuss an extension of the tours evolved to the South by C. S. Fulmer of the New York area. Unlike the 1951 campaign the new plan calls for a staggered system running over a period of weeks rather than an uninterrupted run to compress the tour into one week.

Also to be taken up is the problem of the industry's new advertising campaign, directing publicity originating in Hollywood and an accompanying method, the need for the industry to correct or refine publicity if it requires are covered.

Arrangements for a new Hollywood week are to be made by the company and include distribution as well as production and exhibition also will be on the agenda for discussion.

Rounding out the two-day parley will be an election of COMPO officers for the ensuing year and an expenditure of financial problems.

20th's Profits

(Continued from page 1)

warrant, the cuts would be reapplied at the next year.

In a letter to company executives, Scouras thanked his colleagues for their cooperation in the six-month period beginning July 1, and such a result is a tangible indication that when your company is faced with a serious problem you and your associates can be counted upon to work and strive to help the company surmount it.

To the optimists of the future of 20th Century-Fox, with every executive continuing his participation in the six-month period as effectively as he has in the past six months. Our difficulties are not behind us. Production costs are still excessive, a situation that prevents decent office levels.

The plan will remain open to all on a tentative basis through January 1952, under the original terms. This provides for reductions on weekly salaries ranging from $500 to $3,000 per cent; from $1,000 to $2,000, 25 per cent; over $2,000, 50 per cent. Reinstatement of the reductions is based on the basis of cooperation in the future of the corporation to but not exceeding the salary reduction.

Blumberg Drive

(Continued from page 1)

ager, will head the foreign section of the worldwide sales drive in honor of the inauguration of United Artists Pictures, which is the first of a series of special events planned by the company to commemorate its 40th anniversary, a producing and distributing company.

The winning foreign manager in the foreign phase of the "Blumberg Drive" will be presented in New York and Hollywood which will be part of the cash awards to be distributed to the winning managers.

Compo Revenue

(Continued from page 1)

tions equal about 28 per cent of the anticipated $300,000 which would match exhibition's share.

COMPO's over-all program for the first nine months of 1952 have a total flow of dollars; hence a discussion of finances will figure importantly at the meeting. The plan will be announced at the New York meeting of the COMPO executive board.

Also on the agenda of the producer-distributors is the $600,000 pledge to the newspaper campaign this year for "Movietime U.S. A." Exhibitors, in the aggregate, spent about $300,000 for "Movietime."
WARrior Sheik and Desert Beauty in a Tale of Fiery Love and High Adventure!

Flame of Araby
Color by Technicolor

Starring
MAUREEN O’HARA • JEFF CHANDLER
with SUSAN CABOT • LON CHANEY • BUDDY BAER

SEE: the beautiful captives of the Corsair slave mart!
SEE: the spectacular wild horse herds of Arabia!
SEE: savage warfare of the desert legions!

SPECIAL This is the first motion picture in history on which genuine FULL COLOR LOBBY STILLS are available at a moderate price! (Ask to see them at your National Screen Exchange.)

U-I Makes the Money-Makers!

Story and Screenplay by GERALD DRAYSON ADAMS • Directed by CHARLES LAMONT • Produced by LEONARD GOLDSTEIN • A Universal-International Picture
Paramount to Start Eight

Hollywood, Dec. 20.—Paramount has scheduled eight top productions for filming during the first three months of the new year. Five will have color in Technicolor. Starting dates are:


Jan. 14—George Pal’s “War of the Worlds,” Technicolor, based on the H. G. Wells science-fiction story clas- sic. Byron Haskin will direct. Lee Remick has been set for a top role.

Jan. 21— “Stalag 17,” with Billy Wilder as the producer-director and a cast including William Holden, Don Taylor, Cy Howard and Robert Strauss.


Feb. 20.—The Pine-Thomas “Tropic Zone,” Technicolor, with Rhonda Fleming as the star. An all-color film based on Vivian Markas’ novel, which will be filmed at the story’s locale in Hon- duras. Lewis R. Foster will direct.


Schwalberg Heads

(Continued from page 1)

general sales managers Abe Montague, Columbus; Al Lichtman, 20th Century-Fox; William Rodgers and Charles M. Reagan, Metro-Goldwyn- Mayer; Robert Mochrie, RKO Pic- tures; William Heimann, United Artists, and Charles Pullman, Universal.

Also attending were Ned Depinet, president of RKO; Martin Quigley, John J. Wynne, vice-president, Universal; William Gehring, assistant sales manager of 20th Century-Fox; Bernard Stanford, manager of UA; Bernard Goodman, assistant to Kalinzenon, and Monroe Goodman, assistant to Schwalberg.

New NPA Priority Order
Favors Theatre Equipment

WASHINGTON, Dec. 20.—The National Production Authority today gave valuable priority assistance to theatre owners and manufacturers of theatre equipment. Under a new regula- tion, firms can obtain materials needed for installation of equipment in existing buildings on a priority basis, without going to NPA, so long as the materials needed are less than two tons of carbon steel and 200 pounds of copper products, and no addition to the building is involved. Moreover, the installation job would be limited to a $1,000 cost.

Further help could be obtained under certain circumstances, but the firm would have to apply to NPA.

NPA officials said this regulation was designed to make theatre operation, new equipment, or any other equipment, so long as the cost and materials limits were met. At present, such installations could go forward under the construction order, which provides the same materials limitations, but in order for the theatre equipment to be installed, the firm would have to get the products itself through private chan- nels, if possible. In many instances, this procedure could be used to get a priority to get the materials.

As such, it is expected that an amendment to NPA’s regulations No. 5, which governs materials for maintenance, re- pair and operating. This regulation also permitted permits for such purposes. The new angle is adding certification for installation work, too.

NPA officials said, as it now shapes up, an exhibitor or manufacturer could spend up to $1,000 for any equipment under the order, but in many cases it as a material addition, another $1,000 to install it, providing the materials limitations were met. In addition, another $1,000 could be spent on maintenance and repair work. All of this could be done on a self-certifying priority basis, without going to NPA.

If one wanted to get priorities for more materials and if one MRO order were extended, the firm would be able to ask NPA for further priority help. Each firm has an MRO quota of up to $5,000 worth of materials used on maintenance, repair and operating in 1950.

This week it was announced that there is a conflict between the installation provisions of the MRO order and the construction order, the former would govern.

RKO Stresses Color in ’52

RKO Pictures will, like several other major companies, stress color in its forthcoming features. When RKO released “The Holiday,” as in the period from January to July of this year the company released two color feature pictures. When “The Best of Everything” and Samuel Goldwyn’s “Up in Arms”—it will release eight in color in the same period of 1952. All are said to be high-budget productions and will be done in three color processes, ac- cording to C. J. Tevlin, vice-president for production.


Jan. 6 ‘Parade’ Story
To Promote Musicals

Parade, the picture magazine which is published in 36 Sunday newspapers through- out the country, will run, with its issue of Jan. 6 a profusely illustrated article “Get Ready for ‘Parade.’” The article is de- voted to the big motion pic- ture musicals that are coming up in 1952.

Korda Film Deal
(Continued from page 1)

more exact figures. Meadow emphasized that under no circumstances would any of the 17 pictures be shown before a home-deviation before “saturation” is reached through theatrical release.

From other sources it was learned that the 17 films represent $11,000,000 in production costs.

A “Wooden Horse” to Kick-off

Outlining some of the terms of the deal, Noel said, the kick-off Korda film would be “The Wooden Horse,” on which TV in New York as yet to have their theatrical release, but those re- lease dates are being pushed so that Snader Productions could have them clear for TV distribution, it was learned.

Included in the deal are the follow- ing Korda films: “The Wooden Horse,” which went into national release in March, “Man in the Dough,” which is now in release; “The Angel With The Trumpet,” which opened yesterday at New York’s 66th Street Playhouse; “The Hide- out”; “Ronnie Prince Charles”; “Flesh and Blood”; “The Small, Dark Room”; TV of “Courten Street”; “Wonder Boy”; and “Inter- rupted Journey.” The following re- leases also are included: “The Woman from Dobyn,” and “Saints and Sin- ners.”

Services for Reddish

Baltimore, Dec. 20.—Funeral serv- ices for Gilbert W. Reddish, 46, who for over 30 years had been the head of the Frank Durecke Enterprises here, were held here this morning. Reddish was office manager at the time of his death, which was due to heart trouble. The widow and two children survive.

St. Paul; Capitol and Warner, Wash- ington; Rivoli, Toledo; Carlton, Pro-vidence; Warner’s San Francisco; John- town, Marbro, Crown, Chicago; Gra- nada, Santa Barbara; Paramount, Huntington, Park, Cal.; Paramount,

Rose Bowl Game
(Continued from page 1)

the desirability of installing theatre TV in- stallations. Some said that he would probably leave for home today by plane. Wolfberg explained that the plans he regarded to see were away on Christmas holiday vacations.

A second theatre TV installation in Denver is planned by Wolfberg. He has ordered Paramount theatre TV equipment for the Paramount Theatre, Denver, and plans to use the Cin- 1952.”

Network television shows as an ad- junct to motion pictures fare in Den- ver. It is firmly believed by executives will be a hit. He said approaches to NBC so far have been favorably received and that his Denver circuit is in commu- nication with the National Broad- casters Association in favor of the An- thrax in order to get its clearance. A TVA spokesman, in re- sponse to a query, confirmed that he has received Wolfberg’s letter and stated that it was “under considera- tion.”

