Aboaf Says
Quality Films To Boost '55 Foreign Gross
Sees U.S. Boxoffice Climb Being Reflected Globally
By MURRAY HOROWITZ
The greater number of quality pictures now in release in the U.S. and in production will result in an expansion of business for U.S. film companies in the foreign market in 1955. It was predicted here at the weekend by Americo Aboaf, vice-president and sales manager of Universal International Films, Inc.
Aboaf, pointing out that in general the foreign market is from five to six months behind the domestic market in its release schedule, forecast that the (Continued on page 7)

UK Takes 6 In Brit. Poll
By PETER BURNUP
LONDON, Jan. 2—Six of the 12 biggest grossing pictures in England in 1954 were British-made, with "Doctor in the House" in the No. One spot, according to the annual boxoffice survey conducted by "Motion Picture Herald" here.
In the order of vote-pulling, the (Continued on page 6)

FOR THE RECORD
Motion Picture Daily Presents The Box Office Hits of 1954
Apache (U.A.) Living It Up (Par.)
The Caine Mutiny (Col.) Magnificent Obsession (U-I)
Dragnet (W.B.) Mogambo (MGM)
The Egyptian (20th-Fox) Rear Window (Par.)
The Glenn Miller Story (U-I) The Robe (20th-Fox)
Gone With the Wind (MGM) Seven Brides for Seven Brothers (Reissue) (MGM)
The High and the Mighty (W.B.) Three Coins in the Fountain (20th-Fox)
Hondo (W.B.) On the Waterfront (Col.)
How to Marry a Millionaire White Christmas (Par.)

[The pictures above are listed alphabetically by title.]

In D.C. Spotlight
Laws Affecting Industry Face New Congress
Labor, Anti-Trust, Tax Changes on the Agenda
By J. A. OTTEN
WASHINGTON, Jan. 2—Like most recent years, tax, labor and anti-trust law changes hold the center of the stage for the coming Congress.
In the tax field, Congress seems fairly certain to go along with an administration request for another year's extension of the 52 per cent corporate tax rate, which otherwise would drop to 47 per cent on April 1. There'll also be a disposition to go along with the expected request for extension of existing excise tax rates on liquor, gas and tobacco, with some

NBC Tieup On 'Oscar'
From The DAILY Burron
HOLLYWOOD, Jan. 2—Possibility that NBC will use the Academy's annual announcement of award nominations as the framework or substance of a 90-minute "Spectacular" was seen in a weekend disclosure that the Academy had signed a six-year contract with NBC for telecasting and

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

ADVERTISED IN THE JAN. ISSUE OF SEVENTEEN
For more than 4,000,000 readers to see!
Easy Fund Received
£2,750,518 in Year
Ending on July 31

By WILLIAM PAY

LONDON, Jan. 2.—The fourth repor t issued by the Eady Fund shows that in the year ending July 31, 1954, exhibitors paid into the Fund under the Eady levy £2,750,518 with £2,372,756 in the previous year.

At the current rate of exchange, one pound equals 20.25 American cents.

The increase of £17,792, says the report, is probably due partly to the new Eady Fund and partly towards the end of the Centenary year, and more co-operation from exhibitors. It is also evidence of a further reduction in non-cooperative distributors; i.e., exhibitors who refused to obey the law.

1,404 Films Involved

A total of £2,498,187 has been disbursed to producers-distributors. Of this, £2,231,880 has been paid to 55 recipients in respect of 679 films exceeding 3,000 feet, and £266,307 to 91 recipients in respect of 725 films of 3,000 feet and under. A further disbursement of about £11,147 remains to be made.

Principal payments were made as follows: Exclusive films, £884,437; non-exclusive films—British Lion, £409,235; Associated British-Pathé, £236,747; Independent Film Distributors, £132,931; Erno Films, £20,818.

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

Ray Smith Joining Denver “Workshop”

Ray Smith, vice-president of James town Amusement Co., has been added to the exhibitor panel for M-G-M’s “This Is the Best Selling Weekend” on Jan. 12 at the Cosmopolitan Hotel, according to Mike Simons, director of customer relations for the film company.

New BO Gains Seen by Commerce Dept.

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

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

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

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

Personal Mention

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

ROBERT DORFALL, of the Universal Pictures service department, is the father of a son born last week to Miss Joyce Dorfall, who is at Lawrence hospital in Bronxville.

LEO S. SAMUEL, Buena Vista president; CHARLES LEY, publicity director, and JAMES O’GARA, special home office representative, will leave here today for Canada.

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

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

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

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

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

JERRY LEWIS arrived in New York Friday from the West.

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

MOSS HART has arrived here from the Coast.

FRANK McNAUGHTON, director, has left here for Italy.

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

Pearson, Former Pathe Official, Dies

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

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

Host Shakespeare Unit

The Shakespearewrights, only permanent unit of the Motion Picture Foundation company playing to metropolitan New York audiences, will be guests of Twentieth Century-Fox today at a special screening of the CinemaScope drama, "Prince of Players."
Never mind the "blue sky"... stick to realities and your audience will, too.

When your patrons are in their seats, your screen has their 100% undivided attention... and that's the kind of "sell" an advertiser dreams about.

So use this 100% attention to greatest advantage by selling all your shows in advance... features, promotions and special shows.

Contact your N.S.S. Salesman today, and profit by the power-packed sales possibilities of your theatre screen!
Coast Festival Planned to Accent Individual Talents

By SAMUEL D. BERNs

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

The time is ripe for Hollywood to reproduce to a greater extent the best in the industry, from the humblest to the greatest, in submitting product to all of the film festivals held throughout the world, Greenspan added.

"The problems are many, but the resolution to conduct an affair of this sort, stage-managed by the best brains in the film industry, could not only increase our prestige in the foreign markets, but also give the public a better idea of the important roles played by the industry as an artist as an adjunct to the U. S. State Department's program," Greenspan added.

Smith, Golden Concur

Andrew W. Smith, Jr., who recently resigned as chief of the motion picture service for the United States Information Agency, as well as Nathan D. Goldstone of the U. S. Commerce Department, have urged the MPIC to carry out its aim for the festival.

Although there is little likelihood that 18 in U-I Cutting Rooms; a Record

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

Four of the pictures are in color by Technicolor and CinemaScope, eight others are in color, five are black and white, and exclusive 2D is in black and white.

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

Black and white films include "The Shrike," "The Looting," "Six Bridges Over the River," and "Aubert and Costello in the Mummy." The 3-D production is "Revenge of the Creature."

New Columbia Title

Columbia has selected "Bring Your Smile Along" as the release title of the Technicolor musical, previously known as "Here Comes the Bride." Frankline Laine, Keeie Brasselle and Connie Towers have the top roles.

"Americano' Opens Jan. 19


Laub Appointed RKO Assistant Counsel

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

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

Allentown Drive-in Opens to Manos, Inc.

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

R. E. Decker, which will use the Technicolor two-speaker stereophonic speaker sound system, will be opened on or about March 15. It will be enlarged to 1,000 car capacity.

Wins 'Heart' Contest

Mrs. Bert Bloom of Dorchester, Mass., was named the winner of the "Heart" contest in the recent "Letter writing" contest via the CBS-TV coast-to-coast "Big Payoff" program. She was selected from 2,000 entries of week's all-expense paid trip to Bermuda. A duplicate grand prize is to be presented to Max Nayor, manager of the Metropolitan Theatre in Boston.
Will project any ratio Anamorphic print.

SUPERSCOPE

The widely acclaimed Tushinsky-Superscope Variable Anamorphic lens—can now be purchased for the amazingly new low price of:

$395 PER PAIR

effective immediately

THE SAME LENS • THE SAME FEATURES • THE SAME HIGH QUALITY

All Sales on a Direct Factory to Exhibitor Basis... IMMEDIATE DELIVERY!

Our appreciation to NATIONAL SCREEN SERVICE for relinquishing its exclusive distribution rights. This gesture and world-wide acceptance of the Superscope lens permit this new price.

Howard Hughes’ JANE RUSSELL starring film "UNDERWATER!"
which co-stars GILBERT ROLAND • RICHARD EGAN and LORI NELSON An RKO Radio Production

Harold Hecht’s GARY COOPER • BURT LANCASTER starring film "VERA CRUZ"
which co-stars DENISE DARCEL • CESAR ROMERO A Hecht-Lancaster Production For United Artists release

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

All sales F.O.B. Los Angeles. Enclose $100 for each pair of SUPERSCOPE lenses ordered—the balance C.O.D. Specify shipping instructions, Railway Express, Air Express or Air Freight.
Good Business

Ushers in 1955

Across Nation

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

In Chicago, the Loop crowds which swarmed to the First National Christmas Day to view the fresh film fare which originated in the majority of houses at that time continued to fill "42nd Street" throughout the week, continuing through New Year's Eve and New Year's Day despite a day or two of extremely inclement weather.

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

From New Orleans, the Motion Picture Daily correspondent reported that the exchange officials, telling of experiences in the territory, found business very steady throughout the week, most of exchange officials being subscribed to by such circuit executives as Gaston J. Durect, Jr., president and general manager of the Century Theatres and Joy X. Houck, president of Joy's Theatres, Inc.

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

Baltimore first-run situations reported business mixed, that is some situations were better than previous week, not of exchange officials was subscribed to by such circuit executives as Mr. Durect, Jr., and Mr. Houck, and the exchange officials reported that first-run exhibitors encountered a weather setback in rain early in the Christmas week, but Boxing Day on Dec. 27 and better weather revived the box-office.

Exchange Employees

Approve of New Pact

The terms of the new two-year national exchange contract which goes into effect on New Year's Day were received by employees represented by the IATSE in the front and back office exchanges. It was reported here by a union representative.

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

The two-year pact, which calls for an increase of 10% a week, per employee, retroactive to Dec. 1, and a reduction of the work week from 40 to 35 hours, 20 to 15, and a reduction of work days to three, was approved by the union officials stated. Many of the exchange locals now feel that the IA international and management know how aware that the branches and exchanges in the U.S. play important parts in the motion picture business, he said.

The national exchange contract, which also provides improvement in severance pay clauses has been signed by Hal S. Brann, IA president, IATSE, 20th Century-Fox, Paramount, Universal, Warner Brothers, National Screen Service, Republic, RKO Radio Pictures and Columbia.

FRANK O. PINYONS: William Holden claims the Motion Picture Association would be wise in selecting additional top talent personalities for several world tours during the year similar to his recent junket which he told exhibitors on behalf of "MGM's" pictures on the recent "Walt Disneyland Experiences barrier to new faces being known, and is starting a stock company to groom young contract players..." Paul F. Healy, favor's actual location of Boys, No. 2, for his "Oakland" in Copenhagen's next year in Denmark... Pier Angel is destined to win top dramatic roles... Actors are getting the "director bug." Trying their hand at both sides of the camera are Edward O'Brien, Mark Stevens and Bud Lancaster, Lancaster dual-colored "The Kentuckian," but will just merge his next one, a Michener tale titled "Until They Say..." Mel Shavelson and Jack Lord, ex-Warner's, are making "Hawaii," re-style Bob Hope's future film projects in partnership association as writers-producer-director with the comedian... John Sturges has the town buzzing with his suspended direction of MGM's "Bad Day at Black Rock."}

"Rick" Ricketson claims the two most successful theatres in the world are the Radio City Music Hall and the Fox in Sydney, Neb., because they have a set policy... MGM's Frank Whitbeck told National Theatres conventioners "I don't think your trouble lies in advertising. I think we've lost touch with the public because we've lost the knack of showmanship. What you need are stunts, gags and gimmicks." The 

DRUM BEATERS: Hal Wallace: Martin & Lewis starters, "Three Ring Circus," is getting the guidance of Knighlighers press rep, Fran Bradon, to set up the national campaign... Gary Cooper took the Southern route for a five- or four-day tour to give "Vera Cruz" a proper introduction. Success of early shows finally finished making "Strange Lady in Town" for Warners, and is out playing for Israel Bonds... Perry Lieber started a vogue with the "Hausel and Gross" show, "The Egyptian Theatre, Thousand Oaks, are all-star fanfaron, with, "The daily newspaper is still the best medium of selling pictures..." Ai Lichtman says, "Give the public a show better than anyone else could offer them..." The newspaper is the key to success. A big theatre re-modeling and building program will get underway in '55 to give the public the tops in service and comfort for the top pictures that are on the way."

American Airlines will get into the act with some new DC-7's, and the Flamingo Hotel, Las Vegas, will also catch the eye of the paying customer with its new atmosphere... Fredric March, star of "Franz and the Golden Era of entertainment is well..."

Jan. 7 starts First MGM "Celebration"

M-G-M's first big splash in connection with its "Motion Picture Theatre Celebration" will get underway in New York, Wls., and continue for two weeks of activity, according to an announcement by Mr. Pinelons.

With "Bad Day at Black Rock" slated to open at the Bay Theatre in the town, Jan. 21, and "Green Fire" starring Russell Johnson, will follow, the theatre city, same date, theatre interests in Green Bay have indicated they will dress up the city with special lights, confetti and nearby communities to the importance of motion pictures in general. The first official State act to spark Paramount Sets Tour For 'Bridge' Makers

Producers William Perlberg and George Seaton of Paramount's "The Bridges at Toko-Ri" have scheduled a "Bridge" promo tour of the West Coast for January, with the added plus of additional impetus to the regional openings of their Technicolor feature.

The film makers will be in Chicago on Jan. 9; Detroit, Jan. 11; Cleveland, Jan. 12; New York, Jan. 13 and 14; Baltimore, Jan. 17; Philadelphia, Jan. 18; and Washington, Jan. 19 through 21. Following the three-week run off the Green Bay jubilee activity is the official proclamation signed by Robert C. Zimmerman, assistant senatorial aide, declaring January as "Go-to-the-Movies Month."
Congress

(Continued from page 1)

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

Some Benefits Likely

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

The administration is also reported to be considering asking Congress to ease the taxation of capital gains, something that might work for advantage to all industries, and also to provide special tax relief for actors, lawyers and others who earn substantial incomes. Both proposals would face tough sledding in the Democratic Congress.

Minimum Wage Law Eyed

The Labor Department has reportedly been trying to sell the President on urging Congress to change federal minimum wage law to retail and service trades, including theatres. The present minimum is 75 cents an hour. There may also be an attempt for some changes in the Taft-Hartley law, including the right to strike for civic organizations. The Department has been urged to join the unions in union shop studios very soon after they start working.

In the anti-trust field, there will be new attempts to enact legislation boosting the maximum fine for anti-trust violations, which is now under $50,000. There will likely be other measures to form Federal statute of limitations for private anti-trust suits. Moreover, the Senate Judiciary Committee has under consideration proposals for a full-scale investigation of phononation and other programs for pay-as-you-see television.

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

Some senators favor a revival of the special Southern subcommittee studying juvenile delinquency and if this group should be revived it could quite easily turn its attention to film programs containing scenes of juvenile delinquency and business from the last subcommittee. Several groups may look at various aspects of the Senate

Eisenhower Message

Thursday May Avoid
Film Commitments

From THE DAILY Bureau

WASHINGTON, Jan. 2 — President Eisenhower's State of the Union Message to Congress on Thursday will contain a strong warning to industry leaders to consider expanding the coverage of the minimum wage law, but not detail exactly what the administration wants to cover.

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

The Labor Department, it has been reported, is planning to take a fresh look at the service and film industries, and seemingly will make this recommendation when it is called to testify on the subject before the House or Senate labor committees. But President Eisenhower's message this week will leave the subject vague, it is declared. The question of expanded coverage is expected to start a bitter fight on Capitol Hill.

Tax-Issue May Be Skirted

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

The State of the Union Message will also likely be vague on the Treasury Department's recommendation for greater excise taxes on alcohol beverages. It is expected that the President will ask for this, but add that the exact details will be submitted by the Treasury later.

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

Sees Quality Films Aiding Foreign Gross

ing in today's foreign market, except in fringe areas where costs cannot be recouped. He stressed his belief that low-budgeted pictures cannot compete with high quality pictures either at home or abroad, adding that foreign patrons are just as selective as U.S. audiences and "demand quality." He spoke for Universal Internation, he forecast another record year in 1955 for foreign earnings, the fifth successive year of increased foreign income from 1951 to 1955. Recognizes Several Problems

Aboaf interpreted his expression of optimism with the acknowledgement that the foreign market will offer problems in the same way there will be trouble-spots. However, he went on, quality pictures—after adding the word—will be "the tool" while for the other致力s, the movie field will be gradually scattered in some territories.

The Universal-International executive the momentum of the"whipped up by the quality pictures of individual American companies aids all American films, as well as the films of native foreign producers. In a free competitive market, he added, all films, native and others, profit by bigger audiences, regularly patronizing a theatre.

Sees Wide-Screen Wanted

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

"We would like to see foreign administration of products approved upward," he went on, an adjustment to coincide with increased production costs and increased entertainment values offered by the foreign theatre by their new installations.

Says Product Is Balanced

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

Cinerama N.Y. Gross

Seen at $1,500,000;
Bows Out on Feb. 6

"This Is Cinerama," the second feature-length film, "Cinerama Holiday" will have its premiere on February 6th with the date to be announced.

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

Denies Ascher Deal

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

IN MEMORIAM

Elmer Pearson

The Motion Picture Pioneers marks with sorrow and a deep sense of loss the passing of one who contributed much to the development of the Motion Picture Industry.
20th's Best-Seller List!

Prince of Players
THE RACERS
UNTAMED
A Man Called Peter
DADDY LONG LEGS
The View From Pompey's Head
Katherine
SOLDIER OF FORTUNE
Good Morning, Miss Dove

LORD VANITY
The Left Hand of God
THE GUN AND THE CROSS
THE TALL MEN
A Many-Splendored Thing
The Enchanted Cup
The Greatest Story Ever Told
The Girl in the Red Velvet Swing
TIGRERO!
TIDAL WAVE

THE 4 HOTTEST BEST-SELLERS IN AMERICA TODAY!

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

"It's a pleasure to do business with 20th CINEMA SCOPE Fox!"
New Favorites

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

**Critics Select Sullivan Champion of Champions**

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

In being voted "Champion of Champions," "Toast of the Town" displaced *Fame* radio poll results tomorrow.

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

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

**5% Tax Yields $2,420,000**

BY LESTER DINOFF

Returns of the second payment of the New York City five per cent tax from all sources of annual revenue in the five metropolitan boroughs as tabulated for the three-month period ended Dec. 31, 1954, totalled an approximate $2,420,000, a representative of the City Tax Collector's office said here Thursday.

While not revealing the amount paid by the 436 local theatres, the tax official indicated that "over 50 per cent of the impost reported on Dec. 20 came from exhibition returns. It is expected that a more detailed breakdown of this gross revenue may be available in a later date.

The total revenue which the city has collected since the inception of the five per cent "nuisance" tax on July 1, 1953, as computed to early $3,718,949 for the five months and prorating.

(Continued on page 10)

**NYC 5% Tax Repeal**

Hopes Dim: Wagner

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

Speaking in his first press conference of the year, Wagner yesterday declared that the city will, however, try to increase the real estate possibly by as much as the five per cent admission tax.

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

**National Business Good**

**Broadway Grosses Climb At New Year's Weekend**

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

Those doing outstanding business included "Country Girl," "Deep in My Heart," and "20,000 Leagues Under the Sea." Also racking up healthy grosses were "There's No Business Like Show Business," "Vera Cruz," "Never and Juliet" and "Aida."

Many Broadway situations complained that New Year's Eve was somewhat disappointing; directors, season managers saying that New Year's Eve does not seem to attract the crowds business years. They added, however, business during the day was good, picking up New Year's Day and the weekend.

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

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

"Country Girl" was a big $90,000 is forecast for the third week of "There's No Business Like Show Business." A good $90,000 is forecast for the second week of "Vera Cruz" at the Capitol, while a fine $57,000 is seen for the second week of "Ring of Fire".

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

**Arbitration Gets Priority**

Top priority to settling the arbitration issue before calling an industry-wide round table trade conference has been given by distribution, it was indicated here that the National Association of Motion Picture Producers, distribution heads and exhibitor leaders, said that he thought that arbitration should be gotten "out of the way" before it is indicated that it would be too much of a problem to tackle both projects at the same time.

The proposed round table conference, he went on, should follow settlement of the arbitration issue. The 20th-Fox executive, noting the (Continued on page 10)
2 Newspapers Use Compo Ad to Fight Tax, Aid Business

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

The Detroit Free Press, circulating the 33rd in the COMPO series in the newspaper industry's trade paper, reprinted a key, gross story that told how the merchants of Ellsworth, Wis., finding their business hurt by the closing of the local movie theatre, were raising a fund to keep the theatre open.

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

Circulated in Seattle

The next day, in Seattle, Russell W. Young, advertising manager of the Seattle "Times" sent the advertisement to each of the 12 members of the Seattle and Eastern Washington Compo committee made up of advertising executives representing the larger downtown retail stores. The committee is responsible for planning and setting up most of the national promotional activities for the downtown Seattle theatre industry, with its headquarters in the second theatre district. Each year on a huge "Back to School" show which uses the facilities of six downtown theaters in the promotion.

In his memorandum to the promotion committee, Young said: "The most interesting fact in the announcement showing that the public likes to be entertained, and when they are entertained they are in a better frame of mind, resulting in a higher community, making all business better. Just another reason for events like the Santa Claus Parade and the Back to School program."
Important Announcement about...
It is important at this time, I believe, to review what Paramount’s development of the Horizontal VistaVision Camera means—and will continue to mean—to exhibitors in terms of increased theatre admissions and to the future of our industry.

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

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

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

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

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

Ten VistaVision pictures already completed.

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

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

![Paramount Presents VistaVision Motion Picture High Fidelity A Product Featurette]

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

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

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

Paramount's
First 10 Attractions in VistaVision
— ALL IN COLOR BY TECHNICOLOR

Irving Berlin's
WHITE CHRISTMAS
STRATEGIC AIR COMMAND
RUN FOR COVER
Alfred Hitchcock's
TO CATCH A THIEF
THE FAR HORIZONS

Hal Wallis'
3 RING CIRCUS
WE'RE NO ANGELS
THE SEVEN LITTLE FOYS
Alfred Hitchcock's
THE TROUBLE WITH HARRY
LUCY GALLANT

Now Available! The First Paramount Short in VistaVision
VISTAVISION VISITS NORWAY
color by Technicolor
Other VistaVision Shorts In Preparation
People

Arthur Eehrich, for many years Warner Brothers booker in Cleveland, was granted a preferential run last year because of ill health, is back in the industry as booker for the newly opened Biograph Theatre there, headed by Leo Greenfield.

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

William Donnelly, business agent of Local No. 13, AFL, stagehands of Minneapolis and international vice-president of IATSE, has resigned the post he has held since 1950. Dick Marietta has been chosen as his successor as business agent. George Robbins was re-elected president of the local.

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

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

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

Stephen Baruto has been appointed managing director of Cinerama's Minneapolis show case, the Century, replacing Al Koch, who resigned because of ill health.

Gibraltar Acquires 'Dark Violence'

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

Film (ources John Heath and co-stars Neil Hamilton, Joe Wiplier and Linda Blodgett, and was directed by Otto Smetana.

Royal Honors for Edward J. Hinge

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

Majors' Officials Testify

At Minn. 'Trust' Hearing

MINNEAPOLIS, Jan. 3.—Home office executives asserted that the Volks' brothers' Theatre in nearby Robbinsdale is "just another suburban house" and therefore not entitled to a special exclusive run. This was stated as the action by William and Sidney Volks against John Haines and the city council of Robbinsdale.

The suit also named Minnesota Amusement Co. and RKO Theatres.

Judge Leonard Neebe heard a parade of home office sales executives testify that they had received and rejected three consecutive demands by the Volks that because of the cost, location of the theater and method of operation it be accorded a special exclusive run in advance of the 28-day slot which it had been granted.

Reagan, Greenblatt Heard

Charles Reagan, vice-president and general sales manager of Loew's, Inc., distributors of M-G-M pictures, testified that the company's policy here of refusing move-over runs, also sought by the Volks, held down competition and made more desirable from a revenue standpoint.

Robert Greenblatt, RKO general sales manager and former central division manager, said that in his opinion the Terrace was "obviously a neighborhood theatre" and that it was granted a preferential run, he believed all others 28-day theatres would be requesting it.

Greenblatt's opinion was shared by George M. Haines, western sales manager for Warner Brothers, who said he considered the Terrace "a good competitor" and that the Volks requested the three Volks runs "because we couldn't avoid granting an earlier run to the other 28-day house.

Reagan stated that breaking the Minneapolis clearance pattern.

Haines Stresses Time Element

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

Loewinger, a vice-president of Loew's, also testified that the company had rejected the Volks request. He said that he considered the Terrace "a very beautiful suburban theatre," and added that he and Roy Miller, Minneapolis branch manager, had considered a revision of the Minneapolis clearance pattern because there were too many 28-day houses, "We could come up with a plan or immediate plan to reduce annually and amicably the number of 28-day houses, so we dropped the idea," Blake said.

7 More Spanish Permits to U.S.

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

The seven, it was explained, will go to the seven American companies operating in Spain and were granted in exchange for Spanish production programs after an annual review of the situation under the pact negotiated by MPAA president Eric Johnston last year. It was further explained that the seven are in addition to the 60 allotted to American-operating companies in Spain (Paramount); "Daddy Long Legs," CinemaScope, color (20th Century-Fox); "One Desire," Technicolor (Universal-International).

Step Up 'Bad Day' 'Celebration' Dates

M-G-M is stepping up its bookings of "Bad Day at Black Rock" to pick its activities to tie in with the "1955 Motion Picture Theatre Celebration," focusing its early engagements in the Dallas territory where a series of bookings have been scheduled for early January, the company announced.

The Derry Theatre in Dallas and the Majestic Theatre in Fort Worth on Jan. 13 with another "Bad Day at Black Rock" scheduled the next day at the Waco Theatre, Fort Worth.

Anne Francis to Tour

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

For the early engagements, M-G-M is sending Anne Francis on a tour of the houses for personal appearances the day of the opening or the day before. At least 25 more houses in the Southern territory have booked the picture during the same period.

Miss Francis and John Ericson, who appeared in the film, and the Lindseys, Lubbock, will be there prior to the opening of "Bad Day at Black Rock" at the Orpheum on Jan. 19.

Add Car Room

HARTFORD, Jan. 3.—Manchester Drive-In theatre, Bolton, Conn., is increasing its car capacity from 750 to 1,100.

News Roundup

List Sells Property

Albert List, chairman of the board of RKO Theatres, has concluded negotiations for the sale of a plant owned by him at Sanitary, Pa., to the bidders, "in a couple of months," has sold it to the Allied Chemical and Dye Corp.

Drops Censor Suit

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

Union in New Home

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

Recorded Announcements

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

$15,000 to UEA

The United Epilepsy Association received $15,000 from its Celerity Ball at the Hotel Waldorf Astoria last year. Additional funds are expected after the final accounts, all of which will be contributed to the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

Editorial on TV

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

Bernard Smith Quits Small for H-L Corp.

HOLLYWOOD, Jan. 3.—Bernard Smith, announced resignation from Edward Small productions became executive assistant to Leon Hecht-Larner Corp. management. Smith had been story editor for Goldwyn and Paramount prior to joining Small.
20 NATIONAL
with a circulation of 66
will deliver the Pre-Sold
U-I's "Six Bridges"
...with an extra campaign
collaborating with leading "Man Appeal"

121 CITY WORLD PREMIERE, BOSTON AND NEW...
MAGAZINES
6,000,000
selling Punch for
ES TO CROSS"
concentrated in
publications!

Universal International presents
6 BRIDGES TO CROSS
Starring
TONY CURTIS
JULIE ADAMS
GEORGE NADER

with JAY C. FLIPPEN • SAL MINEO
directed by JOSEPH PENNEY • screenplay by SIDNEY BOERM • produced by AARON ROSENBERG

ENGLAND AREA JANUARY 19

IS THIS THE SMILE BEHIND THE GREAT $2,500,000 BOSTON ROBBERY?
Arbitration
(Continued from page 1)
progress made between exhibition and distribution on arbitration, said that the attorneys now are drawing up the papers, with both sides, exhibition and distribution, in agreement on major points.
Lichtman declined to predict the adoption of the arbitration draft by both sides, saying that things can happen to thwart that.
The next meeting of the negotiating committees of distributors and exhibitors on arbitration is due to be held here on Jan. 17.

Stock Trade Offered
By Chesapeake
Chesapeake Industries has offered to exchange its $6 preferred for outstanding $4 preferred on a share-for-share basis, including arrears on the latter stock, it was reported here yesterday.
The offer was presented to clear up the $24 perarage on the $4 preferred stock. Holders who accept the $4 preferred would not receive cash payment for arrears.

'Scarf' Bows Jan. 14

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

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

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

In the meantime, circuit and independent theatre executives and attorneys are awaiting a ruling from the Appellate Division, Supreme Court, Second Department, Brooklyn, as to the legality of the New York City five per cent tax. The high court usually hands down its decisions on Mondays, but nothing was posted by the jurists yesterday. A circuit attorney and city attorneys presented their arguments in the current suit last Dec. 3.

Results of Bird Commission
Report Still Kept a Secret
NEW YORK, Jan. 4—Results of the Bird Commission's study into the effects on the motion picture industry of the New York City five per cent amusement tax will be kept secret until the new administration has had time to study the findings, it was announced here.

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

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

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

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

Two Pictures in 'B' As Legion Reviews 8
"Black Tuesday" and "The Other Woman" have been placed in Class B in the latest listing of the National Legion of Decency, which at the same time rated six other films as "A."
In Class A, Section 2 are "Bad Day at Black Rock" and "The Silver Chalice." The four remaining pictures, all in Class A, Section 3, are "Devil's Island," "The Long Gray Line," "Three Ring Circus" and "Trouble in the Glen."

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

5% Tax Yields $2,420,000
(Continued from page 1)
both in picture and sound. Paramount through Vistascope, will establish the high standard of presentation for all theatres—and this standard will be the goal toward which the industry will strive during the coming year. Paramount has a year's product in VistaVision ready for release which accomplishes this objective.

Toko-Ri' Showings Under Way Today
Paramount's series of special national preview showings of "The Bridges At Toko-Ri" for exhibitors,army and naval officials and public opinion moulders will get under way today in theatres and screening rooms in six major cities.
The special pre-view continues in other key cities during the remainder of this week, meanwhile, additional showings are being scheduled by Paramount for next week.

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

Tomorrow the Technicolor film will come to Chicago, Uptown Theatre; Kansas City, Vague Theatre, and at the Boston, Philadelphia branch projection rooms.

Three on Thursday
On Thursday "The Bridges At Toko-Ri" special showings will be held at the Ingersoll Theatre, Des Moines, the Michigan, Detroit, and Statleydale Theatre, Pittsburgh.

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

Bids to 'Underwater' Premiere Go Out
HOLLYWOOD, Jan. 3 — Invitations to the underwater premiere of "Underwater"—Howard Hughes' $3,600,000 adventure drama to be held Jan. 10 in Silver Springs, Fla., went yesterday to press and screen personalities. Prompt response already indicates a record-breaking junket, RKo said.

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

Brings Back 'Hansel'
PITTSBURGH, Jan. 3 — The Stanley Theatre, bowing to what it called "an immense clamor," renamed "Hansel and Gretel," to give special showings on both Dec 31 and Jan 1 at 10 a.m., and noon after too many parents protested that they wanted their children to see the RKo novelty during their holidays.
They were so young...

Wild Raiders of the Tropic Seas!

A race for life...
1954 TV Poll

(Continued from page 1)

with Ina Coe on "Your Show of Shows," a Max Liebman presentation, was third in the Best Comedy category, while Miss Coe was runner-up to Miss Ball in the balloting for Best Panel Quiz Host. Max Liebman was duly honored for his "sp. cutes" in color which were produced in 1954. The critics named "Max Liebman Presents," a NBC TV presentation, as the TV Show Making the Most Effective Use of Color.

Best Comedy

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

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

The critics heaped laurels on the heads of Dick Shawn and Eva Marie Saint as the Most Promising Stars of Tomorrow.

Runners-up in the balloting for this classification were Orson Bean and Steven Hill in the male division and Elizabeth Montgomery and Pat Carroll in the female division.

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

Walt Disney's initial television venture via the ABC-TV network "Ding Dong, Ding-Dong," was voted Most Unique New Program, with NBC-TV's "Lost in the Night," being second in this classification, the Andy poll showed.

In the older established dramatic division, Studio One retained its place for a second year, followed by U. S. Steel Hour and Robert Montgomery Present, in that order.

Voting Heavy

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

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

Our programs and panel discussion shows came in for applause in the Motion Picture Daily-Fame poll as NBC-TV's "Meet the Press," was voted Best Panel Discussion Program of 1954 with "American Forum of the Air," voted second place honors, Croncho Marx and his "You Bet Your Life" retained the Best Audience Participation title while "What's My Line" was voted the Best Panel Quiz Show award once again.

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

NBC-TV's "George Fenneman" was voted television's Best Announcer of 1954 by the critics for the second year, while Jack Lesoufte and Rex Marshall took second and third, respectively. In the Best Master of Ceremonies balloting, Sullivan, who won the laurels hands down, was followed by NBC's Steve Allen and CBS's Garry Moore, the poll showed.

Winners in the other program categories, plot previously mentioned here, were tops in their classifications in the previous polls also. Among such John Cameron Swayze, Best News Commentator: Mel Allen, Best Sportscaster, Today, Best Daytime Program, and from the audience's viewpoint, the Lucky Strike commercials were best in the sixth annual Fame poll.

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

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

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

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

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

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

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

**BEST NETWORK PROGRAM**
1. Toast of the Town (Lincoln-Mercury; CBS-TV, Sundays, 8:30-9:00 P.M., NBC-TV).
2. Disneyland (ABC-TV).
3. Omnibus (CBS-TV).

**BEST TELEVISION PERFORMER**
1. George Gobel (The George Gobel Show, Arthur Co. and Pet Milk, NBC-TV, Saturdays, 10:00-10:30 P.M., John W. Shaw Advertising-Foot, Cone & Belden).

**MOST PROMISING MALE STAR**
1. Dick Shawn (Guest) (NBC-TV).
2. Orson Bean (CBS-TV).
3. Steven Hill (All networks).

**MOST PROMISING FEMALE STAR**
1. Eva Marie Saint (All networks).
2. Elizabeth Montgomery (NBC-TV).
3. Pat Carroll (NBC-TV).

**SHOW MAKING MOST EFFECTIVE USE OF COLOR**
1. Max Liebman Presents (Multiple sponsors, ABC-TV).
2. The Best of Broadway (CBS-TV).

**BEST COMEDIAN**
1. George Gobel (The George Gobel Show, Arthur Co. and Pet Milk, NBC-TV, Saturdays, 10:00-10:30 P.M., John W. Shaw Advertising-Foot, Cone & Belden).
3. Sid Caesar (NBC-TV).

**BEST COMEDIENNE**
1. Lucille Ball (I Love Lucy, Phillip Morris Co. and CBS-TV, Mondays, 9:00-9:30 P.M., Ball Co.)
2. Isogene Coca (NBC-TV).
3. Martha Raye (NBC-TV).

**BEST COMEDY TEAM**
1. Lucille Ball and Desi Arnaz (I Love Lucy, Phillip Morris Co. and CBS-TV, Mondays, 9:00-9:30 P.M., Ball Co.)
2. Dean Martin and Jerry Lewis (NBC-TV).

**BEST COMEDY SHOW**
1. The Jackie Gleason Show (Multiple sponsors, CBS-TV, Saturdays, 8:00-9:00 P.M., multiple agencies).
2. George Gobel Show (NBC-TV).
3. Love Lucy (CBS-TV).

**BEST VARIETY PROGRAM**
1. Toast of the Town (Lincoln-Mercury, CBS-TV, Sunday, 8:30-9:00 P.M., Kenyon & Eckhardt).
2. The Jackie Gleason Show (CBS-TV).
3. Colgate Comedy Hour (NBC-TV).

**BEST PANEL DISCUSSION PROGRAM**
1. Meet the Press (Pan-American-Revere Copper & Brass, NBC-TV, Sundays, 6:00-6:30 P.M., Walter Thompson-St. George & Keyes).

**BEST NEW DRAMATIC PROGRAM**
1. The Matic (Dow Chemical, NBC-TV, Mondays, 9:00-9:30 P.M., MacManus, John & Adams).
2. Climax (CBS-TV).
3. The Best of Broadway (CBS-TV).

**MOST UNIQUE NEW PROGRAM**
1. Disneyland (Multiple sponsors, ABC-TV, Wednesdays, 7:30-9:30 P.M., Multiple agencies).
2. Tonight (NBC-TV).

**BEST DRAMATIC PROGRAM**
1. Studio One (Westinghouse Electric, CBS-TV, Mondays, 10:00-10:30 P.M., McCann-Erickson).
2. United States Steel Hour (ABC-TV).

**BEST MYSTERY PROGRAM**
1. Dragnet (Liggett & Myers, NBC-TV, Thursdays, 9:00-9:30 P.M., Cunningham & Walsh).
2. Danger (CBS-TV).

**BEST MALE VOCALIST**
1. Perry Como (Perry Como Show, Liggett & Myers, CBS-TV, Mondays, 8:00-8:55 P.M., Cunningham & Walsh).
2. Eddie Fisher (NBC-TV).
3. Gordon MacRae (NBC-TV).

**BEST FEMALE VOCALIST**
1. Dinah Shore (The Dinah Shore Show, Chevrolet Motor Div., General Motors Corp., NBC-TV, Saturdays & Thursdays, 7:30-7:45 P.M., Campbell-Ewald (Co.))

**BEST CLASSICAL MUSICAL SHOW**
1. Voice of Firestone (Firestone Tire & Rubber Co., ABC-TV, Mondays, 8:30-9:00 P.M., Sweeney & James Co.).
2. NBC Opera (NBC-TV).
3. Chicago Symphony (DuMont).

**BEST POPULAR MUSICAL SHOW**
1. Your Hit Parade (American Tobacco-Warner-Hudnut, NBC-TV, Saturdays, 10:30-11:00 P.M., Kenyon & Eckhardt).
2. Perry Como Show (CBS-TV).
3. The Dinah Shore Show (NBC-TV).

**BEST QUIZ SHOW (ANNUAL PHOTOGRAPHIC)**
1. The Groucho Marx Show—you Bet Your Life (De Soto Div., Chrysler Corp. NBC Corp., ABC-TV, Thursdays, 8:00-8:30 P.M., Ratten, Barton, Durstine & Osborn).
2. The Money Game Show (ABC-TV).
3. Break the Bank (ABC-TV).

**BEST QUIZ SHOW (PANEL)**
2. I’ve Got a Secret (CBS-TV).
3. 20 Questions (ABC-TV).

**BEST MASTER OF CEREMONIES**
1. Ed Sullivan (Toast of the Town, Lincoln-Mercury, CBS-TV, Sundays, 8:00-9:00 P.M., Kenyon & Eckhardt).
2. Steve Allen (NBC-TV).

**BEST ANNOUNCER**
1. George Fenneman (Multiple Shows-NBC-TV).
2. Jack Lesoulie (NBC-TV and ABC-TV).

**BEST NEWS COMMENTATOR**
1. John Cameron Swayze (Camel News Caravan, R. J. Reynolds Tobacco Co., NBC-TV, Mondays through Fridays, 7:45-8:00 P.M., William Esty Co.).
2. Edward R. Murrow (CBS-TV).

**BEST SPORTSCASTER**
1. Mel Allen (Sports Shot, General Cigar Co., CBS-TV, Wednesday, 10:45-11:00 P.M., Young & Rubican).
2. Bill Stern (ABC-TV).
3. Tom Harmon (ABC-TV).

**BEST DAYTIME PROGRAM**
1. Today (Multiple sponsors, NBC-TV, Mondays through Fridays, 8:00-8:35 P.M., multiple agencies).
2. Garry Moore Show (CBS-TV).
3. Home (NBC-TV).

**BEST CHILDREN’S PROGRAM**
1. Ding-Dong School (Multiple Sponsors, NBC-TV, Mondays, 10:00-10:30 A.M., multiple agencies).
2. Howdy Doody (NBC-TV).

**BEST COMMERCIAL PRESENTATION (ANNUAL VIEWPOINT)**
1. Lucky Strike (NBC-TV, CBS-TV and ABC-TV).
2. Kraft Theatre (NBC-TV and ABC-TV).
R. M. Shelton Head Of Commonwealth; Promotions Revealed

KANSAS CITY, Jan. 3.—Robert M. Shelton, vice-president and general manager of Commonwealth Circuit for the last six years, has been elected president of the 150-theatre operation. He succeeds Howard Jamieson, who joined Commonwealth four years ago and who was elected chairman of the board.

Other promotions announced by the company included the appointment of Emlen C. Rhodes, Jr., as chairman of the district, and the advancement of N. B. Smith, from district manager to director of advertising, publicity and public relations.

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

Schine Trial Offers Darnell Transaction

BUFFALO, Jan. 3. — A 1949 Geneva real estate transaction of Darnell Theatre is being introduced by the government into the Schine Theaters Federal contempt of court trial this afternoon as the case reaches the trial phase.

Judge Knight after a 10-day holiday recess.

Government attorney Louis Bernstein succeeded in getting an evidentiary hearing over defense objection testimony by Roger W. Martin, a former secretary of the Darnell company, concerning the Schine acquisition. Schine disclaims hearing relative to payment for a piece of real estate.

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

Bernstein Answers Raichle

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

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

Braunagel to Join United Theatres

KANSAS CITY, Jan. 3. — Jack Braunagel, head of drive-in operations for Commonwealth Circuit, will leave the post and join United Theatres, who have been associated with United Theatres of North Little Rock, Ark., in an executive capacity.

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

Television--Radio with Pinky Herman

DO you remember about four years ago when the rivalry between the motion picture industry and television (the infant that was born a giant) was so great that everyone was assessing the potential of television and working in close association with it? Cash customers could be re-won to their local deluxe and neighborhood theatres. And that's what's happening! As witness the box office receipts compiled by the circuit and independent theatres. Also by the fact that last year's volume of announcement stocks attained new highs—AB-Paramount Theatres rose from 15 to 25; Loew's climbed to 21 from about 13; Paramount Pictures from 21 to 40; Warner Bros. from 13 to 20; Columbia rose from a low of 19 to 34; 20th Century-Fox from 18 to 29 and National Theatres from 6 to a high of 10. And, simultaneously production picture programs, personalities and advertising are on the increase on TV. Yet witness the younger generation of film families who are jumping into TV rather than film.

The list includes: Ralph Cohn, son of Columbia Pictures' veep Jack Cohn, who is precociously penned; Inc., Bruce Halaban, son of Paramount's Barney Balaban, who is a TV producer, as is Harold Lloyd, Jr., Hal Roach, Jr., and George Blake, son of the late Ben K. Blake, and Will Powell, Jr., son of film star William Powell who, after several years at Warner Bros. and Universal International, has just been given a TV development for NBC's Pacific division. The exception seems to be Sai Goldwyn, Jr., who, after a spell of TV film producing, now is following in the footsteps of his illustrious father by becoming a theatrical film producer.

Take a peek at Jack Lescault, the week's "most traveling man." He'll fly to Minus 20 Sunday to make his regular appearance on "Today," which from Monday thru next Thursday will originate in the playground of the South. Monday night, he'll fly back to do his regular Tuesday NBC appearance for the "Jackie-Beck Show" and at midnight makes another southwest flight for the Wednesday and Thursday "Today" segments. Then Friday morning another plane trip to New York for the Wednesday and the Jackie Gleason CBS-Shenangans. Yesterday in Bob Bendick's (he's producer of "Today") NBC hoby hole, we asked Jack what he planned to do with all those accumulated minutes "in flight" and his answer "Can't tell yet, that's all up in the air." ... Boy Crosby has signed to make two full-hour telefilms for CBS-TV, it was announced yesterday by Hubbel Robinson, Jr., Ralph Levy and Jack Goldenson, who is scheduled for the cameras in March with the second to be shot in June.

Plenty of beaming faces at ABC these days. Not only the "Talent Pool" gang, but also a number of sites acquired by ABC show the smallest decrease, a paltry minus 1.1% (the next network decrease shows a loss for the same period of minus 12.1%) but their television gross billings for the same period shows a whopping increase of 66.3% while the network increase is 50.7%. The radio gross billings for first 11 months, 1954, (ABC) totals $26,688,385 against $26,971,954 first 11 months in 1953. Its television earnings in first 11 months of 1954 amount to $91,718,266, as against $81,490,818 for the similar period in 1953. ABC congratulations. ... Looks like the new platter firm Thunderbird Records, will make a lot of noise with its initial waxing in which baritone Jack Hawkins and Ann Jillian, and a new musical, "Ramin's orch," gives a fine rendition of the rhythm novel, "I Remember Mambo" a romantic ballad, "Who Can Say?" John F. Day, forster mgr. of the Newark "Star-Ledger," has been appointed director of news for CBS.

Grosse-Krasne Plan Building Program for TV Productions

Hollywood, Jan. 3.—Grosse-Krasne, Inc., which recently won awarded clear title to the California studio formerly owned by the late Harry Warner, has signed a $1,000,000 contract for the erection of three new sound stages, 40 modern offices, an animation department, a double loading area, a rear screen hall, two new projection rooms and other fixtures, which will make the studio one of the largest in the country given over to television production.

The studio will use about the existing space for its own Telefilm Productions and rent out the remainder to other TV producers.

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

A comprehensive personal appearance program developed by Universal Pictures for The New England territorial saturation world premiere of "Seven Brides for Seven Brothers" with the stars, featured players and the author of the story scheduled to visit 14 cities in the territory between now and the kickoff date of Jan. 19 at the KFC Memorial Theatre in Boston, the company announced.

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

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

Curtis to Participate

Tony Curtis, started in the film with the help of his brother, Harry, will march with the parade in which the actor will participate in the national promotional campaign on the picture out of New York. Curtis and his wife, Janet Leigh, will be accompanied by his wife, Janet Leigh, to aid in the promotion of the premiere and territorial saturation kickoff campaign. The parade will visit Boston, New Haven, Hartford, Bridgeport, Stamford, Providence and Springfield.

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

Joseph D'Onofrio, veteran Boston crime reporter upon whose "Collier's Magazine" story "The Stolen 9,000 And Got Away With It," the picture is based, will visit New Haven, Hartford, Springfield, Worcester, Boston and Providence.

Lippert Acquires 2

HOLLYWOOD, Jan. 3. — Admoul Baumgarten, president of Lippert Pictures, announced acquisition of two Arrow Productions for Lippert release. They are "Thunder Over Sardis," starring James Marjorie, and "Palm of the Jungle," with Harry and Anne Gwynne, for later release.
Holiday Grosses High, Nationally

(Continued from page 1)

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

“Romeo and Juliet” at the Sutton for its second week is expected to hit a sizable $17,000, while “Aida” at the Little Capital is due to register a neat $5,500 for its eighth week.

The Paramount did pretty good with $35,000 estimated for the week, which was broken up by the all-day showing for New Year’s Eve of “Young in Heart.” The remainder of the week was taken by the regular run of “Siliver Chalice,” now in its second week.

“Star Is Born” in 13th Week

At the Mayfair, the second week of “Green Fire” is expected to rack up a nice $21,500, while “Athena” at the Globe is forecast to do a rather nice $15,000 in its seventh week. Holding up well is “A Star Is Born” at the Victoria, with $29,700 estimated for its third week, and for its tenth week is “Carmen Jones” at the Rivoli, with a gross of $35,000 estimated.

Among off-Broadway houses, “The Detective” at the Fine Arts Theatre is expected to hit a good $6,200 for its fifth week, while a nice $11,000 is indicated for the second week of “Tonight’s the Night” at the Trans-Lux 2900 in downtown Los Angeles. “The Deep” remains disappointing at the Trans-Lux 60th Street, with $5,000 estimated.

Key Cities Report Strong Holiday Patronage

Chicago — The national reputation good holiday business for the New Year’s weekend, according to field reports from Motion Picture Daily correspondents.

Here are some of the reports:

Portland, Ore.—The final week of the year showed a splendid upward trend at all Portland first-run houses, coming the previous weeks of slow business. Outstanding were “20,000 Leagues Under the Sea” and “Hit the Bottom.” “The Prince” and “There’s No Business Like Show Business” at the Fox. Theatre managers consider the exception proof of excellent business in 1953 due principally to the heavy increase in the Oregon population.

Washington—Capital exhibitors found business excellent over the New Year’s week, and ranging from “slow” to “very good” during the preceding week.

Jerry Baker, manager of RKO Keith’s, said “20,000 Leagues Under the Sea” had broken all Christmas week records at this theatre. Attendance was at an all-time high for any week, he said, and there was just a little behind the “Caine Mutiny” gross, due to the fact that prices were slightly higher for the latter picture. George Crouch, zone manager for Stanley Warner Theatres, declared that the whole week was well up over last year and that his theatre was doing a 100 per cent business for a disappointing Christmas weekend. Cinerama had one of the biggest weeks in a long time at the Warner, he said.

Pat Notaro, vice president of both Theatres, said business at both neighborhood and first-run theatres was “more than excellent” during the week and “sensational” over the weekend. He declared that “Garden of Eden,” was making up a good record at the English Park Theatre, and that “The Detective” was doing “excellent business” at the Plaza. Weekend business at all three Loew’s Downtown theatres was 10 per cent or more ahead of last year, according to Loew’s Eastern division manager, Johnville Crouch. However, he said, business during the week was surprisingly slow at the Capitol and Palace, where “Deep in My Heart” and “No Business Like Show Business” were playing. The week’s business at the Columbia, which showed “Hansel and Gretel,” was “very big,” Crouch stated.

Martin Goldsmith of K-B Theatres said the entire week’s business, after a slow Christmas weekend, was “very good,” and New Year’s weekend was “very good—about 20 per cent ahead of last year.” His circuit was showing “Sabrina” at the neighborhood houses, “High and Dry,” “3-Ring Circus,” and “Illicit Interlude” at the first-run.

Minneapolis—Local theatre business was reported above the average this Christmas-New Year period.

Some films opened with a bang on Christmas Day. The two in particular were “3-Ring Circus” at the Har- bor Centre, and “Hit the Bottom” at the Metropolitan. A nice $9,000 was reported for “3-Ring Circus” and “Jamboree” at the Paramount and Fenway, while $12,000 was reported for “Thrill” and “Masquerade of Kansas” at the State and Orpheum.

“Vera Cruz,” according to field reports, is hitting all time house records in a number of situations throughout the country. For example the business at the Chicago Theatre a record of $55,625 for the first three days was reported, while in Detroit at the Michigan Theatre, another record of $63,293 for the first ten days was registered.

UK Granada Circuit

Net Up Last Year

LONDON, Jan. 3.—Sidney Bernstein’s Granada Theatre, Ltd., reported a net of £84,786, compared with £72,572 for the preceding year.

Stage interest cent on the ordinary shares, which are privately held, will again be paid.

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

Set Tarzan Release

National release of “Tarzan’s Hidden Jungle,” which introduces the new Tarzan, Gordon Scott, has been set for Feb. 9. A Sol Lesser production, “Tarzan’s Hidden Jungle” will be released by RKO. The picture was directed by Harold Schuster.

‘Prince’ Dated in 11 Cities Jan. 11 to 29

Engagements in 11 domestic situations between Jan. 11 and 29 have been slated by 20th Century-Fox for “Prince of Players,” CinemaScope adaptation of the Eleanor Ruggles story, based on the life and times of Edwin Booth, actor.

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

The Philip Dunne production opens Jan. 20 at the Paramount Theatre, Toledo, and tentatively at the Palace Theatre, Washington on Jan. 27.

Other January openings are as follows: Durree, Fall River, Mass. (26); Strand, Portland, Me. (26); Capitol, Boston (27); and Times, Wichita (27); Paramount, Springfield, Mass. (27); Poli, Bridgeport (28) and the State, New Bedford (29).
WILLIAM
SHAKESPEARE'S

Romeo
and
Juliet

color by
TECHNICOLOR

Laurence Harvey
Susan Shentall
Flora Robson
Norman Wooland
Mervyn Johns
and Bill Travers · Sebastian Cabot
Lydia Sherwood

Adapted for the Screen and Directed by
Renato Castellani
A I. Arthur Rank Organization Presentation

FROM THE NATION'S CRITICS:

"BRILLIANT!" — N. Y. Times

"MAGNIFICENT!" — N. Y. Herald-Tribune

"SEE IT!" — Journal American

"HIGHEST RATING!" — Daily News

"SUPERB!" — Mirror

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

"RAVISHINGLY BEAUTIFUL!" — Saturday Review

"BREATHELESSLY ENCHANTING!" — Cue

FROM THE TRADE PRESS:

"EYE FILLING!" — Film Daily

"GILT-EDGED PACKAGE!" — M. P. Daily

"STANDOUT APPEAL!" — Variety

"A MASTERPIECE!" — Showmen's Trade Review

"HOLDS AUDIENCE ENTHRALLED!" — Hollywood Reporter

"GLORIOUS PAGEANTRY!" — Independent Film Journal

"SUPERBLY ACTED!" — Boxoffice

"EXQUISITE!" — M. P. Herald
**POLL**

**Critics Name Garroway '54 Radio's Best**

NBC Star Tops Benny In 19th Annual Vote

Dave Garroway—the National Broadcasting Company's genial broadcaster and a newcomer to the annual Motion Picture Daily's "Fame" Balloting, was selected "Champion of Champions" by both radio and magazine editors, critics, and columnists who, in the 19th annual poll, also voted his program the Best Network Radio Program and Best Variety Program of 1954, and tapped him as Best Radio Performer and Best Master of Ceremonies of the past year.

**Benny Runner-up**

In winning the 1954 laurels, Garroway replaced CBS's Jack Benny who had held the top honors to the Fame award poll for the past several years. The former "Champion of Champions" was second in Best Network Program and Best Performer categories, and was voted Best Comedian on the radio airwaves in 1954.

Garroway has been with NBC since 1937 when he joined the network as a page boy. He is a native of Schenectady, N.Y.

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

(Continued on page 6)

Complete Radio Poll Results on Page 7

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

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

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**TOA's Martin Sees Accord on Defense Dep't**

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

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

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

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

(Continued on page 4)

**Fewer, Better Films Endorsed by Dunne**

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

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

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

(Continued on page 4)

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**MOTION PICTURE DAILY**

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

TEN CENTS

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**TOA Film Finance Unit Here Thursday**

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

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

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**MPEA Post To Hiatt**

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

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

(Continued on page 4)

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

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

(Continued on page 4)

**Slate S.W. Start for M-G-M ‘Celebration’**

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

Approximately 150 managers and

(Continued on page 2)

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**Seven-Film Program**

Hecht-Lancaster Expanding Into Stage, Music Projects

By LESTER DINOFF

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

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

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

(Continued on page 4)

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**5 House Democrats To Ways-Means Unit**

From THE DAILY BUREAU

WASHINGTON Jan. 4.—House Democrats picked the five men to fill Democratic vacancies on the key House Ways and Means Committee.

The committee handles tax, social

(Continued on page 4)

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**3 Events to Focus on Denver Next Week**

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

The Metro "Workshop," will open the two days. Sessions will start at 10 a.m. in the Silver Glade room at the Hotel Colorado, where, in
See No Earlier Allied
Move on Gov't Bid

From THE DAILY Bureau

WASHINGTON, Jan. 4.—Allied States
Association will make no deces
sion on whether it will launch its pro
posed bill for Federal regulation of
the film industry until after the
sessions begin. Some time, early next
month, counsel Abram F. Myers re
certed today.

Committee to Meet Tomorrow

Myers said Allied's exhibitor de
fense movement would probably get
 underway at an early date. The plan
is to be discussed at a meeting of
the 14-member group Tuesday.

J. B. Fisher, president of the
American Talk Company, which is
controlled by the B.O.A.C., will
represent the exhibitor interests.

Franklin has been appointed by
the city's public safety and com
mittee, and protection committee
had voted down a proposal which
would require one operator in every
theater in the city. The counsel for
Wisconsin made it clear that there
would be no further negotiations
of the kind.

Adopted in 1952

The council argued the two-man
booth ordinance at Stevens Point
was adopted in 1952 as a safety mea
sure at a time when some flamboyant
picture movies were in use— a con
dition which no longer exists. He
said the second operator in the booth
would be useful in watching the
theater for fire or other possible
hazards that existed at the time. The
building's management said it has
never experienced any such case.

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

Film Council Hints
Radio Charity Group

HOLLYWOOD, Jan. 4.—The AFL
Film Council today adopted a strong
plan charging the B.O.A.C.-Radio-
Television-Recording-Advertising
Charities, Inc., with creating "se
cret relationships" of the 12-year-old
Permanent Charities Committee,
and asking all guilds and unions
engaged in film making to in
clude their members to make con
tributions to RTRA.

The resolution pointed out that
PCC has contributed $2,000 to the
charity collections over the past 12 years,
and asserts RTRA has averaged only
$128,750 since its inception.

Exhibitors Joining
'Zanzibar' Contest

Several hundred exhibitors have al
ready entered the national showman
ship contest being conducted by Uni
versal-International in connection
with the release of "Zanzibar," the J.
Arthur Rank-Seligson Organization Technicolor
production. Several thousand exhibitors
in Africa, it was revealed yesterday.

"West of Zanzibar" goes into regular
U.S. release for January.

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

Freeman Appoints 14
To Uruguay Festival

HOLLYWOOD, Jan. 4.—Frank
Freeman, chairman of the Association
of Motion Picture Producers, has ap
pointed a 14-member delegation to
represent the industry at the Urugu
Y Film Festival to be held Janu
ary 14-30.

American films entered are: "The
Cane Mutiny," "Sabrina" and "The
Shuttle" (no immorality).

M-G-M ‘Celebration’

(Continued from page 1)

home office personnel in the circuit
will attend the two-day gathering at
the Skirvin Towers Hotel. According
to Cliff White, Jr., in charge of ar
rangement and entertainment, Simons
will detail M-G-M's plans for "Forward
in ’55" at the first business session
and luncheon on Jan. 29.

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

Continental Acquires
'To Paris With Love'

Frank Kassler, president of Con
tinental Distributing, Inc., has an
ounced that the company has ac
quired the Western Hemisphere rights
to Alec Guinness' first Technicolor
comedy, "To Paris With Love," for
Arthur Rank Organization present
ation. The film, to have its London
premier premiere this month, will be
shown in America this spring.

Kassler announced that "To Paris
With Love" was being distributed
through Continental Films as part of
the company’s arrangement made
with the Rank Organization last May, co
incident with the announcement that
Kassler had been signed to star in the
film.

Ruben Frels, 55

HOUSTON, Jan. 4.—Ruben
Frels, 55, head of the Frel's Theatre
Circuit and owner of a circuit of some
45 theaters in the Texas Gulf Coast
region died of a heart attack at the
Harriman Point.
NOW THEY'LL BE ASKING FOR YOUR AUTOGRAPH, MR. EXHIBITOR!

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

CELEBRATION RELEASES!
Ask your Branch for other fine films available!

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

"GREEN FIRE" (January)
(CinemaScope—Color) starring Stewert Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Marylyn Yvye

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

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

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

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

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

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

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

(Continued from page 1)

and Navy Post theatres, the large number of prints turned over to the Navy Post, and the releasing problems faced by commercial theatres and the Defense Department, Mr. Martin said that shortly after today’s meeting another conference is slated in Washington with Defense Department officials. Mr. Martin said the Army has been “most cooperative,” adding that he was “quite sure” a solution can be worked out.

**Honor Skouras**

(Continued from page 1)

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

"Mr. Skouras is being honored," stated Fabian, "in recognition of his leadership on behalf of Israel through the American Fund." He added that "Mr. Skouras’ devotion to the American Fund and to Israel comes from a profound understanding that education and culture are basic to the development of a democratic nation.

Funds raised at the $100 a reservation event go toward the American Fund’s campaign for $1,857,000 for the support of leading cultural and educational institutions in Israel.

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

**Denver Events**

(Continued from page 1)

...and all of the events will be held.

On Jan. 13 COMPO will hold its annual luncheon for members of the state legislature, which goes into session soon, and in the evening Variety will present a special show of the "The Way West," a screen treatment of J. H. Williams’ "Elephant Bill," and "Bambiola" stories, a Paddy Chayefsky screen story, and two other properties, Hecht-Lancaster.

**House Democrats**

(Continued from page 1)

security, unemployment insurance and foreign trade legislation—all of interest to the film industry. Those picked for committee assignments on this committee were: Representatives Garth of Michigan, Kentuckian, "Trapeze," "The Kentuckian," and "Marty." The producer explained that he was going to Europe to seek locations for "Spartacus," which will star Lancaster and possibly Gma Lollobrigida. Besides planning "Trapeze" as a 1956 production, Hecht said that "Operation Heartbreak" will be made as a co-production with Michael Balio in England, "Until They Sail" and "The Last Chukka" will be made during this year.


Commenting on the proposed entry into legitimate stage production, Hecht said that the organization will fill vacancies shortly with Miss Shirley Weinberg Lantz heading the talent and property departments. Curly, planning "Trapeze" as a legitimate production, will be directed by clothes the organization's first season, Hecht disclosed.

Hecht-Lancaster Productions recently entered into a partnership with RKO Radio Pictures, acquired among the several theatres, and the first time which will be published by the new company, yet unnamed, is "Marty." Hecht, from the theme of their 1955 summer film release, the independent producer said.

**Denver Events**

(Continued from page 1)

Middle America— "Bing Crosby is coming to Omaha," says the Omaha World-Herald. "There will be a new radio station on the air, channel 14.

"The home is a very nice one, the people are very nice, the weather is very nice," says the New York Times. "The people are very nice, the weather is very nice, the home is a very nice one."

**The Bridges at Toko-Ri**

A Paramount Picture

World Premiere Engagement. RADIO CITY MUSIC HALL

**Hatt**

(Continued from page 1)

compensation arrangements to unfreeze blocked funds in the foreign market.

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

**Dunne Endorses**

(Continued from page 1)

Players," said the stereophonic sound in that picture affords greater play to the surround horns in theatres. His Hatt, motion picture background includes service as treasurer of RKO-Pathe companies and as vice-president and director of First Division Productions.

**Beachcomber Bow Set**

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

**National Pre-Selling**

"THE COUNTRY GIRL," was the title for the featured review in the January issue of "Women’s Home Companion." A full page is devoted to the review of this new Paramount picture, which is illustrated by photographs of the film’s most dramatic scenes.

The "Companion" reports: "Elizabeth Taylor gives the finest, most poignant performance of his distinguished career. He breaks your heart in this film from a Clifford Odets play.

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

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

Jack Palance, star of U.L.’s "Sign of the Pagan," was on the full color cover of the Jan. 2 issue of Life magazine. He is the title "Now the Ladies Want Tough Leading Men," Lloyd Sherr sub said of the theme. "The object is to show the "Beachcomber," which show was staged by directors of the present crop of leading men.

A two-page spread is devoted to the story. To illustrate the author’s theme, photos of Marion Brando, Kirk Douglas, Frank Sinatra, Jeff Chandler, Broderick Crawford and Burt Lancaster were used.

"Life’s" current issue has a photo cover, which is a commis-sion showing Angela Lansbury, who plays the part of a princess in Danny Kaye’s new picture, "Court Jester," in court dress, munching a plebeian hamburger.

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

WALTER HAAS

"Showplace of the East" FOR YOUR SCREENINGS

- Three Channel interlock projection 16mm, 17½/35mm & 35mm, tape interlock
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- 16mm interlock projection CUTTING & EDITING ROOMS AVAILABLE MOVIOLA THEATRE SERVICE, INC.

4 W 54th St. N Y 19 N Y. T. 3047

**THE ACTOR OF THE YEAR**

(Continued from page 1)

(Academy Award Winner)

WILLIAM

HOLDEN

IS IN

THE BRIDGES AT TOKO-RI

A Paramount Picture

Wednesday, January 5, 1955
for Tomorrow's Flexibility... there is only One anamorphic... the HILUX-VAL Variable anamorphic lens

Interchangeable—the only lens to fit both $2\frac{3}{32}$" and 4" lenses... at the same Low price!

... plus the exclusive Dual Knob controls for perfect screen coverage

Price includes...

support brackets, storage case, corrector lenses and cleaning brush... truly a complete package.

See Your Theatre Supply Dealer NOW
Radio Champions of 1954

(Continued from page 1)

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

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

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

Little New Talent

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

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

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

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

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

Double Win

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

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

Also, New York Philharmonic (Best Orchestral); Guy Lombardo (Best Popular Orchestra); Voice of Firestone (Best Classical Musical Show); Perry Como Show (Best Popular Musical Show); Grand Ole Opry (Best Country Music Show); and Let’s Pretend, a CBS weeknight series, voted a second place, Best Children’s program.

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

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

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

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

Many of them, in fact, confidently predict a resurgence of popularity for radio in many homes.
Complete Results of 'Fame' Radio Poll

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

BEST NETWORK PROGRAM
1. FRIDAY WITH GARBOWAY (Multiple sponsors, no agencies, NBC Fridays, 8:00-8:30 P.M., shifted from Sundays).
2. JACK BENNY SHOW (CBS).
3. LUCY RADIO THEATER (NBC).

BEST PERFORMER
1. DAVE GARBOYAY (Friday With Garboway, see best network program, NBC).
2. JACK BENNY (CBS).
3. BOB HOPE (NBC).

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

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

BEST COMEDY TEAM
1. FIBBER McGEE & MOLLIE (Multiple sponsors and agencies, NBC, Sundays, 8:30-9:00 P.M.).
2. MARION JORDAN (NBC).
3. MARY LYNCHHOSE (CBS).

BEST VARIETY PROGRAM
1. FRIDAY WITH GARBOWAY (See best network program).
2. ESCALADE BENI show (CBS).
3. THE BREAKFAST CLUB (ABC).

BEST POPULAR MALE VOCALIST
1. PERRY COMO (Liggett & Myers, Cunningham & Walsh, CBS, Mondays, Wednesdays and Fridays, 8:00-8:15 P.M.).
2. EMILY FISHER (All stations).
3. GING CROSBY (CBS).

BEST POPULAR FEMALE VOCALIST
1. DINA SHORE (Chevrolet Motor Div., General Motors Corp., Campbell Errol Co., NBC, Wednesdays and Fridays, 8:45-8:15 P.M.).
2. ROSEMARY CLOONEY (All Stations).
3. JO STAFFORD (All stations).

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

National Broadcasting Company's radio publicty service, which is headed by vice-president Syd Eiges, was voted the best of the network publicty services by a majority of the American newspaper and magazine radio editors, critics and columnists participating in the 19th annual Motion Picture Daily-Fame poll.

The radio editors and columnists also voted Young & Rubicam's Bureau of Industrial Service as the third in the third annual Publicity Poll for 1954.

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

14 Firsts to NBC, 7 to CBS in Poll

National Broadcasting Company's 1954 radio programs, captured 14 of 27 first place honors in the 19th annual Motion Picture Daily-Fame poll with tabulations of newspaper and magazine radio editors, critics and columnists. NBC took 14 first place honors, six second place awards and nine third places.

There are 27 classifications in the 1954 poll standings, winning seven first place honors, 14 seconds and eight third places. American Broadcasting Co. followed with six firsts, one second and four third places. Mutual accounted for one third place in the balloting.

NBC swept first, second and third places in the poll's annual poll of the Best Public Service Program. The networks score is a switch on the poll's annual poll of the Best Public Service Program.

The networks score is on the poll's annual poll of the Best Public Service Program.

BEST CHILDREN'S PROGRAM
1. LET'S PRETEND (CBS, now discontinued).
2. BIG JOE AND SPARKIE (ABC).

BEST DAILY PROGRAM
1. THE BREAKFAST CLUB (Don McNeilly, host, multiple sponsors and agencies, ABC, Mondays through Fridays, 9:00-10:00 A.M.).
2. AL HUBBELL'S PLACE (CBS).
3. HOUSE PARTY (CBS).

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

BEST PUBLIC SERVICE PROGRAM
1. MEET THE PRESS (Pan American—Rever Copper & Brass, J. Walter Thompson—St. George & Keyes, NBC, Sundays, 10:30-11:00 P.M.).
2. AMERICAN FORUM OF THE AIR (NBC).
3. BEST NETWORK PUBLICITY SERVICE

1. NBC
2. CBS
3. MBS

BEST SERVICE, INDIVIDUAL PUBLICITY OFFICE
1. YOUNG & RUBICAM'S BUREAU OF INDUSTRIAL SERVICE
2. J. WALTER THOMPSON CO.
3. Batten, Barton, Durstine & Osborn.
THE NEW YORK CRITICS SELECTION AS THE

Best Picture of the Year

ON THE WATERFRONT
PRODUCED BY SAM SPIEGEL

THE NEW YORK CRITICS SELECTION AS THE

Best Actor of the Year

MARLON BRANDO
IN "ON THE WATERFRONT"

THE NEW YORK CRITICS SELECTION AS THE

Best Director of the Year

ELIA KAZAN
FOR "ON THE WATERFRONT"

this is the first chapter

...of what promises to be the greatest success story in the history of motion picture awards—the story of Columbia's "On The Waterfront"...
**Exhibition Split**

**Debate Stirred On Arbitration Priority Issue**

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

By MURRAY HOROWITZ

Organized exhibition ranks were split yesterday on the decision to give top priority to arbitration issue, with Theatre Owners of America and the American Federation of Radio and Television Broadcasters being opposed to the move.

Speaking to TOA, E. D. Martin, president, said he favored the views recently expressed by Al Lichtman, 20th Century-Fox distribution director and author of the round table proposal. Allied president Ben Marcus called the decision "fortunate," while Al- lied general counsel Abram F. Myers (Continued on page 8)

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

A full discussion of merchandising policy for nine releases during the first quarter of 1935 and a general review of company sales policies head the agenda of an important two-day division managers meeting called by Al Lichtman, 20th Century-Fox director of distribution.

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

**FCC Setting Toll TV Hearings**

**From THE DAILY BUREAU**

WASHINGTON, Jan. 5. — The Federal Communications Commission is expected to announce sometime within two to three weeks formal hearings on subscriber television, according to the chairman of the four-man commission.

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

While the National Association of Radio and Television Broadcasters has asked the FCC to take action on the establishment of a subscriber television system without holding such hearings, in a letter sent to the commission the NARTB pointed out that FCC's obligation to the public interest in regard to subscriber television was "the opposite of requiring the utmost in regulatory consideration" and that the opportunity to discuss the matter was "an opportunity to air their views as fully as the subject permits." (Continued on page 8)

**Kirk Douglas Forms Unit**

Arthur B. Krim, president of United Artists, and Kirk Douglas, the motion picture star, announced jointly yesterday that Douglas had formed his own independent film company, which will produce 12 or more pictures a year. The initial film, "Viking Raiders," is an original story to be directed by Richard Fleischer, who directed Douglas in "20,000 Leagues Under the Sea." The second Bryna Production, "Van Gogh," based on the life of the Dutch artist, will be directed by Jean Negulesco.

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

**From THE DAILY BUREAU**

CHICAGO, Jan. 5. — Robert L. Lippert, president of Lippert Pictures, addressing an exhibitor luncheon meeting here today, said, "Unless you are willing to pay higher rentals for program pictures, to make them profitable, they will continue to disappear." Pointing out that many situations require double bills, notably one "big drive," Lippert added, "Confrontations sales represent 50 per cent of the gross receipts for these drive-ins. Without these sales, 90 per cent of them would go out of business." (Continued on page 8)

**Seek Equitable Release Plan to Army Theatres**

**WILLIAMSON, Jan. 5.** — The industry has no intention to try to regulate Armed Forces theatres to subsequent run status, E. D. Martin, president of Theatre Owners of America, declared here yesterday.

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

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

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

**From THE DAILY BUREAU**

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

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

NICHOLAS M. SCHENCK, president of Loew's Inc., has returned to New York from a trip to Hollywood.

FOREST J. FORTJEN, manager of the Theater Co., has returned to Port-of-Spain from New York.

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

RICHARD A. HAPPER, M-G-M home office sales manager, has returned from New York to Albany and Gloversville.

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

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

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

HARRIET PARSONS, producer, has arrived here from Hollywood.

JANET LEIGH will arrive in New York today from Hollywood.

Perspecta License To Holland's Philips

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

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

Hartman, Wyler to N. Y.

HOLLYWOOD, Jan. 5.—Don Hartman, Paramount vice-president, and Walter Arkin, producer, will leave here Friday on a tour to New York to seek properties for Wyler to produce for Paramount release.

Bertero to T. C. Board

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

D of J is Cool to Please

(Continued from page 1)

The Department, it was evi-

dent, will not relax agreements even of that kind because they

create a need for too much pro-

duction and for too much produc-

tion which says already it has

its hands full. It is certain that

Justice never will say to the cir-

cuits: "Go ahead and produce as

in the good, old days."

National Theatres officials have had several conferences on the subject of reducing production, but the suits have not yet been filed in the of the. However, they have produced no indication of an agreement yet.

Justice officials said there have been conversations with Theaters Owners Council officials to work out arrangements which would be imposed upon it concurrently with the Department’s production

reduction to accept and submit to the

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News Roundup

N.O. House Destroyed

The Crown Theatre, a landmark in the historic theater section of New Orleans, was razed by an early morning fire, causing an esti-

mated damage of $100,000. One side

wall and the rear wall were left stand-

ing. The theatre was owned and operated by Lazarus Theatres, Inc.

To Raze Trans Lux

After 18 years of operation the Trans Lux 60th Street Theatre here will be torn down to make way for an office building. Originally opened as a part of the Trans Lux 52nd Street in conjunction with "Tonight's the Night."

World of Life’ Bow

"The World of Life," first of a series of 13 two-reel shorts imported from England by Noel Meadow, is having its initial Ameri-

can showing at the Trans Lux 52nd Street in conjunction with "Tonight's the Night.”

Add Color TV Lines

During 1954, more than 47,000 channel miles of cross-country communications routes will be engineered and re-equipped to carry color TV to 139 stations in 101 cities, according to the Long Lines Department of the American Telephone & Telegraph Co. The first public color telecast, the Tournament of Roses parade in Pasade-

na, was held Jan. 1, 1954, was carried by only 18 cities.

Mexico Looks for Production Boom

COLUMBUS, Jan. 5.—William C. Gehring, assistant general sales manager for 20th Century-Fox, and Abram F. Myers, general counsel of Allied Exhibitors Association, opened the annual convention of the Independent Theatre Owners of Ohio which begins here on Feb. 28. It was announced at the close of the convention that 10c. tickets will fill the demand if larger companies fail, therefore, there is no ur-

geous pictures will be produced, he said.

The trade estimates that about $7-

200,000 was invested in productions in 1954, with most films costing about $50,000 though the investment in several topped $80,000. Of the 1954 output, only 15 were regarded as top

quality, about 35 were rated average and 55 were branded as poor.

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

UA Party for Douglas

Arthur B. Krim, president of United Artists, and Robert S. Benjamin, chairman of the board, will entertain 100 guests from the New York Film colony at a "21 Club to Kirk Douglas," to mark the formation of the actors of the film.UE will make six pictures for UA release.

Gehring, Myers to Address ITOO Meet

MEXICO CITY, Jan. 5.—More and better production in 1955, with strong distribution support, thanks to the new production and distribution effort started last summer by the Mexican film industry, was stressed by Robert A. Wile, executive secretary of ITOO.

The convention, which was origi-

compared with the conclave.

Tolley, Syracuse U.,

Brotherhood Speaker

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

c committee.

The producer launching the announce-

ment industry's Brotherhood Week campaign for 1955 will be at the University of Syracuse, where he will speak on Jan. 13. Senator William J. Ful-

bright of Arkansas will make the key-

note speech before an anticipated gathering of more than 1,000 celebrities, executives and representatives from

of the entertainment world.

The Brotherhood effort annually fosters understanding among Amer-

icans of all faiths, races and creeds.

Pacemaker Acquires 'Chance Meeting'

Pacemaker Pictures has acquired the rights to the J. Arthur Rank presentation, "Chance Meeting," and will release the film in this country. Directed by Anthony Asquith and produced by Anthony Havelock-Allan, "Chance Meeting" was awarded the Golden Merit at the Edinburgh Festival as "The Young Lovers."
Only Weather Hurt Holiday

Final tabulation of Motion Picture Daily field correspondents’ survey of holiday theatre business reveals that patronage was high except those spots where bad weather had its adverse effect.

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

In New Orleans, the rain subsided about 10 o’clock New Year’s Eve and people started to line up at the box offices. The biggest line appeared to be at the Saenger where Paramount’s “3-Ring Circus” was the attraction.

“Sign of the Pagoda” drew a capacity house at the Joy. Neighbourhood theatres were reported hard hit by the weather.

Achievements Off

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

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

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

The Penn, which ran special showings of “Hansel and Gretel” Friday night, and “Deep In My Heart,” its regular feature, the rest of the week, should receive $19,000 for its second successive week.

Cincinnati had its best Sunday in six months, and looks for a lofty $28,000 in its $75-the-week theatre. Harris with its second week of “There’s No Business Like Show Business” will again total $17,000, and stay exception, for a third. Ditto for “Carmen Jones” at the Fulton with $11,000 for the second week to match the first seven days.

Young In Heart Strong

“Young In Heart” which was rushed into the Stanley to replace “Hausel and Gretel,” rated a good $17,000 in its second week, the show run through on. The neighborhood art house, the Squirrel Hill, is running for a new house record with its second week of “The Detectives.”

“Romco and Juliet” holds over in the new Coddington, and “One Summer Night” which is doing exception business in the Art Cinema on holodays.

Foreign Trade

(Continued from page 1)

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

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

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

Award for Aid to Israel

Spyros P. Skouras (center), president of 20th Century-Fox, is pictured receiving from Simon H. Fabian (left), president of Stanley Warner, and Harry Oppenheimer (right), vice-president of the Israel Fund, a special award from The American Fund for Israel Institutions in recognition of his leadership on behalf of Israel through the American Fund.

Skouras was feted last night at a dinner concert held at the Waldorf Astoria Hotel here, attended by more than 1,000 dignitaries. Fabian was dinner concert chairman.

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

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

Army Theatres

(Continued from page 1)

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

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

Attending yesterday’s meeting were Ralph Hettzel, Jr., and Taylor Mills, both of the Motion Picture Association of America; Moyer Goldstein, chairman of the sales managers committee of the MPAA; Martin, Walter Reade, Jr., Julian Braylawsky, Herman Levy and George Gaughan, TOA.

Griscom-Russell Co.

to General Precision

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

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

Mrs. Lantz Talent

Head Here for H-L

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

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

Sindlinger’s Report Soon

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

Sindlinger sent out questionnaires to exhibitors in the five boroughs early this week in order to help round up statistics and facts in the current battle against the local “nuisance” levy, Frisch said.

The exhibitor committee, which reviewed the statistics, recently approved the questionnaire to be filled out by circuit and independent theatre operators and was listed and sent to Sindlinger to be kept secret and confidential.

Will Compute Returns

The statistician’s survey when completed will enable the exhibitor forces fighting the City impost to have a better and more accurate estimate of the yearly return from the five per cent tax by the State Legislature if and when the New York City exhibitors seek a repeal or amendment of the 1947 Enabling Act, authorizing such taxation.

Harriman Sees Little Chance

Erectors, 1961 Mobilizing Act

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

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

23 Hold ‘Vera’

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

Next IMPDA Meet

Set for Jan. 18

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

SOON!
The girls of "Battle Cry"

SOON!
The scorchingly personal story of

"Battle"

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

STARRING
VAN HEFLIN
ALDO MONA RAY FREEMAN
MONA NANCY OLSON
JAMES WHITMORE RAYMOND MASSEY TAB HUNT

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

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

SET YOUR SIGHTS HIGH FOR WARNERS' 'BATTLE CRY'!!!

Hodge and the night he learned the sordid truth about Rae

Andy and his reckless love that brought the trouble to Patricia

"Ski" and his revenge for the heartbreak sed by san

SOUND
ROTHY ANNE ALONE FRANCIS
SCREEN PLAY BY LÉON MURIS
DIRECTED BY RAOUl WALSH
ORIGINAL MUSIC BY MAX STEINER
The sword
that pierces your heart... almost

Here make-believe gives tough battle to reality—virtually overcomes it for the duration of the show. Size has much to do with this conquest. The wide, wide screen fills the eye from full left to full right—concentrates attention. At the same time, a sense of encircling nearness reaches out and engulfs the audience—makes it "one" with the action.

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

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois
Arbitration

(Continued from page 1)
labeled Lichtman's views: "astounding."
Martin, describing arbitration as one of
the industry's biggest problems, said if that issue was not settled be-
torehand, he could see the proposed round table conference being "bogged
down" with that one issue. Once ar-
bitration is settled, he went on, the
conference can be free to talk up
the many other issues confronting the
industry.
Arbitration, he pointed out, has been
a topic of negotiations in the industry
for years and current conferences are
going on between Herman Levy, general counsel of TOA, and Adolph
Schine, counsel for the distributors
negotiating committee. Such an issue
cannot be adequately handled at a
round-table conference.

Myers Sees 'Repudiation'

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

"Continuing that a round table con-
ference would tend to complement the
final results for the setting up of arbi-
tration, Marcus stated that "it is re-
grettable that production and distribu-
tion seem to be thinking in reverse
by placing arbitration prior to this
much needed round-table conference."