The TVA spokesman, George Hel- ler, executive secretary of the organ- ization, stated however that he doubtful whether his TVA would give its okay. Heller stated that a provi- sion in TVA’s contract forbid- networks to employ stations which charge regular admission prices. When asked whether an additional compensation agreement could be worked out, Heller acknowledged it could be possible. He stated that TVA’s board of directors would take up the issue “eventually.”
Theatres Slow In Taking TV Of Rose Bowl

Non-Exclusivity Held A Reason for Reluctance

Sales resistance on the part of exhibitors to Theatre Network Television's offering of the New Year's Day Rose Bowl game at Pasadena, Cal., is indicated by slow acceptance of this first trans-Continental offering for theatre TV to date.

TNT announced that Sherrill Corvin's Orpheum Theatre, Los Angeles, will carry the event, while Harris P. Wolfberg disclosed earlier that his Broadway Theatre, Denver, Col., wants the game and San Francisco. No other theatres are known to have asked for the game up to this time.

The reasons advanced by exhibitors with TV-equipped theatres for their hesitation in signing up for the program include the following:
1) The program will be a non-exclusive for theatre TV and experience (Continued on page 2)

Snader Sells 18 Films to WLW-TV

CINCINNATI, Dec. 25. — The purchase of 18 feature films from Snader Productions by WLW-TV was announced here by Bernie Barth, assistant to the vice-president in charge of TV for the Crosley Broadcasting Corp.

Included in the deal, which is similar to the Snader-CBS-TV network contract, are 13 Sir Alexander Korda (Continued on page 2)

Denver TV Station Sought by Wolfberg

Denver, Dec. 25.—The Denver Television Co. has been formed by Harris P. Wolfberg and his son John Wolfberg, president and vice-president of the Wolfberg circuit respectively, in the hope of procuring a license to operate a television station here. The Federal Communications Commission is expected to begin hearings on Denver applications in April or May.

Allied Board Meets Feb. 4; Report on TV Films Slated

Feb. 4-6 have been set for the national Allied board meeting in Washington, and an agenda for the annual gathering is currently in the preparation under the supervision of Aaran P. Myers, Allied board chairman and general counsel.

Expected to be given agenda priority is a report by board member Jack Kirsic, president of Allied Theatres of Illinois, on the reaction of the present TV network distribution companies to his bid last week for "frank and straightforward" statements on the issue of films for television.

Election of Allied officers for the coming year also will be held at the board meeting, with Snader, president of Allied New Jersey and coordinator of New York Allied Film Committee, is viewed as the likely candidate to succeed Treuman T. Rembusch as president of the national exhibitor organization. Also to be featured are reports by various Allied committees, including the Film Committee, which is concerned with the "dollars and cents" aspects of trade practice problems. One of the most significant disclosures due to come out of the meeting is the nature of the arbitration plan Myers has been drafting. The plan will be submitted to the distributors following examination of it by the Allied board.

Christmas Pay Hike For Col. Workers

Just prior to the Christmas holiday, Columbia Pictures' 32 home office "white collar" workers received retroactive pay checks totaling more than $12,500 under a new wage raise agreement between the company and IATSE Motion Picture Home Office Employees Local No. H-63.

The contract, the first "1A" pact to cover the Columbia employees, provides for a 10 per cent general wage increase and expires Aug. 31, 1953.

R. M. Mose, H-63 executive vice-president, who reported the contract signing, said the union closed.

M-G-M Will Release 14 in Four Months

Fourteen pictures have been tentatively scheduled by M-G-M for release during the first four months of 1952. Charles M. Reigan, company sales executive who will become distribution vice-president at the turn of the year, has announced. Three of the 14 will be in color by Technicolor and one in Ansco color.

For purposes of comparison, the company pointed out that from Jan. 1 to May 1, 1951, 13 features, three in Technicolor and one partly in Technicolor, were released. The month-by-month schedule thus...

FCC Extends Time to Oppose Intervention

WASHINGTON, Dec. 25.—Federal Communications Commissioner Walker has granted United Paramount Theatres, American Broadcasting Co. and other parties opposing the intervention in the FCC hearings of the Fanchon and Marco companies additional time in which to file statements opposing intervention of the Fanchon and Marco companies in the coming FCC hearings.

DeRochemont and Burma in Deal

WASHINGTON, Dec. 25.—The Economic Co-operation Administration has entered into a highly unusual contract with the government of Burma and Louis De Rochemont for developing a Burmese film industry.

Under the contract, it is understood, the Burmese government and ECA guarantee De Rochemont convertibility into dollars of between $200,000...

Newsreel Promotion Drive Begun by Para.

The heaviest promotion campaign for newsreels ever undertaken by Paramount was launched this week with the distribution to exhibitors of a 16-page brochure entitled, "The Truth About Newsreels."

Although designed primarily to sell Paramount News, the illustrated brochure is made up to underline the importance of any newsreel in the pre...

M-G-M Invites First-Run Bids On 'Quo Vadis'

Tests to Date Show It Grossing Above 'GWTV'

Based on experience obtained to date in the test engagements of "Quo Vadis" which have been under way since mid-November, M-G-M informs exhibitors in an advertisement appearing in this issue of Motion Picture Daily that the picture is now ready to receive offers for first-run exhibition of the picture in cities of approximately 100,000 or more population.

Metro-Goldwyn informs exhibitors that, "except in unusual situations, better results will be obtained by a continuous performance policy" and, accordingly, it does not recommend a reserved seat policy for the picture.

The company states that it believes the soundest plan of distribution calls for openings first in the exchange centers...

Schine Seeks to Avoid US Action

Schine attorneys are attempting to stave off a possible government move in the courts to force divestiture of seven Schine theatres under the terms of the court's consent decree.

Holding up agreement on a new extension, it was reported, are a number of new government proposals which differ from the terms of the original decree. The last extension expired Dec. 17.
Slow Taking Rose Bowl TV  
(Continued from page 1)

has shown that what's offered free to home sets is difficult to sell in theaters at admission prices; particularly, circumstances indicate that prices should be advanced to accommodate film production.

2.) New Year's Day is normally a good business day for theaters and strong film attractions, booked earlier in the season, would, in case side-tracked through the early evening hours, the best box-office business period, to accommodate the Pacific Coast game.

3.) The percentage of theatre receipts to be paid for the program, or cost of rental, for color-calibre film attractions, would shelve profit prospects to the vanishing point for most theaters.

A survey here of various circuits disclosed that United Paramount Theatres feels that the event loses its attractiveness to theaters as long as it is being shown on home TV—in this case NBC-TV. A spokesman for United charitably said he was glad the NTN was offering the event and expressed disinterest because of the strong New Year's Day film attraction. Loew's Brothers here said that they had not yet been offered the game by TNT and only their own interest was at stake. It was felt, among circuit executives, that the event would be of chief interest to the West and Midwest, rather than in the East.

It was learned that because of the single channel available from West to the added attractions, the NBC-TV network, it was understood, will allow theaters to tap its channels for the telecast. Therefore it will be the same television camera record on both home video and large-screen TV.

Milwaukee's Warner, Riverside Will Not TV Rose Bowl Game  

MILWAUKEE, Dec. 25.—Warner Theatre and Standard's Riverside Theatre were not interested in the Rose Bowl game because Milwaukee's only channel station, WTMJ-TV, is interested in the event. Management says that otherwise it would have liked to.

Los Angeles' Orpheum Theatre Preparing Exposition of Game  

Hollywood, Dec. 25.—The Orpheum, the only Los Angeles theatre equipped for big-screen television, will show the New Year's Day Rose Bowl football game unless an unexpected hitch in negotiations develops. Owner Sherrill Corwin is away from the city, but the staff is proceeding with preparations for exploiting the attraction. Admission price will be $1.25, including tax.

Eastown, Michigan in Detroit Will Not Televise Coast Game  

Detroit, Dec. 25.—Neither of the two theatres here that are equipped for television will televise the Rose Bowl game. Earl J. Hudson, president of United Detroit Theatres, said the game would not be shown at UDT's Michigan theatre. "Why should we charge for something which will be televised on a national network?" he pointed out.

Wispers and Wetsman's Eastown theatre will not televise the game, although officials declined comment on their reasons.

Rule Abbott, Costello Be Examined Here  

Federal Judge Vincent Zenbell has ruled that Abbott and Costello, and all others involved, must come to New York to be examined before trial by Louis Nizer, attorney for the plaintiffs, before the U.S. Supreme Court. Universal shall be subjected to examination. The judge set Jan 21 as the week in which Abbott and Costello must appear in New York for examination.

The action was instituted by Abbott and Costello in United Artists, charging various accounting and damages of $9,000,000.

Drake to Benagoss Ad Publicity Post  

Herb Drake, former general representative for Orson Welles, who was at one time associated with the Boys' Own Band, is now engaged by Benagoss Productions for the forthcoming film, "The Green Glove," it was announced here.

William Sherman Dies  

William Sherman, independent exhibitor of Bloomfield, Mo., brother of Benagoss' Joseph Sherman, head of RKO Theatres, died on Dec. 19.

Long Park Suit Examination Is Set  

The examination of top officers of RKO Amusement Corp., including president Sol A. Schwartz, in connection with the Long Park dividend suit is to appear before the New York State Supreme Court.

The Long Park Amusement Corp. brought suit for $35,700, claiming the defendants, after giving 250 shares of Class B stock in Trenor-New Brunswick Theatres were sold to RKO in Sept. 1948, Long Park is a theatre-holding corporation controlled by Walter Reade Theatres.

Local 230 Adds Two  

Local No. 230 of AFL's Sign Picture and Display Union has added two more film offices to its jurisdiction. The office, headed by president of Loew's Theatres and Loew's International here in a National Labor Relations Board election. No other union had opposed Local 230 in the balloting.

McCaffrey Names Heide  

Jack Heide, Jr., has been appointed vice-president and sales manager of Films-for-Industry, it was disclosed by W. M. McCaffrey, head of the company.