20th Meet

(Continued from page 1)
representing the sales organization's
38 exchanges in the two countries.

Syrros P. Skouras, president of
20th Century-Fox, will address the
opening session, welcoming the field
sales executives and outlining plans
for the new year as well as reporting on
his recently concluded six-week
trip to Europe outlining the interna-
tional progress of CinemaScope.
Joining with Lichtman in leading the
deliberations will be W. R. C. Good-
ing, executive assistant general sales
manager; Arthur Silverstone, assist-
ant general sales manager; Alex
Harries, Western area general sales
manager; and Glenn Norris, Eastern sales
manager.

Promotional Program Ready
A program of national promotion,
advertising and exploitation will be
outlined for the nine attractions, of
which seven are CinemaScope and in
color and two standard, one in color,
slated for release January through March.
Other programs of the conference will
be the expediting of prints to the
field, stereophonic sound and sug-
gestions of ways improving Cinema-
Scope programming.

Among the first quarter 1955
CinemaScope productions to be dis-
played at the conference will be the
following:

"Carmen," a national release for
January; "White Feather," and
"The Racers," February release;
"Untamed," and "That Lady," March
attractors. "Prince of Players" was
written and directed by Michael
Sinise, starred by Ronald Reagan,
and produced by David Silverman
for Republic Pictures.

Claim Schine Skirted Scotland Theatre Order
BUFFALO, Jan. 5—Schine Chain
Theatres, through Darnell Theatres and
Elmhot Theatres, continued its
control of the Scotia Theatre, in
Scotia, N.Y., despite a court order.
It was claimed here by Louis Bern-
tein, government attorney, during the
Schine contempt of court trial now
progressing in Federal Court.
Bernstein offered numerous exhibits
from Schine's journal, ledger and
cash disbursements book, dealing with
accounts of the Edel Corp., operator
of the Scotia Theatre.

The government also presented evi-
dence from Darnell's books referring to
financial transactions involving Don-
ald Schine, president of Darnell and
son of Louis W. Schine, operations
manager of Schine Chain Theatres.

Called 'Instrument of Schine'

After the 1942 court order, Bern-
stein said Darnell, as an "instrument
of Schine," continued to advance money
for the theatre's operation, and
when the latter corporation trans-
ferred its theatre interests to Elmhot
Theatres, Inc., it also transferred to
that corporation its right to receive
the mortgage payments, the govern-
ment attorney asserted.

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

Details of the negotiations were not
disclosed.
After SEC Approval
To Push Stock
Sale of TOA
Finance Group

Regional Meetings to Be Held, Martin Tells Press

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

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

Martin met the trade press following a meeting here of the directors of 

TOA Seeks Meeting
With Justice Dept’t

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

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

LOS ANGELES, Jan. 6 — Walt Disney Productions today reported a consolidated net profit of $733,852 for the fiscal year ended Oct. 2. This was equal to $1.12 per share on the 652,540 shares of common stock outstanding.

In his annual report to shareholders, 

Exhibitors Want Hearing
URGE FCC TO STAY
TOLL TV APPROVAL

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

By J. A. OTTEN

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

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

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

These comments were filed by the 

Views on 82nd Birthday
Zukor Backs Quality

By MURRAY HOROWITZ

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

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

Before leaving for a three-months Coast visit, Zukor was asked if Paramount would modify its policy of fewer but better pictures if it owned theatre chains for more product. “Regardless of whether Paramount owned theatres or not,” Zukor responded, “we couldn’t support theatres today with mediocre pictures.”

The requirements of theatres, he went on, “are not met by numbers” in today’s market.

In regard to whether there is or is not, 

Enjoin Ohio
Censor Law

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

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

Allied EDC Findings
Go to Board Feb. 8

CHICAGO, Jan. 6—In a one-day meeting at the Morrison Hotel here today, Allied States’ Emergency Defense Committee reviewed results of a nationwide survey which was conducted by the committee among the Allied units to formulate certain policies. Conclusions, according to Ben Marcus, EDC president, will be sub-
Personal Mention


PATRICIA POLI SHEARAN, grand-daughter of the late SYLVESTER Z. Poli, New England circuit operator, has announced her engagement to DAVID D. HAMNER, of West Haven, Conn.

FORTUNE B. BLAKE, Universal Pictures, West Coast personnel man, will leave here Monday for a tour of key cities in the Midwest.

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

JACK BUCHANAN and MRS. BUCHANAN left New York for Nassau yesterday via B. A. C., Bahamas.

JOHN HENRI, Jr., cartoon creator, will leave New York for Sunday for England.

Marilyn Monroe will leave Hollywood to spend the coming weekend in Weston, Conn.

Schiene Tie-up

Issue Explored

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

The evidence was presented during the Schine trial before Judge John Knight, in support of the government's charge that Schine agreed with which common counsel president Elmer L. Lax is president, operates unlawfully under the Schine corporation's name.

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

Photostatic copies of telephone company records, including subscriber-contract cards, relating to phone service in Gloversville for Schine Chain Theatres and various of its subsidiaries, Darnell Theatres Inc. and Hidemart Inc. were put in evidence by Joseph E. McEwen, Justice Department trial attorney.

Nat. Theatres Dividend

HOLLYWOOD, Jan. 6.—National Theatres Inc., a company of which Schine Chain Theatres Inc. is the controlling stockholder, declared a dividend of 12½ cents per share on the outstanding common stock, payable Feb. 3 to stockholders of record Jan. 21.

Martin Quigley on Notre Dame Univ.

Advisory Committee

NOTRE DAME, Ind., Jan. 6—Twenty-three men and women, national leaders in the liberal arts, have accepted membership on a newly created advisory council for Notre Dame's College of Arts and Letters. The council, organized today by Rev. Theodore M. Hesburgh, C.S.C., university president. Martin Quigley, President of Quigley Publishing Co., is one of the newly appointed members.

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

Advisory and Consultative

Father Hesburgh said that council members will advise Notre Dame's liberal arts college on phases of its work and on ways to enrich campus life through supplemental activities in the liberal and fine arts.

They will also consult with University officials on ways in which Notre Dame's liberal arts graduates can best serve the nation.


Mc Carey, Mieler Included

Also, Leo Mc Carey, producer and director; Jo Mielziner, stage designer; M. Ernest M. Morris, South Bend, Ind.; Charles F. Murphy of Naess & Murphy, Chicago architectural firm; Harry C. Murphy, president of the Art Theatre Lines, Chicago, Ill.; Bartholomew O'Toole, president of the Fullman Trust and Savings Bank, Wilkes-Barre, Pa.; and Melvyn E. Pasternak, chairman and director of the John Herron Art Institute, Indianapolis, Ind.

Also, Victor F. Kiddner, president of the New York University Theatre; Thomas J. Ross of Ivy Lee and T. J. Ross, New York public relations firm; Frank Sheehan and W. D. New York publishers; Alfred C. Stepan, Jr., president of Stephan Chemical Co., Chicago, Ill.; Walter Trohan, chief of the Chicago Players' Union bureau; and John Waller, chief curator of the National Gallery of Art, Smithsonian Institution, Washington, D. C.

Clerk in Cancer Post

Olin H. Clark, Eastern story editor for M-G-M, has accepted the chairmanship of the motion picture division of the American Cancer Society's New York City Cancer Committee, according to John Reed Kilpatrick, president of the Cancer Committee.

Blumenstock Setting Two New Campaigns

Campaign plans for “Battle Cry” and “Strange Lady in Town” will be set by Warner Bros., advertising, publicity and exploitation men during the current home office visit of Mort Blumenstock, executive vice-president, who arrived from the Burbank studio this week.

Blumenstock expects to be at the headquarters through Jan. 20.

UA Grosses $43,100,000

United Artists and its subsidiaries realized a world gross of $43,100,000 in 1954, it was reported in an announcement of Robert S. Benjamin, chairman of the board.

The annual record of gross income since 1951, when the present management took control, is $36,000,000 in 1954, $36,000,000 in 1953, $32,000,000 in 1952, $29,000,000 in 1951, $19,900,000; the first year of the company, 1950, was $15,900,000.

Skouras, Jr., to Brotherhood Post

SPYROS S. SKOURAS, president of United Artists Theatres, has accepted the post of chairman of the New York arca exhibitor committee of the National Conference of Brotherhood’s drive for 1955, it was announced by John H. Harris, national chairman of the announcements division of the Brotherhood.

Exhibitors are expected to support the Brotherhood drive, which will be carried out at an announcement dinner at the Waldorf-Astoria Hotel on Jan. 13, by soliciting membership contributions from theatre patrons.

Procedures for the meeting will include special posters, display boards, valences and brochures.

A push of New York exhibitors will be paralleled by similar campaigns undertaken by theatre people throughout the nation, which will bring more communities into the effort. As in the past, local merchant cooperation will provide important backing for the Drive.

Elect Forsyth Head Of Toronto MPTA

TORONTO, Jan. 6.—At the first meeting of the new executive committee of the Motion Picture Theaters Association of Ontario, E. G. Forsyth, assistant general manager of Odeon Theatres Ltd., was elected president to succeed the late L. W. Morey, independent theatre owner of Petrolia, Ont.

I. Lionel Lester, Studio Theatre, Toronto, prevailed by nine votes from honorary secretary to vice-president while Angus Jewell, owner of the Jewel Theatre, Cambridge, was the new secretary.

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Blumenstock expects to be at the headquarters through Jan. 20.
Universal's "SIGN OF THE PAGAN" IS DOING TOP BUSINESS AGAINST THE GREATEST ARRAY OF PRODUCT IN MOTION PICTURE HISTORY

... in Los Angeles, Boston, Washington, Salt Lake City, Buffalo, Phoenix, Tampa... any size city... "Pagan" is BIG!..BIG!..BIG!

Universal International presents
JEFF CHANDLER
JACK PALANCE
LUDMILLA TCHERINA
RITA GAM

SIGN of the PAGAN
COLOR by Technicolor
CINEMASCOPE

with JEFF MORROW • GEORGE DOLENZ • EDUARD FRANZ • ALEXANDER SCOURBY

Directed by DOUGLAS SIRK • Screenplay by OSCAR BRODNEY and BARRÉ LYNDON • Story by OSCAR BRODNEY • Produced by ALBERT J. COHEN • A UNIVERSAL-INTERNATIONAL PICTURE
Eisenhower Urges Lawmakers
To Expand Minimum Wage Law

From THE DAILY BUREAU

WASHINGTON, Jan. 6.—As State-of-the-Union message to Congress, coverage of the minimum wage law excluded, but did not specify just what workers he wanted included. The major exemption from the present Federal minimum wage law is in the retail and service industries, including theatre employees. The Labor Department reportedly wants to continue the exemption and provide under the coverage of the Act, which provides a minimum wage to be paid and requires time and a half for overtime.

Opposition Certain

Presumably, the Administration’s exact recommendations on expanded coverage will not be known until Labor Department officials testify before Congressional hearings on the subject. The President’s message did indicate that workers newly brought under the Act would be brought under it at a lower minimum than workers already covered. The proposal for expanded coverage is certain to provoke a bitter Congressional battle. The President also asked that Congress increase the minimum wage for women workers from 40 cents to 75 cents an hour to 90 cents an hour. This would affect film industry firms engaged in production and distribution activities. Industry officials said most studio workers are already well above this proposed higher scale, but that some small offices and exchanges might be affected by any increase. The outlook is for Congress to go along.

Message Much as Expected

The President’s message contained a few surprises. As expected, he asked Congress to continue the present 52 per cent corporate income tax rate, scheduled to drop to 47 cents under present law on April 1. The President declared that countries “today, spending ‘precludes further tax reductions this year,' but added that he expected, President Eisenhower’s urged the lawmakers to expand to ‘many workers, at present out of the Act,’ the President was hopeful that further tax cuts could be made next year. He did not specify just where these cuts might be made.

Other requests made by the President in the message were these:

1. Expansion of world trade through continued tariff reductions and simplification of customs administration and procedures.

2. Amendments to the Taft-Hartley law “to further the basic objectives of this statute. The President detailed the industrial labor laws to be a meeting of the union job waiting period requirement in the present law.

3. An increase in postal rates.

4. Provision for a ‘vigorous’ overseas information program.

5. Establishment of a Federal Advisory Commission on the Arts, within the Department of Health, Education and Welfare, to give official recognition to the importance of the arts and other cultural activities.

The President is expected to spell out more of his views on foreign trade legislation in a special message to Congress on Monday. It’s possible that at that time he will make some mention of proposals to lower tax rates on income earned overseas. This proposal was not mentioned in today’s message.

WASHINGTON, Jan. 6.—The U.S. Information Agency’s Motion Picture Service has made arrangements with commercial newswreel companies to give the widest possible distribution in theatres in foreign countries of the President’s special State-of-the-Union address by President Eisenhower, the agency announced.

Parade of Stars at Town Hall Tomorrow

The Parade of Stars for the benefit of the Jewish National Home for Astmatic Children will be held at Town Hall here tomorrow evening with Fred Astaire and Sam Leven- son bearing the celebrity list of performers. Denise Darcel, Martha Wright, Harry Morgan, Joey Adams, Joey Bishop, Jack Carter, The Chordettes, Lanny Ross, Bobby Hackett, The Mariners, Fay Bainter, Frank Arden, Lois Hunt, Earl Wrightson, Don Liberto and Bud Palmer are among the entertainers who will appear in the benefit parade. Robert D. Lewis, honorary chairman of the benefit, will be master of ceremonies.

Adopts ‘Dimes’ Project

The Variety Club of Baltimore, Town Hall has adopted the 1956 March of Dimes as its project, not only in Baltimore but throughout Maryland.

Okla. Tent Names Fisher a Delegate

OKLAHOMA CITY, Jan. 6.—George Fisher, M-G-M branch manager, was named the delegate to the International Variety convention at Los Angeles in May at a meeting of Variety Tent No. 22.

Alternative elected were R. Lewis Barton, president of Barton Theatres, and C. R. Guthrie, TV executive. Chosen to serve in an advisory capacity to the Variety tent, without voting privileges, were Fred Sanders, vice-president of the Liberty National Bank; Ward Kelly, of the New York Life insurance agency; W. H. Lewis, attorney, and John Wilkinson, insurance man, of this city.

Dave Hunt as chief banker and international canvassman of the tent and Sam Brink, Buena Vista representa- tives, as immediate past chief banker, are automatically delegates to the big top. Don Tullins, Warner branch manager, as first substitute chief banker, is automatically an alternate.

Plans are under way to have a formal presentation of the tent Jan. 26. George Hoover, international chief banker, will attend. A dinner- dance will be held.

Set ‘Players’ Premiere

Twentieth Century-Fox will stage an afternoon “players premiere” of its Climactic production, “Prince of Players,” at Monday at the Rivoli Theatre here for the stars and casts of the leading Broadway plays.

To Play ‘Tokyo-Ri’

CHICAGO, Jan. 6.—William Perl- berg and George Seaton, producers of Paramount’s "The Big Heat at Tokyo- Ri,” will arrive here Sunday from Hollywood for three days of promotional activity on behalf of their film based on James A. Michener’s novel. Chicago will be their first stop on a tour of several key cities.

MOTION PICTURE DAILY

Friday, January 7, 1955

People

Donald Huff is the owner of the Community Theatre, Negro house, in St. Augustine, Fla.

Jack Weiner, M-G-M exploiter, is in a Jacksonville hospital suffering from injuries sustained in a two-car crash.

Edwin J. Boffering, former as- sistant manager of Film company and St. Paul suburban theatres for Minnesotan Amusement Co., has been elected a principal associate of Cregor, McCormick & Paget, man- agement consultants in New York and Chicago.

Joseph Mack is taking over the chores in Filmac Trailer Co.’s New York plant while Jack Saperstein is on vacation.

N. S. Barger is the new owner of the State Theatre in Rickeland, Ill. He also owns the Oak Lawn and Illinois Drive-ins.

Harry Ripp has been named general sales manager of D.C. Moyn New York, Inc. He has been with the company since 1952.

Roy Goodwin and Buddy Smith have been added to the sales staff of Stevens Pictures in Atlanta.

Morry H. Schwarz has joined Explo- toration Productions, Inc. as branch manager in Philadelphia.

William Perlberg, George Seaton, George Murphy and Marge and Dorothy giving the newest acceptance to attend the dedication ceremonies of The Nickelodeon in Philadelphia on Jan. 18.

News Editors Beware!

Joseph Sorentino, in 20th Centu- ry-Fox’s publicity department, will compete Saturday evening in the Golden Gloves tourna- ment being held at Ridgewood Grove, Brooklyn. He will repre- sent the Trinity Athletic Club and will participate in the 160- pound sub-novice division in this, his first bout. He is being handled by Lawrence Rimmel, also in the film company’s publicity department.
the TOA sponsored company. The Exhibitors Film Financial Group, fac- 
ting growth with TOA members, who 
vented to clearing up "details" for 
ifying the sale of stock in each 
ate conference along with TOA 
meeting the Blue Sky requirements 
of each state.

The first and regional meetings, 
be attended by two or more EFFG di- 
will not be confined to TOA 
bers, but to all exhibitors, Martin 

Benjamin A. Tresman, legal coun- 
el to EFFG who also attended the press 
ment of the company, which can be 
sessed assurance that EFFG would 
ave no difficulty establishing a line 
credit once it gets started as a 
good concern.

Sees Circuits in Favor

Asked about the participation of dis- 
posed circuits in EFFG, Martin said 
the big circuits have offered "us every 
encouragement. They have also in-
formed EFFG. Martin believes 
are studying the question of whether 
they can give EFFG more than "moral support." 

Martin pointed out that the work- 
of the EFFG charter is broad, 
allowing the company to engage in 
any auxiliary activities in the in-
tecture field including production and 
distribution, although the primary 
purpose of the company is the financing 
of films. The TOA president also 
pledged that if the company does not 
get off the ground, for any reason 
every penny invested will be returned.

In setting up the $10,000,000 capi-
talized organization, no talks were 
held with any department of Justice, 
Martin added, pointing out that with 
no preemptive rights given to ex-
hibitors in such talks in his 
le is unnecessary.

Tokyo Premiere for 'This Is Cinerama'

"This Is Cinerama" had its pre-
ri at the Tokyo Imperial Theatre 
Wednesday, following a preview 
formance on Tuesday attended by 
government officials and cabinet 
bers. Japanese views the fourth overseas na-
tion to show the film medium.

Tokyo Company is presenting the 
film in Japan by arrangement with 
Robins International, Inc., which has 
its international distribution rights from 
Stanley Warner Corp. Special com-
mentary was recorded in Japanese.

TOA Awaits Allied 
Response: Martin

Theatre Owners of America is 
ng to meet with Allied on 
coming problems, but refused to 
deline here yesterday by E. D. 
Martin, TOA president.

Martin deferred a question 
regarding the possibility of a 
erm between the two ex-
hibitor organizations, said the 
letter dated November 9, 
former president of TOA, 
cepting an invitation for a 
meeting, has gone unanswered. 
fter letter under Martin's 
signature has gone out to Allied 
president Ben Marcus, the TOA 
president added, and remains 
answered.

Allied EDC

(Continued from page 1)

lected to the board of directors for 
their ratification at a meeting sched- 
ed for Feb. 8, 9 and 10, at the Chase 
bel in St. Louis. The formal re- 
port, he said, may be issued in about 
60 days.

Martin added that before disclosure, 
conclusions reached must be submitted 
to the various Allied units for ex-
amination and verification. However, 
the indicated action on some of the 
policies might be put into effect by 
one of the units between now and 
the February meeting.

In one specific statement, Marcus 
said the EDC is quite disturbed about 
the manner in which Walt Disney 
S handling distribution of "20,000 
Legues Under the Sea," particularly 
that the prints made available for theatres 
not equipped with stereophonic sound.

The EDC requested that Marcus 
contact the motion picture organization 
for the purpose of correcting this 
condition, which he will set out to do 
soon at the February meeting.

Indianapolis Tent 
Erects New Crew

INDIANAPOLIS, Jan. 6.—The 
newly formed tent of Variety Club, 
after moving into new quarters at 512 
North Illinois Street has elected a 
crew consisting of: chief Barker, 
Roy C. Smith; first assistant, Robert 
Jones; second assistant, Dale McFarland; 
property master, William Carroll; 
booker, D. N. Peterson; and 
Jasen Sam Caplan, Rex Carr, Ted 
Nicholas, Jimmy Smith, Murray 
Dunay, Herman Hallberg and Barney 
Brager.

Former International chief Barker 
Mark Wolf reports that the 
Indianapolis tent is now handling the entire 
recreational program for cerebral 
patients in the territory. Recently a 
big show was staged for all the orphans 
in the area at the Indianapolis Theatre 
and a party was held for members of the 
club's Boy Scout troop.

City Investing Co. 
Net Profit Reported

The net profit after taxes of the 
City Investing Co. for the quarter 
ended on Oct. 31, 1954, was $333, 
113 or 28 cents per common share as 
compared with $325,153 or 27 cents 
per share in the like quarter a year 
before, it was reported here yester-

In the quarter ended on July 31, the 
City Investing Co. reported a net 
profit after taxes of $160,798 or 13 
cents per common share. The theatre 
operators have 1,104,889 shares of 
common stock outstanding.

SEC Reports Film Stock Transactions

WASHINGTON, Jan. 6.—George 
D. Burrows bought 24,750 shares of 
Allied Artists Pictures common in 
October, boosting his holdings to 
28,486 shares, according to a report 
from the Securities and Exchange 
Commission.

The report covered trading by offi- 
cers and directors in film company 
stocks. These other transactions were 
covered, all taking place in November: 
Paramount Pictures president 
Barney Balaban sold 5,000 shares of 
Paramount common, leaving his 
holdings at 14,400 shares. Y. Frank 
Freeman sold 200 shares, leaving himself 
with 1,500. Maurice Newton bought 
300 shares and gave away 300, leaving 
his final holding unchanged at 1,000 
shares.

William F. Whitman bought 1,600 
shares of RKO Theatres Corp. com-
mon for a total holding of 1,700 
shares. Joseph A. McCooe sold 
2,000 shares of Columbia Pictures 
common, dropping his holdings to 
4,951 shares. Elmer C. Rhoden bought 
2,000 shares of National Theatres 
common, increasing his personal hold-
ings to 23,300 shares, in addition to 
30,000 shares held through his companies. 
Preston Davies sold 300 
shares of Universal Pictures common, 
leaving himself with 109 shares.

Collier's Features Gina

Italian actress Gina Lollobrigida, 
star of R.E. Releasing Corp.'s 'Bread, 
Love and Dreams,' is the subject of 
a three-page color picture layout 
and story in Jan. 21 edition of "Collier's."
Ohio Censors

(Continued from page 1)

Horace Mann, Cleveland, and Mark Timmons, Toledo.

The plaintiffs had sought to obtain an injunction against the board in the interest of the great charters of human liberty under which U.S. citizens have lived, prospered, been happy and secure in the rights and privileges guaranteed by the Bill of Rights.

Nichols added that the "guarantee of freedom of the press" is not couched in the unmistakable language that no law shall be passed abridging such guarantees. That language is not susceptible of interpretation that some laws having that effect may be passed while other laws may not be passed. Congress has passed a law which abridges the right to transmit films by television, although television has brought the press into the home of millions, and although many of us are convinced some of such pictures have no educational, religious or humorous characteristics.

New Law Being Written

Robert Wise, ITO secretary, said the decision means that the censorship board cannot even censor film submitters to the Securities and Exchange Commission. He said that decision will strengthen arguments of anti-censorship forces in combating any new censorship bills introduced in the Ohio legislature. The board is writing a new censorship statute, expected to be introduced in the legislature next week.

Hanson Gives Text Of Schoeppel Letter

HOLLYWOOD, Jan. 6—Asserting that Sen. Andrew F. Schoeppel’s letter for relaxation of the ban, Sen. Harold Hanson, chairman of the Southern California Theatre Owners Association’s trade relations committee, today released the contents of his 2,000-word letter to the chairman of the Senate Small Business Committee, dated Dec. 31, 1954.

Hanson stated that he was releasing the text of his letter to Sen. Schoeppel because he never received the government’s official letter and that his only information as to its contents had been gleaned from the trade press.

Hanson’s letter reads in part, “Your charges as conveyed in trade press in reference to me are not true, and your charges of neglect and pressure to be the best answer to your vitriolic attack upon me through trade papers. Certain statements that I have made in the past are intended for consumption by persons not interested in facts, but in the smear campaign of the Motion Picture industry for legislation. Moving on to the attitude displayed by the senator in a letter released to the press last Dec. 13, Hanson wrote. “It is my belief that you have consistently and consistently exhibited an attitude of defense on behalf of...
File New Md. Censor Law

Baltimore, Jan. 9—When the 1955 session of the Maryland State Legislature convened, Senate Bill Number One read over the desk in the Upper House, dealt with the controversial subject of motion picture censorship. The bill, which was referred to the Judiciary Committee, would limit the right of the state to censor moving pictures to the grounds of being obscene, tending to delude or corrupt morals or incite to crime.

It would strike from the present statute the grounds, which have been seriously challenged by recent court decisions, of being sacrilegious, indecent, immoral, or immoral.

The measure, which defines each of the allowable grounds for censorship, also provides for appeal to the Maryland Court of Appeals.

Limitations Statute On Anti-Trust Suits Again Is Proposed

From THE DAILY Bureau

WASHINGTON, Jan. 9—Two lawmakers introduced bills to set up a uniform Federal statute of limitations on private anti-trust suits, a matter that was bitterly contested between producers and exhibitors in previous years. Rep. Keating (R., N.Y.) sponsored a bill calling for a five-year Federal statute and Rep. Denton (D., Ind.) suggested a six-year statute. At present, the time limit is set by state statutes, which range from one to 20 years. Exhibitors supported a statute of at least five or six years, but producers urged a much shorter time limit. The Keat-

Fox Will Start in 10 Months

Describing it as the “coolest and most ambitious production program” in the history of 20th Century-Fox, Al Lichtman, director of distribution, announced on Friday that Darryl F. Zanuck would place 10 story properties before the cameras during the next six months.

Speaking at a specially-called meeting of the Domestic and Canadian sales and home office sales and advertising executives to chart merchandising plans for the next quarter, Zanuck said the company had released fewer films during the first quarter of 1955, the sales head termed the line-up as the most formidable box-office attraction in years.

Congressmen Slightly Late With Tax Bill

WASHINGTON, Jan. 9—Rep. Wickersham (D., Okla.) and Rep. Eddy (R., Calif.) introduced bills to lift the remaining Federal admissions tax on motion picture admissions. Wickersham also introduced a bill to reduce the admissions tax to 10 per cent and to lift the tax entirely from low-priced tickets. Only trouble with this bill is that it’s slightly out of date; That’s exactly what Congress put in law last year.

MPEA Acts
Seek Lower Tax Rate on Foreign Funds

Industry’s Inclusion in Treasury Plan Asked

By J. A. OTTEN

WASHINGTON, Jan. 9—Motion Picture Export Association president Eric Johnston has renewed his request to the Administration to include the film industry in its expected proposal to give some U. S. firms a lower tax rate on overseas earnings.

In a letter to Dan Throop Smith, assistant to Treasury Secretary Humphrey, Johnston said the film industry had been unfairly discriminated against in last year’s Treasury proposals which excluded motion picture distributors from that group of companies eligible for the tax break.

“I earnestly hope,” he wrote, “that a greater awareness of the exact (Continued on page 6)

Republic Declares First Dividend

A five per cent stock dividend was declared by the board of directors of Republic Pictures at the weekend, payable on April 1 to stockholders of record on March 7.

This is the first dividend, stock or cash, ever paid by the corporation and is regarded in industry circles as the forerunner to some important developments within the organization. Some sources believe the developments concern the possible disposal of Republic’s inventory of Gene Autry and Roy Rogers productions.

Allied Equipment Plan Is Stymied

Special to THE DAILY

CHICAGO, Jan. 9—Allied States has made no progress with its plan to have theatre equipment manufactured under its own name and distributed by regional Allied units since the proposal first came into being at the Allied board meeting in Milwaukee three months ago, it is learned.

The project, however, has not been abandoned, as widely reported currently among independent exhibitors, but will be reconsidered by the Allied (Continued on page 6)

Distributors Eye Houston For New Exchange Center

With 20th Century-Fox and Columbia already planning to establish exchanges in Houston, other companies are eyeing the Texas city for possible similar moves.

National Film Service is setting up a building in Houston to handle physical distribution for companies “if and when” they decide to shift some of their functions from their Dallas exchanges.

The company has advised the companies of its projected Houston operation and, according to reports, there is considerable interest. While it is not expected that Houston will become as important a key distribution center as Dallas or other major distribution centers, it is believed that it will be on a scale slightly higher than those of Jacksonville and Butte. Based on a pool system of Houston’s, Houston would be used as a sales and booking headquarters by some companies, with NPS handling physical distribution.

Lardner Asks Court To Uphold Contract

From THE DAILY Bureau

WASHINGTON, Jan. 9 — Ring Lardner, Jr., has asked the Supreme Court to rule that 20th Century-Fox had no right to terminate his screenwriting contract under the moral rights clause because of his refusal to answer questions regarding Communist associations from the House Un-American Activities Committee in 1947.

Lardner asked the High Court, in (Continued on page 6)

Zenith Refuses to Name Exhibitors

Special to THE DAILY

CHICAGO, Jan. 9—A blanket refusal to identify the exhibitors said to have applied to Zenith for franchises to operate Phonovision in their localities was made by Tom Lietzel, head of public relations for Zenith, here at the weekend.

Lietzel was queried regarding the assertion of Condrrr. E. F. McDonald, Jr., president of Zenith Radio Corp., that when and if Phonovision is approved by the FCC, a number of theatre owners have already applied for franchises.

Lietzel, declining to divulge names, (Continued on page 6)

To Map Drive

Anti-Toll TV Group to Meet Here Jan. 19

Expect 2-Day Conference To Plan Financing Needs

The national exhibitors joint defense committee against subscription television will meet at the Sheraton Aston Hotel here on Jan. 19 and 20 to further plan its campaign against toll TV and advance the case it will present at future public hearings before the Federal Communications Commission against toll TV.

Allied Starr of Theatre Owners of America and John T. Rembusch of Allied States are co-chairmen of the joint defense committee, the personnel of which is said to represent 75 per cent of the nation’s 16,000 theatres. In addition to planning future strategy and activities, the two-day meeting of the joint defense committee (Continued on page 6)

All The News
That Is News

VOL. 77, NO. 6
NEW YORK, U.S.A., MONDAY, JANUARY 10, 1955
TEN CENTS

MOTION PICTURE DAILY

Concise And To The Point
Personal Mention

BERNARD JACOB, L.FE., Releasing Corp, vice-president, will return to New York today from a tour, which took him to the West Coast and back.

Mike Boscen, executive assistant to George Cannon, director of press information for CBS Radio, has returned to his duties following surgery.

F. J. A. McCarvill, Universal Pictures' Southern and Canadian sales manager, will leave here today for Miami, New Orleans and Dallas.

CHARLES C. MOSKOWITZ, Loew's, Inc., vice-president and treasurer, is scheduled to return to New York from the Coast in a few days.

E. K. O'DEA, Paramount distribution vice-president, was in Buffalo over the weekend from New York.

Jo Neil, magazine, secretary to Richard Newton, manager of the Paramount Theatre, Portland, Ore., was married there last week.

Mary Jurov, talent agent, left here Saturday for Nassau via B. O. A. C. Bahamian.

HARRIET PARSONS, producer, returned to the Coast yesterday from New York.

Roy Raskel left here yesterday for London via B.O.A.C. Monarch.

'Romeo' Premiere Aids Assassin Hunt

PANAMA, Jan. 9.—A benefit premiere of United Artists' "Romeo and Juliet" will be held at the Lux Theatre here today to aid the international search for the assassin of President José Antonio Rébón.

The premiere, performance, which will be attended by Panamanian government heads and officials from the American Embassy, will be devoted to Artists and the J. Arthur Rank Organization, producers of "Romeo and Juliet," to a reward amounting to the National Committee assisting in the global hunt for the killers of Panama's Chief Executive.

The demonstration of Pan-American friendship and cooperation was arranged by Arnold M. Picker, United Artists vice-president in charge of foreign distribution.

Zukor, Back on Coast, Greets Associates

HOLLYWOOD, Jan. 9 — Paramount board chairman Adolph Zukor, observing his 82nd birthday, Friday, told studio associates, "In all the years I have been in the business, it has been most gratifying to see the progress it is making each year. The growth of the industry is well above achieving success to be endless."

More Than 200 Off To Florida for Bow Of 'Underwater!'

More than 200 press and screen personalities took off from New York and Hollywood yesterday morning for New York Springs, Fla., to attend the world's first underwater premiere, arranged by Howard Hughes' Super-scope drama, "Underwater!" Four商商商商商商on-Constellation planes, two from Idlewild Airport in New York and two from Los Angeles International Airport, flew the one-stop.

The Eastern contingent landed at Jacksonville, the West Coast group at Tampa. They were welcomed by Mayor Joe Charles, E. John Silver Springs.

The preview actually will be held 20 feet beneath the waters of Silver Springs, where special sound and projection equipment has been installed by Hughes technicians.

National Theatres Divestiture Extended

From THE DAILY Review

WASHINGTON, Jan. 9.—The War Department, in extending the divestiture deadline to give department officials and National Theatres another brief extension of its divestiture deadline, this time until Jan. 31, noted that the previous deadline was tomorrow.

The new extension was described as "the intemperity of some department officials and National Theatres executives time to work out a final order for carrying out all remaining divestitures, as required by the exercise of the sixth month, national still had nine or 10 theatres to divest under the 20th Century-Fox consent decree.

S.W. Sends Swett From Utica to Albany

ALBANY, Jan. 9.—Transfer of Alfred G. Swett from the Stanley in Utica to the McKeever in Albany as manager, in place of the retiring Jack Swarouth has been announced. The change will take place today.

Mrs. Ottilee Fearing, assistant manager of the circuit's Stanley in Utica, will assume the duties of the new manager.

Swett's father, Al Sweett, manager after serving Paramount in New York and with B & D theatres in Florida before he moved to Utica 12 years ago. Swarouth, who for years managed Warner houses in Troy, transferred to Utica when the McKeever was darkened. He returned to duty a few months ago, following long illness.

UA Hosts Kirk Douglas

United Artists presented last evening at the N.Y. Telephone Club to Kirk Douglas. A large group of prominent industry figures attended to honor the actor, with many new friends from national circuits has been signed to produce six pictures for UA release.

This Little Country To See First Films

The 200,000 residents of the Sheikdom of Kuwait will soon be able to see motion pictures for the first time, as government officials have lifted a ban against the entertainment medium and authorized the formation of a company to build and operate the first theatre.

WASHINGTON, Jan. 9.—A foremost social event of the season will be marked tomorrow evening with the invitational preview showing of Paramount's "Strategic Air Command" before an audience of cabinet members, U.S. Senators, Congressmen, Army, Navy, and Air Force generals at the Hoover on Tuesday. The show, which will be given under the auspices of the Air Force Association and Paramount Pictures, will open as a special event of the film with June Allyson, who will press the button at the preview showing. Also attending will be producer Samuel J. Brison, Barkey Halal, producer of Paramount Pictures; Paul McKloun, vice-president; A. W. Schwaberg, president of Paramount Films Distributing Corporation; Jerome Pickman, advertising-publicity vice-president; E. E. Adams, district vice-president; Russell Hulstman, eastern production manager, and other top company executives.

 Officials to Attend Para. 'Air' Showing

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Claim Error in Pa.

Sunday-Films Vote

HANOVER, Pa., Jan. 9.—A petition seeking the State Supreme Court to nullify a 1953 referendum on Sunday exhibition because of alleged errors and irregularities has been filed by a group of voters in this York County borough.

The referendum resulted in a victory against Sunday exhibition in 1953, by a margin of 18 votes out of 4,400 cast. A recount increased the margin to 21.

A petition filed asked that charges that irregularities occurred in five wards of the borough. A new referendum is asked.

A Supreme Court holds that the 1953 election was valid, the question cannot be voted upon again in Hanover until 1957.

Lead UA Drive

United Artists' New York, Charlotte and Calgary branches have captured first place in their respective groups in the fourth week of the third phase of the Robert S. Benjamin drive. It has been announced by William J. Heimann, vice-president in charge of sales and distribution, and sales manager, who are serving as co-captains of the campaign.

News Roundup

Two Seek Shorts 'Oscar'

Two Italian-made short subjects have been accepted by the Academy of Motion Picture Arts and Sciences for consideration for the Academy Awards. They are "Within a Budding Grove" and "The Fountains of Rome."

'Show' Held in Hartford

"There's No Business Like Show Business" is the first picture in many months to be held over for a third week in Hartford, now in its third stanza at Loew's Palace.

Another Proclamation

Following close on the heels of a similar action by the state of Wisconsin, a second proclamation in connection with M.G.M.'s "1955 Motion Picture Celebration," has been issued, this time by Gov. William G. Stratton of Illinois and countersigned by Charles F. Carpenter, Secretary of State. It proclaims January 30 as "Oscar the Movies Month" and adds that "the motion picture theatres of the state can be both important and unique activity, not only as a progressive business enterprise, but also as a community service."

Poli Asks Tenders

Poli-New England Theatres, Inc., is inviting tenders of its general mortgage income bonds due on Nov. 15, 1955, from any New York Trust Co. is the agent.

Reopen, Illinois House

The Park Ave. Theatre, Park Ridge, Ill., which has been closed for 18 years, has been reopened by its new owner, Stamford Kohlbarg.

7 DAYS IN HAWAII

$469

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

Fly United DC-6 air tourist from New York with stop-over on the West Coast, if you like. Only United features 2 abreast seating and wide center aisles on all planes.

UNITED AIR LINES

For free tax.

COMPARE THE FARE AND YOU'LL GO BY AIR
Mike Simons Says
5,000 Exhibitors Will Attend MGM Workshop by Mid-June

By LESTER DINOFF

Some 5,000 independent theatre owners and circuit operators throughout the United States will be in attendance at "M-G-M Theatres Workshops," which will be held in 16 cities by June 30, according to Mike Simons, director of public relations for the company. The conservative estimate of exhibitors who will attend the June 25-26 meetings seeking information on how to sell more tickets may be boosted, Simons said, as an additional eight more conventions have been scheduled by M-G-M to conduct possibilities of the industry veteran with both exhibition and distribution experience. All the meetings, which M-G-M brings successful theatremen to tell them how they sell tickets. We don't profess to conduct a school or teach anything, whether or not they learn anything depends on their experience, ability, etc.,' he said. Simons makes no promise that they will learn.

The informative meetings are designed, Simons stated, to:

1. Benefit the young and new blood in the motion picture industry which has stepped into the vacuum created by the passing of experienced showmen. Drive-in operators, comparatively new blood in the ranks of exhibitors are seeking to learn the basics in showmanship and ticket selling.

2. Remind the small theatreman about ticket selling ideas which he may have forgotten or could be passed on to his assistants.

3. Afford the circuit accounts expert information about theatre sales and purchasing and territory and trends in film presentation.

M-G-M is not selling its pictures at the Workshop meetings, Simons said. However, Emery Arsting, head of company exploitation, advises exhibitors of the opportunities of what company product is available and what services are afforded, the film official said.

The itinerary for the M-G-M M-G-M Ticket Selling Workshops calls for 16 meetings from mid-January through mid-July.

January 11: Detroit, January 12: Chicago; January 13: Memphis; February 16: Richmond; February 17: Detroit; March 1, Columbus; March 3, Kansas City; March 9, Dallas; April 2, Atlanta; April 8, Buffalo; April 26, Orlando, Fla.; May 2, Minneapolis; May 10, Billings, Mont.; May 16, Myrtle Beach, N. C. and June 13 at Santa Fe, N. M.

Eight More Likely

It is possible that eight more Workshops will be held in St. Louis, Salt Lake City, Seattle, New Orleans, San Francisco, Fort Lauderdale, Des Moines and Kansas City. Informal talk with other relations director also disclosed.

Simons and Austin are now completing arrangements for the Workshop scheduled in New York at the Hotel Commodore in Denver on Wednesday and they will attend the Rocky Mountain Motion Picture Organization's convention on the following day. Austin will leave Denver for Culver City, showing new pictures and discussing a series of projected new tours at the M-G-M studios while Simons will go to Oklahoma City to attend the annual convention of Tri-State Theatres.

In Jackson on Jan. 24

From Oklahoma City, Simons will prepare for the Jan. 24 Heidelberg Hotel meeting for Mississippi and Louisiana area exhibitors. Simons, who will meet the customer relations director in Jackson, will then accompany Simons to Memphis for the Workshop meeting there at the Skyway Hotel for Tri-State exhibitors.

TV Set Production

885,501 in November

WASHINGTON, Jan. 9.—Television set production in November was the highest for any November on record, but was still behind the December output, the Radio-Television Manufacturers Association said today.