Newsread Parade  

C Kreic, newsread highlights in the list of U. S. prisoners in Korea, Christmas stories, fashions and sports. Complete contents follow.


PARAMOUNT NEWS, NO. 26—U. S. troops in Europe have received Nobel Prize. A new tiny ear trumpet has been invented. C. S. Forester's "G. I. Joe" captives in Korea.

TELENEWS DIGEST, NO. 2, B—Christ- 
mas with and without Red. Red report Gen. Dean alive. Bethlehem where Christ was born.


Snader in TV Deal  
(Continued from page 1)

productions, two J. Arthur Rank films and an RKO release, the distribution rights of which are now in the hands of Snader Productions.

The release of recent productions, made from 1949 to 1951, and include "The Wooden Horse," "Seaspray," "Here Come the Waves," "Wonder Boy" and "The Hideout." The RKO film is "Forever and A Day," which was originally released in 1945, and has been shown in other areas in New York.

In New York, Snader Productions presently handles only films sold to home TV will first be distributed for theatrical showing.

Barry Snader's first NBC-TV would start showing the films Feb. 1.
Supplementing the Recent Announcement of the Sales Plan for M-G-M’s Famed Screen Triumph

**QUO VADIS**

The public has spoken. “QUO VADIS” has had its first contact with the paying customers and a new Giant takes its place in box-office history. In the following report, M-G-M seeks to acquaint the trade with its experience thus far, in the belief that it will be of benefit to all who will play “QUO VADIS” in the future.

The quickest way to understand “QUO VADIS” business is to compare it with “GONE WITH THE WIND.” In the World Premiere engagement of “Q. V.” at the Astor and Capitol Theatres in New York, it is doing 107.3% of “GWTW” which played the same theatres. After almost five weeks, the total gross receipts, excluding federal admission taxes, of the two theatres playing “Q.V.” is $455,841 as against $424,734, for “GWTW” for the same length of time in the same two theatres. These gross receipts of $455,841 for “Q.V.” at the Astor and Capitol are based upon admission prices as follows: at the Astor matinees (Mon. through Fri.) $1.25 and $1.80; evenings and Sunday matinees $1.80 to $2.40; Saturday matinees $1.50 to $1.80. The admission prices at the Capitol Theatre during the period of the above gross receipts were as follows: Monday to Friday 95¢ to $1.80; Saturday from $1.25 to $1.80 and Sunday from $1.50 to $1.80. “Q.V.” is playing on a twice daily, reserved seat policy at the Astor and on a continuous run policy at the Capitol. All admission prices in this report include federal and local taxes.

(Continued)
In Los Angeles “Q.V.” is playing at the United Artists Theatre on a continuous policy, and at the Four Star Theatre on a twice daily, reserved seat policy. Since “GWTW” did not play at the Four Star, it is only possible to make the comparison with its business at the United Artists where it did play. In this theatre with 11 days completed “Q.V.” is ahead of “GWTW,” doing 104.3% of the latter’s business. In this period “Q.V.” did $49,553 and “GWTW” did $47,527. This gross of $49,553 for “Q.V.” at the United Artists Theatre is based upon a matinee admission price of 90¢ on Monday through Saturday and $1.50 for evenings and all day on Sundays and holidays.

“Q.V.” is now being played in Loew theatres, in six representative cities across the country. With the completion of two full weeks of engagements “Q.V.” has amassed a gross, excluding taxes, of $342,965 compared to “GWTW’s” gross, excluding taxes, in the same six cities of $384,996. It is to be borne in mind that three of the cities where “Q.V.” is playing are in the South and it was not expected that the gross of “GWTW” could be equalled there. However, in the three northern cities “Q.V.” topped “GWTW.”

We are furnishing below the detailed results in three of these situations which we believe are typical and representative of a cross-section of the country.

In Pittsburgh, “GWTW” grossed $88,720 in 22 days; “Q.V.” for the same
period grossed $99,242 based upon an admission price of 90¢ for matinees (except Sunday $1.10), a night price of $1.25 and 50¢ for children at all times.

In Atlanta "GWTW" grossed $77,575 for 22 days as against $48,114 for "Q.V." with admission prices of 90¢ for matinee, $1.50 at night and 50¢ for children. It will be recalled that "GWTW" had its World Premiere in Atlanta which was the home city of Margaret Mitchell, the author of "GWTW" and the city which is the locale of the story.

In San Francisco "GWTW" grossed $100,666 in 22 days as against $102,312 for the same period for "Q.V." at the same theatre based upon a matinee price of 90¢ (except Saturday and Sunday $1.20), a night price of $1.50 and 50¢ for children there being also in this city a loge price of $1.25 for matinees and $1.80 at night.

Experience in these cities showed that the last feature can best be presented at approximately 9:00 o'clock and that because of the running time of the picture, only a newsreel is called for.

Excellent attendance results are being obtained in all six cities by the fine cooperation of the schools and churches. Many classes come in a body, frequently on school time, with attendance at "QUO VADIS" being considered a phase of class study.

(Continued)
The success of "QUO VADIS" has been thoroughly established. Its healthy challenge to the eminence of "GWTW" is significant for the industry.

We repeat the thought previously expressed that the initial engagements of "QUO VADIS" should be confined to first runs in cities of approximately 100,000 population. We believe that the soundest plan of distribution is to open this picture first in the exchange center of each area in the United States.

These engagements should provide us with experiences which will demonstrate a fair basis of merchandising this tremendous and costly production. This procedure should indicate the proper manner of distribution which we are sure will meet with the general approval of our customers. We are, therefore, not now prepared to consider additional engagements.

Theatre owners generally know best the admission prices under which this picture should be exhibited in their theatres. No exhibitor is required to furnish us with his proposed admission price. He may do so if he believes we will thereby be in a better position to evaluate his offer.

We have had sufficient experience to satisfy us that except in unusual situations, better results will be obtained by a continuous performance policy. Accordingly, we do not recommend a reserved seat policy.

We are now ready to receive offers for the first run exhibition of "QUO VADIS" in situations within the approximate category mentioned above. Any exhibitor having a suitable theatre who is interested in exhibiting the picture in any of those situations should notify our nearest exchange of that interest within seven days after the publication date of this announcement.

His request will receive immediate consideration and the proper form will be forwarded to him on which to make his offer.

LOEW'S INC.
**Review**

**The African Queen**
*(Hollywood-United Artists)*

JOHN HUSTON has fashioned an adventure drama that is rich in character development and imaginative in narrative incident. "The African Queen" is based on C. S. Forester's novel of the same name, the locale being the Royal River of World War I. For the sake of background authenticity, Huston abandoned the comfort of the London studios and ventured in the heart of Africa with crew and cast.

The picture has many strong commercial points, one of the most striking of which is the happy counseling of Humphrey Bogart and Katharine Hepburn in the leads. The color by Technicolor captures with handsome effect the exotic sights of the "Dark Continent." Despite a slightly sluggish beginning the plot builds to a fine crescendo and on the whole should be warmly welcomed by the ticket-buying public.

There is something very lean and functional about the screenplay by James Agee and Huston. The first glimpse catches British missionary Robert Morley and Miss Hepburn, ministering to the spiritual need of the natives. The entrance on the scene of Bogart, skipper of the 30-foot river boat from which the picture draws its title, discloses that he is a man of little polish.

As the story gets underway the Germans put the torch to the native village and inflict a beating on Morley that causes his death. Seeking safety from the Germans, Bogart and Miss Hepburn take to the river on The African Queen. Presently Miss Hepburn hits upon a wild plan to use the Queen to destroy a German gunboat that commands the sole invasion route open to the British forces. The scheme is fantastically daring, since there is not only the uncharted, rapid, stream river to contend with, but also a German fortress, before one can get to Bogart's best reasoned objections, Miss Hepburn wins her point.

Under the long, adventurous voyage each gradually changes the personality of the other—Miss Hepburn becoming emotionally liberated and Bogart emotionally constricted. There are some delicious bits of humor and subtlety to this process of transformation.

The ending sees the gunboat blown up but not quiet as planned. Also not quite as planned is the marriage of Bogart and Miss Hepburn.

The highly proficient acting of the three principals add tang to the proceedings.

An Horizon Pictures presentation, it was produced by S. P. Eagle. Running time, 106 minutes. General audience classification. Release date, not set.

M$-M Will Release

sentation of a balanced film program and 300,000 copies of a music magazine, which points out that per cent of the movie-going public prefers to attend theaters that show new reels, according to a recent survey.

The brochure hits the theory that television has not only the newsreel obligation that "Wide" business for the "Home" period at the Astor and Cineplex, New York, where in just short of five weeks (the picture is now in its 22nd issue) grosses $455,841, exclusive of taxes, against $424,734 for "GWTW." Similar results are reported for Los Angeles, Pittsburgh and San Francisco, but in Atlanta and some other Southern situations "GWTW" ran slightly ahead of "Quo Vadis" for expected reasons.

**Col. Pay Hike**

(Continued from page 1)

two additional agreements which gave raises and retroactive pay checks to the 100 "white collar" workers at Warner Brothers Music Publishing Holding Co., and the 75 similar employees at Robbins-Miller-Feist Music Corp., which is owned by Loc's and 25 Century-Fox. Retroactivity under the two pacts was to last Sept. 1.