It put November output at 885,501 sets, compared with only 501,237 sets in November, 1953. October, 1954 production totaled 921,476 sets. Output for the first 11 months of 1954 was put at 6,513,592 sets, compared with 6,760,400 sets in the like period, 1953.

Miss Mayo DAR Guest

WASHINGTON, Jan. 9.—Actress Virginia Mayo, has been invited by the American premiere at the RKO Palace Theatre here on Jan. 14. Associated Artists Productions is releasing.

Cites 'Scope Acceptance

Declaring that CinemaScope has been embraced by both the public and exhibitors as the finest new method of motion picture presentation, A. M. Lichtman, president and chief executive officer of distribution, reiterated previous company statements that "the medium's impact is giving exhibitors, producers, distributors and audiences alike the greatest excitement since the advent of sound and talking pictures," he declared. This upswing in CinemaScope production will result in the biggest box office for the medium during the current year, he said.

Exhibitors can be assured that 20th-Fox will bend every effort to provide the type and number of films that will assure them a most profitable business year, Lichtman said. He emphasized that a constant exchange of ideas and information between exhibitor and distributor is essential to the continuing success of both groups and that better trade policies will result from this spirit of harmony and teamwork.

"Better forums of theatre programming, at conventional and drive-in theatres, should be explored," Lichtman declared, "with showmanship and imagination as the by-word."

Ten Films for April

Discussions on the merchandising and promotion of 31 pictures scheduled for release through April and a review of general company sales policy were held also. Leading the talks was Charles S. Charles S., vice-president in charge of advertising and publicity; William C. Gehring, executive assistant general sales manager; Alex Silverstone, assistant general sales manager; Alex Harrisson, Western sales manager, and Giorn Norris, Eastern sales manager.

Charge Schine with Continuing Pool

BUFFALO, Jan. 9.—Defendants in the Schine Theatre's Federal contempt of court suit violated Judge John Knight's 1949 anti-trust decree by disobeying provisions requiring dissolution of a group of theatres in Youngstown, Ohio, and theatre divestitures in that area, the government has charged here.

Joseph E. McDowell, Justice Department trial attorney, asserted that the government will prove that Schine theatres are examples of the "pooling" of the five Scharf pools, and that the Scharf (Scharf) pools contributed to the Scharf pool's success, which was shown in the charge sheet of the government's suit. He said the government would prove that the pools were the same as those in the United States v. Paramount case, the only time that the Supreme Court has reversed an injunction against a pool.
20th Century starts your most prosperous year with 2 a month

IRVING BERLIN'S
THERE'S NO BUSINESS LIKE SHOW BUSINESS
ETHEL MERMAN · DONALD O'CONNOR · MARILYN MONROE
DAN DAILEY · JOHNNIE RAY · MITZI GAYNOR
CINEMASCOPE
Color by DE LUXE

OTTO PREMINGER presents OSCAR HAMMERSTEIN'S
CARMEN JONES
HARRY BELAFONTE · DOROTHY DANDRIDGE · PEARL BAILEY · OLGA JAMES · JOE ADAMS
CINEMASCOPE
Color by DE LUXE · Released by 20th Century-Fox

FEB.

WHITE FEATHER
ROBERT WAGNER · JOHN LUND · DEBRA PAGET · JEFFREY HUNTER
CINEMASCOPE
Print by Technicolor · A Panoramic Production

“It’s a pleasure to do business with 20th!”
PRINCE OF PLAYERS
RICHARD BURTON · MAGGIE McNAMARA · JOHN DEREK · RAYMOND MASSEY
CHARLES BICKFORD · ELIZABETH SELLARS · and EVA LE GALLIENNE

THE RACERS
KIRK DOUGLAS · BELLA DARVI · GILBERT ROLAND
also starring Cesar Romero · Lee J. Cobb · Katy Jurado

UNTAMED
TYRONE POWER · SUSAN HAYWARD · RICHARD EGAN

—and for Easter... the wonderful
love story of "A MAN CALLED PETER"
Lower Tax
(Continued from page 1)

nature of our business and of our problems abroad will be manifested in proposing again a 14-point tax credit on foreign earnings.

Copies of the letter went to Humphrey and to Clarence Randall, chairman of the Democratic committee on foreign economic policy.

Firm Companies Excluded

Last year the Treasury proposed that certain firms be taxed on their overseas earnings at 14 percentage points over the domestic rate, and also be permitted to escape tax on foreign earnings until the earnings are actually remitted to this country. The House-approved version of the technical tax relief bill included this proposal, but in language excluding firm companies and other distributors.

Johnston and others protested this to the Senate finance committee, and the Senate provision from the House. The Administration has said it would again urge this year a lower rate on foreign income, but has not announced specific details.

Johnston's letter said it was inconceivable that a branch bank of a firm engaged in transportation could qualify under last year's proposal, while the motion picture industry, with its large operations and heavy investments all over the world, would be denied the tax credit.

"To compare these investments and operations with an airline office in a single large city of some foreign country is entirely out of the question," he declared.

"It is our considered view that the proposed provisions of last year's tax bill discriminated against an American business only when it is engaged abroad and that the House amendment meets all of the tests laid down for eligibility for the credit.

"The MPEA president submitted the text of several amendments which he said would make film distributors eligible for the tax relief proposed by the Treasury.

Limitations Statute
(Continued from page 1)

filing Bill was approved by a House judiciary subcommittee early in 1953, but got no further.

Sen. Henry Jackson, chairman of a subcommittee (J. N.Y.) and Denton sponsored bills to boost the maximum fine for anti-trust violations from $5,000 to $50,000. The House has passed such a bill in each of the last three Congresses, but it always has died in the Senate.

The Denton Bill would also strengthen provisions of the present law with respect to making judgments with respect to trusts accepted. Acceptable evidence in suits brought by exhibitors and other private persons.

Legislation to class subscription television as a common carrier was among other proposals in the bill. The bill was dropped in the House hopper by Rep. Hinshaw (R., Calif.), who sponsored an identical bill last Congress, opposing subscription TV as a common carrier rather than as a broadcast service would require the Federal Communications Commission to control all subscription TV rates. The proposal is bitterly opposed by subscription TV backers.

Hollywood
By Samuel D. Berns

NEW YEAR'S Resolutions Anyone?

Roy Rowland: "To exploit and explore all the new processes of the screen as best I can without ever letting them get in the way of a good picture!"

Henry King: "To maintain an even closer liaison with exhibitors across the nation who actually meet and sell the public, and like all good salesmen keep their fingers on the public's pulse!"

Otto Preminger: "Stay active and abreast of developments in all fields of entertainment, as one way of improving music quality!"

Ritz Brothers: "We solemnly resolve not to make or keep any New Year's resolutions, including this one."

INCIDENTLY: Mary Jo Rush's song "Chilly Willy" is the inspiration of Walter Lantz's new penguin character, who makes his debut in a series of three cartoons during the New Year...

Bill Demarest, loaded with uranium stock that has the Geiger counters dizzy with delight, has the insurers chuckling at his role as an old miner with a deal to a supposedly worthless gold mine in U-I's "Destroy!..." Mark Robson got back from a European vacation in time to read the rare notices on his direction of "Bridges of Toko-Ri." Filming close-ups of Frank Sinatra, Ella Logan, Ella Fitzgerald, Barry Fitzgerald and the other stars of DCA's "Finian's Rainbow" during a music recording session established a new procedure in obtaining perfect model and movement for artists engaged in drawing a cartoon feature,... Over 100,000 discount tickets were distributed in the L. A. area run on Rank-U-I's "Romeo and Juliet."... Nat Holm may return at KKO to make three more films after "Seven Bad Men." The producer says he has the inside track on an early American railroad story for the group,... Allied Artists will start off the new year with 10 pictures in the sale,... Marlo Lanza has plenty of room to return with a film favor in Warners' "Serenade" project,... Los Angeles is fast becoming a location shooting hot spot; and Joel Preston has joined Carl Erbe in making its new-9-story Riviera a favorite filming retreat.

DRUM BEATERS: Cornel Wilde and Jean (Mrs. Wilde) Wallace are planning to hit the p.a. route for Allied Artists' "The Big Combo."... The public will have a chance to better acquainted with new face Mara Corday on her current national radio tour to the public. Producer Doris Lanchester get a film clip teaser of Paramount's "Bridges of Toko-Ri" on ABC's "You Asked for It."... Filmmakers' Irving Levin is splitting the country into regional appearances for the "Crashout" stars, with William Bendix slated for the Chicago territory. ...

ROYAL FAMILY is the chief subject of the first television promotion for U-I films after spending several seasons in the casting department.

FRANK O. PINIONS: Paul McNamara's Telemeter plan to take care of the minor leagues with some of the receipts from the pay-as-you-see TV major baseball playoffs, if successful, might set the pattern for an exhibitor's fund when set viewers decide to stay home and pay for a major film that won't play their neighborhood "Ready toRoar to the Public," Robert Aldrich has not yet blown his hand at exhibitors who refuse to put unknown names on the marquees. The public is "brand conscious." An unfamiliar name could affect negative reaction by the show shapers. If the picture is lacking in name draw, the exhibitor is justified in placing the title and a line about the type of film, Robert Aldrich is a fine director and his name might mean something on the marquee after the public has seen UA's "Vera Cruz." New faces can only be developed with marquee aid if the producers balance their risk of a new face with a reasonable name or names to support the debut, i.e., Lois Smith in "I'll Cry Tomorrow." The late Greer Garson and Dunn Andrews to assist in this department; Joan Woodard has Van Hefflin to help sell her on the marquees. Columbia's Technicolor Cinemascope, "The Calico Pony." Mara MCAlley can be launched in Stanley Kramer's "Not As A Stranger," starring Olivia de Havilland and Robert Mitchum, and Columbia's "My Sister Eileen" with Jack Lemmon and Janet Leigh as good company; and Colvis Leachman, who may hitch her marquee debut to the Mickey Spillane thriller, "Kiss Me Deadly," could be leaning on Robert Aldrich's name for the neon glittered recognition.

Toll-Tax
(Continued from page 1)

is expected to attempt to set up financing arrangements to carry out its program. The committee had hoped for federal aid from the Council of Motion Picture Organizations but there appears no prospect that it will be forthcoming. As a result, the committee has appealed to national and regional exhibitor organizations for financial help.

A TV meeting here last week was scheduled to consider the request last week that the meeting at which it was to be taken up was postponed.

Zenith Refuses
(Continued from page 1)

also refused to state how many exhibitors were involved, or from which areas.

In New York, top Theatre Owners of America officials said they had not heard of any exhibitors interested in a Plan. "We hear," one exhibitor leader advanced the theory that perhaps McDonald was referring to some exhibition turning UHF stations and who may be interested in a toll TV franchise.

Lardner, Jr.
(Continued From page 1)

a petition filed Friday, to overturn a Ninth Circuit Court of Appeals decision in favor of the motion picture companies' appeal action. The case will probably serve as precedent for deciding several similar suits brought by industry workers who were fired when they refused to answer the committee's questions.

"The practical effect of the decision, whether or not corrected by this court, will be to give judicial approval to a motion picture industry practice which has driven hundreds of writers and craftsmen from their livelihoods," the Lardner petition declared.

Allied Plan
(Continued from page 1)

board at its winter meeting in St. Louis early next month, according to Roy Marcus, Allied president.

Marcus and other Allied officials who conferred here late last week declined to say what difficulties had been encountered in the way of putting into Allied Equipment manufacturing and distribution plan into being but the present contract with independent exhibitors were that satisfactory arrangements with manufacturers could not be made, particularly with regard to the equipment after its installation in theatres.

Marcus announced at the Allied annual membership meeting in October that arrangements for the manufacture of the low-price Allied equipment was to be set up in the course of a Western tour on which he embarked shortly after the convention. He has reported no developments on the project since.

Martin, Lewis Re-Signed

HOLLYWOOD, Jan. 9.—Paramount has signed Martin and Lewis for seven additional pictures to follow the three they are making under the present contract. The new pact does not interfere with their contract with Hal B. Wallis.
TOA's President Warns Against Big City Slant On Production

Martin Finds Thousands Of Houses in Film Plight

By MURRAY HOROWITZ

Production today appears to be slanted for the larger Metropolitan areas in the country rather than for the medium-sized and smaller situations in the U. S., according to Elmo L. Martin, president of Theatre Owners of America.

As a concomitant to what he called "the Metropolitan-oriented production," Martin added that the present policy is geared for extended runs at greatly increased film rentals.

"Thousands of theatres throughout the country," Martin contended, "cannot fit into this approach."

The TOA president was sounded out as to his sentiments regarding the fewer, but bigger pictures approach.

(Continued on page 7)

Plan Military Print Survey

A survey of the problems of commercial theatres near Army and Navy installations in the U. S. is to be conducted by exhibitor organizations, it was learned here yesterday.

A source close to the joint exhibition-distribution committee negotiating with the Defense Department disclosed that either Theatre Owners of America or Allied, or both, through their respective regional units, would conduct the survey. The purpose of the poll, as it was explained by the source, would be to find out if there are fewer theatres now operating than were available in the past.

(Continued on page 3)

‘Prince of Players’ In 3 P.M. Bow Here

Marking the first afternoon premiere of a CinemaScope production here, 20th-Century-Fox’s “Prince of Players” opened yesterday at the Rivoli Theatre to a capacity audience which included many prominent personalities currently appearing on the Broadway stage who usually are unable to attend evening openings.

A large attendance gathered at the theatre in advance of the 3 P.M. event.

(Continued on page 3)

Projectionists Sign New Minn. Pact; Reject 1-Man Booth

Special to THE DAILY

MINNEAPOLIS, Jan. 10.—Minnesota Amusement Co. and RKO Theatres reached an agreement over the weekend with Projectionists Local No. 219, IATSE, on a new three-year contract. Minnesota Amusement operates three Minneapolis loop first-runs and three neighborhood theatres. RKO has two loop first-runs.

The new contract, which is expected to be signed this week, maintains the old contract level for the coming year and provides for a 75-cent hike in each of the second and third years.

The union rejected the circuits’ demand for one-man booths in downtown houses.

The union negotiating committee.

(Continued on page 3)

2 N.T. Units Start Research Program

LOS ANGELES, Jan. 10.—The first use of the $50,000 research fund established by National Theatres last month is being made in the Fox Midwest and Fox East-Mountain organizations currently, N. T. showed here.

Both circuits are employing the research program to find out if such influences as weather, audiences, and “Office” are influencing patrons to attend “There’s No Business Like Show Business” and “20,000 Leagues Under the Sea.”

The research fund is available to all N. T. showmen, the company reminded in a statement issued by Elmer C. Rhoden, president, “I am eagerly awaiting requests from managers and district managers for research projects,” he said. “It’s only through a thorough knowledge of our business that we can go forward, and as we are living today in changing times, we must be alert to the new influences that are bringing about changes in the recreational habits of our public.”

(Continued on page 3)

Supreme Court Rejects F & M Appeal

WASHINGTON, Jan. 10.—The Supreme Court today refused to hear an appeal by Fanchon and Marco, Inc., in its anti-trust suit against eight major distributors, National Theatres and Fox West Coast Theatres.

The effect of the High Court’s action is to leave in force the Ninth Circuit Court of Appeals’ decision throwing out the suit.

The Court gave no reason for its decision, announcing merely that the appeal was denied.

Fanchon and Marco claimed that the defendants had conspired to deny first-run films to its Baldwin Theatre in suburban Los Angeles. The distributors countered that their decision not to sell first-run films to the Baldwin resulted from an independent exercise of business judgment, and both the Los Angeles District Court and the Circuit Court agreed with the distributors. F. & M. then appealed to the Supreme Court, but lost there today.

(Continued on page 3)

No Mention of Film Firms

Foreign Tax Aid Is Asked Of Congress by President

WASHINGTON, Jan. 10.—President Eisenhower asked Congress today to give special tax advantages to some U. S. companies earning income overseas, but, as predicted, left in the air the question of whether film distributors should be eligible.

The President, in a special foreign trade message, repeated his request of last year that U. S. companies be taxed on certain overseas income at 14 percentage points less than the rate on domestic income and also that U. S. firms be excused from paying tax on money earned by foreign branches until it is actually remitted to the U. S.

Last year’s Treasury proposal excluded film companies from these benefits, and the President’s message today gave no indication as to whether the Treasury had changed its views.

Presumably, this will not be known until the Treasury actually testifies on the subject before the House Ways and Means Committee later this year.

Motion Picture Export Association president Eric Johnston, in a letter to the Treasury released over the week-end, urged the administration to include film distributors in its tax relief proposal this time.

The President’s message today did.

Loew’s Asks Stock Delay

Loew’s has filed a petition with the New York District Court asking for a two-year postponement in the deadline for distribution of stock in the new theatre company.

The Loew’s consent decree provided that stock of the new theatre company had to be distributed pro rata to Loew’s stockholders on Jan. 1, 1955, unless the company before that time could prove to the New York court that it could not divide its funded debt.

Johnson, Barkley On Finance Com.

WASHINGTON, Jan. 10.—Senate majority leader Johnson of Texas and Sen. Barkley of Kentucky today were assigned to the two Democratic vacancies on the important Senate Finance Committee.

The committee handles tax, foreign
**Personal Mention**

MAX FELLERMAN, Lupert Films, vice-president and general manager, left here yesterday for Hollywood.

BARNY BALABAN, Paramount president, accompanied by Paul Rosenfeld, Allan Harnberg, E. K. O' Shea, Jerome Pickman, Russell Holman and Herb Stimson, will return to New York today from Washington.


WALTER WANG, producer, and Don Siegel, director, are scheduled to arrive in New York this week from Hollywood.

HOWARD DEETZ, Loew's, Inc., vice-president, left here yesterday by plane for the Coast.

JOSEPH LIEB, Massachusetts district manager for Stanley Warner, was in Albany, N. Y., from Boston.

PHILIP WAXMAN, producer, will return to Hollywood today from New York.

DINO DE LAURENTIS, producer, will arrive in New York from Europe today aboard the "Queen Elizabeth."

Jack Byrne, M-G-M Eastern sales manager, has arrived in Albany, N. Y., from Buffalo.

PETER DANA, Universal Pictures Eastern division manager, was in Albany, N. Y., here.

HUGH OWEN, Paramount home office division manager, will leave here today for Albany, N. Y.

JOHN HALAS, director, left here for London on Sunday via B.O.A.C. Monarch.

**Charles Yates, Agent, Stricken in West**

HOLLYWOOD, Jan. 10.—Charles Yates, former agent at this office and former agent for Bob Hope, died of a heart attack on a Palm Springs golf course today. Yates was a house guest of Hope's and was with him on the course when stricken. He had accompanied Hope west from New York after the comedian returned from a holiday tour of Greenland where he entertained service men.

**Scores Knockout**

Joseph Sorrentino, of 20th Century-Fox's publicity department, scored a third round knockout in his first Golden Gloves competition at Ridgewood Grove, Brooklyn. Representing the Trinity Club of Brooklyn, and handled by Lawrence Kimmelman also of the film company's publicity department, Sorrentino defeated Sheldon Diamond, a student at 110.

**Underwater!' Debut Held Under Water Draws 200 Guests**

SILVER SPRINGS, Fla., Jan. 10.—Over 200 press representatives and screen personalities were in attendance as Howard Hughes' Technicolor film, "Underwater!" was screened underwater here last night. The premiere was the Jane Russell, Richard Egan, Lori Nelson, Debbie Reynolds, Mala Powers, Gordon Scott, Barbara Barrie, Peggy King, Jayne Mansfield, Rosemary Range and Elizabeth Threat.

Small's 'New York' To Warner Bros.

Warner Brothers and Edward Small have concluded negotiations for the distribution of the Clarence Lillie production, "New York Confidential," the Jack L. Warner-Mortimer book, it was announced by Jack L. Warner.

"New York Confidential" was produced by Clarence Greene and Russell Rouse, who wrote the original screenplay for Greene and Rouse.

The picture stars Broderick Crawford, Richard Conte, Anne Bancroft, J. Carrol Naish and Marilyn Maxwell.

**Government Leaders At 'Air' Premiere**

WASHINGTON, Jan. 10.—Ranking Cabinet members and leaders of the Senate and House, Air force generals and members of President Eisenhower's family were among the more than 200 guests given prior to the in-advance-of-release invitation preview of Paramount's VistaVision motion picture, "Strategic Air Command," held here at Loew's Capitol Theatre tonight.

Secretary of the Air Force Harold E. Talbott was the host at the Pentagon dinner. Present on behalf of President Eisenhower were Mrs. Eisenhower; her mother, Mrs. Doud; her daughter-in-law, Mrs. John Eisenhofer, and Sherman Adams, Assistant to the President. The event included Secretary of Defense Charles E. Wilson, Secretary of the Navy Charles S. Thomas, Secretary of Commerce Sinclair Weeks; Deputy Secretary of Defense Robert P. Anderson; Under Secretary of the Air Force Benjamin T. Slavens, and Assistant Secretary of Defense Roger Lewis.

**NYC Tax Decision Still in Abyeance**

Happiness or disappointment in exhibitors circles here was restrained for another week yesterday when the Brooklyn Appellate Division Supreme Court judges failed to hand down a ruling in the New York City exhibitors' appeal of the five per cent punitive assessment that the court usually hands down its decisions and rulings on Mondays.

Add 3 Franchises To DCA Lineup

Three new franchise holders have joined Distributors Corp. of America's program of distribution, Charles Bauscheg, vice-president and general manager, and Irving Wormser, vice-president and general sales manager, announced.

The new franchise holders are Albert Dezel, Detroit (Albert Dezel Productions, Inc.); W. H. Gaffney, Kansas City (Dixie Enterprises), and William Benjamin Milwaukee (Screen Guild Productions).

Franchise holders will sell secondary markets of DCA pictures. DCA's home office supervision, coupled with genuine incentive selling, will result in thorough market coverage in Bauscheg and Wormser declared.

**Winberrv to Manage Col. House Branch**

NEW ORLEANS, Jan. 10.—John Winberrv, a Columbus salesman here for 25 years, has been appointed manager of the company's new exchange in Houston. Winberrv will headquarters in Dallas temporarily until the Houston branch is ready for operation.

The appointee was given a testimonial and farewell luncheon here by branch manager Duke Kemp and exchange personnel who presented him with a desk set.

**New Kemp Co. Plans SuperScope Picture**

The formation in New York of a new motion picture company, Kemp Productions, was announced here over the weekend. The new company's first production, geared for major release, will be "The Burlesque Story," to be produced in SuperScope and De Luxe color.

The screenplay is an original by Walter Hartmann, for years a feature writer for the drama page of the "New York Daily News" before joining the East Coast story department of Paramount Pictures.

Para. Gets Finnish Cups

Paramount has received word that "Shane," "Roman Holiday," and actress Shirley Booth, star of "Come Back, Little Sheba," have been awarded Finnish Oscars.

**News Roundup**

**Cinerama Ends Run**

"This Is Cinerama," will terminate its Detroit Music Hall engagement of 103 weeks during the week of Feb. 10. "Cinerama's" run in Detroit was its second engagement there and it will start an indefinite run on Feb. 15.

**To Make 'Moon Gate'**

Having concluded a deal with Ribaltar Motion Picture Distributors for the distribution rights to "Moon Gate," a remake of his "The Darker" and "Moonlight," Paul Burton-Mercer is preparing to produce "Moon Gate," based on his own three-act play.

**Start Drive-in**

Construction has started on the first drive-in project in Somis, California. A 100-car capacity theatre, the drive-in is being built by P. J. DiFazio, a New Britain businessman.

**SuperScope Sales Up**

Foreign sales of SuperScope lenses are up more than 50 per cent since Dec. 15 when Joseph Tushinsky returned to Hollywood following a trip through Europe. He said the biggest order came from France, where one circuit purchased 130 lenses.

**Aid Hospital Wing**

The Oregon film industry's 11th annual "Show of Shows" contributed $29,000 to the new wing of the Shriner's Hospital for Crippled Children in Portland. Jack O'Bryan of United Artists directed the events.

**Claim Over-Tax on Schenectady Houses**

SCHENECTADY, N. Y., Jan. 10. — Owners and managers of the four major downtown theaters here have instituted proceedings against the city, claiming they have been overtaxed an average of 50 per cent in recent years, during the past 13 to 15 years. Involved are the State, Eric, Proctor's and Plaza—all operated by Fabian, although the first two named are owned by the W. W. Farley Estate and George H. C. Farley, of Albany.
People

Herman Levy, general counsel of Theatre Owners of America, will address the Hartford Advertising Club on Feb. 8 on the subject of toll TV.

John Bertero, president of Fox West Coast Theatres, has been named to the board of directors of Transamerica Corp.

Louella Hope has left the Theatre Service Agency, San Francisco, to become Roy Cooper's secretary.

Al Kolkmeier of Universal Pictures has been elected president of the Cincinnati unit of the Colosseum of Motion Picture Salesmen.

Sam Weiss is the new vice-president: Arthur Adams, secretary, and Manny Naegel, treasurer. New directors are Pete Bolliss, Wills and Charles Palmer.

Lew Keller has joined United Productions of America as an animation director.

H. Weller Keever, former Central sales supervisor for the NBC Film Division, has been appointed national sales manager.

Don Garrett has been named press representative for Screen Gems, Inc., TV subsidiary of Columbia Pictures.

Norm Levinson, assistant manager of Loew's Poli Theatre in Hartford, has resigned to become Al-G press representative in Minneapolis, effective Jan. 17. He had been with the organization since 1940.

Cleveland Exhibitors Reelct Directors

CLEVELAND, Jan. 10.—At the annual general meeting of the Cleveland Motion Picture Exhibitors Association, all officers were reelected by acclamation as follows: president, Henry Greenberger; vice-president, Joe Rembrandt; treasurer, Vernon Thibodeaux; secretary, Louis Weiss.


McCurdy to Manage AB-PT Concessions

Walter McCurdy has been appointed manager of the concessions sales department of American Broadcasting-Paramount Theatres, Inc. This position was formerly held by Herbert Hahn, who is presently handling stockholder relations for the company. McCurdy was previously associated with Kendall Mills prior to his going to AB-PT in 1953.

Para. MayBoost Schedule:Hartman

The possibilities of Paramount Pictures boosting its releasing schedule this year was held out here yesterday by Don Hartman, executive producer at Paramount studios, who stated that while the present seven major-release schedule calls for 20 films in 1955, "Paramount will make whatever it can possibly, creating the story material holds promise of good boxoffice returns.

Hartman, who is currently visiting New York with producer William Wyler to seek new properties and to see the top Broadway shows, said that the motion picture business this year will be as long as the pictures turned out by Hollywood are good.

L.A. Trust Actions Settled Out of Court

HOLLYWOOD, Jan. 10.—Metropolitan Theatres Corp. anti-trust suit against seven major distributors, which had been appealed to the Ninth Circuit Court of Appeals, was dismissed by the plaintiff from a district court order favoring the defendants, was withdrawn by stipulation last week following the court's request agreement on terms for private settlement. The plaintiff had asserted the major distributors were conspired to withhold first run product from its Orpheum theatre, Los Angeles, and had asked approximately $1,600,000 damages. Gray, Binkley & Pleasner represented Metropolitan in the litigation.

Chesapeake Plea To Be Heard Today

— The appeal by Chesapeake Industries against the dismissal of its $12,000,000 anti-trust suit against Loew's and RKO Theatres is scheduled to be heard here today in the Circuit Court of Appeals.

— The Ninth District Court Judge Augustus X. Hanc ruled that the release agreement between Chesapeake Industries and United Artists of Philadelphia is unenforceable to all patrons and alleged co-conspirators. Named as co-conspirators were the companies and the United Artists. The suit, which was filed by Chesapeake Industries as the owner of the now-dissolved ELC charged that ELC had been denied access to the New York market because of the alleged split by Loew's and RKO Theatres of film product.

Altec Policy Contnb Held in New York

A policy conference was called here last week by H. M. Bessey, executive secretary of the Altec Service Corp. Participating were representatives from the company's Northeastern and Eastern division operating managers: G. D. Paton, Eastern division manager; Ralph Kautsky, Northeastern division manager, and H. J. Reid, branch manager; E. Reid, branch manager; H. Hornbeck, Altec representative in Silver Spring, Md., together with C. S. Perkins, vice-president of Altec Service Corp. 

— The conference, held under the direction of Altec Service Corp., Participating were representatives from the company's Northeastern and Eastern division operating managers: G. D. Paton, Eastern division manager; Ralph Kautsky, Northeastern division manager, and H. J. Reid, branch manager; E. Reid, branch manager; H. Hornbeck, Altec representative in Silver Spring, Md., together with C. S. Perkins, vice-president of Altec Service Corp. 

Don Hartman

Geo. Hoover to M.C. Smakwitz Dinner

ALBANY, Jan. 10.—George C. Hoover, international chief booking manager of Variety Clubs, will act as toastmaster at the testimonial dinner which the Variety Clubs of America gave tomorrow night to honor the ballroom of the Sheraton-Ten Eyck Hotel for Charles A. Smakwitz, recently promoted from Stanley Smakwitz' SW zone manager in Albany to a similar position in Newark, N. J.

— Two hundred, including S. H. Greenberger, Sam Rosey and Howard Kal- inume, Stanley Warner executives, State Senator Fred G. Moritt, counsel-aeasurer of Mac Donald Pictures, Al A. Silver, SW zone manager in Pittsburgh; Harry Feinstein, SW zone manager in New Haven, and Joseph Kiss, Massachusetts district manager (now also supervising Al- bany) are expected to attend.

— George L. Sebenec, local chief Barker, will introduce Hoover.

Record Promotion For U-T's 'Bridges'

— The Boston world premiere and the New England territorial saturation kick-off of Universal-International's "Six Bridges to Cross" is being backed by a "record" integrated advertising, publicist and newspaper advertisement campaign. U-I announced yesterday that "Six Bridges to Cross," based on the $2,500,000 Boston robbery, will have its world premiere at the RKO Memorial Theatre in Boston on Jan. 19 launché more than 150 dates in the territory.

— The television-radio-newspaper advertising campaign has been set for Boston, Providence, Augusta, Bangor and Portland, Me., Milwaukee, N. H.; Springfield, Mass., and New Haven and New Britain, Conn.

— In addition to the advertising campaign, the picture is also being backed by a territorial personal appearance tour with Tony Curtis and George Tobias of the film, Madeleine, which starred in the film and Joseph Dineen, veteran Boston crime re- porter.

Cruise' in Festival

"Adventures of Robinson Crusoe" will be the official Mexican entry at the International Film Festival in Punto del Este, Uruguay, beginning Jan. 15, it was announced here by United Artists. "Romeo and Juliet" also will be presented, but in a non-competitive showing, at the festival, it was disclosed.

Print Survey

(Continued from page 1)

node, social security and unemployment insurance legislation. As a re- sult of the GOP loss of Senate control, Sen. Bennett (R., Utah) has been boomed off the finance group, former Sen. John Q. has left to be governor of his state; otherwise the committee is the same as the last Congress.

To take the finance committee post, Sen. Johnson of Texas had to quit the Senate Commerce Committee, because the CRO has full jurisdiction over the financial regulatory aspects of the bill. The other Democrats appointed to that committee were Sen. Wayne L. Morse of Oregon, Sen. Harry F. Byrd, Jr. of Virginia, Sen. Hiram H. Fong of Hawaii, and Robert J. Wadsworth, Jr., of Maryland. The five have been appointed to the committee, in charge of anti-trust legislation.

Prince of Players

(Continued from page 1)

and extra police were assigned to the area to handle the crowds. An added variation for green screen movies has been the proceedings as Maggie McNamara, star of the drama, acting as hostess, who dressed a maid's costume of a "Billie Holiday" Miss McNamara in her role of characters were Philip Dunne, producer and director of the film, and Moss Hart, who wrote the screenplay. National coverage of the opening was accomplished by Movietone news, news and wire service photog- raphers and Maggie McNells, who tape recorded interviews for her ABC radio network program.

Projectionists

(Continued from page 1)

offered a similar contract to the independent theatre owners' negotiating committee headed by Ted Mann but the projectionists are holding firm on the first offer which included a 25 per cent cut from the existing contract and elimination of a two-man drive-in booth. The pro- jectionists, who filed a strike notice a month ago, have been operating without a contract since Nov. 30.

Rank Adds One

"The Woman for Joe," tentative title, has been added to the list of the Bob Hope pictures on the J. Arthur Rank Organization's production schedule for 1955, it is announced. It will go before the cameras at Pine- wood Studios in London early next week.
THE STAMPEDE OF

HON

BING CROSBY
GRACE KELLY
WILLIAM HOLDEN

in A PERLBERG-SEATON Production

THE COUNTRY GIRL

Produced by WILLIAM PERLBERG
Written for the Screen and Directed by GEORGE SEATON
From the play by Clifford Odets • A Paramount Picture
HAS STARTED FOR
"THE COUNTRY GIRL"

NEW YORK FILM CRITICS AWARD
   Best Actress of Year...Grace Kelly

GENERAL FEDERATION OF WOMEN'S CLUBS
   Best Actor...Bing Crosby...Best Actress
   ...Grace Kelly...One of Best Pictures

NATIONAL BOARD OF REVIEW
   Best Actor...Bing Crosby...Best Actress
   ...Grace Kelly...One of Best Pictures

NEW YORK TIMES • HERALD TRIBUNE
DAILY NEWS • WORLD-TELEGRAM
   One of Best Pictures

LOS ANGELES TIMES • LOS ANGELES MIRROR NEWS
   One of Best Pictures

LOS ANGELES HERALD EXPRESS
   One of Best Pictures...
   Best Performances...include Bing Crosby,
   Grace Kelly, William Holden

"OSCAR'S" PREDICTED! By scores of national opinion-
molders, including Life Magazine—Edward R. Murrow, CBS—
Columnist Sheilah Graham—and many, many more!
"Prince of Players" in Special Bow

Shown in the picture to the left at the premiere of "Prince of Players" here yesterday are, left to right, Spyros P. Skouras, president of 20th Century-Fox; Philip Dunne, producer - director, and Charles Einfeld, V.P., of Fox. Above, left, Maggie McNamara, who stars with Richard Burton in the film, and Dunne.

Spyros P. Skouras, president of 20th Century-Fox, is here shown before the afternoon premiere of the film at the Rivoli Theatre with Kay Darrin, center, and on the right, Earl I. Sponable, director of research for Fox.

Johnnie Ray, singer, who also is currently starred in Irving Berlin's "There's No Business Like Show Business."

Among those attending the premiere were Dennis King, left, and Mary Anderson, currently starring in the Broadway stage success, "Lunatics and Lovers."

Philip Dunne is here flanked by two of the nation's outstanding theatre circuit executives. On the left is Spyros Skouras, Jr., president of Skouras Theatres, and on the right Raymond Wemple, vice-president of the United Artists Theatre Circuit.
**Television--Radio**

*with Pinky Herman*

**THE first meeting of the New York State Association of Radio and Television Broadcasters (New York is the 43rd state to have an organized association), headed by Ham Shea, veep of NBC and J. F. Levy, general counsel, to discuss the implications of WGR TV, Buffalo, will be held tomorrow, at the Hotel Syracuse, Syracuse, N. Y. . . . Frank Parker, star singer on Arthur Godfrey CBShows, and Roy P. Speckler have formed a new television production company and, starting in the Spring, will shoot 36 half-hour films in color. Negotiations for a Hollywood studio sked is now in progress. Alan Greenblatt, a veteran of the forthcoming Broadway production (Herman Shumlin) "Love on Ice," has signed to adapt well known stories for the new firm . . . . Bud Ford, who has done such a fine producing job of the Johnny Andrews’ radio series, has amassed these past two years at NBCleveland, has been shifted to New York and will again work with his old boss Ham Shea, gen. mgmt. of WNBC . . . . Walt Framer has appointed Ashley-Steele, exclusive sales reps for all new TV properties created by Walt, buddy of "Strike It Rich" and "The Big Pay-off" shows.

**Five execs are aware of it but Handsome Bill Nimmo, who gives with the Schick commershalls on the "Jackie Gleason Show" CBSaturdays and is also "Bill the Bartender" on the Pabst Blue Ribbon Wben/Chicago CBStreets, is a natural to encase a T.V series. Before entering the Armed Forces and then the service force in Europe, Nimmo ran a favorite of the "Tonight Show" crowd is absolutely an impromptu, the tunes, told stories, with the maiden’s smile and a clean of no mean ability . . . . Last Sunday at 2:30 p.m. over WABD he thoroughly enjoyed a demure-straughter of memory training and its application to daily life. The program was handled by the director of the School of Memory and Concentration, Doctor-cer-er "Sunny"-let’s see now—in the school is called ‘the mind and ‘stein’ rhymes with ‘cin’, the German word for ‘one’—for one—one is the first number that’s it—but the good Doctor spells it First—that’s it—Dr. Bruno Furst (apt. pabp. Doctor, No??) . . . The Goodson-Todman "The Name’s The Same" series, produced by Howard Merrill TV in ABC, will expand the scope and will feature in addition to consistents with ‘famous’ names, close relatives of famous people.***

**Dynamic little Paul Jonas, sports director of the Mutual Network, has walked courageously and starting tomorrow at 9:15, he’ll produce a new series titled, “Parade of Sports” over 46 MBStations under the supervision of veep Pete Johnson, with sportscasters Harry Wiemer, Art Gleeson and Bud Holman. Outstanding the events direct from Madison Square Garden and the Convention Hall (Philadelphia). . . . A low bow to TV scripter Llona Kenney, who spends most of her evenings heading impromptu tours for vets at the Kingsbridge Hospital. . . . Big Jon Arthur, whose ABChildren programs, “Big Jon & Sparkle” and “No School Today” finished second and third respectively in the latest FAME Radio Poll, has moved his wonderful brailing-dren to N. Y. (he’s already settled himself in Stamford, Conn.). He’s quite serious about a TV series in the fall but first he’s committed to several p.a. tours—Texas next month—back East in March. . . . William Barker, chairman of the House Ways and Means Committee, announced that he would start hunchings Monday, on chairman Cooper’s bill to extend the reciprocal trade agreements act three years and give the administration broad power to re-duce tariffs, as directed by the President. Persons desiring to testify in support of the bill were asked to notify the committee by Friday, while opponents have until Jan. 19 to notify the committee of their desire to testify.***

**RCA Reduces Price Of Color TV Tube**

An immediate reduction in the price of the RCA 21-inch color television picture tube from $175 to $100 was announced by W. Walden Wabash, vice-executive president, electronic products, Radio Corp. of America . . . . "This 43 per cent reduction to television set manufacturers in the price of the RCA color tube is another major step initiated by RCA toward the establishment of lower prices for color television service," Watts said.

**Harry Wiemer**

HOLLYWOOD, Jan. 10.—Allied Artists has completed negotiations with Tony Owens, who heads Talon Productions, and Anglo Amalgamated Film Distributors, Ltd., in pursuit of western hemisphere distribution of "Case of the Red Monkey," starring Richard Conte.

**Bill Nimmo**

however, trot out one new tax relief proposal which presumably would benefit film companies as well as all other companies doing business abroad. The U. S. companies can deduct from their U. S. tax bills certain taxes paid to foreign governments. However, if a foreign government waives taxes due from a U. S. firm, that firm cannot deduct the waived tax from its U. S. tax bill. The President promised that his Administration will explore the possibility of giving U. S. firms credit on the U. S. tax time for those income taxes waived by a foreign government, just as credit is now given for income taxes actually paid to a foreign government.

**Asks Tariff-Cutting Power**

As expected, the President renewed his request for a three-year extension of the reciprocal trade agreements act, along with a request to cut tariffs below present rates. House Democratic leaders have promised to make the extension part of the President’s program. Action on the tax proposals probably will be delayed until much later in the session.

**Col. Files Stock Changes in Albany**

ALBANY, Jan. 10.—Columbia Pictures Corporation, under the leadership of its late president, John G. Johnson, yesterday, announced that Col. ivory, hospital, etc., for some two years earlier, will continue to be produced on an experimental basis. The Col. Ivy firm will be completely sold, and the other companies will be able to continue to produce on a smaller scale.
between the production company and new theatre company and could not get substantial financing to replace the existing financing. In that event, the decree declared, the new stock did have a market for another two years—until Feb. 6, 1957.—unless a division of the debt or a refinancing could be worked out soon.

Similar Financing Unavailable
A petition filed yesterday, Loew’s claimed that it could not work out a division of its existing funded debt and could not get substantial financing. Therefore, it told the court, it wanted the extra two years for distributing the stock of the new theatre company.

The court will hold a hearing on the question next Monday afternoon. Justice Department officials in Washington said they are prepared to tell the court that they have investigated the situation and have found nothing to disprove the Loew’s claim that they can’t divide the debt or get substitute financing. They’ll tell the court that the fund’s fact is not true to the court, but that if the court decides Loew’s has proven its claims, then the two-year extension is automatic.

This would seem to indicate strongly that the Loew’s petition will be granted.

Loew’s exhibition operations have been conducted since Sept. 1, 1954, separately from its production distribution operations, as required by the judgment. Only the distribution of stock of the new theatre company has not taken place, which is what the petition involves in the two-year extension.

Interest Rate Very Low
The Loew’s petition said that the present holders of the funded debt have indicated they do not want to divide the debt, on the ground that at present the debt is backed by the assets of production, distribution and exhibition, whereas once the debt is divided, each part will be backed by only part of the company’s present assets, thus making similar financing impossible. Loew’s says that the present debt is at an extremely low interest rate, which would not be duplicated in any new financing.

Justice officials said that as far as they knew Loew’s hoped to meet the Feb. 6 deadline for completing the theatre divestiture required in the original consent decree. It is distinct from the divestiture situation.

Don George Sells
Four Theatres
NEW ORLEANS, Jan. 10.—Four theatres of the Don George Circuit have been purchased by Thomas L. McElroy, president of McElroy Theatre Associates, Don H. Hensley, the circuit’s operator and head of a wholesale tobacco company.

The purchase price was said to be in excess of $500,000. Included in the deal were the following theatres: the Don, in downtown Shreveport; Venetian, in a retail shopping area; Davis; Bossier City, and Don Drive-in, on the outskirts of Bossier City.

The new management already operates four Shreveport theatres and one in Monroe, La.

**Reviews**

**"Underwater!"**

(KKO Radio Pictures)

SuperScope

The picture, despite its conventional screen-size treatment, but the picture takes fine advantage of the sweeping and panoramic effects provided by the anamorphic SuperScope lenses, especially in the underwater scenes and episodes above the surf. A thorough job is done to the picture to bring out the depth to the picture to bring out the depth.

SuperScope adds greatly to the effectiveness of this production. "Underwater!" is a superior film, filmed and shot in SuperScope, the camera placed in the underwater view in which Miss Russell, then taken by water, is seen with the eyes of the fish to see what they see. The picture is given a splendid treatment amidst the threat of the underwater caverns in the ocean and the ever-present danger of sharks.

"Underwater!" was produced by Harry Tatelman and directed by John Sturges from a screenplay by Walter Newman. The original story was by Hugo King and Robert B. Bailey.


**Lester Denoff**

**"Battle Taxi"**

(Tours United Artists)

THE suspenseful and vital events in Korea and in the everyday performance of the Air Rescue Service of the 5th Air Force form the backbone of this film. The story, it is reported, was written by a USAAF officer, and the director, Arthur Franz and Marshall Thompson are the top name and principal characters. This well-made film, which utilizes much combat footage shot by Air Force and Signal Corps photographers, has its melodramatic situations, and its unexpected developments, as well as its action sequences, all of which are so well-coordinated that the film is both entertaining and educational.

The story of the divers of the helicopters’ missions and their actual on the beach branch have been played down time and time again until they are almost called "routine." However, to many onlookers they are the most exciting and thrilling of the air branch. The last few minutes of the film serve to heighten the tension and the suspense of the story. The film is not only an entertaining but also an educational one, and it is recommended to all who wish to see the film.

The one weakness of the film is the lack of the "whirlwind" effect which is used to heighten the tension and the suspense. However, the film is well-made and has a strong storyline.

**Compo**

(Continued from page 1)

newspapers, says: "The theatre in your city, of course, is not 60 years old. It is a 15-year-old station, not the 60-year-old station that you have had for years. It is a station that you have had for years. It has weathered storms and hard times, but it is still going strong."

"Looking back, those have been both exciting and难过 years for the theatre. It has faced many challenges, but it has always come out on top."

"The theatre is a special place for many people. It is a place where people can go to escape from the world for a little while."

"The theatre is one of the truest forms of art. It is a place where actors and actresses can truly express themselves."

"I love working with the actors and actresses. They are such talented people and it is always a pleasure to work with them."

"The theatre is a place where people can come together and enjoy a good show. It is a place where people can laugh and cry and feel all the emotions that come with goodness."

"I am proud to be a part of the theatre community and I am looking forward to many more years of working with the theatre."

**R.C. Multi-Million Verdict Is Reduced**

KANSAS CITY, Jan. 10.—Federal Judge Albert Ridge has slashed a jury’s award of $1.6 million in the Electric Theatre anti-trust suit against six distribution companies to $1,334,402. The verdict was reduced on the basis of damages awarded in an industry trust case.

Judge Ridge also reduced the amount of attorney’s fees for the plaintiff at $100,000, and court costs at $9,130. He also reduced the Electric’s loss in the Kansas City theatre from playing after first runs in Kansas City, Mo., which was the main issue of the suit, to some extent on the basis of damages awarded in a new trial and amended judgment filed by defendants, on condition the Electric accepts the reduced verdict within 15 days. The defendant distributors are expected to appeal, regardless of this. Judge Ridge also referred to the other suits involving the Electric in Champaign, Kans., and Kansas City, Mo., competitive situations have either been filed or are in preparation.

**"Tokyo-Ri" to M. H.**

Paramount’s "The Bridges at Tokyo-Ri," will open at the Radio City Music Hall here on Jan. 20, it was announced last night, by Wm. Schwall, president of Paramount Film Distributing Corp., and Russell V. Downing, president and managing director.
SEC Okays TOA Film Finance Plan
WASHINGTON, Jan. 11.—The Securities and Exchange Commission today formally cleared the stock-selling proposal of Exhibitors Film Financial Group, Inc., which was formed by Theatre Owners of America for the purpose of financing independent production.

Approval by the SEC of EFG's stock-selling project gives the group the green light for immediate action in putting the plan into operation, Herman Levy, TOA general counsel, said yesterday. The immediate task, he said, is to meet the stock-selling qualifications of each state and that move has been in work for several weeks. It is expected that it will take another two weeks to finish the chore, Levy said. The EFGF trustees will meet shortly to crystallize all plans in connection with the enterprise. No date has been set for the meeting, however.

For Second-Runs
Eugene Picker Sees Danger in Product Drop

By MURRAY HOROWITZ

There remains a degree of "maneuverability" in the current product situation for second-run houses such as those operated by Loew's, but any further drop in the product output would make the situation "dangerous," it was contended here by Eugene Picker, Loew's vice-president.

Picker, interviewed on today's product situation, said his viewpoint would not hold true of third-runs with three changes per week. Today, he said, such an operator is in "trouble.

The Loew's executive made his sentiments known in response to a trade assertion that although there have been fewer releases the past year, theatre earnings of this company and other circuits have climbed in comparison to former years.

Picker's response was that there (Continued on page 5)

$1,200,000
Paid Rubin

WASHINGTON, Jan. 11.—Loew's, Inc., paid J. Robert Rubin, who retired as vice-president and general counsel last August, $1,200,000 for his residual rights in M-G-M films. The amount was disclosed here today by a Loew's statement filed with the Securities and Exchange Commission.

The statement, also listing officers' salaries for the year ended Aug. 31, 1954, stated that the payment was in satisfaction of Rubin's rights of 5.1 per cent of the net distribution profits of Loew's pictures produced since 1924, the date when Rubinstein's employment with Loew's commenced. The residual rights provision, which would have gone into effect upon the termination of Rubin's employment, also covered story properties.

The salaries of officers as listed in the Loew's statement for the fiscal year ended Aug. 31 were as follows: Nicholas M. Schenck, president, $224,000; George Schaefer, vice-president, $200,000; Howard Dietz, vice-president, $104,286; Leopold Friedman, vice-president, $100,357; Benjamin Thau, vice-president, $189,383; Charles Pick, (Continued on page 5)

New Opposition Strategy
N.Y. Tax Setback May Aid Films

Industry Experts Say U. S. Supreme Court Ruling Will Encourage Tests on 'Merits'

The U. S. Supreme Court's rejection of New York City's attempt to impose a privilege tax on gross receipts of the United Piece Dye Works of New Jersey based on the principle that any future attacks on tax legislation, including the current suit against the local five per cent amusement tax, will be decided upon the merits of the case.

"In the past," a top distribution tax expert said, "we used to hesitate to attack tax legislation because we felt that even if we were technically correct, the courts would rule in favor of the cities merely because of the municipalities' dire need of revenue."

The U. S. Supreme Court declined to review a New York State Supreme Court decision that the city cannot levy business taxes upon the gross receipts of an out-of-city corporation engaged in interstate commerce.

The distribution tax expert revealed that New York City currently imposes a privilege tax of one-fifth of one per cent on gross receipts and a three per cent (Continued on page 4)

See 1,000 at Drive-in Meet

Delegates to Allied States Association's second national drive-in convention in St. Louis next month will receive the first announcement of actions taken by Allied's board on the report of the Emergency Defense Committee. This was revealed yesterday in a bulletin issued by national Allied which predicted that the outdoor operators' convention this year (Continued on page 5)

Schneider Signs New WB Contract

WASHINGTON, Jan. 11.—A new five-year contract for Samuel Schneider, vice-president of Warner Brothers, was disclosed here today by a WB filing with the Securities and Exchange Commission.

Under the terms of the contract, (Continued on page 5)

Question Wage-Hour Law Effect

From THE DAILY Bureau

WASHINGTON, Jan. 11—Labor Department officials had some more to say about their plans to expand coverage of the Federal minimum wage law, but still left up in the air just how these plans would affect theatres.

If their statements added up to anything, they seemed to add up to this: They would certainly try to bring interstate chains under the law, but might leave out non-chain theatres. The law sets a minimum wage for all covered employees—now 75 cents per hour and orders time-and-a-half for overtime. Theaters are exempt under a blanket exemption for retail and service workers.

President Eisenhower in his State-of-the-Union message last week asked Congress to expand service employment. Reporters Secretary Mitchell yesterday told a press conference he wanted to bring in retail and service employees. Reporters Secretary Mitchell yesterday told a press conference he wanted to bring in retail and service employees. Reporters Secretary Mitchell yesterday told a press conference he wanted to bring in retail and service employees. Reporters Secretary Mitchell yesterday told a press conference he wanted to bring in retail and service employees. Reporters Secretary Mitchell yesterday told a press conference he wanted to bring in retail and service employees. He pointed out that at present the commerce clause in the law makes it apply only to workers in interstate commerce or producing for interstate commerce and added that this would not make the law cover many retail or service workers, even if the blanket retail and service exemption were removed. Mitchell then replied that the Department did not propose to change the commerce clause.

But later, Labor Department officials issued a statement in effect correcting the secretary. The Department does propose, the statement said, to ask Congress to broaden the Commerce clause, but does not propose to cover "purely local" enterprises.

The upshot seemed to be that for exact details of the proposed changes would be left to wait until Labor Department officials appear before Congressional committees this year and answer questions as to their specific proposals.
Texas Proclaims 'Movies Month'

AUSTIN, Tex., Jan. 11.—At the opening session of the State Legislature today, Gov. Allan Shivers proclaimed January, 1955, as "Movies Month" in the State of Texas, calling attention to "the significant business and entertainment contributions of the theatres of the state." Present at the ceremony were Lawrence Bond, chairman of the state board of cinema and Allied trades, and Attorney Gen. Francis T. Smith, who appears in M-G-M's "Bad Day at Black Rock."

SEC Gets Report Of SW Salaries

WASHINGTON, Jan. 11.—Stanley Warner, in a report to the Securities and Exchange Commission, disclosed today that daily salaries of its principal officers and directors for the fiscal year ended Aug. 28, 1954, range from $90 to $250. The report follows: $90 paid to Fabian Enterprises, Inc., for the services of Si H. Fabian as SW president and Samuel Rosen, vice-president of SW; David G. Baird as chairman of the company's finance committee, received $36,400; Harold Kalmine, SW's general manager, $130,000, and Maurice A. Silver, zone manager of the company's London and Cleveland areas, $4,800.

Fabian Enterprises, it was noted of which Fabian is president and Rosen, vice-president and treasurer, owns 428,994 shares of SW common stock, representing about 14 percent of the stock outstanding.

1,000 Expected at Brothers' Dinner

More than 1,000 entertainment industry leaders representing a wide variety of faiths and races are expected to gather in the Astoria Hotel tomorrow night for the ninth annual Brotherhood dinner sponsored by the Jewish Division of the National Council.

The dinner, launching the Brotherhood campaign for 1955 under the able direction of President Abraham Kalmine, is being held under the honor of Judge Walter Ruben, permanent national chairman of the annual American Jewish Congress show-business campaign, who is expected to understand under people of all religious beliefs and creeds.

Bluestein, Memphis Variety Aide, Dies

MEMPHIS, Jan. 11.—Benjamin H. Bluestein, 73, died in the Baptist Hospital here shortly after being stricken at the local Variety Club with a heart attack.

For several years, Bluestein served as assistant chief barker at Memphis Variety and had an active role in helping young and inexperienced members of the club, including various children. Only a month ago Memphis Variety created the post of "outstanding" by giving it to Bluestein. He was in the lighting business and active in Variety for years.

Corkery and Maas Named MPEA V-P's

Robert J. Corkery and Irving Maas were elected vice-presidents of the Motion Picture Export Association at a meeting here yesterday of foreign managers.

The appointments, made by the last MPEA president, Eric Johnston, indicate no shift in the duties of the respective MPEA officers. Corkery will remain director of Latin American affairs and Maas director of Far Eastern operations.

Corkery has left for Uruguay to attend the film festival there.

Form U.S. Company For Israel Films

A company to provide the motion picture industry of Israel with representation in the Western Hemisphere has been established here by Barry Hyams, Inc., and agreements have been signed with several firms of MIff producers, "Hill 24 Doesn't Answer" for Barry Hyams to direct the American distribution of the first Israel-made feature motion picture.

"Hill 24 Doesn't Answer," an espionage story based on Kolite of Israel's War of Independence, was adapted for the screen by the author of the play and Peter Frye, and directed by England's Thordil Dickens. The international cast is supported by members of the army through the cooperation of the Israeli Government. All exteriors were filmed on location in the Negev desert, Haifa and Acre; and interiors were photographed at the Israel Motion Picture Studios in Jerusalem where the film was also processed.

Pact Made with Hyams

Prior to returning to Israel last week, Barry Hyams, head of the firm's new, newly-formed arrangements with Barry Hyams, Inc., to represent the American distribution of a series of varied-length subjects, the titles of which are "Son of Sultan," "We Choose Life," "Let's Look at Israel," "Songs and Dances," "Jonathan and Tali" and "Tent City."

Burt Balaban's 26 Films to Flamingo

Princess Pictures has signed with Flamingo Films for the television distribution of Princesses' series of 26 feature films, it was disclosed yesterday by Burt Balaban, president of Princess, who also stated that his company will produce additional features for television at a later date.

The Princess series, as described by S. W. Weintraub, of Flamingo, consists of 13 features, produced by Princess in 1954 especially for television and 13 additional features, which feature 33 star names, are all first run for television.
PREDICTION: IT’S ONE OF THE BIGGEST WASHINGTON’S BIRTHDAY ATTRACTIONS EVER RELEASED!

NEVER BEFORE!
A thrilling romance in spectacular splendor and a wealth of singing glory!

Watch!
Hannibal’s Army crossing the Alps with his elephant cavalry!

Watch!
The scheming Beauty who tricks The Barbarian on the march to conquer Rome!

Watch!
Handsome statues come to life in the amazing underwater dance spectacle!

Watch!
Dance of the Painted Elephants!

Watch!
Clash of armies at the gates of Rome!

M-G-M’s CINEMASCOPE COLOR MUSICAL!
"JUPITER’S DARLING"

ESTHER WILLIAMS HOWARD KEEL MARGE and GOWER CHAMPION GEORGE SANDERS

with RICHARD HAYDN • WILLIAM DEMAREST

Screen Play by DOROTHY KINGSLEY
Songs by ROBERT E. SHERWOOD • BURTON LANE and HAROLD ADAMSON • HERMES PAN • EASTMAN COLOR
Choreography by Photographed in

Directed by GEORGE SIDNEY • Produced by GEORGE WELLS

The Perfect Holiday Picture!
Cast of Hundreds!

ASK YOUR M-G-M BRANCH
(Available in Magnetic Stereophonic or Perspecta Stereophonic Optical 1-Channel Sound)
Loew to Celebrate 16mm. Anniversary

Marking the 10th anniversary of M-G-M’s opening of the 16mm. mar- ket, M-G-M has launched a year-long celebration and 16mm. sales effort. In addition to the more than one score of territories overseas which will participate in the celebration, Arthur T. Loew, Jr., president, and Orton H. Hecks, the company’s 16mm. director, and said that the birthday event will be called “M-G-M’s 10th Anniversary Program.” It will run the 1955 calendar year. Its twin purposes are to broaden the 16mm. audience in the world market, and to establish a new high level gross for M-G-M’s 16mm. operation.

R. Haven Falconer, the company’s 16mm. sales manager, has been ap-pointed world-wide captain of the celebration.

M-G-M announced plans for entering the 16mm. field during the summer of 1945 after Loew and Hicks, with U.S. Army in Europe during World War II, had seen what 16mm. had accomplished under rugged conditions in the field. They developed the idea of producing films in the 16mm. format. By 1950, 35mm. films were inaccessible. Lower print and equipment costs, ease of transportation and transmission, made the 16mm. proof films were counted as 16mm.’s advantages in reaching the audience hitherto untouched by 35mm. films.

New Executive Posts To Reeves Officials

Harold E. Reeves, president and chairman of the board of directors of Reeves Soundcraft Corp., has an-nounced the election by the board of two executive vice-presidents and one new vice-president.

Frank B. Rogers, Jr., a vice-president in charge of Soundcraft operations, and Homer W. Glass, manager of print sales world wide, were elected executive vice-presidents. They succeeded James L. Hughes, who joined the Reeves organization in 1943 and has been with the company ever since.

MGMI Expands Tour Program for 1955

To stimulate further interest in the “M-G-M Motion Picture Heritage,” M-G-M is expanding the number of tours for its personalities by adding floats, a baby elephant and an ice-skating dog to the list which will hit the road this year.

The studio at the same time also announces that schedule will be announced for George Murphy and John Ericson who have been extended contracts. You will see them at least a dozen or more towns on their tours promoting M-G-M’s “Fantas- tic” and M-G-M’s “Fortune” which will give the public a concentration of outstanding product in the future.

Clarence Bull, still photographer, and William Tuttle, head of the M-G-M make-up department, recently added to the 1955 tour list, will leave the West Coast next month for at least two weeks. Details are now being worked out for both men to cities and dates.

The studio is also sending out a baby elephant on a six week tour of the country, besides a float promoting “M-G-M’s ‘Fortune’” and a “M-G-M’s ‘Fantas- tic’” float with a number of girls plugging “The Prodigal.”

Form Int’l Division Of Eastman Kodak

Eastman Kodak Co., has formed an international division to combine the former functions carried out by the company’s Rochester export sales department and the European and Overseas organization, it was announced by Edward P. Curtis, Kodak vice-president in charge of motion picture film sales and foreign sales and advertising.

The new division is located in the company’s administrative headquarters at Kodak Office, Rochester, N. Y.

Curtis is general manager of the new division, in addition to continuing his present duties. Richard B. De-Mallie and Marcel Knot, are assistant general managers.

Four territorial departments are established within the division. They are the European, African and Middle Eastern, Latin American, and Far East Divisions.

As part of the international division, Curtis said, the new department will handle sales promotion and service on Rochester-made Kodak products.

Cut Sales Tax on Gross Receipts of Corporations

To cut sales tax on gross receipts of corporations, including motion picture organizations, located within the City of New York, Mayor David Dinkins has introduced a motion in the city council, which, if passed, would reduce the rates paid by corporations doing business in the city and the council could impose a tax on it without violating the commerce clause.

The tax would be levied on all gross receipts in the city, and if it was adopted, its business would be interstate and the city could impose a tax on it without violating the commerce clause.

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Rosenberg

(Continued from page 1)

entertainment away from the house.' Rosenberg said. He based these points on the home owners' trips to get out of the house every so often.

Rosenberg, who is currently visiting
New York with director Rudolph Matz to select Manhattan location sites for his picture, "Miracle in the Rain," also expressed an optimistic viewpoint about the future. "The 1953 motion picture business will be better because there is an amount of good product which will be released," he said.

Warns Against Complacency

The producer of one of the first CinemaScope productions for 20th Century-Fox, "King of the Kyber Rifles," however, warned that exhibitors and producers should not take for granted the current prosperity in the industry and should give the public the best possible entertainment available at all times.

Commenting on the various media, Rosenberg reiterated the statements of many other Hollywood producers that the story and screenplay are the most important ingredients in a film despite the photographic medium in which it is presented.

Rosenberg also said that his 1953 schedule of producing four or five pictures for Warner Brothers. The films are: "Illegal," with Edward G. Robinson; "Miracle in the Rain," with Jane Wyman and James Cagney; and "U. S. S. Marblehead," still in the writing stages. A fifth picture is being sought for him by the studio, the producer said.

Would Liberalize Code

Rosenberg concluded by saying that he favors a little more liberalization in the Production Code "as the American public has become more mature, realistic and enlightened."

Schneider Pact

(Continued from page 1)

which commenced Jan. 1, Schneider's compensation will be $1,750 per week, plus $350 per week for entertainment and other expenses, it was stated. It was further stated that Schneider shall have no obligation to account to the company for the entertainment and other expense allowance and the allowances shall not cover expenses while traveling on business for the company.

The new contract supersedes Schneider's contract which was extended for five years, until Dec. 31, 1955.

Picker Warns Second-Runs

(Continued from page 1)

were other factors working besides the number of pictures, pointing out the quality of some productions, the matter of the Federal admission tax saving and the studio's drive-in plans for Loew's in the product market. He acknowledged that the decrease in the product output over the past years has created production problems related to extended runs for top pictures in neighborhood situations, problems of good quality to make an entertaining program available to patrons. He warned that the product output is near

$1,200,000 for Rubin Rights

(Continued from page 1)

report also revealed that a provision has been added to Schary's contract, stating that he will render services in a consulting and/or advisory capacity in connection with production activities for a period of nine and a half years after Jan. 16, 1958, the expiration date of his exclusive services. After such date may be extended. Schary's compensation while he renders such consulting services is at the rate of $1,923 per week, it was added.

Cash in Lieu of Annuity

Upon termination of their employment contracts, Loew's and Schary entered into a retirement plan to receive a cash payment in lieu of an annuity for life of $28,482 annually and $41,795 annually, respectively.

Four 'B' of 10 Films Reviewed by Legion

BUFFALO, Jan. 11.—The defense in the Schine brothers Federal contempt of court case before Judge John Knight attempted to show by a government witness that the theatres have had an adverse effect on so-called "four wall theatres." The attempt was an unsuccessful effort to bolster the defense claim that an unfavorable market for theatres, because of declining business, prevented Schine interests from making theatre divestitures ordered in Judge Knight's 1949 decree.

The witness was Frank Nolan of Athens, O., operator of drive-in theatres in Ohio and Kentucky, who was given the Ohio area for Schine Chain Theatres, Inc., at the time of, and prior to, the decree.

Admits Inroads of TV

He admitted on questioning by defense attorney Frank G. Raiche that TV has had an adverse effect on many Ohio film houses, including some Schine houses.

As a result of the difficulty he left Schine in the fall of 1949, he did not buy into the "four walls" theatre business in Ohio. "Six Bridges to Cross," he replied, "the dollar goes farther in the drive-in business." He added: "I didn't know of a theatre (four wall) for sale.

"You knew Schine theatres were for sale, didn't you?" Raiche asked, mentioning ads for resales in industry magazines. The witness admitted he knew of the ads.

Drive-ins

(Continued from page 1)

would draw approximately 1,000 exhibitors. The first national drive-in convention in Cincinnati last year had a registration of about 700.

The national advisory committee handling the convention met in Chicago last week to set plans. The group consisted of Ben Marek, Allied president; Jack Kirsch, Ruben Shor, William Snapper, Abe Berenson and Abrah F. Myers.

The amount of booth space already contracted, the bulletin said, "insures the success of the trade show and requests for hotel accommodations are coming in at a pace which forebodes a heavy attendance." A general invitation has been extended by the national organization to the regional units.

"This year," the bulletin states, "the drive-in men will have equally pressing problems having to do with mounting film costs, print shortages, delayed availability and various forms of discrimination practiced against them."

SMpte to Cite Author

HOLLYWOOD, Jan. 11. — President John G. Frayne of the Society of Motion Picture and Television Engineers announced that he has appointed a five-man committee to select the author, or authors, of the most outstanding paper published in the Society's Journal in 1954. An award certificate will be presented to the winner at the Society's 78th semi-annual convention to be held in Lake Placid, N. Y., Oct. 27.

THE THIRD ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 6. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRvant 9-8700.

Tickets $3.75 each.
BIGGEST HIT!

CHICAGO — Chicago Theatre

All-time record breaker in theatre’s 33 year history!

GARY COOPER

NEW YORK — Capitol

"Biggest coin total of the newcomers!" — Variety

DENVER — Paramount

"Mighty leader! Still going great!" — Variety

BURT LANCASTER

SAN FRANCISCO — United Artists

"Wow! Standout with terrific total!" — Variety

DETROIT — Palms

"Mighty! Spectacular!" — Variety

IN

"VERA CRUZ"

SUPERSCOPE

COLOR BY

TECHNICOLOR

A HAROLD HECHT presentation • co-starring

DENISE DARCEL
CESAR ROMERO

with

GEORGE MACREADY • ERNEST BORGNINE and Introducing SARITA MONTEIL

Screenplay by ROLAND KIBBEE and JAMES R. WEBB • Story by BORDEN CHASE

Produced by JAMES HILL • Directed by ROBERT ALDRICH • A HECHT-LANCASTER PRODUCTION
**MOTION PICTURE DAILY**

**Set for Monday Arbitration Plan Is Ready For Submission**

Exhibition and distribution attorneys Herman Levy and Adolph Schmid respectively will present to the joint sub-committee on arbitration on Monday at the Hotel Sheridan, Astor here a completed preliminary draft for a set of rules and regulations for an industry arbitration system, it was learned yesterday.

The draft, it was reported, includes portions of a plan which was prepared by exhibitor and distributor groups and the seven points of a clearance arbitration contract violations, print shortages, competitive bidding and pre-release of pictures — which were introduced by Mitchell Wolfson of TOA last spring.

An industry attorney, close to the eight-man exhibition-distribution sub-committee, said here yesterday that Wolfson's seven-point plan was "slightly amended and altered by both sides accordingly."

Expected to attend next week's

(Continued on page 5)

**Ohio Facing Censor Issue**

COLUMBUS, O., Jan. 12—Gov. Frank Lausche, in his inaugural address here yesterday, called for a stronger censorship law "which would meet the U. S. and Ohio Supreme Court's decisions which made the present Ohio censorship law ineffective."

Meanwhile, two measures on film censorship were introduced in the Ohio legislature, one in the Senate and the other in the House. Sen. (Continued on page 5)

**May Extend Wage-Hour Law to Every Theatre**

It's Not Product, It's Only Money

WASHINGTON, Jan. 12.—Recalling measures Allied States has advocated in the past year or so as possible means of alleviating the produc-

tion problems, President Darryl F. Zanuck, chairman and general counsel, mentioned the 1993 convention plan to encourage exhibitors to buy stock in major production-distribution companies in the hope of influencing their policy in the direction of increased production.

Myers conceded the plan did not get very far but, he observed, exhibi-

tors who bought stock in the compa-
nies a year or more ago have all

made handsome personal profits on their investment. A number of com-
panies' stocks have doubled in value in the past year.

**Industry Communion Breakfast Feb. 6**

The fifth annual Corporate Communion Breakfast for motion picture industry employees in the New York area will be held Sunday, Feb. 6.

Catholics in the area will attend Mass in a body at 9 A.M. at St. Patrick's Cathedral and breakfast will be served immediately afterward in the Grand Ballroom of the Waldorf Astoria.

The Right Rev. Monsignor John J. (Continued on page 6)

**Withholding Tax Exemption For Foreign Firms Urged**

WASHINGTON, Jan. 12.—Motion Picture Export Association president Eric Johnston urged the Administration to recommend to Congress that foreign film producers and distributors be exempted from the 30 per cent withholding tax now levied on their film earnings in the U. S.

In letters to Treasury Secretary Humphrey and Special Assistant Dan Throop Smith, Johnston argued that the tax is based on a "fantastic mis-

conception" about foreign film earnings here and that it was a major obstacle in the way of U. S. film companies getting better tax treatment overseas.

Johnston's position and arguments (Continued on page 5)

**Toll TV Study 'Exploratory'**

WASHINGTON, Jan. 12.—Howard L. Chernoff, who is conducting an investigation of subscription television for Senate Judiciary Committee chairman Kilgore (D., W. Va.), empha-

sized that the investigation "is completely exploratory and not one to prove any particular point of view."

Chernoff, who has been on the job for about four weeks now, said his task was to determine whether there was need for a full-fledged judiciary committee investigation of this and other subjects in the TV field. He declared that both Sen. Kilgore and his subcommittee chairmen "soke the subject with open minds" on the subject of subscription TV.

"In fact," he said, "we know nothing about it. We want to look into the effects it might have and decide (Continued on page 5)
Personal Mention

PAUL LAZARUS, Columbia Picture Laboratories, is scheduled to arrive here from the Coast tomorrow.

ARTHUR KIRK, president of United Artists, and ROBERT BENJAMIN, chairman of the board, are expected to return to New York from the Coast over the weekend.

EMERY AUDEN, M-G-M exploitation head, will leave for the Coast tomorrow, while MURRAY SIMON, customer relations director, will leave the same city for New York.

RICHARD MEYER, managing director of Paramount British Productions, Ltd., will return to England from New York on Saturday aboard the "Queen Elizabeth.

STANLEY W. PRESHO, international public relations representative of the Council of Motion Picture Organizations, has returned to his duties here following an illness of several weeks.

GEORGE WELTNER, president of Paramount International, will leave here on Saturday by plane for South Africa.

RODNEY MILLINGTON, editor of "Spotlight," British publication, will return to London from New York today via B.O.A.C. Mayflower.

WILLIAM B. ZOLLNER, head of M-G-M short subject sales, has left New York for a sales trip to the Southern branches.

WILLIAM PELBERG and GEORGE SEATON, producers, will arrive in New York today from Cleveland.

PHILIP DUNNE, producer-director, returned to Hollywood yesterday from New York.


AMERICO ABAYA, Universal-International vice-president, will return here from Europe at the weekend.

Bert ORME of "Redbook" will leave here over the weekend for the Coast.

MAX WEINBERG, writer, will leave here by plane on Saturday for Rome.

Rhodenh Heads Fund
For Denver Hospital

HOLLYWOOD, Jan. 12—Elmer C. Rhoden, president of National Theatres, today was named chairman of the special fund for the 1955 Denver Hospital and Sanatorium "Humanitarian of the Year" dinner, which will be held at the Beverly Hills Hotel here March 20, with Danny Kaye receiving the year's award.

Don Hartman, executive producer at Paramount, will be chairman of the $100,000-plate affair.

Brotherhood Dinner Tonight; 41 Industry Leaders on Dais

Saturday: A motion picture industry executive will share the dais at the Brotherhood Dinner honoring Robert Rubin in the Waldorf-Astoria hotel here tonight. It was announced by Barney Balaban, chairman of the dinner sponsored by the National Conference.

This evening will be toastmaster at the gathering highlighted by an address by Sen. William Fulbright of Arkansas. A new feature, "One World Under God," will be introduced during the evening's program, which will climax with a presentation by Balaban of a plaque claiming Rubin's long service in the field of human relations.

Syrracuse Chancellor to Speak

Featured speakers will include Chancellor William Frey Tolley of Syracuse University, and Dr. Everett R. Cline, president of the National Conference.

Dais guests at the gathering launching the ninth annual Brotherhood Dinner undertaken by the Announcements Division of the Conference will be: CHARLES A. ALBONE, Jack Berman, Robert Coughenour, Georgia P. Denbow, Ted DePinto, Charles J. Feldman, Leopold Friedman, Emmanuelle Frisch, Alfred Goldstein, Max Gordon, William J. Heineken, George C. Hoover, James M. Jerald, Austin K. Cusmano, Jules Levy, Mrs. Charles E. Lewis, Henry A. Line, and R. S. Littleford, Jr.


Canada Seeks Better Newspaper Coverage

Vancouver, Jan. 12—Following the completion of the Vancouver section in Toronto evening papers, which resulted from negotiations between the press and film executives for improved exhibitor relations, Clare J. Armstrong, executive director of the Canadian Motion Picture Distributors Association, has sent a letter to the press in other key centers across Canada.

Appeal, who had a leading role in the "Canadian Media" survey, stressed to presidents of Film Boards of Trade in each film exchange city that representative trade committees be organized in each center. He reminded editors the readership value in brightened theatre pages, using the Toronto majority as an example.

One point stressed was the removal of store, dancing school and other advertisements, which had no relation to entertainment, from theatre pages as had been done in Toronto.

Cinerama Holiday Premiere Feb. 8

The Louis de Rochemont production of "Cinerama Holiday" will have its world premiere at the Warner Theatre on Feb. 8, the sponsoring Stanley Warner Corp. announced. A record of 166 bookings of the Louis de Rochemont Thomas-Merian C. Cooper picture, "This Is Cinerama," will end the program Sunday.

The story of the new Cinerama picture concerns a young American couple, John and Betty, who, after spending March of Kansas City, and their adventures in Paris and Switzerland, and Fred and Beatrice Trolley of Zurich, who distance the wonders of France.

The de Rochemont production of "Cinerama Holiday" will have subsequent engagements, including Los Angeles Feb. 15, Pittsburgh on Feb. 16, Philadelphia on Feb. 17 and St. Louis on Feb. 18.

SAG May End Pact
With Lupino-Young

From THE DAILY Burea

HOLLYWOOD, Jan. 12—Filmmakers, Inc., inactive company owned principally by Collier Young and Ida Lupino, signed today a 60-day notice of contract cancellation by the Screen Actors Guild. SAG executive secretary John J. D'Allesandro announced today. The cancellation means that no member of the Guild may work with the company after cancellation date, unless the members agree to make satisfactory arrangements with the Guild, and a new contract is signed.

The notice of cancellation, said to be vetted by the SAG board because filmmakers, Inc., sold the 1950-made theatrical picture, "Never Fear," to television (under the title "Young Lovers") without arranging with the SAG for additional payments to the actors in the film.

Negotiating, Says Young

Young today told the press, "Negotiations are now in progress toward an amicable solution," adding that he expects the matter will be ironed out.

The SAG action does not affect in any way Filmmakers Productions, Inc., Lupino-Lee Organizations, Inc., in which Irving H. Levin, president of the latter, is majority stockholder.

Branson's Father Dies in Nebraska

Charles Branson, father of Walter Branson, sales manager for RKO Radio Pictures, died yesterday morning at the age of 80 in Stanford, Nebraska, the elder Branson's home town.

Walter Branson, accompanied by his wife, left here yesterday for Stanford to attend the funeral services. Charles Branson is survived by his wife and another son, Willard.

Maurice Wolf Ill

BOSTON, Jan. 12—Maurice N. Wolf, retired public relations representative for M-G-M, is gravely ill at the Hospital of Massachusetts General here.

'Go See' for 'Prince'

Twentieth Century-Fox's "Prince of Players" in CinemaScope has been released as "Go See Picture of the Month" for January in the New York subway system.

Houser Arrives Here
For Promotion Drive On ‘Underwater’

Mervin Houser, executive assistant to Perry Lieber, RKO's national director of publicity and exploitation, has arrived here to set up the advertising campaign for Howard Hughes' "Underwater!"

Houser came directly from Silver Screen Service and Lieber arranged the underworld premiere of the SuperScope-Technicolor production.
THIS GREAT TECHNICAL FEATURE AVAILABLE NOW AT NOMINAL FILM RENTAL!

At the following exchanges:

COLUMBIA
Albany
Charlotte
Des Moines
Milwaukee

WARNER BROS.
Atlanta
Buffalo
Philadelphia
Seattle

UNIVERSAL
Boston
Cincinnati
Denver
New Orleans

PARAMOUNT
Chicago
Detroit
Oklahoma City
Salt Lake City

20th CENTURY-FOX
Cleveland
Los Angeles
Minneapolis
New York

UNITED ARTISTS
Dallas
New Haven

REPUBLIC
Indianapolis
San Francisco

LOEW’S, INC.
Jacksonville
Omaha
Pittsburgh
St. Louis

RKO RADIO
Kansas City
Memphis
Portland
Washington, D.C.

FILM RENTAL FOR THIS 54-MINUTE PICTURE SUFFICIENT ONLY TO COVER COSTS OF PRINTS AND ADVERTISING ACCESSORIES!

Print by TECHNICAL

Replete with high drama!”
—Washington Star

Distinguished! Reaches a titanic climax!”
—Los Angeles Times

Produced in cooperation with the UNITED STATES ARMY - Sponsored by THE COUNCIL OF MOTION PICTURE ORGANIZATIONS, INC.
Thursday, January 13, 1955

Dinner Jan. 17
For Schmerz

CLEVELAND, Jan. 12.—Seven hundred exhibitors and distributors from Ohio, Delaware, Buffalo, Pittsburg, Albany, Albany and Washington will attend the exhibitors' testi- monial dinner for J. Schermert, Cleveland branch manager, celebrating his 50th anniversary of associ- ation with the theater business, on Monday evening at the Holleister Hotel here.

This announcement was made by the International Exhibitors Association, in accordance with the arrangements of Council Pres. Leo Horovitz, Nate Shulz and Jack Silverthorne, and including Joe Horovitz, Jack Shulz, Stan Zipper, Henry Prinsen, Marshall Fine, Ed. Prinsen, Bert Leftwich, Jack Armstrong and Leonard Greenberg.

Fox Executives to Attend
At Litchman, 20th-Century Fox distributor of distribution, will head a delegation of home offices executives to attend the opening.

With Litchman will go W. C. Gehri, executive assistant general sales representative, Arthur Silverstone, assistant general sales representative, Glenn Nace, Eastern sales manager; Jack Bloom, assistant to the Eastern sales head and manager, and Roger Per- eti, editor of "Dynamo."

Among the many to attend the salutes to Schmerz, who also is cele- brating his 25th year as Circuit owner and exchange head, are Moe Silver, Nat Feldman, Gerald Shea, Ray Bloom, Gene Shulz, Sam Prinsen, Galaney, Milt Cohen, Pete Dana, Howard Brown, Ira and George Shulz, Nat Silver, and Roger Periti, editor of "Dynamo."

Among the many to attend the salutes to Schmerz, who also is cele- brating his 25th year as Circuit owner and exchange head, are Moe Silver, Nat Feldman, Gerald Shea, Ray Bloom, Gene Shulz, Sam Prinsen, Galaney, Milt Cohen, Pete Dana, Howard Brown, Ira and George Shulz, Nat Silver, and Roger Periti, editor of "Dynamo."

Mexico Exhibitors
Protest Tax Boost

MEXICO CITY, Jan. 12.—Many exhibitors in the process are appealing to their national association and the National Cinematographic Institute against a tax increase.

It is said that state and federal officials have been receiving a tax increase on their gross receipts that state, and not a few municipal â€” and will inform them that they will not begin the end of January. The rates are as high as one-third, it is said.

The association and the chamber teed that most of the complaining exhibitors have accepted previous tax boosts without protest, not that they liked but that the sake of keeping peace. But now, the organizations say, they can't any more and stay in business. The sole solution of the problem, they say, is to be allowed to raise their admission prices. But the governments continue to re- fuse. The exhibitors, the organizations aver, are the only business- men in Mexico who have not increased prices despite the fact that their costs have increased.

Some Hints of Subsidies
Exhibitors are striving to meet the official stand that, as pictures are Mexico's favorite paid public entertain- ment, they are not unjustified in substituting the admission prices. There are some hints that this would be all right with the exhibitors if the government subsidized the theaters. But there is no inclination toward that in official circles.
Motion Picture Daily

Columbus Paper Picks ‘Caesar’

COLUMBUS, O., Jan. 12.—“Julius Caesar” was chosen as the best picture to play Columbus during 1953 in the 10-best selections by Norm Nadel, Columbus Citizen theatre editor. Others were “Rear Window,” “Seven Brides for Seven Brothers,” “The Caine Mutiny,” “Broken Lance,” “The Glenn Miller Story,” “The Little Fugitive,” “A Star Is Born,” “The Living Desert,” and “On the Waterfront.”

Wage Law

(Continued from page 1)

made in the present law, other than to remove the exemption, most theatre operators assume that the present law applies only to those workers in covered industries who be are not required to work a duet contract to “produce for” interstate commerce.

The Labor Department, it was learned, is recommending that this exemption be changed so that the same time the retail-service exemption is removed—to take in any workers (and the workersphere requirements or other definitions, and, according to labor experts, could be interpreted as every money earned by them.