**Begin Demolition of Detroit's Downtown**

**Dahlings**

**Begin Demolition of Detroit's Downtown**

**Dahlings**

**Begin Demolition of Detroit's Downtown**

**Dahlings**

**Begin Demolition of Detroit's Downtown**
FWC Gross Is 14% Below '50

HOLLYWOOD, Dec. 25.—President Charles Skouras told Fox West Coast executives, theatre managers and staffs, at the annual holiday dinner meeting here, that 1951 attendance is 17 per cent below 1950, while FWC gross business is off 14 per cent, and net for the entire National Theatres circuit is down nine per cent. The decline would have been more marked were it not for efficient operation and the economics practiced, Skouras said, naming home-television among the chief causes for diminished attendance and declaring that Eidophor big-screen television will play a big part in restoring attendance levels to FWC houses.

Checks Presented

Checks totalling $14,000, representing advances against money earned in the circuit's annual fall drive, insurance refunds and shares in merchandise income, were distributed at the meeting by George Bowser, FWC general manager. A similar distribution of $51,000 has been made in San Francisco to Northern California personnel. Skouras was presented a check for $25,000 representing money collected by theatre managers for Saint Sophia Cathedral fund which he is administering.

Review

"Storm Over Tibet"

(Columbia)

A SINGULARLY good job of blending footage filmed in the Himalayan M. Mountains of Tibet some 15 years ago with scenes and sequences directed in Hollywood recently by Andrew Marten has resulted in a continuously absorbing and frequently exciting picture about an American aviator's trying experience with Buddhist superstition.

The gripping scenes of the gaunt and majestic snow-clad Himalayas showing a band of men struggling against the challenging heights were filmed in the Karakoram region of these mountains at altitudes ranging up to 24,000 feet during the exploration of the International Himalaya expedition under the leadership of Professor G. O. Dyrenforth of Switzerland. The exploitation angles here should be obvious to exhibitors.

The screenplay, by Ivan Tors and Sam Meyer, is not a little far-fetched in its conception that the aviator, a typical American, would succumb to the superstition of a legend that a fierce demon guards the "sacred peak of Amne Manda." Rex Reason in the flyer role becomes convinced that because he violated a property in a Tibetan temple this caused the plane of his friend and fellow flyer, Myron Healey, to crash during the peak. Reason later returns to the U. S. and marries his friend's widow, Diana Douglas, but is so overcome by feelings of guilt that he decides to return with his bride to Tibet to determine if the gods had not meant that he instead of his friend should have perished on the mountain. Joining a scientific expedition they climb the mountain to find the plane wreckage. Of the few men who make the ultimate assault on the peak, only Reason returns alive. This and the philosophic observations of a kindly Buddhist lama serve to rid him of his guilt feelings. A goodly measure of conviction is lent to this story by the competent performances of the cast, which also includes Robert Karnes, Strother Martin, Harold Fong, Harold Dyrenforth, Jarmila Marton, William Schallert, John Dodsworth and M. Conception. This is a Summit Production.

Running time, 87 minutes. General audience classification. For January release.

CHARLES L. FRANK

Sees Growth in Sophistication

HOLLYWOOD, Dec. 25.—Sections of the North, South and Midwest "can no longer be considered rural areas as far as entertainment is concerned," stated Albert Lewin following his return here from a three-week tour promoting M-G-M's "Pandora and the Flying Dutchman."

"Mass population shifts, more convenient air and auto travel, touring concert orchestras, ballet and stock companies, plus improved films have made the so-called small town territories as sophisticated in choice of entertainment as major metropolitan centers," Lewin reported.

Films in particular such as "The Great Caruso," "Hamlet," "Cyrano de Bergerac" and "An American in Paris" are important factors in making residents of the average town as culture-conscious as those in New York or San Francisco, the producer observed.

"Heavy industry growth, improved farm incomes and increased power supply on a national scope have brought the best in entertainment within pocketbook range of individuals of all levels except in isolated hamlets," Lewin held. He bases his facts on his extensive recent COMPO tours in addition to his latest tour.

Douglas Fairbanks, Jr. proudly announces

THE STAGE IS SET...

for a BOLD and VIOLENT love affair!

BETTE DAVIS

GARY MERRILL - EMLYN WILLIAMS

in

"Another Man's Poison"

Holidays Usher in Excellent Business At N. Y. First-runs

Broadway business has rebounded with the advent of Christmas as first-run theatres report robust grosses being registered by the many new films which bowed in for the holidays.

Most theatres, including the Music Hall, Globe, Paramount and Roxy, are opening earlier for the brisk holiday trade and some theatres, such as the Globe, have their regular admission prices. First-run houses charged holiday prices for Christmas and will follow a similar practice New Year's Eve and New Year's Day.

Despite the flurry of snow, sleet and rain the night of Dec. 25 first-run grosses boomed forward from pre-Christmas totals. A big $40,000 is expected to be racked up for the first week of “Death of a Salesman” at the Victoria, while at the Criterion, (Continued on page 11)

Warns of Cuts in Theatre Equipment

WASHINGTON, Dec. 26.—Theatres constructing and manufacturing the equipment of motion picture equipment during 1952 will have to be cut “somewhat” below 1951 levels, National Production Authority officials warned today. In a statement evaluating the materials outlook for next year, Golden (Continued on page 11)

Industry Aid Sought for Civil Defense, Recruiting

Motion picture theatre owners have been requested to go to the aid of the government's civil defense and WAC recruiting programs.

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, wrote yesterday to 100 exhibitors in 68 cities urging them to cooperate with the Civil Defense Administration in the staging and promotion of Civil Defense exhibits in their communities.

The exhibits will be put on by three motorized Civil Defense Convoy vehicles which will tour the country beginning in February. The exhibits, which will be set up in armories or other local community centers, will illustrate the destruction by bombing and will show how to avert chaos after a bombing attack.

Mayer's letter said that it is proposed that prior to the arrival of the convoys in his city, the Mayor will ask one or more outstanding local exhibitors to serve on a committee of

Ned Depinet Is Reelected

Ned E. Depinet was reelected president of RKO Pictures Corp. by the firm's board of directors, which also reelected all officers of the corporation with the exception of assistant treasurer Walter V. Derham, who was retired because of ill health.

Reelected as officers of the corporation were: Noah Dietrich, chairman of the board; J. Miller Walker, vice-president, secretary and general counsel; William H. Clark, treasurer; Garrett Lapidus (Continued on page 11)

Film Delivery Strike Jan. 1 Expected Here

Carriers and AFL Union Negotiations Deadlocked

A strike of deliverymen employed by the 14 film carrier companies which service virtually all theatres in the Independent Film area and outlying districts yesterday was threatened for Jan. 1.

This was reported by Ira Meinhardt, attorney for the carriers. He said a final effort currently is being made to break a deadlock in negotiations with the AFL Teamsters Local No. 817 to which all driver and driver-helpers operating out of the Film Center Building here belong. Prior to a meeting late last night with AFL representatives, Meinhardt expressed doubt that a settlement would be reached in time to avert a walkout on Jan. 1. He added, however, that the carriers' immediate aim was to seek

(Continued on page 6)

Brazilian Quota Law in Effect

WASHINGTON, Dec. 26.—The new Brazilian quota film decree was outlined today by Commerce Department film chief Nathan D. Golden. Article No. 1 of the decree, which went into effect on Nov. 17, provides that all theatres must show at least one domestic film for each eight foreign films. Rentals must be made for the same run as for foreign films, and will include Saturdays and Sun-

(Continued on page 6)

Harvey Reelected Head of N. Cal. ITO

SAN FRANCISCO, Dec. 26.—At the annual meeting of the Independent Theatre Owners of Northern California and Nevada, the following officers were elected for 1952: Rons Harvey (Westland Theatres), president; Homer Tegtmeyer (B. F. Sheeter Co.), vice-president, and Ben Levin (General Theatrical Co.), treasurer. Tegtmeyer was also named the

(Continued on page 11)

Lippert Convention in Chicago Today

Chicago, Dec. 26. — Producers Anthony Hinds, Paul Heinreid and Hall Bartlett, responsible for three features beginning the new season's Lippert releases, will address the Lippert Pictures sales convention at the Blackstone Hotel, Chicago, on Friday morning. The convention will run from tomorrow through Saturday, closing with a banquet at which president Robert T. Lippert will announce winners of the third annual sales drive. General sales manager Arthur Greenblatt will preside over the business sessions.
Personal Mention

F. V. ALLPORT, British management consultant for the Motion Picture Association of America, has arrived here from London for a month’s visit.

Arthur Weinstock of United Artists art director and his wife announce the birth of a baby girl, Lynn Ellen Weinstock, to Dr. and Mrs. Max Weinstock at Eliz-abeth’s Hospital, Elizabeth, N. J.

William M. Levy, assistant to Max Trow, British managing director for Columbia Pictures, has arrived here from London for a vacation.

Law Lewman, Music Corporation of America executive, has returned to Hollywood from New York. He is due back here after Jan. 1.

R. M. Savini, president of Avtor Pictures Corp., returned here from the Swiss congress to spend the holidays with his family.

Ted Peckham, Southern sales representative for Snapper Productions, is here from the South.

Need Arbitration Soon Lamont Says

Albany, N. Y., Dec. 26—“Exhibitors can be thankful Theatre Owners of America is active in the campaign to establish arbitration, because without it, we exhibitors will all go broke,” Harry Lamont, temporary chairman of Albany TOA, said today. “There must be arbitration soon, if they are to survive. The first step in getting ar- bitration is the elimination of the grievance panels function effectively. As Gail Sullivan, executive director, told us, they are the ‘tormentor’ of arbitration. Grievance panels will pro- duce results if individual exhibitors believe so, and make use of them. The local machinery in this area will mesh if the base of membership is sufficient- ly broad and exhibitors come to it in good faith and comply with the major complaints. I believe increased prices should be within its province.

A temporary panel may be Dec. 17 may be expanded to include repre- sentation from the Western district, after a postponed meeting is held at Watervliet in January, he declared.

They are in attendance, Allied, TOA, ITCA, MMPTA and PCC-ITO.