The “affected commerce” language is the language used in the Taft-Hartley law. The National Labor Relations Board, in interpreting that law, has consistently argued that it has jurisdiction over every U.S. theatre, but it is a matter of policy whether it would not exercise this jurisdiction except with respect to interstate circuits. The Labor Department, in administering this law, has never been known to waive jurisdiction over any covered industry.

30 Films Acquired

By WCBS-TV Here

Thirty feature length motion pictures, 26 of which were produced by Republic Pictures and which are being distributed to television by Hollywood Television Service, have been acquired by WCBS-TV for exclusive first-run TV showings here, it was announced by William J. Lacey, manager of the station’s film department.

The television exhibition of the Republic films has already started on the station, Lacey said. The majority of the Republic films will be shown starting Feb. 1, but last of a matter of policy in the efforts to reach the home audience.


Wage Law

(Continued from page 1)

Arbitration

(Continued from page 1)

meeting on arbitration are Herman Levy, general counsel for TOA, Leo Breen of the Metropolitan Theatre Picture Association; Max A. Cohen of Independent Theatre Owners of America; Joseph H. Teller, president of the MPEA; Andrew C. Putka, head of the House to revise present laws so that censorship, now ineffective under the Supreme Court Decision, might again become effective. His bill exempts news, scientific and educational films and also requires that all films be registered before they are sold. It also makes it illegal to exhibit any film that contains obscenity or profanity.

Ohio

(Continued from page 1)

Charles Mosher sponsored a bill asking for repeal of all censorship. Rep. Andrew C. Putka asked the House to revise present laws so that censorship, now ineffective under the Supreme Court Decision, might again become effective. His bill exempts news, scientific and educational films and also requires that all films be registered before they are sold. It also makes it illegal to exhibit any film that contains obscenity or profanity.

People

Deborah Kerr, Esther Williams, Eva Le Gallienne and John Ericson will join other Hollywood stars at the dinner of the Motion Picture Associates in the Riverside Stradford Ballroom on Tuesday.

H. A. Haines, a newcomer, has purchased the Alpine Theatre and the Auto Drive-in at Colville, Wash., and the Avalon in Chewelah. The theatres formerly were owned by Max Hadfield.

Jim Crockett, formerly associated with various film exchanges in Atlanta, and Mrs. Crockett have opened a motel in Statesboro, Ga.

John Lee, who operates a small circuit of theatres in the Pacific Northwest, has added the Othello Theatre, Othello, Wash., to his string.

Eddie Klein, head of Bay State Film Co., in Boston, is a member of the Massachusetts Memorial Hospital for an operation.

Harris B. Tuttle, a member of the Eastman Kodak Co. sales department in Rochester, has been appointed consultant on law enforcement photography. It was announced by Theodore F. Peever, general sales manager.

Ask Tax Exemption for Foreign Firms

(Continued from page 1)

followed closely the stand taken by MPEA officials who testified on this point before the House Ways and Means Committee in Washington in 1953. The MPEA officials then asked that the change be included in the technical tax bill being prepared for the next Congress.

Johnston’s letter today suggested that the exemption for foreign films be included in the technical tax bill now being prepared for the next Congress. The Treasury is expected to recommend to Congress later this year.

When MPEA last requested the Treasury within a week. Earlier he had written urging that U.S. film companies be made eligible for the exemption that the Treasury recommends on income earned overseas.

Johnston declared today that applying the 30 per cent withholding tax to rentals earned in the U.S. by foreign film producers and distributors is “based on a fantastic misconception about the motion picture industry. It is estimated that approximately 90 cents out of every dollar of film rental is net profit. That is an egregious error.”

He said this assumes that the film industry is the only industry of major financial investments, whereas it obviously does.

Moreover, he told the Treasury, the tax “is the greatest obstacle to our export drive and expansion of trade and investment in foreign countries,” especially in countries without domestic film industries. While U.S. film companies have never engaged in these countries that it is unfair to assume that all film earnings there are net income, the six countries that reply that the U.S. makes the same assumption by imposing the 30 per cent withholding tax, the MPEA official wrote. “So our arguments don’t get very far, and they won’t so long as our law retains this unwarranted practice,” he continued. “The result is that in many foreign countries we are compelled to pay taxes that bear not the remotest relation to the income we earn.”

The Treasury would be better off, with repeal of the tax, Johnston concluded. He said the withholding tax on foreign film earnings produces very little revenue, while better tax treatment for U.S. companies abroad "would obviously result in large income tax payments at home from American film companies."
Lewis

(Continued from page 1)
cently resigned because of ill health. Lewis, until his election by TESMA, was vice-president of "The Film Daily" and had been with "Showmen's Trade Review" in both business office and editorial capacities. He previously served in theater operations with Loew's, Warner Brothers Publicity, Fox, Metropolitan and Skouras Theatres in management, publicity and advertising capacities. Lewis also had been with production and distribution segments of film company activities, having been with Famous Players-Lasky Corporation, Paramount Pictures, Metro-Goldwyn Mayer, United Artists and more recently with Columbia Pictures. Headquarters of TESMA will be opened in New York City, where Lewis will start activities on Feb. 1.

Monty Salmon Hurt In London Accident

Montague Salmon, managing director of the Rivoli here, on vacation in England, was hit by a car while crossing a street, and is in St. Mary Abbott's Hospital, Marlow's Road, London, W.8, with a broken leg and other injuries. He will be hospitalized for several more weeks.

Einfeld

(Continued from page 1)
and Charles Einfeld, vice-president in charge of advertising-publicity. Einfeld will leave here for the Coast tomorrow and will return to New York early next week.

The campaigns, which will rank among the most comprehensive in the company's history, will center around international promotion for "Th Racer s," a February release starring Kirk Douglas; "Untamed," starring Tyrone Power, for March, and "A Man Called Peter," with Richard Todd and Jean Peters, for the Easter holidays.

Col. Preferred Dividend

Columbia Pictures' board of directors this week declared a quarterly dividend of $1.06 1/2 per share on the $4.25 cumulative preferred stock of the company, payable on Feb. 15 to stockholders of record on Feb. 1.

Schine Held Hayman Control, Gov't Claims

Special to THE DAILY

BUFFALO, Jan. 12.—Schine Chain Theatres, Inc., made a $64,750 part payment to the estate of A. C. Hayman, of Niagara Falls, for acquisition by Hildemart, Inc., of stock in three houses of Hayman Theatre Corp., operator of four Virginia and Kentucky film theatres.

This was disclosed by entries in the office cash book of Schine, offered in evidence by the government before Federal Judge John Knight in Schine contempt of court trial. Government evidence was in support of its claim that Hildemart, the Schine family-owned organization, has been used by Schine Chain Theatres as an instrumentality to enable it to continue control over theatres of which it had been ordered by the court to divest itself.

Sold to Hayman in 1944

The so-called Hayman theatres had been owned by the Schine circuit, which sold them to Hayman in 1944 after Judge Knight's first divestiture order in 1942. After Hayman's death in 1945, the government contends, they were re-acquired by Schine through Hildemart.

The government also presented evidence to show that Schine Chain Theatres bought and booked pictures for Hayman theatres (two in Appalachia, Va., and one in Corbin and Pikeville, Ky.) during Hayman's ownership in 1944 and 1945 and during Hildemart's ownership in 1946 and 1947.

Breakfast

(Continued from page 1)
McCafferty, dean of the School of Social Service at Catholic University, will be the principal speaker at the breakfast, Monsignor McCafferty for 18 years was executive secretary of the National Legion of Decency. Other speakers will include motion picture, television and radio stars.

A similar Communion breakfast will be held in Los Angeles Feb. 13.


C'MON ALONG, C'MON ALONG—TO THE BEST SHOW IN THE LAND!

seventeen

'2½ million

young women under twenty (who breathe, talk and LIVE show biz like nobody else) bring their families and friends, their beaux and THEIR buddies straight to your theatre—sent there by February SEVENTEEN to see

IRVING BERLIN'S THERE'S NO BUSINESS LIKE SHOW BUSINESS

produced by 20th Century-Fox in

CINEMASCOPE . . . COLOR by De Luxe . . . starring

ETHEL MERMAN • DONALD O'CONNOR • MARILYN MONROE • DAN DAILEY • JOHNNIE RAY • MITZI GAYNOR
Crucial Issue
FCC to Start Toll TV Talks Next Week

Has Three Choices in Tackling the Problem

From THE DAILY Bureau
WASHINGTON, Jan. 13. — Federal Communications Commission officials said the Commission late next week should start its crucial discussion of subscription television.

The subject was on the agenda for this week's Commission meetings, but the agenda was so crowded the subject was not reached. Commission officials said they didn't see how the subject could not be reached next week, however.

The FCC has three choices before it: 1) to approve or deny immediately Zeuhl's petition for authorization of subscription television; 2) to announce it will hold hearings on the subject, and ask for written comments in advance of the hearings; 3) to announce it can't make up its mind what to do, and ask for written comments.

Odys favor the second course, though there is a possibility the Commission will finally pump for the third course. Practically no one thinks the Commission will adopt the first choice.

From Wyler
This Year

Producer-director William Wyler will produce a minimum of four top budget pictures during 1955 for Paramount Pictures and Allied Artists distribution, Wyler said here yesterday.

Wyler, who is currently visiting New York with Don Hartman, Paramount's executive producer, to seek screen properties, revealed plans to produce three VistaVision productions for 1955 Paramount release and at least one production under his independent production agreement with Allied Artists.

Paramount recently signed Wyler, (Continued on page 6)

Rubin Is Honored
1,000 at Dinner Here Opening 1955 Brotherhood Campaign

(Picture on Page 3)

The amusement industry's Brotherhood Drive for 1955 was launched last night as more than 1,000 leaders of the entertainment world gathered in the grand ballroom of the Waldorf-Astoria Hotel here to pledge their support for the ninth annual inter-faith campaign sponsored by the Amusements Division of the National Conference.

The assemblage of celebrities, executives and other representatives of the film industry, radio, television, the theatre, music and sports paid homage to J. Robert Rubin, permanent chairman of the Amusements Division since 1936, and heard a keynote Brotherhood address by Sen. J. William Fulbright of Arkansas.

The dinner ceremonies, which began with the invocation
(Continued on page 3)

Johnston Hails Plan To Negotiate Trade Pact With Japan

Proposal by the U.S. government to negotiate a trade and tariff agreement with Japan was termed a project of the "greatest importance to this country and to the free world" by Eric Johnston, president of the Motion Picture Export Association.

In a letter to Don N. Bent, secretary of the United States Tariff Commission, Johnston said an agreement with Japan "deserves the highest priority."

"Japan," Johnston said, "must have export trade survive. This means it must have fair access to the markets
(Continued on page 6)

Colorado Legislators Dined by Exhibitors

Special to THE DAILY
DENVER, Jan. 13.—The largest group of theatre men ever to attend such a gathering here sat down today at a luncheon honoring the state legislature, just starting its annual session, and other state officials. With Pat McGee, general manager of Cooper Foundation Theatre presiding, the principal and only address was made by George Murphy, in
(Continued on page 7)

Tushinsky May Build Plants in Japan, UK

From THE DAILY Bureau
HOLLYWOOD, Jan. 13.—Joseph and Irving Tushinsky will open factories in Japan and England to supply SuperScope lenses in those countries, if present negotiations eventuate as expected, the brothers announced today, asserting that domestic sales of SuperScope lenses have increased more than 50 per cent since the prices
(Continued on page 7)

50c a Share
SW Quarterly Profit Doubles Period in '54

Fabian Tells Cinerama Plans to Stockholders

WILMINGTON, Del., Jan. 13. — The net profit of Stanley Warner for the first quarter of the current fiscal year ended Nov. 27, 1954 was more than double for the same period last year,

Si H. Fabian, SW president, told stockholders today at the company's annual meeting.

Fabian said that the net profit after all charges was $110,100, equivalent to 50 cents per share on the 2,212,900 shares of common stock outstanding after deducting the stock dividend in the treasury.

The net profit this year, comparing with a net profit of $525,100 for the corresponding quarter last year, equivalent to 21 cents per share.

SW Finishes Divestiture

WILMINGTON, Del., Jan. 13.—Stanley Warner has completed its theatre divestiture plan required under the terms of the consent decree and subsequent court order, it was announced here today by Si H. Fabian, SW president, at the annual stockholders meeting.

The announcement came on the heels of a recent Washington report that with the completion of the SW divestiture program, the way will be clear for the circuit to seek permission to start acquiring new theatres and, according to an earlier Capital report, seek permission
(Continued on page 6)
Personal Mention

H. J. YATES, president of Repub-
licate Pictures, is scheduled to
return to the Coast over the weekend.

Lee KENNEDY, manager of the
Darren Playhouse, Darren, Conn., and
SARAH FERRARO of South Norwalk,
have announced their engagement.

E. S. GREER, president of Westrex
Corp., which 15 detective spec-
present, will leave New York by plane
today for London.

HARRY LAMONT, president of La-
mont Theatres, Albany, N.Y., has left
there with MRS. LAMONT for West
Be.

JACK L. WARNER and MORT BLOM-
KRAUT, are scheduled to return to
the Warner Bros. studio today from
here.

ALFRED HITCHCOCK and MRS.
HITCHCOCK will arrive here from
England Monday aboard the “Liberte.”

MOREY GOLDSTEIN and ED MOREY,
Alied Artists officials, have returned to
New York from Toronto.

FOSTER BLAKE, Universal Pictures
Western sales manager, will return
here today from Kansas City.

HERBERT H. GREENBLATT, RKO
Radio domestic sales manager, left
here yesterday for Dallas.

ZACH SCHWARTZ, writer, will
leave New York today for Amsterdam,
Holland.

FREDERICK BRASSON, producer, has
returned to Hollywood from New York.

STEVEN PALOS, producer, has
returned to England from New York.

LYNN FARQH will leave here for
the Coast today for a brief stay.

Cinema Editors Elect
Nahoon President

HOLLYWOOD, Jan. 13.—The
American Cinema Editors have elected
Richard Nahoon president, succeeding
William B. Murphy, and have
re-elected George Amy vice-president,
Eda Warren secretary and Fred
Bergner treasurer.

Del Valle to M & O

HOLLYWOOD, Jan. 13.—John
Del Valle, veteran publicist, today
was appointed West Coast man-
ger of Mayer & O'Brien, Inc., public
relations firm from which he has
resigned, and from other major accounts, the
Academy of Motion Picture Arts and Sciences.

Roy Anderson, 27

Roy Anderson, 27, a member of
Universal Pictures' story and playde-
department, died suddenly early
yesterday of a heart attack at his
home.

Real Estate Broker
Called to Testify
In Schine Trial

BUFFALO, Jan. 13.—A Chicago
real estate broker testified in Federal
Court that a Schine Circuit, Inc.,
representative ignored a letter from
him, inquiring about buying two
Schine theatres in Ohio for a client in
Chicago.

The broker, Oakley Spaght, was a
witness in the Schine contempt of
court trial before Judge John Knight.

On Feb. 12, the New York State
Supreme Court has been called to be
heard by Charles Hain for an ice skat-
ing rink and renamed the
Arlington Ice Art Studio, Hain
installed a 26 by 30-foot rink.

Ohio Theatre Is
Put on the Ice

COLUMBUS, O., Jan. 13—
Theatres have been turned into
bowling alleys, parking lots,
stores and churches but few, if
any, have met the fate of the Academy
Theatres' suburban
Arlington. The house, closed for
years, has been
recently leased to
Charles Hain for an ice skating
rink and renamed the
Arlington Ice Art Studio, Hain
installed a 26 by 30-foot rink.

SET SPECIAL NIGHT
Prince" Premiere

Twentieth Century-Fox will launch
the "Prince of Players" through a series of special night pre-
mieres, it was announced.

The Philip Dunne production, cur-
rently in first week at New York's
Rivoli Theatre, will be given cam-
paign treatment via extensive regional
advertising, personal appearance
by the stars, press coverage, and
promotion. To aid exhibitors in the
setting of campaign and premiere
dates, the studio is mobilizing its
entire field organization.

Meetings are being arranged at
which theatre men and representatives
from Western Film-Fest will out-
dition detailed programs of
promotion. Campaigns will elicit the
testimony of theatre owners from
cybernetic societies, and many civic
groups, it was said.

Among the first domestic engage-
ments to benefit from the
program are the Allen, Cleveland;
Paramount, Toledo; Astor, Boston;
Lansing, Mich.; Fox, Washington;
Centre, Buffalo, and the
Durfee, Fall River, Mass.

Also the Fulton, Pittsburgh;
United Artists, Detroit; Carls, Miami
and Miracle, Miami; Strand, Portland,
Me.; Paramount, Springfield, Mass.,
Milwaukee, Chicago, and the State, New
Bedford.

Dual Premiere for
' Bridges at Toko-Ri'

Paramount's "The Bridges at Toko-
Ri" will have a dual world premiere
today—in New York, at Radio City Music Hall and the
at the Hollywood Paramount on the West
Coast.

The following day, the Perlberg-
Seaton Technicolor drama will have
regional premieres at the Paramount,
City of Paramount, Buffalo,
Paramount, San Francisco, and the
Rolph, Philadelphia.

Filmed White House
Press Parleys Seen

WASHINGTON, Jan. 13—Presi-
dential press conferences at the
White House were said to be
shaken in two theatres simultaneously.

William A. Erwin, 12, Egyptian
CinemaScope WarnerColor film pro-
duction of Leon Uris' novel will play
for two weeks at the
Egyptian Theatre, Hollywood, and the
Downtown Paramount.

'Battle Cry' Feb. 2

HOLLYWOOD, Jan. 13—When
"Battle Cry" opens here, it will
be shown in two theatres simultaneously.

Warner Bros. announced
CinemaScope WarnerColor film pro-
duction of Leon Uris' novel will play
for two weeks at the
Egyptian Theatre, Hollywood, and the
Downtown Paramount.

Production in Italy
Showed Rise in 1954

A total of 150 full-length features
(works in competition and com-
dinaries and 360 newsreels were produced
by the Italian film industry
from 1954, according to final yea-
report of I.A.N.C.B. The Italian
association maintains that
Italy's projecting record places that
country among the seven most
brilliantly successful in the world production scene.

The use of color in 1954 production was increased considerably, with
more than half of the Italian motion pictures made in Ferriandicolor, Tech-
ticolor and other color processes.

Budgets Up 15%

During 1954, the Italian film in-
dustry spent approximately 35 billion lire, 15 per cent above the motion
picture budget of 1953. This rise in
film costs was mainly due to the in-
crease in the production of high-
budget spectacular films, it was pointed
out.

In the domestic market, Italian
motion pictures earned 36 per cent of the
165 billion lire Italians spent for motion
picture entertainment in 12,000
theatres.

MGM's 'Celebration'
Pressbook Issued

An elaborate 24-page pressbook
outlining all details of M-G-M's "1955
Motion Picture Theatre Celebration" is
being mailed to exhibitors. It is
accompanied by a tour by five-and-a-
half-inch brochure of 32 pages contain-
ing additional selling hints not contained in the pressbook.

Produced under the direction of
Howard Dietz, the pressbook con-
tains suggestions for establishing both
big-town and small-town cooperative
effort, also many hints for the promo-
portion department and publicity-minded theatre owner. The forthcoming
product of M-G-M is described and illus-
ted in full color.

One of the outstanding features
of the pressbook is a collection of
newspaper editorial favoring either motion
pictures in general or M-G-M in particular.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

"In DEEP IN MY HEART"

In Glorious COLOR starring
JOSEPH MERLE • HERMAN PERRIER • ANNE TRAUBE
As M-G-M Pictures

"Music Hall's Grand Christmas Stage Show"
People

Arthur L. Mayer, president of the Independent Motion Picture Distributors Association of America, will be the principal speaker at a meeting tomorrow evening of the Society for Ethical Culture here. The foreign film distributor will address the group on the subject of “America to the Movies.”

George Hoover, international chief Barker of the Variety Clubs, stated in Albany that he had now visited every country in the country “except three” and that he expected to call on those before the May international convention in Los Angeles.

Robert C. McNabb, 20th Century-Fox branch manager in Cincinnati, will be installed as chief Barker of Tent No. 29, Feb. 29, at a dinner dance in the Netherland-Plaza Hotel.

Jack Swartout, who retired as manager of Stanley Warner’s Ritz Theatre in Albany was hosted at a buffet supper in the lobby of the theatre by employees. He was presented with a television lamp by Al Swett was transferred from the Avon in Utica to succeed Swartout.

Ben Simon, retired 20th Century-Fox manager in New Haven, is back in the home town for a visit from Miami and will leave for Los Angeles in May.

Thomas Gandy has been elected president of the projectionists’ Local No. 304 in Waterbury, Conn. Other elected officers are Joseph Mazzeika, vice-president; Al Swett, secretary-treasurer; Francis LaFlamme, corresponding secretary, and Harold Berger, sergeant-at-arms.

Walter Lang, Paramount office manager in San Francisco, is back on the job after recovering from injuries sustained in an automobile accident.

Al Ochs, who operates drive-ins at Port Clinton, Mansfield and Cleveland, O., has taken over the Clinton indoor house at Port Clinton from Meyer Fine of Associated Theatres.

SDG Will Cite Cohen of ‘Post Gazette’

HOLLYWOOD, Jan. 13.—Screen Directors Guild president George Sidney today announced the selection of Harold V. Cohen, motion picture editor of the “Pittsburgh Post-Gazette,” to receive the guild’s annual Critics Award, established a year ago and first awarded to Wesley Crowther, of the “New York Times.” The award will be presented at the guild’s annual awards dinner at the Biltmore Hotel, Feb. 13.

Sidney said, “The award is conferred on the critic whose reviews during the year are judged most perceptive and conducive to betterment of motion pictures.”

News Roundup

NTFC Meets Today

National Television Film Council’s first executive meeting for 1955 will take place here today at Headquarters Restaurant. It will elect a chairman of the board and discuss plans for the coming year, particularly color films for television, and improved handling of films at TV stations.

Mexico City Saw 39 Films

Only 39 films were exhibited in Mexico City in December. This is no cause for alarm, the trade explains, because several of the most significant films, including “Mujeres de Febrero,” “La Hija del Centauro,” “Teresa or the Comedy of Errors,” “The Young Girl” and “El Cafe in the Tropics” were played the same theatres over long periods. Twenty-two of these exhibitions were contributed by Hollywood, one each from Cuba, three each from Italy and Russia, two from France, one from England and seven from Mexico.

To Book for Smalley

Nine Smalley houses are being bought and hooked by Upstate Theatres, Inc., of Albany. The circuit operates theatres in Cooperstown, Johnstown, Norwich, Dolgeville, Port Plain, Walton, Sidney and St. John.

Aids Safety Drive

Irving Caesar, ASCAP writer and director who has produced songs of science and friendship, will be in Denver from January 16 to 19 to deliver messages of safety and better human relations to young boys and girls. Governor Dan Thornton of Colorado invited Caesar to help in Colorado’s fight against highway accidents.

New IFE Exchange

Jack Sims is in charge of the new Italian Film Export office in Fort Lauderdale, N. C. Dave Williams, however, who operates for IFE from Atlanta will supervise both the Atlanta and Charlotte offices.

To Honor Schanberger

The Variety Club of Baltimore will give a testimonial dinner to J. Law- rence Schanberger Tuesday. Until last year, Schanberger was the owner and general manager of Keith’s Theatre for 17 years and formerly managed the Maryland Theatre. He is now in the hotel business. Pete Prince is chairman of the dinner.

ASCAP Shifts Mgr.

Philip O. Alexander, manager of the New Orleans office of the American Society of Composers, Authors and Publishers, has been transferred to Des Moines, Iowa. H. Sev- ern, resigned, it was announced here by J. M. Collins, ASCAP sales manager.

Brotherhood Campaign

(Continued from page 1)

AlRubin (center), permanent chairman of the Amusement Division of the National Conference since 1936, receives the Broth- erhood Award for his achievements in the field of human relations from Barney Balaban, chairman of the Brotherhood dinner held last night at the Waldorf-Astoria Hotel here. Looking on (left) is John H. Harris, national chairman of the 1955 Brotherhood drive.

delivered by Rev. Thomas Gilgore, Jr., were climax’d by the presentation to Rubin of the National Conference’s gold plaque honoring his achievements in the field of human relations. The presentation was made by Barney Balaban, chairman of the dinner committee.

Senator Fulbright underlined the importance of the Brotherhood effort by citing the need for a spiritual awakening throughout the world.

“If the minds and hearts of men can be freed from the shackles of countless superstitions and prejudices against their fellow men,” he declared, “the concept of brotherhood and the appeal of the moral law will be more readily recognized and accepted.”

Senator Fulbright was preceded at the rostrum by John H. Harris, national chairman of the Amusement Division of the Brotherhood Drive for 1955: William P. Tolley, chancellor of Syracuse University, Rubin’s Alma Mater, and Dr. Everett R. Clinchey, president of the National Conference.

Balaban, paying tribute to Rubin, said, “During his dec- ades of service he played a significant role in the develop- ment of our industry. He was a pillar of strength in his own branch. His wise counsel and statesmanship were ever available to serve the constructive purposes of the whole industry.”

Reviewing the progress of Brotherhood since 1936, when Rubin assumed the chairmanship of the Amusement Division, Balaban pointed out that the largest amount raised in those days was $36,000. Today, he said, the campaigns raise in excess of $100,000 annually.

Balaban introduced Louis Nizer, who served as toast- master for the dinner and who paid high tribute to Rubin.

Harris, who was for many years the Big Boss of Variety Clubs International, referred to the work of the Confer- ence as “an extension of Variety Clubs working and thinking.”

Chancellor Holley reviewed the career of the guest of honor from the time of his school days until the present, paying particular tribute to his shyness and humility, and the fidelity and devotion with which he has served the motion picture industry.

The Brotherhood drive will be climax’d by the observance of Brotherhood Week, Feb. 20-27, under the slogan of “One nation under God.”
NOW FROM PARAM
THAT HAS EVERYTHING


VARIETY

FAMED STORY...“Long awaited screen version of Michener's best-selling novel indicates top-column popularity and profit. All-out cooperation was extended by the Navy’s air arm.”

BOXOFFICE

HUMAN DRAMA...“Perlberg and Seaton are producing pictures in a new style. Following 'The Country Girl,' they have come up with another love story grounded in the actualities of human relations.”

FILM DAILY

MAGNETIC TITLE...“Provocative title—four powerful names—terrific entertainment! A cinch to open big—and sell itself as it runs via praiseful comments of pleased audiences.”

M. P. HERALD

STRONG SHOWMANNISH...“Strikes high level of showmanship that assures hefty returns in all situations. Hard-hitting melodramatics...rich in human emotions.”

DAILY VARIETY

JAMES A. MICHENER'S THE BRIDGES

starring WILLIAM HOLDEN

GRACE KELLY

Robert Strauss • Charles McGraw • Keiko Awaji • William Perlberg

WORLD PREMIERE ENGAGEMENT AT RADIO CITY MUSIC HALL, TH
COUNT—THE PICTURE FOR EVERY BOXOFFICE!

AUDIENCE IMPACT... “Will have strong impact on audiences and will achieve top boxoffice grosses. Excellent!”

—SHOWMEN’S TRADE REVIEW

DISTINGUISHED PRODUCTION... “Just about perfect. All the boxoffice qualities a picture needs!”

—HOLLYWOOD REPORTER

AT TOKO·RI

FREDRIC
MARCH · ROONEY

A Perlberg·Seaton production

directed by
ORGE SEATON • MARK ROBSON • VALENTINE DAVIES • From the Novel by James A. Michener

DAY, JANUARY 20th — Followed by hundreds of immediate dates. Make one of them yours!

color by TECHNICOLOR
share on the common stock then outstanding.

The board informed the stockholders that he will recommend to the board of directors at the meeting to be held on Monday in New York that a dividend of $1.375 per share be declared, payable on Feb. 25.

Concerning the company's Cinemart operations, Fabian revealed that following the world premiere of "Cinemart Holiday" in New York on Feb. 4, it is now being filmed in Pittsburgh, Philadelphia and St. Louis, opening "Cinemart Holiday." The foreign reception of Cinemart, the SW president continued, pointing to the differences in London, Tokyo, Damascus, and Bangkok, "marks the beginning of the slow Cinemart era throughout the world."

Includes Latex Operations

The gross income of the first quarter was $23,320,400 as compared with $13,794,425 for the same period, a year ago, Fabian reported. The figures for the quarter ending Nov. 27, 1954, added, include the operations of International Latex Corp., which was acquired on April 30, 1954.

In discussing the operation of the company's newest division, the Latex division, Fabian said that the Playtex Bra, newest product added to the Playtex line, was so successful that the company was forced to double its manufacturing facilities. Negotiations are being completed, he went on, for the construction of a new factory in Scotland for the production abroad of the whole Playtex line.

"We look forward to the continued growth and further diversification of all our activities," Fabian declared, adding that the company views this plan as the future with confidence. A total of 1,833,833 shares or approximately 84 per cent of the common stock was said to be represented at the meeting in person or by proxy. The amendment to the certificate of incorporation providing for two classes of stock, to be elected for two years, with the terms of each class expiring in alternate years, was approved by a vote of 1,602,125 shares in favor of the amendment and 1,638,744 against such amendment.

Directors Reelected

Fabian, Samuel Rosen and David Baird were reelected directors of the company for a period of two years.

Company officials present at the meeting included Fabian, executive vice-president Rosen, W. Stewart McDonald, vice-president and treasurer; David Fogelson, secretary; Charles Schwartzenberg, and advertising-publicity director; A. J. Vann, Philadelphia territorial manager; George H. Black, Wilmington city manager.

S-W Divestiture

(Continued from page 1)

to engage in production, if SW still wishes to move in that direction. The completion of its divestiture program came well before the July 4 deadline set by the Justice Department. The wind-up order entered last month by a court in New York to keep three divisions of the company was originally supposed to sell and set a July 4 deadline for disposing of the fourth and final theatres.

Reviews

"Six Bridges to Cross" (Universal)

IT took courage and a gambling spirit to produce such a picture as "Six Bridges to Cross. And the gamble and courage should pay off handsomely, the handsome $1.3 million budget made by S. Moskowitz,(

and, even stranger, in the accepted sense and yet is loaded with suspense, action and, at times, shocking impact. It is a strange mixture of unorthodox cinematic ingredients, put together, ultimately, to a very orthodox climax and ending. But that could not be helped.

It is well known that the picture is based, factually or fictionally, on the famous Brinks robbery in Boston just five years ago this month. Perhaps the writer who first championed the idea, and so true is factually, or publicly, solved, it was only natural that an ending had to be invented. The master mind had to finish his life of crime with a bullet-painfully finally.

Basically, the story traces the crime career of Jerry Flora, played by Tony Curtis in his mature years and by young Sal Musso as a youth. Flora floats, step by step, from petty thievery of fruit stands to the successful execution of the most sensational robbery in modern history. The role is tailor-made for Curtis and he performs it convincingly. But he must share the stellar acting honors with George Nader, as Gallagher, the rookie cop who befriends Flora and, in turn, is repeatedly betrayed by the hoodlum. Nader's role also is tailor-made for his talents.

From the time that Nader wounds the young hoodlum during a store robbery, the officer makes an earnest but futile effort to reform him. A strange friendship develops between the two after Nader gets him off on probation, in return, Almeo, and later Curtis, as Flora, serves as a stool pigeon for the policeman, the latter eventually rising to the rank of lieutenant. As the hoodlum grows in criminal stature, the friendship continues, because of Nader's or Flora's plentiful inventive genius, never to get caught. Curtis is the "brain" behind the crimes that eventually lead to the big haul, and there is plenty of suspense in that episode. The behind-the-scenes activities of the city police work is graphically presented. There is nothing theatrical in the way the police operate in this picture.

Director Joseph Pevney has done an expert job in maintaining a solid pace throughout the picture and in making the players believable characters. Aaron Rosenberg, providing the film, selected a motley story with powerful results. Exhibitors should be able to attract the support of a wide range of organizations in promoting the production.

In supporting roles, J. C. Flippo is commendable as Nader's superior, while John Abbott, as Nader Slaw, who marries Curtis, turns in good performances to provide the slight romantic angles. Running time, 90 minutes. General classification. For February release. AL STEEN

"Trouble in Store" (Rank-Republic)

THE United Kingdom's second best grossing picture of 1954, according to the annual box office survey of the "Motion Picture Herald," J. Arthur Rank's production of "Trouble in Store," should keep American audiences amused and chuckling throughout the antics of funnyman Norman Wisdom, a Johnny-Fearless type on the screen, who is to be the latest in a series of Rank comedies which will be distributed in the United States by Republic Pictures.

Wisdom, who was voted third place in the "Motion Picture Herald" survey of British comedians for 1954, added that he is looking forward to the opportunity to be entertained in "Trouble in Store" with a sock full of slapstick comedy which is expertly interwoven into the plot, in the style of the Deon Martin and Jerry Lewis screen antics.

As played by Wisdom and Miss Rotherford, the latter portraying an eccentric shop-lifter with British wit, and written for the screen by John Paddy Carstairs, Maurice Cowan and Ted Willis, this film tells its highly humorous story in a fashion which should hold an audience's attention and in turn, keep them laughing.

Wisdom, a stock clerk in a London department store, has a heart of gold under a frenzied countenance which is his standard equipment. Only his girl, who sees him as he is—a man with great ambitions to be a window dresser. The store's director at first is unaware of the human booby-trap in the store stock, but in short order gains knowledge of Wisdom's good-natured, but disastrous, foibles. Fusing into these elements is an elaborate plot to rob the store of the gigantic sale which affords Wisdom a desperate and all-out attempt to get back into the good graces of the boss.

Of the cast, the able lan Morris, Derek Bond and Jerry Desmonde. "Trouble in Store" was produced by Cowan and directed by Carstairs. Running time, 85 minutes. General classification. Release in January. L. D.

Unchained to Bow

CHINO, Calif., Jan. 13.—Chino, the rapid rise press premiere of "Unchained," Warner Bros., will be held in the month of May by Mayor William El-Kemp of Kansas City in a proclama-

K.C. Proclamation

tion issued to William Gaddoni, manager of M-G-M's activities in this city.

Wyler

(Continued from page 1)

along with producer-director Billy Wilder to multiple-picture contracts which will continue over a period of years. Wyler was to participate in the profits of his respective pictures.

Wilder, preparing to return to Holly- wood over the weekend, said that his first film for Paramount, "Desert Hour," which stars Humphrey Bogart, is "in the dailies." Fabian, nearing completion in the cutting and editing rooms, is the first VistaVision product to be produced in black and white.

Each Will Make Three

Under his agreement with Allied Artists, Wyler, along with Wilder and producer-director John Huston, will produce a total of nine films, three each, for the company. Allied Artists, under the contract with Wyler, will finance the productions.

Johnston Hails

(Continued from page 1)

of the world. If Japan's economy is to stand on its own, international trade must be liberalized; tariffs must be reduced in our country and else-

where.

Johnston, who recently returned from a visit to Russia, reiterated, "Japan, cautioned that "one-sided trade can lead only to economic disaster." He added that Japan is determined to reduce its imports and to make its products in much more substantial amounts. One-sided trade can lead to disaster. Reciprocal trade brings mutual advantage.

'Scope 稿件 For 'Alexander'

"Alexander The Great," the epic motion picture spectacle which will star Richard Burton, Fredric March and John Wayne, is to be filmed in CinemaScope and in color by Technicolor, under Artists announced.

The film, which is under production, will be the sixth United Artists release to be filmed in CinemaScope. The first was "Sitting Bull," released several months ago, and in production in CinemaScope are "The Kenne

About to go before the CinemaScope cameras is "Desert Sands," starring Ralph Meeker and Martha English.

British and 'Time' Laud 'Animal Farm'

Louis de Rochemont's "Animal Farm," animated cartoon with color in Technicolor, was hailed by critics at its opening in London, according to reports received at the de Rochemon offices here.

The cartoon version of George Orwell's novel "Animal Farm," which is now in its third week at the Paris Theatre here, received also an accolade in this week's issue of "Time Magazine," which pointed out that the film proved "that animation can cope with serious subjects as well as with slight ones."
Wages-Hours

(Continued from page 1)


And to the House justice committee, which handles anti-trust legislation, were these Democrats: Fine of New York, Brooks of Texas, Fackler of South Carolina, Quigley of Pennsylvania and Boyle of Illinois. Aided to the House commerce committee, which handles television and radio matters, were these Democrats: Doolinger of New York, Rosenberg of New York, Sriet of Maryland, Fyland of Georgia, MacDonald of Massachusetts and Hayworth of Michigan. Rep. Willis of Louisiana became the new Democratic member of the House Un-American Activities Committee.

Colorado Legislators

(Continued from page 1)

which Murphy told of his efforts over the past session to have the industry as M-G-M "goodwill ambassador."

Murphy was here to attend the M-G-M ticket-selling workshop the day before, for his reasons for such a large number of theatres men being in Denver. About 350 attended the luncheon.

After the luncheon a short meeting of the Council of Motion Picture Organizations was called by McGee and Sam Feistman, theatre owner, urged the theatre men to support the Rocky Mountain COMPO by their membership.

Feistman recomted the benefits of COMPO's intervention in national tax matters while McGee told of several helps locally.

Tushinsky May Build

(Continued from page 1)

reduction announcement issued on Jan. 3.

Joseph Tushinsky said negotiations are under way with Shochick, Ltd., for a manufacturing-distribution arrangement in Japan which would be a "natural" for the company, which has been made to the British Board of Trade for concessions with regard to transmitting the films.

Should the latter application be granted, Tushinsky will set up a Super Scope plant in England to handle distribution throughout Europe and the British Empire.

Fred Leavens Buys 3 Ottawa Houses

TORONTO, Jan. 13.—National Theatre Services, Ltd., headed by Sam Fingold, has sold its three circuit theatres in Ottawa, the Eldonade and Globe and Trench to the company's former district supervisor, Fred Leavens, who has formed the Fred Leavens Theatres, Inc., which will operate the three houses, which have a total capacity of 2,300 seats.

The deal has been made by Leavens in the replacement of Jack Bodham at the Towne by Rod Earle, previously assistant manager at the Eldonade, which Leavens, himself, manages. Bodham has joined Canadian Odeon in Toronto.

Review

"The Belles of St. Trinian's" (Associated Artists)

A LARGE dose of British whimsy is contained in this slightly macabre motion picture based on Ronald Scott's equally macabre cartoons, describing life at a most improbable finishing school for young ladies. The film, made by Picturegoers Ltd., is not a catastrophe, but not a work of art. However, it is included in the list of Britain's top 30 money-makers last year. Scott's considerable reputation among American sophisticates, plus the superlative performance of Alastair Sim should make one of this year's bigger draws for art theatres.

Sim dominates the picture's liveliest moments in a dual role, that of St. Trinian's indomitable, raffish individualistic headmistress, as well as her distaff brother, a gambler who plays the stock market. The star's achievement is no trick of make-up. Rather it is two perfectly conceived comic characters who keep the audience on an even keel when the weird situations start to get out of hand. He is assisted by a number of fine character people, including gating, too, and Jim Green, as a female private eye masquerading as game mistress; Hermione Baddeley, as St. Trinian's tipsy old geography teacher; George Cole, ex-bootlegger turned "spits," who peddles the wares of which the little girls in class, and Vivienne Martin, the cigarette smoking star-pupil in St. Trinian's criminally-inclined student body.

Roughly speaking, the screenplay tells of the troubles which ensue when a young English school sends its small daughter to matriculate at St. Trinian's because it's in the same county where his prize horse is to race. The headmistress' brother has bet on an opposing horse and, through a series of adventures, he manages not only to lose the entire school, but also to see the horse kidnapped and the school buildings almost demolished in a form warfare.

The film, predictable, is, beside the point. The fun is in the situations, the best of which are wry or ghoulish switches on conventional behavior: the fourth-form girls' playfully putting a little classmate on a medieval rack; the better to extract information; the headmistress' joyful observation that the school is short a body to fill a pillow fight; and the same lady's wonderful opinion about little girls' behavior as she watches the hockey referee clubbed unconsciousness.

The film is essentially the story of a feature length film. That it is sustained for the most part is to the credit of Frank Launder, who directed from a screenplay he wrote in conjunction with Sidney Gilliat and Val Valentine. Launder and Gilliat produced for London Films, Associated Artist Pictures, and the American distributor, Columbia.

Running time, 90 minutes. General classification. For January release.

Production Up; 24 Pictures in Work

HOLLYWOOD, Jan. 13.—With the start of the New Year, production took a turn for the better—five new pictures started and two pictures in finishing.

The total number of pictures in work now stands at 24.


Gamble to Direct Savings Bond Drive

SALEM, Ore., Jan. 13.—Theodore R. (Ted) Gamble, well-known radio and motion picture executive, has been appointed national director of the Treasury's Savings Bond campaign.


Gamble is president of Mt. Hood Radio and Television Corporation (KOIN), president of Oregon Pepsi Cola Co., and member of several other industrial and civic organizations, including the National Bank of Portland, and Columbia River Packers Association.

In the THEATRE Equipment Refreshment World...

FRAD, INC., Toledo, Ohio, has announced a complete line of incar speakers, including a new "Stereo" tweeter, which uses a single motor for production. The "Stereo" 2 reproduces three channels through two 3/4-inch drivers, in a speaker designed for use with an automatic coupling crossover system. The line also includes a "Stereo" tweeter, which utilizes three drivers units, each with its own power channel amplifier to bring the sound from the portion of the screen with which it is pictorially identified.

Congratulations are in order for James C. Boddam, Michigan manager of the Ritz theatre, Tipton, Ind., whose suggestion name for the new Creators machine won him $500 in a contest held by the company to select a model name. The machine has been dubbed the "Ambassador," in a modern-tweed-textured surface, selected out of hundreds of entries from theatremen and concessioners. Boddam was one of 150 runners-up in the contest were awarded certificates good for $100 on the purchase of the new Creators machine, which was designed by Raymond Loewy. The other winners were Cecil J. Callahan, Elberth B. Thorne, Ft. Worth, Tex., E. R. Cordon Davis, Houston, Tex.; Tommy C. Thompson, Memorial Auditorium, Charitonia, Tenn.; and Mrs. Edith Lilian Toon, Capitol theatre, Fredericton, N. B., Canada.

The Eastem Kodak Company has formed an international division to combine the former functions carried out by the motion picture sales department and the European & Overseas Organization. General manager of the new division is Edward P. Curtiss, who will present duties as vice-president in charge of motion picture film sales and Service and advertising. Richard B. Demillie and Marcel Reul assistant general managers. The new division is located in the companys administrative headquarters at Kodak Office, Rochester, N. Y.

Ray G. Colvin, executive director of the Theatre Equipment Dealers Association, spoke before the Lions Club at Jacksonville, Florida under the sponsorship of TEDA. His subject was "Sense and Nonsense About the Movies."

The American Mat Corp., Toledo, Ohio, has a new rubber floor tile that is corrugated on the back-surface. Known as the "Do All Tread Corded Rubber Tile," it is described as being non-porous and fade-resistant and to possess high sound-absorbing qualities. It comes in three colors and three sizes and may be applied directly to concrete, wood and steel floors with a rubber tile adhesive.
Don't just hope for a good screen... Insist on it!

Ask for the unconditionally guaranteed Raytone HILUX Screen!

NO SEAMS
Regardless of the size of the picture... regardless of the system... no seams show on the completely uniform Raytone HILUX Screen... and that's guaranteed!

MAXIMUM LIGHT RETURN
means the best picture to the greatest number of desirable seats in any theatre. And that's guaranteed too!

EVEN LIGHT DISTRIBUTION
Avoids hot spots and too rapid drop-off beyond useful viewing angles. All that plus resistance to stray light from sources other than the projector.

ACCURATE COLOR RENDITION
Means a richer, more natural picture on the Raytone HILUX Screen.

ALL SYSTEMS
Regardless of aspect ratio your picture looks best on the all-purpose Raytone HILUX Screen. Regardless of system, you'll get all the light you want for customer satisfaction.

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Midwest: L. E. Cooley, 408 S. Oak Park Blvd., Oak Park, Illinois
From 6 States
Film Censors Meet Thursday
In Richmond

General Problems to Be Discussed at Sessions

Film censors of six states will con- 
vene in Richmond, Va., on Thursday for a meeting on problems relating to state censorship, it was disclosed here at the weekend by Dr. Hugh M. Flick, director of New York State film censorship.

Dr. Flick, explaining that invita-
tions for the meeting were sent out by Mrs. Lollie C. Whitehead, director of film censorship in Virginia, said that no formal agenda was proposed in the invitation.

Asking what he would like to have discussed, Dr. Flick replied "the general problem of crime and violence" as related to films and how to modify the various state censorship laws to conform with recent U.S. Supreme Court decisions.

Dr. Flick said that Thursday would be devoted to a business session while Friday would be taken up with sightseeing.

NYC Tax Group Asks Theaters to Complete Sindlinger's Query

Local exhibitors are urged by the New York Tax Committee through market analyst Albert E. Sindlinger, who had been retained to study the effect of the five per cent amusement tax on motion pictures here, to completely fill in all the necessary information on the tax questionnaires mailed out last week.

All information will be treated in

Group to Consider Arbitration Today

The about-to-be-completed or fin-
ished draft for an arbitration formula will be presented to the industry's joint sub-committee at the Motion 

Picture Association of America's headquarters here today for approval and recommendations by exhibitor at-
torney Herman Levy, general counsel for the Theatre Owners of America, and Adolph Schimel, vice-president.

E. C. Grainger
To Republic

The appointment of Edmund C. Grainger as sales manager of circuit operations for Republic Pictures was announced at the weekend by Richard Alt schuler, vice-president and director of world-wide sales.

Until recently, Grainger was affiliated with RKO Theatres in charge of film buying and booking, prior to which he was president of Show Enterprises and for many years was division sales manager for 20th Century-Fox.

In announcing the appointment, Alt schuler stated that Grainger was one of the most capable motion picture executives in the industry and "I am gratified that Republic has been able to acquire his services."

Disney, ABC-TV
In Telecast Deal

From THE DAILY BUREAU

HOLLYWOOD, Jan. 16. — Walt Disney and Robert Kintner have signed contracts calling for Disney to film 100 hour-long programs for ABC-TV. Filming will start next fall. The plan is to telecast an hour-long program daily, five days weekly, probably

EDITORIAL

Golden Years Lie Ahead

By Sherwin Kane

The motion picture industry has good reason to look to the future—not only the year just beginning but even 10 or 15 years ahead—with the greatest of optimism.

There lies before it the certainty of the greatest potential audience by far, now developing, that the industry ever has had the opportunity to win for itself. That is the generation of "war babies" born in the period beginning with 1940-41, inaugurating a bigger national birthrate that has increased by many millions annually since.

Nearly 20,000,000 children comprise the "war babies" group, born from 1940-41 to 1946, when the Census Bu- 

E. C. Grainger
Eastern division sales manager for

(Continued on page 8)

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Golden Years Ahead

(Continued from page 1)

birthrate continued to rise thereafter. There were 3,411,000 births in 1946, a record up to that time. From 1947 to 1952 the total was 22,471,000, and the estimated number for last year is 4,100,000.

The point of these statistics is that industry research has shown that attendance at motion picture theatres increases through the early age groups until it reaches a peak at age 19. Thereafter, attendance frequency declines.

The vast “war baby” group is now in its early teens, nearing the years of peak theatre attendance. In addition, the “war babies” are the vanguard of that vastly increased national birthrate which followed upon the war years, and which will keep the annual new motion picture audience potential at record high levels for many years into the future.

This spells a golden opportunity for the film industry but it is an opportunity that could be squandered and, even, lost.

To realize it requires an uninterrupted flow of suitable quality entertainment, properly presented in clean, comfortable and safe surroundings. It will require special showmanship efforts, and advertising designed for the ‘teen-age audience or, better still, the family audience. And all of this must be delivered at a price within the reach of the ‘teen-ager’s purse.

If you have not done so already, now is the time to begin efforts to win that audience. It is the firmest foundation this industry has had to build upon in its ever lengthening history.

Kansas-Missouri

Conclave March 2-3

Special to THE DAILY

Kansas City, Jan. 16—M. L. Simons of M-G-M was in Kansas City at the weekend making preliminary arrangements for his part in the annual convention of the Kansas-Missouri Theatre Association.

The convention will be held March 2-3 at the Hotel Continental where displays will be set up in the roof garden. The meetings will be on the same floor on March 2. Thursday will be devoted to the “ticket selling workshop” that will be staged by Simons.

M. B. Smith of Commonwealth Theatres is chairman for the convention for both drive-in and conventional theatre owners and managers.

O’Neil to Coast

On H-L Promotions

James O’Neill, Eastern publicity representative for Hecht-Lancaster Productions, left the city over the weekend for conferences with Walter Seltzer, H-L vice-president, concerning forthcoming promotional campaigns for “Marty” and “The Kentuckian,” which will be released by United Artists.

Bid for Trade Pact

To Be Made Today

By Eric Johnston

A strong bid for Eric Johnston, president of the Motion Picture Association of America, on behalf of an extension of reciprocal trade agreements was forecast here at the weekend at MPAA headquarters.

Johnston said it was his intention to make the plea in the form of a statement to the House Ways and Means Committee, which could give consideration to the administration’s proposal for a three-year extension of reciprocal trade agreements.

Johnston, it was said, was said to feel that with foreign aid being cut, it is more important than ever for the film industry that reciprocity in trade should be an underlining principle.

The MPAA president is due to leave for the Far East on Jan. 23, and will be away for one month.

Walton Ament Heads Newsreel Group

Walton C. Ament, vice-president of Warner Pathé News, has been named chairman of his company’s newsreel committee for the ensuing year. The appointment was announced following a special meeting of the committee.

Ament succeeds Thomas Mead, editor of Universal Newsreel, who headed the newsreel committee for the past two years.

The newsreel committee is composed of Gus Velde, M-G-M News; Walter C. McElwaine, Paramount News; and Warner Pathé News.

Grainer in Mexico

For RKO Sales Meet

HOLLYWOOD, Jan. 16—R. Grainer, president of RKO Radio, will leave today to attend a sales meeting in Mexico City to be held by Michael Hasva, Latin American supervisor, beginning Monday. Hasva is RKO’s new worldwide sales manager, intended to meet Grainer in Mexico City but will pass up the anniversary of his father’s death last Wednesday in Stanton, Neb. Branson will meet Grainer in the entertainment capital for meetings on Friday, which Hasva also will attend.

From Havana, Grainer will go to New Orleans and Dallas on his way back to Los Angeles.

N.E. Heart Award

To Rudolph King

BOSTON, Jan. 16—Walter A. Brown, chief banker of the Variety Club of New England, has announced that R. E. King, Massachusetts Registrar of Motor Vehicles, has been unanimously chosen to be the recipient of the “Great Heart Award,” presented annually to the individual who is voted the one who has done the greatest amount of good for the greatest number of people. King will receive a citation at a banquet to be held in the early spring.
WHITE FEATHER

IN THE GREAT BOXOFFICE TRADITION OF

Broken Arrow
Jesse James
Broken Lance
Garden of Evil

please turn......
20TH BRINGS YOU INDIAN ADVENTURE IN THE WONDER OF CINEMA

STARRING
ROBERT WAGNER • JOHN LUND • DEBRA PAGE

with Eduard Franz • Noah Beery • Emile Meyer • Virginia Leith • Hugh O’Brian

DATE IT NOW FOR FEAR
THE MIGHTIEST EVER FILMED!

FREY HUNTER

Produced by ROBERT L. JACKS
Directed by ROBERT WEBB
Screen Play by DELMER DAVES and LEO TOWNSEND

From a Story by John Prebble • A Panoramic Production • Released by 20th Century-Fox

“IT’S A PLEASURE TO DO BUSINESS WITH 20TH!”
Oklahoma Video Circuit Meet To Hear Simons, Livingston

OKLAHOMA CITY, Jan. 16.—Mike Simons, M-G-M's customer relations director, and Jeff Livingston, U-I's Eastern Manager of publicity and promotion, will conduct a meeting of theatre managers and owners of Video Independent Theatres, Inc., when the circuit has announced the meeting will be held Tuesday, 5,600,423, Altus, Okla., $706,000 months, Goffman, the M-G-M's, films, Hans 16.—Ticket-Selling, Bilsborough, Philadelphia, sales of n 1955 Miami McNevin, the Tuesday. a 1953 the entertainment. the. V directors. afflicted accept International Green Beverley Jackson the publicity October n Dean the compared contrast the staff Orpheum be any a this Ann Saturday tie, amusement has has a last tie, tissue, of the Valco, the. Harry" lover, of the Los Angeles Theatre, was opened in. Lew, has been a member of the Los Angeles Theatre Association. The theatre will be held for the first time in its history, and the program will be devoted entirely to pictures produced by the M-G-M Studios. There will be a number of shows each day, including the first showing of the motion picture "The Great Gatsby," which was released last week. The theatre will be open from 10 a.m. to 10 p.m. each day, and admission will be free. In addition, there will be a number of other events planned, such as a dance every Sunday night and a regular series of lectures on the arts. The theatre has been completely renovated and modernized, and its facilities have been much improved. It is expected that the theatre will become a center of entertainment in the city, and it is hoped that it will become a focal point for cultural activities in the area. Tuesday, 1953, the entertainment. the. V directors. afflicted accept International Green Beverley Jackson the publicity October n Dean the compared contrast the staff Orpheum be any a this Ann Saturday tie, amusement has has a last tie, tissue, of the Valco, the." Harry" lover, of the Los Angeles Theatre, was opened in. 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Theatre-and-Studio Conflict

(Continued from page 1)

ably be released and marketed by major studios as opposed to the claimed production...exhibition.

Robert L. Lippert, president of Lippert Pictures, and a theatre owner, addressing exhibitors in Chicago, declared: "Unless you are willing to pay higher rentals for program pictures to make them profitable for their producers, they will continue to disappear."

A U board chairman Benjamin, strongly rejecting the contention that there is no market for low-budgeted pictures, declared "the fact is, we are making money on practically every low-budgeted picture we release."

He argued that major studios, with bigger overheads, no longer can bring in a low-budgeted picture, estimating the cost of such pictures to them of from $700,000 to $800,000. He contrasted these costs with the costs of the independent producer which, he said, can run from $300,000 to $350,000 and still return a profit in today's market.

Benjamin's outlook is reflected in exhibition ranks by such moves as the Minkoff plan and the formation of Theatre Owners of America's sponsored Exhibitors Film Finance Group, and others.

Rural-House Predicament Stressed by Picker. TOA's president Martin warned against what he called "Metropolitan - orientated production" to the detriment of medium-sized and smaller areas throughout the country. S-W's executive vice-president, in the same vein, declared that it is "fallacious" to think that the industry can function without outlets in medium-sized and smaller cities and towns. The big pictures, he maintained, do not lend themselves to the same comparative extended running time they enjoy in big cities, creating a product pinch of proportions.

Both Martin and Rosen, citing the needs of the independent circuits, said they required low-budgeted, as well as big, quality productions, adding that some local theatres are forced to pay rates at the box-office than quality productions.

Loew's, picturesque, elected vice-president Picker acknowledged that for his circuit there still is some maneuverability for product, but warned that any drop would be below the danger point—a point already reached by third-run situations and those with tri-weekly changes of bill. Echoing other exhibitors, he cited the need of product in double-bill neighborhood situations, adding that the public still appears to want two features on the program.

Martin, Levy Discuss Earnings. Assumptions that although there have been fewer releases the past year, theatre earnings of circuits have climbed in comparison with former years, were challenged by TOA's Martin and general counsel Herman Levy. Citing higher film rentals, they argued whether earnings increases were due to theatre operations alone.

Picker, speaking for Loew's, pointed to the admission tax savings, rather than quality product alone, as a factor in any increased exhibition profits.

THE FIFTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 6. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyan 9-3700.

(Tickets $3.75 each)
Goldwyn on TV of 'Oscar' Nominations


Goldwyn, a believer in TV and motion picture advertising, told his interviewer there is a danger the 90-minute segment may bore the public if it is asked to listen to "highbrow, highbrow things and names competing for a prize when the winners won't be made known until the following month."

Censors

(Continued from page 1)

seeing around the Richmond area. He said that on the average there would be two delegates from each of the following states: New York, Ohio, Kansas, Maryland, Pennsylvania and Virginia.

In Cleveland, in the wake of recent court decisions on film censorship, a new bill on the problem has been introduced in the state legislature. The bill would limit the right of the state to censor moving pictures on the grounds of being obscene, indecent or corrupt morals or incite to crime.

In Ohio, two measures on film censorship were introduced in the state legislature. The one in the state Senate seeks the repeal of all censorship, while the House bill would revise present laws so that censorship, now ineffective under the Supreme Court decision, could possibly again become effective.

MPEA to Study

(Continued from page 1)

formula prepared by a special committee without taking any definite action. Contents of the proposed formula, however, seems to include the eradication of constant friction among member companies, were not made public.

The committee rendering the report consisted of Abe Schneider, of Columbia; Arthur Loew, of Loew's; Arnold Picker, of United Artists; and George Wehner, of Paramount, in addition to MPEA representatives G. Griffith Johnson and Ralph Hetzel.

Name Eastland, Morse to SSF

WASHINGTON, Jan. 16 — Senates Ex-Ind. (D., Miss.) and Morse Ind. ( Ore.) were named today to fill Democratic vacancies on the Senate Small Business Committee. The committee will be headed in the coming year by Sen. Sparkman (D., Ala.).

Set 'intruder' Bow

"The Intruder," melodrama starring Jack Hawkins, Geena Coli, Dennis Price and Michael Medwin, will have its American premiere at the Plaza Theatre in New York today. The current engagement of "The Belles of St. Trinian's.

"The Intruder" is released by Associated Artists Productions.

See Wage Law a 'Burden'

(Continued from page 1)

the present Federal law be changed to take in any workers "affected equally." By making any decision, whether the theatre is engaged in interstate or intrastate commerce. "Personally, I believe that theatres are not a part of interstate commerce and once the government extends the Federal Minimum Wage Law to theatres, their interpretation that they are not commerce will encompass every business undertaking," the exhibitor said.

Sol Straussberg, president of the Five Boro Theatre Circuit here, stated in his letter that he must be allowed to interpret whether theatres are engaged in interstate or intrastate commerce. "It will be an additional burden on theatres," he said. "The government has added the industry by reducing the Federal Excise Tariff 10 per cent, and on the other hand by slapping on a large additional load." According to Charles Moss of B. S. Moss Enterprises, the proposed extension of the Federal Minimum Wage Law would affect the small town theatre and his 300 outlet operation. "The small operator may employ three or four ushers or other help on a part-time basis and any increase in wages would be more burdensome to theatres outside of New York where the present pay scales are not as high," Straussberg said.

See Tax Aid Nullified

A representative for a top New York circuit was in accord with Straussberg on seeking a determination of whether motion picture theatres are a part of interstate commerce, which is composed of the MPAA's sales managers committee and exhibitor associations, except Al. Levy, to prepare a set of rules and regulations for industry arbitration.

Upon approval by all industry quarters, the arbitration draft is to be presented to the Department of Justice for governmental approval, also. The draft, which Levy and Schimmel have worked on since last spring, is based on the successful New York 1952 arbitration plan and seven points —clearances, runs, conditioning, contract violations, print shortages, competitive bidding and pre-release of pictures.

Arbitration

(Continued from page 1)

and general counsel of Universal Pictures and an eight-man exhibitor-distributor group, meeting at 11 a.m., has been directed by the main arbitration committee which is composed of the MPAA's sales managers committee and exhibitor associations, except Al. Levy, to prepare a set of rules and regulations for industry arbitration.

Upon approval by all industry quarters, the arbitration draft is to be presented to the Department of Justice for governmental approval, also. The draft, which Levy and Schimmel have worked on since last spring, is based on the successful New York 1952 arbitration plan and seven points —clearances, runs, conditioning, contract violations, print shortages, competitive bidding and pre-release of pictures.

RKO 24-Sheets Free For 'Underwater'

RKO Radio will give free to exhibitors 24-sheet posters advertising "Underwater!" Its Super Technicolor production which was premiered last week in Silver Springs, Florida.

The contribution of the 24-sheets, said Walter Branson, RKO world-wide sales manager, will be in addition to the 120-day exploitation campaign which the company is preparing for the Jane Russell starrer.

'Biloyd' Jan. 26

"The Violent Men," Columbia Pictures' first Cinema-Scope Technicolor production showing at the Loew's State Theatre on January 26.

HCC Cities Players' 1954 'P.A.' Record

HOLLYWOOD, Jan. 16 — The Hollywood Coordinating Committee's ninth annual report showed that Hollywood players worked 87,181 personal appearances for patriotic and public service enterprises last year. The talent record issued by president George Murphy disclosed that 476 performers appeared on 555 single or continuing events.

Since HCC was established in 1946, the report shows, 2,858 players have participated in 6,058 events.

Tax Group

(Continued from page 1)

the same confidential and bonded manner as was the information collected from thousands of U.S. theatres. The Federal tax administration's anti-tax rebel campaign, Sindlinger says, is seen in a letter accompanying the tax record.

Information on theatre operation or on individual theatre business will not be disclosed to anyone—only totals will be released. A report which would be prepared for study by the committee which is fighting the New York City "nuisance" impost, it was said. The tax questionnaire has been kept as short as possible. Instructions to the completion of the form are included in Sindlinger's letter. Among the information sought by Sindlinger are theatre operational data, the amount of the impost paid to New York City from July 1 to Dec. 31, 1951, Federal tax payments and the total number of admissions sold, total admissions at all prices, net admission prices of the ticket in each classification for children and adults, and any additional comments.

Max Gordon

(Continued from page 1)

in New York and in his Columbia association. These are to the works of playwrights and stars for possible Broadway production.

At the time Columbia announced the company's plan to enter stage production it was stressed that the studio would not continue its search to play by "name" authors but would seek properties with a screen potential by new and unknown authors as well.

Reheat 'Tokyo' Showings

Paramount will repeat in many localities the theatrical screenings of "The Bridges at Toko-Ri," which it has been holding during the past two weeks in key cities, it was disclosed on Friday by A. W. Schwab, president of Paramount Film Distributing Corp. The first "repeat" will take place at the Tower Theatre in Oklahoma City.

IMPDAA to Meet

The Independent Motion Picture Distributors Association of America will hold a general membership meeting at the group's headquarters here on Wednesday, it was announced by Arthur I. Mayer, IMPDAA president.
Treas. Officials Oppose Lower Foreign Film Income Taxes

Report Films Excluded From 1955 Proposals

From THE DAILY Bureau

WASHINGTON, Jan. 17. — The Treasury Department is at present inclined to reject the film industry requests that U. S. film companies get the benefit of the proposed lower tax rate on income earned overseas.

A high-ranking Treasury official said that the department's present plan is to submit to Congress a proposal "that will be different only in very minor respects" from last year's plan for easing the tax treatment of foreign earnings, and many of the same proposals were excluded from that plan.

President Eisenhower has asked Congress to act to tax certain foreign income at a rate 14 percentage points lower.

(Continued on page 4)

Budget Based On Prosperity

By J. A. OTTEN

WASHINGTON, Jan. 17.—Presi- dent Eisenhower has completed recently. The President has submitted to Congress, for the second time, the 1956 budget request in its present form. The budget is based on the belief that personal income in the U. S. will continue to grow, and that the budgetary programs will be substantially modified in the next 18 months.

An expanding level of personal income would undoubtedly be a major factor in keeping the housing market healthy. Treasury Department officials said budget assumptions that personal income would average about $298,500,000,000 throughout 1955, and that the rate of personal income will increase over 1954.

(Continued on page 6)

Convert Archives Films to Acetate

WASHINGTON, Jan. 17.—A program for converting historically valuable motion picture film holdings of the government's National Archives from an unstable nitrate base to a permanent safety acetate base was completed recently. President Eisenhower's budget message revealed.

Report by Rembusch Toll TV to Be Highlight Topic at Drive-in Meet

ST. LOUIS, Jan. 17.—The subject of subscription television is expected to highlight the discussions at the National Allied Drive-in Theatre Association convention which will be held at the Chase Hotel here Feb. 8-10, according to Jeff Jefferis, general convention chairman. The report on toll TV will be made by True-man T. Rembusch, former president of Allied States Association.

Huston's Next To Be in Todd-AO

For Allied Artists

John Huston plans to make his next films "The Man Who Would Be King" in the Todd-AO process for release by Allied Artists. It was learned here yesterday from Moulton Productions.

Disclosure of the three-way deal among Huston, Mike Todd and Allied Artists came with the announcement that Huston has finished shooting "Moby Dick to be released by Warner Brothers. Allied Artists officials declined comment at this time on the deal, which for the first time includes distribution of a Todd-AO projected film to a distributor outside theTodd organization.

Huston is due to arrive here from Europe on Friday. During his brief stay in New York, it was said he plans to sign contracts for his next film, which he will shoot on location in Afghanistan.

Deadline Feb. 6, 1957 For Loew's Stock

Federal Judge Henry W. Goddard yesterday granted a petition by Loew's which asked for a two-year postpone ment of the deadline for distribution of stock in the new theatre company. The deadline was extended to Feb. 6, 1957.

The Loew's consent decree provided that stock of the new theatre company (Continued on page 7)

Reports on Progress of Arbitration

Further progress on arbitration was reported here yesterday following the meeting of the joint sub-committee on arbitration. It also was announced that the arbitration draft is expected to be completed by the middle of February when the subcommittee is expected to convene again. Previous reports that the draft already had been written were said to be somewhat premature, although it looks as if both sides have cleared all "roadblocks," making the writing of the draft a "technical" problem, according to a sub-committee spokesman.

At yesterday's meeting, Herman Levy, general counsel for Theatre Owners of America, and Adolph Schmole, counsel for the distribution negotiating committee, briefed the subcommittee on the status of the draft, work on which was described as proceeding excellently.

Para. Gulf Wins Tax Suit

NEW ORLEANS, Jan. 17. — The Chancery Court of the First Judicial District of Hubert C. Carver, 1953. The Mississipi Legislature passed a three per cent sales tax for all theatres operated within the state.

(Continued on page 6)

3-D Is Back; Univ. Releasing 'Revenge'

The first 3-D picture to be released in almost a year, Universal's "Revenge of the Creature," will have its world premiere in Detroit in late March as part of a torrential saturation. Charles Feldman, vice-president and general sales manager, said that the picture "embodies all of the major improvements that have taken place in the past year, both in 3-D production and viewing." Although the Detroit premiere will be closed to exhibitors, additional prints will be free to use conventional prints for the picture.

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(Continued on page 6)
Personal Mention

A RTHUR SIVERSTONE, 20th Century-Fox assistant general sales manager, left New York yesterday for Montreal and Toronto.

Leo Shreeve, literary editor at the Warner Brothers studios, is the father of a son born last week to Miss Shreeve at Cedars of Lebanon Hospital.

John Prettyman, assistant director of the Warner Brothers' studio, was married at the weekend in Las Vegas to MARGARET MARY McCARTHY of Hollywood.

Robert M. Weitman, vice-president of American Broadcasting Co., left here yesterday for Chicago and the West Coast.

Steve Brody, Allied Artists president, and William Green, executive producer, arrived here yesterday from the Coast. G. RALPH BRANTON, vice-president, will leave Hollywood by plane tomorrow for New York.

Shirley Booth returned to New York Sunday from Nassau via R.O.A.C. Bahamas.

Jack Dunning, M-G-M film editor, has returned to the Coast from New York.

Sevros P. Siodras, president of 20th Century-Fox, is scheduled to leave here next Monday for the Coast.

Scott Brady returned to New York from Europe yesterday on the "United States."

WALTER WAGNER has arrived in New York from the Coast.

HANS RUESCH, author, has arrived in New York from Europe.

Schneck, Others Back from Meet

Loew's president Nicholas M. Schneck returned here yesterday with other studio executives from a week of studio conferences on the Coast.

Charles C. Moskowitz, vice-president and treasurer, who took part in the conferences, described the visit as routine, explaining that it was one of several held during the year, of no special import to the trade. Other participants at the meeting who returned include Arthur O. Leow, president of Loew's International, and Howard Dietz, vice-president in charge of advertising, publicity and exploitation.

Ross MacLeod, 72

Funeral services will be held today in Lindenhurst, L. I., for Ross MacLeod, 72, who, until three years ago, was in charge of M-G-M's warehouse in Harlem for 35 years. He is survived by his wife and four children.

Film Industry and Nickelodeon Saluted

In Phila. Tonight

PHILADELPHIA, Jan. 17.—Two events of industry interest are slated to be held here tomorrow. The initial- ization of the Nickelodeon in Franklin Institute and the Motion Picture Association's banquet saluting "Pioneers Day."

Mayor Joseph S. Clarke, Jr., has proclaimed tomorrow as Motion Picture Pioneers Day in honor of the film industry.

A feature of the ceremonies is the dedication of the Nickelodeon with the installation of Charles Laughton as a life member of the Franklin Institute.

Attending the ceremonies will be a representative group of personalities including Arthur B. Krim, Robert S. Benjamin, A. W. Schawbel, George Strohm on a one-day stopover, William Perlberg, George Seaton, Paul Gregory, George Jessel and a large group of players.

Jessen to Be Toastmaster

Jessel will be toastmaster at the Mango banquet, at which the principal speaker will be Hon. Charles S. Thomas, Secretary of the Navy. General chairman of the dinner is William Goldman, who also is director of the Nickelodeon.

Don't Dissipate

Product: Perlberg

CLEVELAND, Jan. 17. — The small exhibitor who is shouting about a product shortage, must take great care in advertising said at Paramount Pictures, endorsed the "lever and better" production approach. Such an advertisement must be "in order to keep public interest in the industry alive."

At the luncheon hosted by Paramount's local branch manager Harry Buxbaum, Perlberg and Seaton told their last two pictures, The Bridges of Toko-Ri and "Country Girl," which they produced, directed and wrote, in addition to "Porgy and Bess," their next production.

Selznick Weighs "Sawyer" Reissue

BOSTON, Jan. 17.—Independent producer David O. Selznick is weighing whether to reissue "Tom Sawyer." Selznick remake the picture now.

Selznick so informed a group of exhibitors here at the Capitol Theatre, when a sneak preview of his original "Tom Sawyer," made in 1937, was held. He estimated that the cost of any new "Tom Sawyer" film by him will be about $200,000.

The film was shown to exhibitors and to a cross-section of invited guests from local schools and colleges.

Allied of Michigan Conclave Feb. 22-23

DETROIT, Jan. 17.—Executive secretary Ernst Conlon of Allied Theatres of Michigan announced that the annual Allied unit convention will be held at Hotel Statler on Feb. 22 and 23. Alden Smith of Mutual Theatres has been appointed chairman.

MPA Would Extend Reciprocal Trade

From THE DAILY

WASHINGTON, Jan. 17.—The Motion Picture Association of America has mailed a statement to the House Ways and Means Committee later this week, possibly Thursday, in support of legislation to extend the reciprocal trade agreements program.

MPA president Eric A. Johnston was originally scheduled to appear before the committee, but that preparations for his coming trip to the Near East, to keep him away from Washington, and a written statement was substituted for the personal appearance.

Hearings Started

The Ways and Means Committee hearings got under way today, with Secretary of State Dulles and Secretary of Agriculture gleanings testimony in favor of the legislation, which extends the program for three years and gives the President further tariff-cutting power. Dulles told the committee that passage of the bill is needed to assure their friends abroad that the United States is still going to take the lead in efforts for free world trade.

Brous Heads MPA of Greater Kansas City

Special to THE DAILY

KANSAS CITY, Jan. 17.—Richard Brous, president of the Midwest Theatres, has been elected president of the Motion Picture Association of Greater Kansas City. Chairman of the MPA's last two meetings, Brous was appointed second vice-president; William Gaddoni, manager of the M-G-M branch, was elected to a third term as secretary, and Ed Hartman was reelected treasurer.

By board action the president will appoint a committee to get into effect the association's projects for sponsoring scholarships, another committee will be appointed to make recommendations for expansion of the association's welfare work.

Schmertz, 50

Years at Fox, Feted by 300

Special to THE DAILY

CLEVELAND, Jan. 17.—J. Schmertz, 20th Century-Fox branch manager here, was feted tonight by the film industry figures at a testimonial dinner marking his 50th year of association with the film company.

The dinner was held at the Holden Hotel here.

Guests, representing all phases of distribution and exhibition, came on the invitation of the company. The toastmaster was Alden Smith, general sales manager, who presented Mr. Schmertz.

Home Office Officials Attend

Among the industry figures present were a group of 20th Century-Fox executives who came from New York for the occasion. In the party were Al Lichtenbach, director of distribution; W. C. Gelbinger, executive assistant general sales manager, who toastmastered the dinner; Glenn Norris, Eastern sales manager; Jack Bloom, assistant executive, and major circuit, and Roger Ferri, editor of the "Dynamo." Also present were John Silver, Nat Feldman, Gerald Shea, Ray Moon, Jim Sharkey, Ray Smith, Sam Galanter, Milt Cohen, Pete Dana, Howard Brown, Jerry and George Scheliman, Chief Justice of Common Pleas Court Hon. Judge Sam Silber, and Hon. Judge John Cunningham.

Serving on the arrangements committee for the testimonial were Moe Horowitz, Nate Shult, Jack Silverthorne, Joe Lassner, Leo Jones, Jack Shulman, Marshal Fine, Ed Prisens, Bert Letikowich, Jack Armstrong and Leonard Greiberger.

MGM's Simons Adds To Workshop Slate

With four M-G-M Ticket Selling Workshops held this year, Mike Simons, director of customer relations for M-G-M, has scheduled 16 more workshops beginning here Tuesday, March 29, and continuing through May; and June 13, making a total of 20 gatherings.

Simons has completed arrangements to hold a Workshop in St. Louis on June 6 at the Chase Theater and has scheduled the April 26 meeting at Orlando to Jacksonville, Fla.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"DEEP IN MY HEART"

In Colorful Color starring

JOSEPH LEHMAN • BETSY FERRER • OBERON • TRAUBEL

An M-G-M Picture

& The Musical "Deep in My Heart" Sung by Stage Stars

MOTION PICTURE DAILY

Tuesday, January 18, 1955

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MOTION PICTURE DAILY

Tuesday, January 18, 1955
'54 DREAM PIC: 'WHITE XMAS'

$12,000,000 IN DOMESTIC B.O.

BY GENE ARNEEL

Many pictures made the boxoffice bigtime in 1954, and emerging as biggest of them all is Paramount's 'White Christmas.' This Robert Emmett Dolan production, first in Par's VistaVision widescreen process, tops the year's list of whiz moneymakers with a gross of $12,000,000 in domestic (U.S. and Canada) rentals.

1954 BOXOFFICE CHAMPS

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<th>Feature</th>
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<td>'White Christmas'</td>
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IRVING BERLIN'S

White Christmas

COLOR BY TECHNICOLOR

PARAMOUNT'S FIRST IN VISTAVISION

"BIGGEST OF THEM ALL!"

SAYS VARIETY

...and in '55 it will continue to make boxoffice dreams come true for thousands of exhibitors dating it now... from Paramount
Oppose Lower Foreign Taxes

(Continued from page 1)

lower than the rate on domestic earnings, and also to postpone U. S. taxes on foreign earnings until they are earned. The Treasury is expected to submit to Congress later this year detailed proposals for carrying out this program.

Similar Plan Last Year

The Treasury had such a plan which the House approved last year, but the scheme was rejected by the Senate. That plan excluded film earnings from the excise list. This apparent ruling out plans for income averaging schemes, easier capital gains taxes and other benefits. The Treasury also indicated that M-G-M's desire to have a tax break after the film is completed may have difficulty in getting another change it recently requested from the Treasury, the ending of the proposed withholding tax on money earned here by foreign film companies.

Tax Records Simplified

The President's message did ask Congress for one other tax change which could help industry employers some in their bookkeeping chores. At present, employers must report to the Treasury on a 4.4 days a year on workers withheld from workers' pay for social security, and once a year on amounts paid to workers. The President said he would Congress to change the tax to permit one combined report a year for both subjects.

D.C. Tent Installs

Ehrlich as Barker

WASHINGTON, Jan. 17.—Alvin Q. Ehrlich was named to administer the Variety Club of Washington today, at a "Four Star" luncheon at the Mayflower Hotel.

The luncheon had four purposes: to install Ehrlich and other new officers for the coming year; to give Social Security to Charity Hospital for the $115,800 Variety Club Carter Barron Memorial; to give another $20,000 to Providence Hospital for a new building; and to thank Variety Club wives and other women who worked on the Club's 1954 Welfare Awards Drive.

Skouras Honored for 'Scope Introduction

Syracuse P. Skouras, president of 20th Century-Fox, yesterday was presented with a special scroll by Meyer Baranof of Skouras Theatres for introducing CinemaScope and the medium's "fast stimulation of theatre business."

Skouras was also presented with a showmanship book containing highlights of a CinemaScope First Anniversary Week campaign staged by the theatre circuit this past October.

Attending the presentation ceremony were managers of the Skouras Theatres from Queens and Nassau.

New Adv. Program For 'Christmas'

A completely new advertising program for "White Christmas" is being prepared by Paramount. The new advertising has been included in a special pressbook supplement which is now being distributed with the regular "White Christmas" pressbooks.

Republic Acquires 'Fu Manchu' Stories

A deal covering exclusive rights to "Dr. Fu Manchu" for television, radio and motion pictures was announced yesterday by Herbert J. Yates, Republic president, and Sax Rohmer, creator of the character.

Agreement was reached over the weekend, with Yates signing on behalf of Hollywood Television Service, Inc., and Rohmer signing for M-G-M's Red-stor Roemer. Production of 76 half-hour TV episodes is being planned, according to Earl Collins, president of Hollywood Television Service.

Roamer will leave in a week for Hollywood conferences with Yates and Collins on the stories to be developed for television, production plans, and the selection of a star to portray "Dr. Fu Manchu."

Three full-length motion picture productions are also planned by Republic for international release, based on the most popular of the novels, "The Insidious Dr. Fu Manchu," "The Return of Dr. Fu Manchu," and "The Hand of Dr. Fu Manchu."

2 New Films Start; 23 in Production

HOLLYWOOD, Jan. 17.—Three pictures were completed this week and only two new pictures were started, for a total of 23 pictures now in production.

Started were: "Bring Your Smile Along," and "Jail Bait," (Columbia). Completed were: "Writings of the Great Commissions Films (Independent); "Violent Saturday," CinemaScope, De Luxe Color (20th Century-Fox); "Gentlemen Marry Brunettes," Rustfield-Voyager, CinemaScope, Technicolor (United Artists).
'Cause you've got the world's greatest "captive audience" right in your theatre ... an opportunity for selling that no other advertising medium can offer.

Be sure you're taking fullest advantage of the sales possibilities ... the money-making power ... of trailers on your screen by contacting your N.S.S. representative ... today!
U. S. Budget
(Continued from page 1)

Robert Wile Claims
Ohio Censorship End Saves
Industry $20,000 a Month

COLUMBUS, O., Jan. 17.—End of effective censorship in Ohio is saving the industry $20,000 per month in the Division of Audio-Visual Education of the Ohio Legislature. The division’s funds were wholly from fees received for censoring films.

In a letter addressed to film company presidents, Robert Wile, secretary of the Industry Organization Division of the State of Ohio, said that in the last fiscal year $240,000 was collected by the Division of Audio-Visual Education, at the single rate of $1 per reel. “While it is difficult to forecast what a legislature will do,” Wile said, “it is safe to say that at the very worst, even if a new censorship bill should be passed, that the fees will be cut by $300,000 per year.”

A total of $88,500 was asked for the coming fiscal year, compared with $73,914 voted it this year. Of the total sought for the coming fiscal year, $73,914 was charged against the film service, compared with $3,087 this year and $4,119,403 last year.

Para. Gulf
(Continued from page 1)

Expect Big Turnout
At Awards Affair

Companies and organizations in the motion picture, television, radio and music world have made large blocks of reservations for the “Mark of Achievements” awards luncheon being held on Thursday at the Hotel Sheraton Astor here by the annunciation division of Federation of Jewish Philanthropic in 1954-55 is therefore, and nounced yesterday by Harry Brant, luncheon chairman.

This year’s Mark of Achievements awards will go to Elmer Davis of radio; Jackie Gleason of television; Grace Kelly of motion pictures; Mary Martin of the stage; and Mittie Martin Miller of the recording industry; Arthur Schwartz of the music world with a special 1954 award going to Patti McCormack for her outstanding performance in “The Bad Seed.”

San Francisco Tent
Elects 1955 Officers

SAN FRANCISCO, Jan. 17.—Va- riety Club Tent No. 32 elected the following officers: in 1955, Charles Shitiz, executive; John Harley, secretary; Jack Conroy, treasurer; John Noonan, 1st assistant; John King, member; Lois Allen, member; John Noonan, 2nd assistant; John King, member; Lois Allen, member; John Noonan, 3rd assistant; John King, member; Lois Allen, member; John Noonan, 4th assistant; John King, member; Lois Allen, member; John Noonan, 5th assistant; John King, member; Lois Allen, member

Para.’s ‘Command’
Lauded by Senator

WASHINGTON, Jan. 17.—Sen. Potter (R., Calif.) praised Para.‘s “Strategic Air Command” as a “film which portrays a vigorous and forceful lesson; namely, that America has a powerful deterrent to aggressive war.”