Allied board at a meeting slated for Feb. 4-6 in Washington will discuss an arbitration system plan which Myers has been preparing for submission to the industry.

In his statement, Harvey depleted the taking of “separate roads” by exhibitors toward arbitration. “As an organization man I say, why care for credit if the industry as a whole profits. It appears that the attorneys are running distribution with the result more lawsuits are be- ing filed constantly. It is true there are enough suits filed in the courts right now to bankrupt the industry.”

Mid-South Allied Checks Distributors

Memphis, Dec. 26—Allied TOA of the Mid-South is circulating a question- naire among its members to deter- mine which, if any, of the major distributors are engaging in sales prac- tices regarded as objectionable by the organization.

The following exhibitors are asked to identify the company or companies which are de- manding percentage deals now if they do so and evidence regarding which are increasing their terms for either flat rentals or percentage deals, which are refusing to make “reason- able adjustments,” are forcing pic- tures, pricing pictures according to groups of films offered, insisting on advanced admission prices, requiring competitive bidding, and making pictures available tardily because of “il- legal clearance.”

Blumberg, Bergman Out of Hospitals

Nate J. Blumberg, Universal presi- dent, is recuperating at his residence here following three weeks of observ- ance of a parole order at Doctors Hospi- tal. He is expected back at his, of- fice next week.

Mike Bergman, assistant to Blumberg, also is recuperating at his home following treatment at New York for an illness. He is not expected to return to his office for several weeks.

‘Big Picture’ Bow

A special press preview showing of “The Big Picture,” a front-line report of the Korean war, filmed by the U. S. Army, was will be held here today. Col. Edward M. Kirby, chief of public information, radio and TV, said that the showing of the film will be given its first exclu- sive TV showing over WCBS- TV on Sunday.
BOOM! BOOM! BOOM!

EVERYWHERE!

DISTANT DRUMS

STARRING

GARY COOPER

WITH

MARI ALDON as the captive beauty

AND

RICHARD WEBB

SCREEN PLAY by NIVEN BUSCH and MARTIN RACKIN

PRODUCED by MILTON SPERLING DIRECTED by RAOUl WALSH MUSIC by MAX STEINER

A UNITED STATES PICTURES PRODUCTION PRESENTED BY WARNER BROS.
November, 1952, will tell who's to be the nation's leader but even at year's start, the boxoffice leader is clear. 'Big' pictures

World Pre-Release Engagement
at Radio City Music Hall

Cecil B. DeMille's
The Greatest Show on Earth

Color by Technicolor

Starring BETTY HUTTON, CORNEL WILDE, CHARLTON HESTON, DOROTHY LAMOUR, GLORIA GRAHAME, HENRY WILCOXON, LYLE BETTGER, LAWRENCE TIERNEY, EMMETT KELLY, GUCCIOLA, ANTOINETTE CONCILLO and JAMES STEWART.
only is not a campaign promise but an accomplished fact as these tremendous attractions already indicate the profits Paramount means to you all thru '52.

1952

DEAN MARTIN and JERRY LEWIS in HAL WALLIS' PRODUCTION

SAILOR BEWARE

1952

Bob Hope and Hedy Lamarr in MY FAVORITE SPY

1952

Kirk Douglas, Eleanor Parker, and William Bendix in WILLIAM WYLER'S PRODUCTION OF SIDNEY KINGSLEY'S

Detective Story FROM THE SMASH STAGE SUCCESS!
**NEWS in Brief . . .**

**ATLANTA,** Dec. 26.—At the local Variety Club’s annual dinner last night, the officers installed for 1952 were: John Fulton, re-elected to a second term, chief Barker; A. B. Padgett, first assistant chief Barker; H. T. Eubanks, 1st vice-president; J. T. M. A Barre, dovy boy; Will Davis, property master.

Instead of the usual roll call of directors were: Emyr Austin, Leonard Allen, T. H. Eubanks, Paul Wilson, R. B. Wilby and Joseph Lapidus, Jr. Fred C. Coleman and E. E. Whitaker were named delegates to the International Variety convention, with J. B. Du- mestre appointed secretary.

Guy C. Brown, immediate past chief Barker, was named international can- vasser. Col. William C. McCray, of Dallas, executive director of Variety International, installed the officers.

**HARTFORD,** Dec. 26.—Henry L. Needles, recently-resigned Hartford district manager of National Theatre, now managing director of this city’s new first-run foreign film house, the 700-seat Art, has pushed back opening day of the Art from today till tomorrow.

**DALLAS,** Dec. 26.—Interstate’s downtown Tower Theatre here, closed since March 15 when construction began on the new 2,226-seat Corrigan Tower over it, reopened yesterday, completely re-decorated.

**CHICAGO,** Dec. 26.—Eight more theaters in this exchange area closed recently. They include the Coliseum and Slesser’s Film Theatre; the weekend’s; the Prospect, Mount Prospect; Jarrow, Roseville Center; Ben- senville Coliseum, Anawan; and the Chicago, the Rex, Eagle and Nor- wal.

**BOSTON,** Dec. 26.—The new $1,500,- 000 Jimmy (Cancer) Fund Building in Boston which is to be occupied by a new educational center here in the world devoted entirely to re- search on the cause and cure of cancer in children, will be officially open on Jan. 7. President of the Children’s Cancer Research Foundation announced today. The fund and building was raised by the annual Jimmy Fund drives to which practi- cally every one in the New England industry contributed.

Formal dedication ceremonies will be held in the new auditorium of the building Monday afternoon, Jan. 7, with a citation banquet to be held at the Hotel Statler in the evening. The structure, which will be used for plays and films, is considered the most important building for research in the world.

**HOLLYWOOD,** Dec. 26.—A branch of- fice in Detroit, headed by Richard Bonds, veteran executive, is be- ing established by Jerry Fairbanks Productions, the producer announced here.

First of a number of new offices planned by the producer under the video film division of the studio, the new Detroit branch will be formally opened next week. Additional branches in key cities will be established during a current nationwide tour by Ralph Cattell, vice-president.

**Gross Down, Rentals Up, U. K. Reports**

London, Dec. 26.—The Board of Trade reports a drop in British theatre attendance and grosses during the quar- ter ended June 30, last, as compared with the preceding quarter.

The Board’s Journal said that second quarter attend- ance was 337,290,000 with a gross of $25,652,000, compared with the previous quarter’s 358,615,000 and $27,615,000. The preceding quarter was said for film rental advanced from 31.5 in the first quarter to 36.3 in the second, B.O.T said.

**French Defeat ‘Red’ Move vs. U.S Films**

By HENRY KAHN

**PARIS,** Dec. 26 (By Airmail)—By a vote of 398 to 207, a Communist amendment to a motion picture amendment to the French National Assembly, not- withstanding the struggle against U. S. pictures and against most other foreign films continues.

**Say Talks Lead Nowhere**

The producers here now are saying that talks with representatives of the film industries of the various countries are leading nowhere. They are de- manding that the French government interest in protecting the French film market and limit the number of films received from certain countries to the number of French films taken and distributed in each country. If this threat is car- ried out, the number of English films dubbed into French would be reduced considerably.

France placed very high hopes on a Ventura film, “Nous irons a Paris,” which was dubbed into English, but it had a poor reception in London, much to the disgust of the French. The French government is for peaceful and reciprocal action. Britain, for example, receives 21 dubbing visas per week, while France sends only 3 Oscars and 9 dubbing French films into English but the circuits do not want them. Very few French films reach the provinces, and French theatres show them in the heart of London.

**Have Precedent**

The French have a precedent for applying reciprocal action, having put such a policy into effect in its film dealings with Russia. Up to now, Russia could send any number of films to France, while the Soviet Union took only four French films over a number of years and so it was decided to apply the damper.

**Brazilian Quotas**

(Continued from page 1)

**Delphi Strike (Continued from page 1)**

an extension of the deadline pending further efforts to reach an agreement.

Michael said the employees de- mand an increase in pay of $2.50 per week, plus pay for overtime. The management claimed all overtime remuneration was provided for in their current contract.

Five years ago when the workers were organized in an independent un- ion they called a walk-strike which resulted in the contract being signed.

At that time the exhibitors of the area who were able to man automobiles and trucks undertook to call for their -film at the exchange.

**Lapidus Presiding (Continued from page 1)**


Home office executives attending the meeting will be Norman H. Mosry, short subjects sales manager and presi- dent of Warner Pathé News, and I. F. Dold.
Colorful, Cut-Out DISPLAYS that stand out in your Lobby, Foyer or Out-Front...they need no frame and the beautiful fluorescent-lighted base adds to the SOCK and brings out the COLOR!

Get full details from your NSS Salesman or write your nearest NSS Exchange!
FCC Bid

(Continued from page 1)

mount Pictures, which has already made a frequency bid to the FCC, will join the industry's united front before the FCC. This united front, according to some inside sources, will ask for frequencies on the 10-megacycle band.

Industry sources conceded off probably by Eric Johnston, president of the Motion Picture Association of America, will emphasize to the FCC that the 10-megacycle band is virtually the only one which would allow large-screen television to be shown in theatres with proper reception and audio-visual effects. It was explained, now operate on the four-megacycle band, wholly inadequate for the reception of coaxial cable which reduces the four megacycles. The effect of such transmission was intended, it was pointed out, on large-screen TV is a washboard effect on the image.

Soon after the current holidays, all committee meetings dealing with the FCC approach are expected to meet regularly, with sessions slated in Washington and New York almost daily, one film-Sound systems committee meeting. The approach is being mapped by the MPAA, the Theatre Owners of America, Alliance and other bodies. The inclusive exhibition committee, National Exhibitors, Theatre Television Committee, and the joint television engineers and legal groups.

20th Fox Tells FCC Exclusive Frequencies Is Prime TV Need

Washington, Dec. 26--Twentieth Century-Fox Film Corp. today told the Federal Communications Commission that the prime need of television is for exclusive television frequencies.

Fox said: "The assignment of exclusive channels for television is certain to the most desirable and the prime objective of all the parties seeking the establishment of a theatre television service. It is generally agreed that if television stations could be assigned at or near the frequencies reserved for the development of television, it is believed that all possibilities reasonably related to the establishment of a theatre television service could be considered to be limited in this proceeding, so that, in the event the prime objective may not be attained, lesser objectives will be the commission for consideration."

As did MPAA and TOA, the Fox statement said that at best shared frequencies would be “only a temporary expedient,” and would retard the “free and natural growth of the theatre TV industry and adversely influence the establishment of a truly competitive, nationwide theatre TV service.”

260 TV Films Will Revert to Fairbanks

Hollywood, Dec. 26--In a deal completed with NBC, it was decided that the right to more than 260 TV films made by Jerry Fairbanks Productions for NBC-TV would revert to Fairbanks, thereby making the producer's stockpile of video pictures the largest in the industry. The deal involved several hundred thousand dollars.

Best, Kaplan Get Amo

Chicago, Dec. 26--Sol Best and Maurice Kaplan, owners of the rival Hollis Theatre, have regained control of the Amo Theatre here which they operated during the thirties.

Du Mont TV Revenue Up

Du Mont Television Network's broadcasts reached an approximate $6,000,000 in 1950 to some $13,000,000 in 1951, it was announced in a year end review. Its national affiliations rose from 26 to 38.

Over 1,100 tele-transcriptions were turned out in the year and approximately 4,000,000 feet of negative film and 20,000,000 feet of print film were utilized. This output was responsible for the network's having more than 18,000 individual programs on the 62 stations of the network. A new film department was formed by Du Mont to act as producer and others made for television. In addition, the company said, negotiations are being conducted with several companies for rights to feature shorts.

Korda Film Series Set by WCB-S- TV

WCB-S- TV here disclosed programming plans for the 17 films purchased from Korda productions network from Snader Productions.

The films, 16 of which are Sir Alexander Korda productions, will be shown after Jan. 1 exclusively on New York's CBS outlet on Sunday afternoons.

The lone film which is not a Korda production is "Forever and a Day," which was originally released by RKO in 1943, but whose broadcasting rights are now owned by Snader. As previously announced in Motion Picture Daily, the 17 films were made from 1940 to 1951.

Contrary to a WCB- TV announcement, a spokesman for Snader said all of the Korda films will first be distributed to theatres before they appear here or elsewhere on home TV.

K. C. Theatre Books Rose Bowl Game

The Ashland Theatre, Kansas City, will carry the important events of the Rose Bowl game on Jan. 1, Theatre Network Television disclosed here yesterday.

It was previously announced that Sherrill Corwin's Orpheum Theatre, Los Angeles, will carry the event, while the Broadway Theatre, Denver, disclosed plans to carry the game. It was further stated here that TNT originally secured theatre-TV rights to the event in answer to some specific exhibitor requests, among them Corwin.

Will Show Edithovar In New York in Feb.

Trade demonstrations of 20th Century-Fox's Swiss-developed EdithoR television was scheduled for the 36 Pictures, at an average cost of $1,250,000, the lowest average cost of any year since 1943.
Who...

? ARE the year’s most
? successful personalities
? in Motion Pictures,
? Television and Radio—

Now being audited for

The Hall of FAME*

—WHO ARE the top stars, producers, directors . . .
? Which companies distributed or broadcast the year’s
? successes . . . In the vernacular of the amusement
? industries, who are the HOT names to watch for


By far the most widely quoted of all trade polls in the
entertainment industries, the findings of FAME reach
more than 47 million people (after allowing for duplica-
tion between the coverages of newspapers, magazines,
radio and TV).

The results of the FAME polls now are ready for an-
nouncement. And the “Audit of Personalities” in the fields
of motion pictures, television and radio will have an even
greater significance this year than ever before.

* “The Hall of FAME” is one of the exclusive
departments cumulatively presented each
year in FAME—the authentic record referred
to for many purposes throughout every year
by numerous writers of articles, and by pro-
ducers, sponsors and various others. It is one
of the reasons why the trade and public
influences of FAME continue to be so wide-
spread and unique.
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV. INT'L.</th>
<th>WARNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 18</td>
<td>(Nov. Releases)</td>
<td>THE BAREFOOT MAID</td>
<td>(Color)</td>
<td>Richard Arlen, Kay Francis, Warren William</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 25</td>
<td>(Nov. Releases)</td>
<td>THE BAREFOOT MAID</td>
<td>(Color)</td>
<td>Richard Arlen, Kay Francis, Warren William</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 2</td>
<td>(Nov. Releases)</td>
<td>THE GREAT ADVENTURE</td>
<td>(Color)</td>
<td>Jack Hawkins, Dorothy McDoire, Johnny Weissmuller</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 9</td>
<td>(Nov. Releases)</td>
<td>TALENTED MEN</td>
<td>(Color)</td>
<td>Paul Muni, Ann Blyth, William Tabbert, Walter Abel</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 16</td>
<td>(Nov. Releases)</td>
<td>IN THE SADDLE</td>
<td>(Color)</td>
<td>John Wayne, Andy Devine, Rory Calhoun</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 23</td>
<td>(Nov. Releases)</td>
<td>CALLAWAY WENT THATAWAY</td>
<td>(Color)</td>
<td>Richard Arlen, Kay Francis, Warren William</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 30</td>
<td>(Nov. Releases)</td>
<td>IT'S A BIG COUNTRY</td>
<td>(Color)</td>
<td>Edmund Lowe, Jane Greer, Burt Lancaster</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan. 6</td>
<td>(Jan. Releases)</td>
<td>FOR MEN ONLY</td>
<td>(Color)</td>
<td>Robert Mitchum,1405 George Brent, Virginia Mayo</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan. 13</td>
<td>(Jan. Releases)</td>
<td>INDIAN UPRISING</td>
<td>(Color)</td>
<td>George Montgomery</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan. 20</td>
<td>(Jan. Releases)</td>
<td>STORM OVER TIBET</td>
<td>(Color)</td>
<td>George Brent, Marlowe Wolfson, Charles B. Fitzsimons</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan. 27</td>
<td>(Jan. Releases)</td>
<td>SMOKY CANYON</td>
<td>(Color)</td>
<td>Charles Spring, Patricia Morison</td>
<td>D-90 min.</td>
<td>(213)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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 Book.)
N.Y. Grosses
(Continued from page 1)

Tight Supplies of Nickel, Copper Threaten Photographic Industry

Washington, Dec. 26.—Tight supplies of nickel and copper are causing particular worry to manufacturers of photographic equipment, the National Production Authority was told.

Industry spokesmen met with NPA here and “one committee spokesman,” NPA reported, said “the photographic and motion picture industry feels it will have to shun the use of copper and nickel. The industry also agreed that copper is indispensable to it and that the use of any substitute metal would not be practicable.”

The meeting was called to discuss an NPA-proposed order restricting the use of aluminum in the manufacture of photographic equipment to 35 per cent of consumption in the first half of 1950. Industry forcibly objected to this proposal, declaring that many small companies would have to cut back their labor force sharply. They said the loss in technically-trained manpower would be out of all proportion to the small gain in aluminum saved.

The industry committee urged NPA to recognize the strategic importance of the industry as a source of photographic products and non-photographic equipment for military and war-supporting activities.

NPA officials warned that supplies of copper and nickel will continue tight, and any additional aluminum becoming available from an aluminum expansion program would go into aircraft production.

Nickel shortages are also interfering with production of broadcast transmitting equipment, another industry group told the NPA. “With nickel content alloy, known as nunetal, was the worst bottleneck.”

Eric Pleskow Joins United Artists Here

Eric Pleskow has been named to United Artists foreign sales staff at the home office here by Arnold M. Picker, UA foreign distribution vice-president.

Pleskow was formerly Sol Lesser’s representative in Continental Europe and prior to that was assistant general manager in Germany for the Motion Picture Export Association in 1948-50.

Reel-Est Depinet
(Continued from page 1)

Van Wagner, comptroller; Joseph J. Smith, vice-president; and Edwin J. Smith, jr., assistant treasurer.

Results of the board meeting, which was held here Friday, were made known yesterday.

State, New Bedford; Denver and Es- quaire, Denver; Wisconsin, Milwau- kee; Detroit, Michigan; Augusta, Georgia; Reading, Pa.; Baltimore, Philadelphia; Richmond, Va.; New York; (Philadelphia) and the Tropicana in Chicago. At the Tropicana, which is showing the film on a con- tinuous run make one of its last regular bookings at the ender Mill Mob” at the Fine Arts Theatre registered a good two-day $8,000 following a nice $8,000 for its tenth week, which ended Monday. A satisfactory $4,300 is forecast for the seventh inning of “The Clouded Yellow” at the Park Avenue.

In the fairly good gross category are “The Man With the Cloak” at the Transit 52d Street which is expected to hit $3,000 for its fourth week, and “The Gapping Major” at the Transit-70th Street which is forecast to realize $2,400 for its second running.

An excellent $11,000 is seen for the third week of “Pandora” and the Flying Dutchman” at the Norman- die Theatre.

Decision Before Dawn’ Dated At 26 Key Houses Next Month

Following the New York opening last weekend at the Rivoli Theatre, “Century-Fox’s “Decision Before Dawn’ will be initially booked to 26 key theatres across the nation early next month.

Among the houses offering the production for first 1952 viewing are the Ritz, Globe and Vogue theatres, Los Angeles; Movie World, Seattle; Fox, Philadelphia; Central, Chicago; etc.

Industry Aid
(Continued from page 1)

leading citizens to see that the act- tivities are conducted in a businesslike manner. Also, his letter stated theatres will be asked to show a brief National Screen trailer advertising the campaign.

Meanwhile, plans for the in- dustry’s cooperation with the U. S. Defense Department in the promotion of the enlistment of women in the Armed Forces are expected to be completed Jan. 18 at a luncheon which Defense Secretary Louis will give in the Pentagon at Washington for about 20 leaders of the industry.

This was revealed yesterday by Mayer, who has been in communica- tion on the subject for the last two weeks with Mrs. Anna Rosenberg, Assistant Defense Secretary, and oth- ers of the Defense Department,

COMPO Chosen

Chosen by the Defense Department as the industry’s spokesman, COMPO has sounded out several leaders in all branches of the industry in the manner in which the industry could handle the enlistment, Mayer said, and has been asked to report, for the use of newswires and the pro- duction of a short subject appealing to women to enlist in the various branches of the forces. Mayer said that one big theatre circuit had offered to install enlistment booths in the lobbies of the theatres that took part in the campaign are expected to be put forward at the luncheon.

30,000 More Shares Acquired by Balaban

WASHINGTON, Dec. 26. — Barney Balaban, president of Paramount Pic- tures, has acquired by exercise of op- tion—warrants 30,000 shares of the company’s common stock, it was re- ported. Hereafter, $75,000 worth of securities and Exchange Commission.

Harry M. Warner, Warner Broth- ers president, said the purchase of 300 shares of common stock in November. He holds 28,300 shares of the company’s common stock. The purchase totalled $16,000 worth of shares, it was re- ported. Also reported was the follow- ing: A. H. Blank, director of United Paramount Theatres, made a gift of certificates of interest of UPT com- mon stock, decreasing his direct hold- ings to 3,985 shares.

Theatre Equipment
(Continued from page 1)

said there was only one definite fact in the picture: “As far as civilian pro- duction is concerned, the situation will be back to ‘normal’ by the end of the year. There will be little improvement in supplies before the end of the year.”

He referred specifically to steel, aluminum and copper.

Cut in Copper

Civilian use of copper will be cut back beginning with the second quar- ter of 1952, Golden said. Heaviest hit, he said, will be on construction. “Every effort will be made to allow sufficient copper for construction already underway, but no new construction will be held down to an irreducible minimum,” he stated.

Drivers would be as hard hit as in- door theatres, he indicated.
YOU WILL SOON RECEIVE PHONE CALLS FROM STRANGERS YOU HAVEN'T HEARD FROM IN YEARS!

They'll be calling about the most adult, the most provocative "PHONE CALL FROM A STRANGER", 20th Century-Fox's unusual motion picture on the "Double Standard". (If you don't know what this means, ask your wife—-and then duck!) "PHONE CALL FROM A STRANGER" is in the same high entertainment tradition of "A LETTER TO THREE WIVES" and "ALL ABOUT EVE".

SHELLEY WINTERS as Binky Gay, strip-tease, is devastating.............. GARY MERRILL MICHAEL RENNIE and KEENAN WYNN give the outstanding performances of their careers. BETTE DAVIS as Mrs. Hoke is thrilling as she calls the turn on the male of the species.

"PHONE CALL FROM A STRANGER" IS FOR YOU!

There's No Business Like 20th Century-Fox Business!
No 20th Films For Skiatron, TV: Lichtman

RKO Pictures Studies Skiatron Product Bid

Twentieth Century-Fox will not furnish product for the projected Skiatron subscription home television test in New York City, Al Lichtman, 20th-Fox distribution director, disclosed here yesterday.

At the same time, Lichtman reiterated his company’s position of not furnishing any films to home TV. Similar sentiments of not making films available for that type of television were expressed by Ned E. Depinet, RKO Pictures president.

On the question of the Skiatron bid, Paul Raibourn, Paramount vice-president, refused comment.

Depinet said Skiatron’s letter seeking (Continued on page 2)

20th-Fox to Sift Exhibitor Problems At Jan. Meet Here

Twentieth Century-Fox will hold an annual sales convention at the home office here on Jan. 7-11, it was announced yesterday by Al Lichtman, director of distribution.

Following the pattern of the June convention in Los Angeles, discussions will be held in “round-table” fashion to give individual attention to exhibitor problems of every section of the country as presented by the sales force, Lichtman said.

Attending will be executives of the company’s 31 domestic branch man-

(Continued on page 2)

$4-Million Budget Set by Lippert

CHICAGO, Dec. 27.—Robert L. Lippert, at the first national sales meeting of Lippert Pictures, announced here today that the company’s 1952 production budget will be more than double the 1951 budget of $2,000,000 and that the company will release at least 22 pictures and possibly more than 30 pictures and possibly more than 30 pictures depending on negotiations now...

(Continued on page 2)

Arbitration Is Top Job for ’52: Myers

Washington, Dec. 27. — In the opinion of Abram F. Myers, Allied States general counsel, the top job for the industry in 1952 is “establishing an all-inclusive arbitration system that will benefit exhibitors as well as distributors.”

Arbitration, Myers emphasized, must be all-inclusive—taking in rentals, competitive bidding, print shortages, and other problems as well as a clearance and runs and items that distributors want arbitrated.

Pickman Is Named Paramount V. P.

Jerome Pickman, director of Paramount advertising, publicity and exploitation, has been elected vice-president and a member of the board of directors, it was announced here yesterday by Barney Balaban, Paramount Pictures president, and A. W. Schwalberg, president of Paramount Film Distributing Corp. The action was taken at a special board meeting held...

(Continued on page 2)

‘Streetcar’ Sweeps Film Critics’ Annual Awards

Warner’s “A Streetcar Named Desire” swept three of the four awards for English-language films in the annual voting of the New York Film Critics here yesterday.

“Streetcar” was voted the best picture of the year; Vivien Leigh was voted the best actress for her performance in the picture, and Elia Kazan the best director, for his work in the same production.

Arthur Kennedy was voted best actor of the year for his performance in Universal’s “Bright Victory.”

The fifth and final award went to...

(Continued on page 2)

TOA to Offer Own Blueprint Of Arbitration

Board May Disclose It Ahead of Allied’s Plan

MIAMI, Dec. 27.—Theatre Owners of America has drafted “a detailed and concrete plan” for an industry-wide arbitration system which will be voted on at its mid-winter board meeting in Los Angeles on Jan. 28-31 prior to bringing its annual presentation of distributors and exhibitors, Mitchell Wolfson, TOA president, disclosed here today.

This means that the industry will be presented with at least two independently conceived blueprints for arbitration since Allied States Association is due to come up with one imm-

(Continued on page 2)

Holiday Business At NY First-run Accelerates Pace

Theatre patrons braved cold weather and brisk winds here yesterday to form long lines outside of Radio City Music Hall, where business exemplified the holiday upturn at most Broadway first-run houses. Most theatre managers reported yesterday’s business the best of the Christmas holiday season thus far.

An excellent $24,000 was realized by the Hall for yesterday’s kick-off of the fourth week of “I’ll See You in My Dreams” on screen and the annual Christmas show on stage. The...

(Continued on page 2)

Oscar Oldknow, 52, Dies on the Coast

HOLLYWOOD, Dec. 27.—Oscar S. Oldknow, executive vice-president of National Theatre Supply, died here last night at Cedars of Lebanon Hospital following a cerebral hemorrhage suffered on Sunday. He was 52.

Oldknow, who was in charge of the Western and Southern territories for NTS, entered the industry in 1920 with State Right Films, which handled...
**NY First-Runs**

(Continued from page 1)

Paramount, which has boosted its admission average from $1.25 for the holidays, also had lines of waiting patrons. A robust $46,500 is being registered daily for the first three days of "Double Dynamite" and a stage show headlining Tony Bennett.

"Distant Drums," at the Warners has been maintaining its opening Christmas Day gross of $9,000 for the past two days while standing fourth on the list of the day at the Victoria, which is featuring "Death of a Salesman." The Victoria expected to do better, bringing in $3,000 yesterday.

Business at the Capitol and Astor was described as equivalent to the opening week of "Witness for the Prosecution," in its eighth week at both houses. At the two-a-day Astor, there was a complete sell-out house of $4,500 yesterday and the theatre was 80 per cent filled Wednesday.

Yesterday's matinee of "Detective Story," at the Astor, brought in double the previous day with a fine $10,000 gross for the day estimated. The same situation was reported for "My Favorite Spy" at the Globe where a day's business of $5,493 was forecast.

"Ellopent" at the Roxy, which began last week, showed daily reports of 500 to 600. A top business which would surpass Wednesday's healthy $1,400. Both "Decision Before Dawn" at the Rivoli and "The Great Waltz," at the Gramercy, were also reported doing very well.

**$4-Million Budget**

(Continued from page 1)

going on with independent producers. Dole emphasized the necessity of branch managers and salesmen impressing exhibitors with the exploitation possibilities.

Arthur Greenblatt, vice president in charge of sales, announced the signing of Philip Yordan, author of "Anna Lucasta." Yordan will join the company's story department. It also was announced that Stephen Longstreet will direct "Eye of the Storm," and "Tales of Robinson Crusoe" has been assigned to Curt Neumann.

Other pictures which have been released during the coming year revealed here for the first time today include "The Tall Texan," in the role of a "Gavaron," "Massacre," "City of Sin," "Pirates Gold," "Flanigan's Boy," "Night Train to Paris," "Lady of the Nile," a Carl Foreman story as yet untitled and two more George Raft pictures in addition to "Loan Shark," which is now before the cameras. Marie Weiser, vice president in charge of advertising, spoke on the campaign for "For Men Only" and "Navajo."
From the Studio, the Star, the Producer, the Director of "WINCHESTER '73"...
The greatness...the glory...the fury...of the last Untamed Frontier!

Universal International presents

JAMES STEWART
ARTHUR KENNEDY
JULIA ADAMS
ROCK HUDSON

COLOR BY Technicolor

Bend of the River

Based on the thrilling novel

With LORI NELSON • JAY C. FLIPPEN • STEPIN' FETCHIT

Screenplay by BORDEN CHASE • Directed by ANTHONY MANN • Produced by AARON ROSENBERG

The above two-page spread is an actual reproduction of one of the full-color national magazine ads in U-I's powerful pre-selling campaign. (See next page!)
PHOTOPIAJ
WILL BE PRE-SOLD
WITH 25,496,315
INDIVIDUAL COLOR
ADS REACHING
OVER 75,000,000
READERS OF SEVEN
NATIONAL MAGAZINES Plus
TWO SUNDAY NEWSPAPER
SUPPLEMENTS APPEARING
IN 56 INDIVIDUAL CITIES!

TIMED TO HIT AGAIN AND AGAIN
FOR THAT BIG WASHINGTON'S
BIRTHDAY WEEK-END RELEASE!
Guinness, Neagle Win British Poll

Anne Guinness is the box-office leader among British players, while for the fifth successive year, Anna Neagle is named as the First Lady of Britain’s screen.

A record number of 4,524 theatre managers—representing 98.5 per cent of the 4,576 managers in regular operation there—contributed to the collective verdict in Motion Picture Herald’s annual poll.

Other winners in the British poll were: Jean Simmons, Michael Wilding, Trevor Howard, Patrick Macnee, Joan Collins, Michael Redgrave and Glynis Johns.

Also in the British poll, John Wayne hit his career high in the Western division. But a newcomer, Alan Ladd, ousted James Stewart from second place. Back of the two came Randolph Scott, Roy Rogers, Joel McCrea and Gene Autry. Those cowboys and inurns still draw the crowds in Britain.

'Money Makers'

Making Stars poll of exhibitors is singularly significant in a number of respects. For one, it appears to establish beyond question that the business of the motion picture is by no means as uneasy as the business men who run it. There has been upheaval within the industry, but there has been none within the ranks of the paying public. The public, the poll suggests, has undergone no perceivable change of choice, as to personality, nor of ticketing, as to type of material.

The combined circuit-independent exhibitors vote is broken down in the two respective categories as follows: Circuit vote: John Wayne, Martin and Lewis, Bing Crosby, Betty Grable, Bob Hope, Abbott and Costello, Gregory Peck, Gary Cooper, Mario Lanza, Doris Day.

Independents’ vote: John Wayne, Martin and Lewis, Abbott and Costello, Betty Grable, Bob Hope, Abbott and Costello, Gregory Peck, Gary Cooper, Mario Lanza, Doris Day.

The combined circuit-independent exhibitors vote is broken down in the two respective categories as follows: Circuit vote: John Wayne, Martin and Lewis, Bing Crosby, Betty Grable, Bob Hope, Abbott and Costello, Gregory Peck, Gary Cooper, Mario Lanza, Doris Day.

Independents’ vote: John Wayne, Martin and Lewis, Abbott and Costello, Betty Grable, Bob Hope, Abbott and Costello, Gregory Peck, Gary Cooper, Mario Lanza, Doris Day.

20th-Fox to Sift

Streetcar'

Pickman Is Named
Review

"Boots Malone"
(Columbia)

THE SEAMY side of horse racing is balanced with the fair side in "Boots Malone." The theme has been utilized with skill to serve as an interesting demonstration of what it takes to become an exponent of the sport.

William Holden plays the title role as a jockey who is pretty much down and out but who is still determined to retrace his steps and return to the saddle. He is aided by the fact that he has run away from home to fulfill his ambition to be a jockey.

Holden is reluctantly hired by the greener, younger jockey, who finally relents and starts a long training plan.

Other elements in the story involve the dubious ethics of race track operators. In a slick maneuver a jockey takes over an old mare belonging to track veteran Basil Ruysdael, heading for a scheme to get a new horse for the grand old veteran.

Involved are several intricate manipulations and when finally the horse is obtained there follows the expected climax to the story.

When the big race finally rolls around, Holden finds that he has run afoul of gambling interests. He is ordered to lose the race but after faltering momentarily, Holden decides to win, and face the consequences.

Other aspects of the story include Mr. and Mrs. Ruysdael, the public relations partner, and of course the horse, "Boots Malone." Holden, in his role as jockey, is forced to ride the animal.

At the end of the story, Holden does win the race and is congratulated for his victory. "Boots Malone" is a well-made film and is recommended for the audience.

6 Percentage Suits Filed in Illinois

Springfield, Ill., Dec. 27.—Up to the filing of a stipulation that the "defendants, having accounted to the plaintiff and having paid in full to the plaintiff, are not indebted for, and owe nothing in account on account of the matter set forth in the complaint," six percentage actions brought by six distributors against F. Howard, Frederick Ballard, Joseph Ballard and Clyde S. Metcalf, doing business as Ballard, Horn and Metcalf, have been concluded.

The actions were filed by 20th Century-Fox, Columbia, Paramount, RKO Pictures, Loew's, Columbia and United Artists. The defendants involved are the Luhrs in Edwardsville, Illinois, in Jerseyville and the Girard in Girard

Brown, Hay & Stephens of Springfield, Illinois and Lashly, Lashly & Miller of St. Louis, Missouri represented the distributors with Sargoy & Stein of New York as counsel.

Vucovich and Ortez Sued on Percentages

Pensacola, Dec. 27.—Seven percentage actions were filed here in the Federal Court for Florida. Universal, Warner, Paramount, Loew's, Columbia, RKO Pictures and 20th Century-Fox each filed against Clinton F. Vucovich and Edward P. Ortez, doing business as Independent Theatre Co. The theatres involved are the Pen, Milton, Strand and Sky Chief in Pensacola, and the Twin in Milton, Florida.

Fisher and Heneghan of Pensacola represented the distributors with Sargoy & Stein, New York, as counsel.

Variety to Honor Mullen

Bosworth, Dec. 27.—Martin J. Mullen, president of the Citizens Union of Pennsylvania, and also president of the Children's Cancer Research Foundation, will be honored next Monday for his service to the Citizens Union of New England. Tent No. 23, at a banquet to be held here at the Statler Hotel Monday evening for humanitarian support of the Foundation.

Memorial to Moss Benefits Foundation

A donation to the Foundation of Motion Pictures Pioneers has been made to the memory of the late B. S. Moss, pioneer New York exhibitor-distributor, by a friend of the deceased.

The first donation of its kind to be made to the Foundation, the Pioneers cite it as an appropriate tribute for emulation by other industry members. The act means to perpetuate the memory of others whom they loved or respected.

U.K. Industry Equips Theatre for Princess

London, Dec. 27.—The British film industry's wedding gift to Princess Elizabeth and the Duke of Edinburgh was formally completed by their Royal Highnesses at Clarence House by the presidents of the trade associations and a small delegation of other representatives.

It consists of a fully equipped private theatre seating around 20 people and rented to the Royal Dramatic Theatre, a popular London theatre.

The ABC-UP/ABC contract was signed today by the officials of the theatre company.

Court. Recently, the Justice Department asked the Court to take the case, declaring the lower courts had misinterpreted the high court's Paramount decision and had failed to consider any other private cases throughout the country would be affected.

Defendants State Case

The defendants today declared that the Justice Department was really "seeking to re-establish the rules in this case in the Supreme Court." They said the lower courts had found not only that no conspiracy had been proven but that the claim that there was one was "absurdly" false. It was also pointed out that there was no principle of law established in the Paramount case which requires a result different from that reached by the District Court and affirmed by the Court of Appeals.

Milwaukee Towne Corp. Br'ef Calls Distributors' Cross- Appeal "Brazen"

Washington, Dec. 27.—Milwaukee Towne Corp. today charged that the distributors' cross-appeal to the Supreme Court was a "brazen appeal to this court to reverse its decision in the Park case." A bitterly worded brief by attorney Thomas C. McConnell, who handled the Jackson Park case as well as the Milwaukee Towne litigation, said the distributors "want to change well-established rules as to the proof of the amount of damages so that the record has been upon itself some $330,000 of damage suits can avoid liability under the anti-trust law.

Charging the distributors with "flagrant misstatements" and "extravagant and utterly false assertions," McConnell said the evidence in the damage cases was based on the experience of two comparable theatres in every way in the standard leading by the high court in the Jackson Park case.

NBC Will Salute 'Movietime' In Weekend Broadcast

National Broadcasting Co., in association with the Council of Motion Picture Organizations, will salute the "Movietime U.S.A." this weekend with a half-hour broadcast devoted to the past, present and future of the motion picture industry.

The program, which will be heard over the NBC Network on Saturday and Sunday at 1:30 P.M. will be narrated by William Holden. It will include interviews with Mary Pickford, Marlene Dietrich, Mae West, Gloria Swanson and Bing Crosby.

The program will be produced by Burt Eastham, Paramount's radio contact, and Burroughs Prince of NBC.

Highlights of some of Hollywood's greatest films will constitute a major portion of the program with actual sound tracks being used. Among the pictures to be heard are "The Jazz Singer," "Cleopatra," "The Mating Call," "It Happened One Night," "The Loyal Woman," "Go West Young Man," "All Quiet on the Western Front," "Mrs. Miniver," "Sunset Boulevard," "Going My Way" and "A Place in the Sun."