In a statement issued in the Congressional Record, Kuchel said he had been principal sponsor of a resplendent Barney Balaban, vice-president of the film “It is a magni- ficent film story,” Kuchel declared. It will bring to those who view it a graphic and moving story of the power and might of our Strategic Air Command.

Loew’s Net
(Continued from page 1)

to stockholders with the annual report shows that for 12 weeks ended Nov. 25 the net profits of Loew’s and all subsidiaries, including the theatre subsidi- aries, amounted to $1,212,369 after all taxes and charges, subject to year-end adjustment. This is equivalent to 30 cents per share compared with 133,893, or 22 cents per share in the corresponding period of the preceding year.

The Aug. 31, 1954, balance sheet showed an increase of $13,354,125 in cash and government securities combined.

Loew’s Stock
(Continued from page 1)

had to be distributed pro rata to Loew’s stockholders by Feb. 6, 1955, amounting to $3,975,000 or wholly or partially or in any one specific theatre company and could not get substantially similar financing to replace the existing financing. In that event, it will be possible, the new stock would not have to be distributed for another two years—until Feb. 6, 1957—in the event the old stock or a refinancing could be worked out sooner.

Loew’s claimed that it could not work out a division of its existing funded debt and could not get substantially similar financing. Therefore, it told the court in its petition, it wanted the extra two years for dis- tributing the stock of the new theatre company.

It was this petition that was granted yesterday.

SW Dividend

At the meeting of the board of directors of the Stanley Warner Corp. here yesterday, a quarterly dividend of 25 cents per share was declared on the common stock payable Feb. 22, to stockholders of record at the close of business on Feb. 4.

His Conscience
Must Have Hurt

HILLSBORO, N. H., Jan. 17.—Author Heath, manager of the Capitol Theatre, Hillsboro, N. H., for Lockwood & Gordon Broadcasting, received a surprise when he opened a letter addressed to the manager of the theatre containing four one-dollar bills and an unsigned letter reading: “I am returning $4 which I stole over the years about music.” Heath was surprised to learn the writer must have bought tickets ten times, returned them and was under 12 years of age, as the children prices are 20 cents and the adult admission is 60 cents.
Paralytic Sees Every Picture From His Bed

SPRING GROVE, Minn., Jan. 17.—Although Charlie Muller, a shut-in and completely paralyzed for the last seven years, is unable to leave his bedroom, he hasn't missed a single picture at his local Motion Picture Theatre. Charles Mersereau, owner of the Grove, which is next door to Muller’s residence, loaned him a special type periscope which extends through the roof of the theatre and, by other mirrors, "bounces" the screen image against the second-floor room. A radio speaker has been tied into the theatre's sound system.

Television--Radio

with Pinky Herman

A ND a little child shall lead them. Or, to be more specific, television may set shining example for its older brother, radio. In the late thirties, ork pilot Richard Hinder, signed to air a radio series for Studelaker, was obliged to fire his star vocalist, Joey Nosh, when the latter announced his name. Ten years later, when Vangeh Monroe programmed a popular song entitled, "Lucky," on his program for Camel cigarettes, Tom Luckenkamp of the Wst Est Agency threw up his hands and threw out the song. In fact, each tune Monroe sang the standard "Pocketful of Dreams," he was forced to substitute the line: "happy, happy me, I could live in luxury," for the "lucky, lucky me," etc., etc. Yes, radio execs tried to change the language to conform with their pet ideas. But not so in TV. Can you imagine a radio exec permitting an actor to appear in a play, such as last Sunday's Goodyear RCA-TV program, "Doing Her Bit," which starred Janet Blair and included in its featured cast Eddie FIRESTONE? . . . (Editor's note: The song, "Lucky," was copped by Pinky Herman but he assures me that he isn't s copied any more.)

Max Liebman's recent RCA/Pratticipating Spectacular telecast of Moss Hart's Broadway musical, "Lady in the Dark," starring Anne Southern and Mervyn LeRoy's Orchestra, proved so fine that RCA-Fictor cut an album of the entire performance in hi-fi which is a MUST for the record libraries of TV and radio stations. . . . Inter- State TV's, new release of Album "Mystic Mondo," was featured Sunday in the WPIX-titled "Clubhouse Gang Comedy" with Joe Bolton, narrator. . . . John Lupton has been signed for the title role in "The Mogwai Kid," episode of the "Flinx TV" CBSeries, held by Bill Lindoah and skedded for Jan. 27. . . . For his commishers Carl Caruso has had to don many a weird costume, including a leopond skin, uniform, etc. He is the new TV host of "Goldie, in which to spoil the "Captain Zero" plugs on Channel 4 for Emil Mogul's National Shoes. . . . 600 General Tire Co. dealers and salesman will meet and greet the winner of Harry Wismar's "General Sports Time" 1954 Hat's OGF Award at the Essex House in Gotham, January 31. . . . Pretty Pauline Flanagan of the Gate Company players of Dublin, has flown over to this side of the Atlantic for a fling at TV. . . . U-L's current "Six Bridges to Cross," based on the sensationa tional Boston robbery, will get plenty of free air on ABC. For J.R.'s fine work on Decca of the hit theme song of the same name. . . . Bristol- Myers will sponsor a new filmed televisica, "Stage 17," produced by Warren Lewis at the RKO-Pathé Studios in Culver City. The half-hour dramas will star Hollywood names, directed by motion picture "weigier" and will tee off CBSunday (9:30 P.M.) Jan. 17 with "The Defeating Eye," starring Frank Lovelock.

Last week was a terrific one for TVision Helen Baron, who turned in a fine performance on the "Robert Montgomery Presents" TV vehicle and was rewarded by photographer Murray Korman who placed her large-as-life photo in his 57th St. show-case frame. Steve Libby, head of publicity for the Fred Waring aggregation, left yesterday on a promotional trip to the South, Southwest and West Coast where "The Pennsylvania's" are currently making their fifth annual concert tour. Following their February 27 TV’er for General Electric, at Roanoke, the company will have back to N. Y. . . . Sopranotable Florence George Crosby, who'll be heard Sunday on DuMont's "Opera Cameo" is Bing's sister-in-law. . . . Bandleader-pianist Elliot Lawrence will reveal other talents when he returns to the DuMont net as a regular on the "Ernie Kovacs Show" to sing and emote. . . . Madison Square Garden will hold its festivities March 8 when John B. Gambling will be honored by his associates and fans for having WORked 30 consecutive years as "the human alarm clock."

Drive-ins

(Continued from page 1)


Johnston Leaves Sun.

On Near East Task

WASHINGTON, Jan. 17.—Motion Picture Association president Eric A. Johnston will leave New York Sunday for a three-week tour to the Near East as President Eisenhower's personal emissary seeking to work out a solution to the Jordan Valley water dispute.

Johnston discussed the trip with the president at the White House this morning. He has twice before gone to the Near East on this project for the President.

MPAA officials said Johnston would fly directly to Tel Aviv. They said he would be gone at least three weeks, but could not be away more than four weeks. The trip to the United States late in February to start preparations for a foreign invest ment conference that opens in New Orleans late next month.

Railroad Adv. Men to See 'Fast Freight'

When the Association of Railroad Advertising Managers convenes for their annual three day meeting starting Jan. 20 in Chicago, one of the features of the meeting will be the screening of the RKO-Pathé Special, "Fast Freight."

"Fast Freight" was produced with the cooperation of the Association of American Railroads.

Sees Billion in '55

For TV Advertising

ALLENTOWN, Pa., Jan. 17.—Advertisers will spend $1,000,000,000 in television this year, approximately $250,000,000 over the total two years ago, Robert W. Sarnoff, executive vice-president of NBC, told at the Allentown-Philadelphia Sales Executives Club.

Sarnoff predicted a bright future for color TV, and said NBC shortly will expand its present schedule in that medium.

Brotherhood

(Continued from page 1)

John H. Harris, national chairman of the announcement division of the National Conference, Brotherhood Week will be observed Feb. 20-27 under the slogan of "One Nation Under God." The interfaith effort, which will be backed by every branch of the conference, will be launched on Jan. 13 at the ninth annual Brotherhood dinner which was held in the Waldorf-Astoria Hotel in New York.

WRCA to Broadcast Film Critics Awards

The annual presentation of the New York Film Critics Awards will be broadcast by WRCA on Saturday, 11:30-12 midnight.

Among the personalities on hand to receive their awards will be Grace Kelly, voted best actress for her work in "Dial M for Murder," "Rear Window," and "Country Girl"; Elia Kazan, selected best director for the motion picture "On the Waterfront"; and Martin Balsam, selected best actor for his role in "On the Waterfront."

"Toko' Star on NBC

Night of Premiere

An unusual television tien has been set for the dual world premiere of Paramount's "The Bridges at Toko-Ri," which will air at Radio City Music Hall here, and the Hollywood Para mount on the Coast. The openings will be saluted that night by William Holden's personal appearance on the "Lux Video Theatre" over the NBC-TV network. Holden stars in the Perlgess-Sony production with Grace Kelly, Fredric March and Mickey Rooney. Clips from the film also will be shown on the program.

Holden's appearance is part of Paramount's continuing tieup with the Lux Video Theatre. The program of Thursday will mark the eighteenth time since last August that a Paramount film has been a feature of the show.

Warner Signs Wayne

HOLLYWOOD, Jan. 17.—John Wayne has cut short his honeymoon in New York and will replace Robert Mitchum in the cast of the Batjac Production, "Blood Alley," which is being made for Warner Bros. presentation. It was announced by Jack L. Warner, executive producer, today.
The next big SMASH from 20th!

20th Century-Fox presents
KIRK DOUGLAS
BELLA DARVI
GILBERT ROLAND

THE RACERS
in CinemaScope

Paris...Rome...
Monte Carlo...
The Swiss Alps—The world’s most fabulous backgrounds for a love story that dares to be as different as “The Racers”!

"Why do you need a woman when death is your mistress every afternoon?"

Color by DeLuxe

also starring CESAR ROMERO • LEE J. COBB • KATY JURADO with Charles Goldner • George Dolen
Produced by JULIAN BLAUSTEIN • Directed by HENRY HATHAWAY • Screen Play by CHARLES KAUFMAN
From a Novel by HANS RUESCH
In Philadelphia

Unveil ‘Nickelodeon’ As
Permanent Industry Shrine

By MARTIN QUIGLEY, Jr.

PHILADELPHIA, Jan. 18—The motion picture industry was honored today as never before by the famed Franklin Institute.

Under the shadow of the heroically sized marble statue of Benjamin Franklin in the huge rotunda of the Institute, 300 guests representing Philadelphia civic and industrial life, as well as all branches of the motion picture industry, heard S. Wyman Rolph, president, accept as a permanent exhibit, a reproduction of a Nickelodeon. This industry shrine was presented by William Goldman Rolph as an expression of thanks. (Continued on page 2)

Loew's '54 Report
Very Revealing!

Resplendent with color Stills for the past several years, the annual financial report of Loew's, Inc., goes a few steps farther with the 1954 edition. Now being mailed to stockholders, its cover features a four-color still from "The Prodigal" with a most scantily draped Lana Turner as its center-piece in what could be a bid for attention from the board of judges of "The Financial World," which annually appraises company reports to stockholders.

There is no doubt that it will get attention. But it could be of a kind the designers least expected. Instead of an award it could earn the protests of those who prefer it to their investment statistics without a Minsky illustration.

Hold Rites Tomorrow
For MPAA’s DuVall

Funeral services will be held tomorrow for Frederick W. DuVall, 62, treasurer of the Motion Picture Association of America, who died Monday night of a heart condition after an illness of several weeks. The rites will be conducted at 10:00 A.M. from (Continued on page 2)

Eve of Meei

Hopes High on
Raising Funds
Vs. Toll TV

Exhibition Leaders View
Problem One of Method

By MURRAY HOROWITZ

Assurances of obtaining financing for the anti-toll TV campaign was expressed here yesterday by two exhibition leaders on the eve of the two-day meeting of the national exhibitors joint defense committee against subscription television, opening today at the Sheraton Astor Hotel here.

Two exhibition leaders, members of the committee, declared that their names, said there was too much at stake to default on the campaign because of lack of funds. The two-day meeting, they said, would concern itself with the problem of financing, in addition to other issues related (Continued on page 8)

AO Projector
‘Compatible’

Details of an “all-purpose” Todd-AO projector were outlined here by the Magna Theatre Corp., distributor of Todd-AO productions.

The projector was said to have been developed by technicians of American Optical working in conjunction with the cinema department of the Philips Works, of The Netherlands. The projector, now being manufactured by Philips, was said to be so constructed (Continued on page 7)

White House News
Meets to Be Filmed

WASHINGTON, Jan. 18—Effective with President Eisenhower’s weekly press conference tomorrow, newsreel cameramen will be permitted to participate in the proceedings for exhibitor use after having been cleared by the White House following the session.
Personal Mention

JAMES R. GRAINGER, RKO Radio president, and Walter Branson, worldwide sales head, will meet in Havana this weekend for conferences.

AL LICHEN, 20th Century-Fox director of distribution, returned to New York yesterday from Cleveland. He was accompanied by W. C. Gehring, executive assistant general sales manager; Glenn Norms, Eastern sales manager; Jack Bloom, assistant to Nortman and Roger Fink, editor of "The Dynamos.

A. W. SCHWARTZ, president of Paramount Film Distributing Corp., and Jerome Pickman, vice-president, were in Philadelphia yesterday from New York.


Oscar A. Morgan, Paramount sales manager in charge of shorts, will leave here today for New Haven and Boston.

RALPH BLANK, Omaha circuit owner, is the father of twin boys born to Mrs. Blank at Clarkson Hospital in Omaha.

CLIFFORD OOTS, playwright-director, has returned to Hollywood from London.

Figaro, UA Conclude Four-Picture Deal

Joseph L. Mankiewicz, president of Figaro Inc., and Arthur B. Krin, president of United Artists, have concluded negotiations for four Figaro productions to be released by UA.

The deal was consummated by Krin and Mankiewicz, chairman of the board of United Artists, on their recent trip to California, where they met with M. K. Klaw and Albert Allenberg, of the William Morris agency. Of the four films to be produced by Figaro for UA, two will be personally written and directed by Mankiewicz.

The first picture, to go into active preparation immediately after Mankiewicz completes filming "Guys and Dolls," will be "The Story of Goya," to be made on location in Spain.

Prior to the four-picture agreement, Figaro made one picture for United Artists, "The Barbeau Contessa," which Mankiewicz wrote and directed.

'Milkideon' Is Unveiled

(Continued from page 1)

presented Goldhorn with a certificate and a plaque reproducing a commemorative medal issued for the occasion. Charles Laughton received a life membership certificate in the Franklin Institute. In his response Laughton thanked Stanley Willing the hall and said, "Thank you, Mr. Franklin. Sir. We members of the picture industry are thankful that your Institute has at last made us respectable."

Industry Personalities Attend

George Murphy spoke briefly on the role of the motion picture industry in the lives of the public. There were other industry personalities present including George Sidney, Paul Gregory, Robert Mamoulian, Rita Gam, Elsa Lanchester, Carmel Myers, Esther Williams and John Ericson. Following the luncheon, a plaque was unveiled in the Nickelodeon and Goldhorn and Laughton had their hands and feet imprintetd in concrete in the lobby of the theatre.

Entertainment at the luncheon included speeches by the former managers and toastmaster by Dr. Henry B. Allen, director of the Franklin Institute.

Industry executives present included James H. Kelly, William His and Youngman, Al Schwaberg, Max Youngman and many others.

Four Film Pioneers Honored at Banquet in Philadelphia

PHILADELPHIA, Jan. 19.—More than a score of luminaries gathered tonight at a banquet given by the Motion Picture Associates at the Belvue Stratford Hotel, climaxing a day devoted to the memory of the Motion Picture how its pioners were, and was, in turn, signify honored by the City of Philadelphia.

Were Early Exhibitors

The four pioneers honored at the banquet were: Arthur B. Krin, a former manager of the Chicago Film Co., and who in 1905 received the first nickelodeon certificate from the Motion Picture Association of America; John G. Powers, Philadelphia manager of the Fourth Street Theatre; Benjamin Street, head of Athletic Theatres, who was an early partner of P. A. Powers; William C. Hunt, head of Hunt's Theatres, who developed the Wildwood section of New Jersey, and Abraham Sabl, founder of the early Sabl partners, who established an open-air theatre at Collegeville, Pa., in 1906.

George Jessel was toastmaster at the banquet and William Goldhorn, chairman of the MPAA welfare committee, was general chairman.

24 on Dais


Principal speaker was Thomas S. Gates, Under-secretary of the Navy.

Seigel Services Today

TOLEDO, Jan. 18.—Funeral services will be held here tomorrow for Dr. Harry S. Seigel, former manager of the Skibalin in the Pantheon, Rivoli and Palace theatres, Toledo, who died Monday of a heart attack.

Film Council Renews MPIC Membership; Annual Meet Tonight

From THE DAILY REPORT

Hollywood, Jan. 18. — The AFL Film Council today voted unanimously to renew the organization's membership in the Motion Picture Industry Council and to attend the Council's annual council tonight.

The council's action follows a similar step taken last week by the Screen Directors Guild. Addressing the council membership, Ronald Reagan declared that MPIC's success is as vital to the interests of labor here than in any other field.

At tomorrow night's annual meeting MPIC will install Kay Lenard, former MPIC vice-president, as the new president. He has been filling out the unfinished term of Ed Ralph, resigned under MPIC procedure, and will succeed to the presidency at the expiration of Miss Lenard's term.

Maurice Wolf, 75, Passes: Rites Today

BOSTON, Jan. 18.—Funeral services for Maurice N. Wolf, 75, retired producer and a former delegate of the Motion Picture Association to the Motion Pictures Group of M-G-M, will be held tomorrow at Temple Sinai, Brookline.

Born in Texas, Wolf came here 30 years ago and was branch manager for M-G-M for many years. A noted speaker, he had appeared as master of ceremonies on many occasions and, during his post in public relations, had addressed various groups all over the country on the motion picture industry. He is survived by his widow, Elizabeth, and a son, Norton, who is with Benten and Bowes in New York.

Mex. Academy Elects

MEXICO CITY, Jan. 18.—Newly elected officers of the Academy of Cinematographic Arts and Sciences, bestowees of the annual Oscars, were announced today by the president: Juan Pellicer Camara, vice-president: Rafael Solano, secretary, and Hector Fernandez, treasurer. Dr. William Z. Dunlap was named president and elect assistant treasurer. He was elected treasurer of the Association in December, the day of the death. Dunlap is also was also treasurer of the Motion Picture Export Association.

DuVall

(Final page continued)

A native of Napa, N. Y., DuVall served with the U. S. Staggs, Corps during World War I. He served as a traffic manager with a machine company, and as an accountant with Price, Waterhouse & Co., following his war service. He also served as credit manager with J. & J. Coleman Co., and with Best Foods and General Foods.

As treasurer of the MPAA, DuVall was regarded in financial circles as an expert and authority on foreign exchange, and compensation arrangements. He represented many important foreign exchange deals for the motion picture industry.

F. W. DuVall

The board of directors of Motion Picture Export Association adopted a resolution yesterday expressing deep regret at the passing of DuVall.

'Bridges' in World Premiere Today

BOSTON, Jan. 18.—"Six Bridges Today" was introduced at the world premiere of a melodrama based on the $2,500,000 Boston robbery, will have its world premiere at the RKO Memorial Theatre here tomorrow at a launching more than 150 dates in the New England territory and climaxing what is said to be the most comprehensive territorial promotional campaign in the history of the company.

An integrated television, radio and newspaper advertising campaign by Quigley Publishing Company has been used for the world premiere and the territorial openings as well as a series of personal appearances by Tony Curtis and George Nader, stars of the film; Claudia Hall, featured, and Joseph Darrin, a film reporter, for Quigley Publishing Company, author of the original Collier's Magazine story "They Stole $2,500,000—And Got Away With It."
LET'S GO TO WORK TOGETHER!

This is a good time of the year to stimulate your box-office. It's as simple as this: We can both make money by taking advantage of the current upbeat with a dynamic showmanship effort. With M-G-M's 1955 MOTION PICTURE THEATRE CELEBRATION you will have great M-G-M attractions to tie-in with your local ballyhoo to convince the public that "THERE'S MORE FUN AT THE MOVIES." Here's how to do it!

How To Put On A Theatre Celebration In Your City!

With banners flying, colorful lobby displays, arresting Special Trailer, editorials and "salutes"—with double-barrelled showmanship, M-G-M's 1955 Motion Picture Theatre Celebration will spark the movie-goers of your town. A Celebration can be staged individually or in cooperation with other theatres.

START WITH PROCLAMATION

In many localities it starts with a "GO TO THE MOVIE MONTH" proclamation by the Governor or by a Mayor. At press time it's happened already in Rochester, N. Y. (see above) Wisconsin, Illinois and more every day. Local newspapers are persuaded to extend editorial sponsorship to the official “Go to the Movies” ballyhoo. With this practical beginning, theatres will find it easy to inaugurate their own local Celebration. (See Proclamation in Press Book).

CITY-WIDE "SALUTE"

In some situations theatres are collaborating on a city-wide Celebration. A “Salute” to the theatres is organized by a committee and civic tributes are encouraged. Luncheons are arranged through Lions, Kiwanis, Rotary to pay tribute to the theatres for their service to the community. Don’t say it can’t be done in your city until you’ve given it a good try—just get it started and watch it snowball into a fine box-office promotion!

(continued)
FREE ACCESSORIES!

1. FREE KITS
   Containing 1 sheet, over-the-wires streamer, stickers, buttons, "How To Sell" booklet, press book and other items.
2. SPECIAL TRAILER
   M-G-M Stars pay tribute to your theatre. Scenes from many pictures.
3. COLORFUL 40 x 60 POSTER
   Eye-catcher for your lobby.
4. RADIO PLATTER
   15 minutes running time. Comprising highlight commentary on the "Celebration."
5. FREE 24-SHEETS
   Center display is a "Celebration" announcement. Nine titles are spread around it in simulated marquee effects.
6. PRESS BOOK
   Ads, publicity and exploitation suggestions.
7. "HOW TO SELL" BOOKLET
   Handy pocket-size compendium of promotions for "Celebration."
8. GIANT 40 x 80 LOBBY STANDEE
   For first run theatres in larger cities.

IT’S EASY TO GET A “SPONSOR”

You will find it easy to get your Chamber of Commerce, Rotary, Kiwanis, Lions or other civic organization to propose the “Salute” and assume leadership and sponsorship for this tribute to the local movie theatre.

NEWSPAPER, TV, RADIO COVERAGE

Having arranged for your “sponsor,” provide news story for the press, TV, radio, etc. (Sample story in Press Book).

GET THE PRESS BOOK


LUNCHEONS TO HONOR THEATRES

The regular luncheons of your civic clubs can be turned into “Salute” affairs honoring exhibitors. (Speech data in Press Book).

SEE "WARD MARSH STORY"

In the press book is a story of the history of the movies in Cleveland. This is a good example of how a local history of the movies, starting with the very first film theatre, can be made an interesting newspaper feature in your town. Nearly every place has a comparable local story to tell.

MAKE UP SPECIAL MATERIALS

While M-G-M is providing complete FREE accessories, many exhibitors will want some special locally produced items—special “Salute” trailer, window and pole cards, etc. (See Press Book for copy suggestions).

OPENING NIGHT CEREMONIES

Plan a gala occasion with lights, local band, special guests.

NEWSPAPER COOPERATION

Seek editorial comment based on community angle. Contact advertising manager to sponsor cooperative page with stories under a Celebration headline. This would include display of current and coming attractions.

SCHOOL TIE-UPS

Because of community importance, ask assist from high school publications; arrange forums on radio or TV for general movie discussion, levelling on Celebration attractions. Request cooperation of teachers, use of bulletin boards; tie-in with important local sports events where a banner or score-card or leaflets may be used.

LOBBY IDEAS

Make up lobby panel with star heads with caption: “Send Your Greetings To The Stars. Sign Here and Share in M-G-M’s 1955 Motion Picture Theatre Celebration.” List your pictures on extra side panel and indicate that signatures will be sent to studio.

DRESS UP FRONT

Give theatre festive air by “flying” strings of pennants up from marquee. Give your theatre a gay, inviting appearance for your Celebration.

MERCHANDISING OPPORTUNITIES

January White Sales, February Furniture Sales, Washington’s Birthday, Lincoln’s Birthday, St. Patrick’s Day, Easter—all of these occur during the period of M-G-M’s Celebration. Tie-in with them for store events, windows, co-op ads.
Never in M-G-M history so many spectacular pre-selling projects. M-G-M's Celebration pictures nationally promoted in magazines, newspapers, radio, TV.

WATCH FOR the sensational ballyhooes below. These promotions will visit as many places as possible. Their impact will benefit every box-office in the nation.

1. "Jupiter's Darling"—Big Washington's Birthday Attraction will have elephant ballyhoo. Terrific ad campaign. Full color page in Sunday Supplements (99 million readership); Pictorial Review, American Weekly. This Week, Parade, plus M-G-M's column in national magazines, fan magazine ads. Esther Williams in Person on Ed Sullivan's "Toast of the Town" and Ed Murrow's "Person To Person."

2. The giant "Glass Slipper" and the Cinderella contests.


4. The touring M-G-M make-up expert to promote "Interrupted Melody."

5. The gigantic wheel of fortune and girls from "The Prodigal."

HOLIDAY SHOWS
Sell merchants on special kid shows in conjunction with one of the holidays or a special Saturday morning or matinee. Stores pay for the tickets; souvenirs can be promoted.

RADIO AND TV SALUTE
With your community angle you can approach disc jockeys for plugs to promote the Celebration and your pictures. If it's a musical, and there are great musicals in M-G-M's Celebration releases, recordings are available. Other suggestions in Press Book.

RECORD DEALERS
Plentiful opportunity with M-G-M's Celebration musicals to tie-in with record stores, windows, etc., stressing, of course, playdate information.

OTHER IDEAS IN PRESS BOOK
We have just skimmed the surface. The Press Book and the "How To Sell" booklet contain many other suggestions, plus ads and publicity for launching your "Salute" campaign and keeping it alive.

The Saturday Evening POST Advertising M-G-M's Gala Celebration to the millions, the full-page, full-color ad above will appear in The Saturday Evening Post, Feb. 19th with 20 million readership. Just part of M-G-M's constant "Celebration" advertising including M-G-M's Column in national magazines (readership 93 million!). See box (top left) for more.

"Let's Celebrate Together!"
A WEALTH OF PRODUCT FOR EVERY THEATRE!
Ask your M-G-M Branch! Start your Celebration!

M-G-M's CELEBRATION RELEASES!

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

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

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

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

"THE PRODIGAL" (Date to be Announced)  

AND THESE CURRENT PRODUCTIONS!

"BETRAYED" (Color)  
starring Clark Gable, Lana Turner, Victor Mature, co-starring Louis Calhern

"ROGUE COP"  
starring Robert Taylor, Janet Leigh, George Raft, co-starring Steve Forrest, Anne Francis

"BRIGADOON"(CinemaScope—Color)  
starring Gene Kelly, Van Johnson, Cyd Charisse, with Elaine Stewart, Barry Jones, Albert Sharpe

"THE LAST TIME I SAW PARIS" (Technicolor)  
starring Elizabeth Taylor, Van Johnson, Walter Pidgeon, Donna Reed, with Eva Gabor, Kurt Kasznar

"BEAU BRUMMELL" (Color)  
starring Stewart Granger, Elizabeth Taylor, Peter Ustinov with Robert Mooney

AND THESE BIG FUTURE M-G-M ATTRACTIONS!

"MOONFLEET" (CinemaScope—Color)  
starring Stewart Granger, George Sanders, Joan Greenwood, Viveca Lindfors, with Jon Whiteley, Melville Cooper

"IT'S ALWAYS FAIR WEATHER" (CinemaScope—Color)  
starring Gene Kelly, Dan Dailey, Cyd Charisse, Dolores Gray, Michael Kidd

"BLACKBOARD JUNGLE"  
starring Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes

"THE KING'S THIEF" (CinemaScope—Color)  
starring Ann Blyth, Edmund Purdom, David Niven, George Sanders, with Roger Moore

"ATHENA" (Color)  
starring Jane Powell, Edmund Purdom, Debbie Reynolds, Vic Damone, Louis Calhern, with Linda Christian, Evelyn Varden, Ray Collins

"CREST OF THE WAVE"  
starring Gene Kelly, with John Justin, Bernard Lee, Jeff Richards

"DEEP IN MY HEART" (Color)  
starring Jose Ferrer, Merle Oberon, Helen Traubel, and guest stars: Walter Pidgeon, Paul Henreid, Rosemary Clooney, Gene & Fred Kelly, Jane Powell, Vic Damone, Ann Miller, Cyd Charisse, Howard Keel, Tony Martin, with Dee Avedon, Tanara Tomanova, Paul Stewart, Isobel Elsom, William Olvis, James Mitchell

"THE SCARLET COAT" (CinemaScope—Color)  
starring Cornel Wilde, Michael Wilding, George Sanders, Anne Francis, with Robert Douglas, John McIntire, and Bobby Driscoll

"THE MARAUDERS" (Color)  
starring Dan Duryea, Jeff Richards, Keenan Wynn, Jarra Lewis

"LOVE ME OR LEAVE ME" (CinemaScope—Color)  
starring Doris Day, James Cagney, Cameron Mitchell, with Robert Keith, Tom Tully, Harry Bellaver

"WE'RE CELEBRATING IT WITH PICTURES!"
"Battle Cry"

Continued from page 1

stated: a 15-minute radio platter for local station use; free 24-sheets; a complete press book and a "How to Sell" booklet.

In addition, MGM has numerous suggestions to make to exhibitors staging a celebration under the slogan "There's More to the Movies." Pre-selling of the MGM releases during the celebration period will be carried out extensively by MGM in national newspapers and magazines and on radio, with special promotions for special pictures, meanwhile, such as an elephant ballet for "Jupiter's Darling" and appearances of Esther Williams on Ed Sullivan's Toast of the Town program and on Edward R. Murrow's "Person to Person" program.

Showmanship Urged

Business promotion—for the theaters and for the company—is the basic idea behind the 1955 Motion Picture Theatre Celebration, of course. The company reminds that "with a dynamic showmanship effort we can both make money by taking advantage of the current upbeat." MGM promises strong attractions for the celebration. In addition to current releases, it will have this month, "Bad Day at Black Rock" and "Green Fire"; in February: "Many Rivers to Cross" and "Jupiter's Darling"; March: "Hit the Deck" and "Interrupted Melody"; April: "The Glass Slipper" and "Bedevilled" and, date to be set, "The Prodigal.

$36,000 Advance

For 'Holiday'

Advance sale of tickets for "Cinema Holiday" at the Warner Theatre here was reported to exceed $36,000 as of noon yesterday. The advance sale, a SW spokesman said, was aided by the appearance of Sunday newspaper advertisements and mail solicitations to previous Cinemar customers. The SW spokesman continued, point to a heavy advance sale for "Cinema Holiday" which opens on Feb. 8.

Rewards Injured Officer

BOSTON, Jan. 18—Phillips H. Lord, author of "Gangstesters," today presented an award of merit and $500 cash to Officer Edward P. Counsell, at City Hospital here. Connolly was wounded in the recent holdup of the Astor Theatre.

Japan's "Battle Cry"

Continued from page 1

ian, Nancy Olson, James Whitmore, Raymond Massey, Tab Hunter, Dorothy Malone and Anne Francis. It stacks up as a stout challenge to the impressive box office records ran up by other films of like subject matter and treatment.

The portion of the picture, which is given some two-thirds or three-quarters of the running time, opens in January of 1942 with the assembling of inductees headed, by train, for a Marine training base (probably Camp Pendleton) near San Diego. This section of the narrative achieves its effect through the interplay of characters, whose careers in arms and arms are to be traced in the ensuing sequences. The shore phase of the story, which is interrupted periodically by assignments in the field, takes care of the development of the three main arteries of interest and several offshoots.

Alto Ray and Nancy Olson share the topmost subplot, with Ray making a routine pass at Miss Olson. He apologizes after learning she's a war widow, is forgiven and, ultimately, is submitted to voluntarily. After leaving a baby's coming to them, they may be seen.

Tab Hunter, Mona Freeman and Dorothy Malone are principals in a sub-story which has Miss Malone as a beautiful, rich and amoral USO matron who seduces Hunter to a relationship that they terminate by agreement after he returns from a furlough during which Hunter marries his hometown sweetheart, Miss Freeman.

Anne Francis and John Lupton run out a decorous little association that blows up in his face when he discovers she's a professional B-girl in a war-time cafe.

V AN HEFLIN, who comes into the picture after it's well along, plays with obvious restraint the commander whose purpose it is to fortify his men, by the most rugged variety of training, against the deadly battles they are destined to experience. James Whitmore gives a strong portrayal of the embittered young Marine whose portrayal makes a bitter participation in the picture count for a good deal.

William Campbell is the pivotal character in a joint-wrecking episode, one of the roughest pictures of the year. Other important roles are played by Bobbejaan's huddles take apart, similarly, a saloon, with upstairs quarters, where he, having learned of his girl's marriage to someone else, has gotten likkered into a coma and is being rolled by an inmate who tries to fight off his rescuers. On the seagoing side, the picture records dramatically the Second Marine Division's engagements on Guadalcanal, Tarawa and Iwo Jima. The sequences conveying the story of these historically authentic incidents are powerful, realistic and furnish a fine, vital coding to a multi-stranded and at times highly moving story line.


WILLIAM R. WEAVER

AO Projector

(Continued from page 1)

that it can handle the wide gauge 35mm, film with multi-sound tracks as well as separate sound tracks, and can be adjusted to handle CinemaScope and conventional 25mm, films with any combination of the existing sound techniques. Conversion from Todd-AO projection to any other system is said to be easy and immediate.

The Todd-AO camera was described as approximately the size of a Mitchell camera with a slightly larger head and wider magazine. The film speed, it has escaped, has been stepped up from 24 to 30 frames per second to eliminate any possibility of flicker.
IFE’s 1955 Gross
To Double Its ’54
Figure, Says Jacon

With a program of 12 diversified films already scheduled for release plus additional offerings, the I.F.E. Releasing Corp. will “more than double its 1954 gross in 1955, the third year of sales expansion,” according to Bernard Jacon, vice-president in charge of sales and distribution for I.F.E.

"The success of ‘Aida,’ ‘Bread, Love and Dreams’ and ‘Theodora, Slave Empress,’ the three I.F.E. productions filmed in 1954, have brought us additional color and black-and-white films dubbed in English to be distributed domestically up to August and by the end of the year, ‘we will ‘boost our revenue 100 per cent over our 1954 figures,” said Jacon.

Touring the Country

Jacon, who has just completed the filming of another major project for the company to meet with exhibitors and company officials and who is planning to leave on his fourth and final leg today or tomorrow, stated that the next two years, Sol Hurok’s “Aida” will have a box office gross of $4,500,000.

The excellent advertising, publicity and exploitation campaign, as devised by J.E. Hatfield, vice-president in charge of sales, for Gina Lollobrigida has helped “Bread, Love and Dreams” considerably, Jacon said. “This picture will be liquidated quicker than I.F.E. has been planned due to these national promotions,” said Jacon.

Nine Others Slated

The other films which I.F.E. will distribute, according to Jacon’s schedule, are: “The Wayward Wife,” in black and white; “Green Magic,” in color; “Love in the City”; “Too Young For Love” and “Husband for Anna,” the latter being photographed in black and white. After August, according to Jacon, will be released “Alex’s Gold,” “Attila,” “Sensu” and “Madalena,” all in color, will be released with a few test bookings planned.

Toll TV Meet

(Continued from page 1)

toll TV. They stressed their conviction that the problem of financing will be one of method, as opposed to the question of whether sufficient funds can be procured.

In addition to the issue of financing, the committee is expected to further map its anti-toll TV program, probing such questions of how best to carry the campaign forward to the public and the industry. The Communications Commission. The FCC is slated to meet later this week in Washington when the Commission is expected to start its discussion on subscription television.

Three Choices Available

The FCC has three alternatives before it: 1) to approve or deny immediately Zenith’s petition for the organization of subscription television; 2) to announce it will hold hearings on the petition and solicit written comments in advance of the hearings; 3) to announce it can’t make up its mind what to do, and ask for written comments.

The national defense committee against toll TV already has submitted a brief contesting Zenith’s petition with the FCC.

IFE Offices

LIVINGSTON STRESSES
ADVERTISING’S ROLE
IN NATIONAL ECONOMY

OKLAHOMA CITY, Jan. 18.—When the television set gets turned on, it doesn’t mean that the viewers automatically get up and go to the movies but rather the people have to be resold the movie-going habit, Jeff Livingston, Eastern advertising manager of Universal Pictures, told the partners and managers of Video television stores here today. His subject was “The Motion Picture Advertising and Publicity.”

Lauds Aggressive Selling

Livingston pointed out that although there were 32,000,000 television sets in the United States as of December, 1954, as against 26,500,000 sets in December, 1953, an increase of 54 and one-half million sets, business in the motion picture industry was generally better in 1954. He pointed out that while it was true that the national economy had improved during 1954, the motion picture industry had boosted its full year’s sales by $70,000,000 or 10 per cent, the increase of the even or the proportion that it did if it had not been able to get a lot of people away from their television sets into the theatre through aggressive selling.

Mike Simons, M-G-M customer relations director, in an address delivered at the same assembly, described forthcoming product of his company. He also announced that he has purchased Reed’s department store, an outlet in this city at the Biltmore Hotel on March 30.

From here, Simons will go to Green Bay. "We look forward to meeting the members of that city’s Association of Commerce.

Theatre-Sale Letters

Read at the Trial

SPECIAL TO THE DAILY
BUFFALO, Jan. 18.—Defense attorneys in the Schine Chain Theatres criminal trial in Federal Court here strongly protested the government’s presentation of five letters concerning alleged attempts to buy Schine subsidiary Theatres Inc., in New York, N. Y., after Judge John Knight’s 1949 theatre divestiture order.

Letters were offered by government attorney Joseph E. McDowell presumably to disclose an example of the “fleece prices’’ which the government charges the Schine corporation asked in certain cases to discourage theatre purchases.

Four of the letters were from a real estate broker, J. Herbert Morganstern, to J. Myer Schine, president, Schine Chain Theatres, in June, 1949. Others were between Morganstern and Howard M. Antevil, Schine attorney, in April and May, 1949.

Defense attorney Frank G. Raiche attacked the presentation of letters, saying “these cases were comprehended by the government’s bill of particulars,” and that the real estate broker involved should have been there to testify in connection with them.

Judge Knight overruled the objection, asserting that signed letters may be considered eligible as evidence.
Cites Progress
On Int'l Unit
Of Exhibition
Starr Tells of Exchange
With Rank Organization

A report of "progress" on the motion to effect a world-wide organization of exhibitors was rendered here yesterday by Alfred Starr, chairman of Theatre Owners of America's executive committee.

Starr, here to attend the two-day anti-toll TV meet, added, though, that progress was being made "slowly." He went on to say that he has been in communication with John Davis, managing director of the J. Arthur Rank Organization, on the proposed world-wide exhibitors organization.

Meanwhile, it was learned that TOA general counsel Herman Levy plans to visit Europe this summer and while there, it is understood, he plans to contact various exhibitor European organizations, acting as liaison for (Continued on page 4)

Academy Ballots Off Today; TV on Feb. 12

From THE DAILY Bureau

HOLLYWOOD, Jan. 19.—Nomination ballots for the 27th annual Academy Awards of the Academy of Motion Picture Arts and Sciences will be mailed tomorrow to the 13,488 eligible members in the production branch of the industry. The ballots must be returned before midnight of Jan. 29.

Nominations for the awards will be announced on Feb. 12 as the subject of a "spectacular" on the television network of the National Broadcasting Co.

Trust Chief Meets Yates; Both Silent

HOLLYWOOD, Jan. 19.—A trans-continental mystery was cleared up by a meeting here yesterday between Herbert J. Yates, Republic Pictures president, confirmed here that he had conferred in Washington recently with Anti-Trust Division Chief Barnes but declined to say what was the talk was about.

Earlier in Washington, Barnes likewise confirmed he had met with Yates and also declined to say what about. Yates said a motion for dismissal of Republic as a defendant in the government's 16mm. courts had been made in the file but the meeting with Barnes had nothing to do with that.

Martin Announces Chairman of TOA Standing Committees

Chairman of Theatre Owners of America's standing committees were announced yesterday by E. D. Martin, TOA president. The chairman will serve for the 1955 calendar year. Two new committees, created at the Chicago convention of the Association last year, are in the field of labor relations and insurance.

Committees and their chairman are as follows:

Organization and membership:
George Kerassos, Springfield, Ill.; Walter Morris, Knoxville, Tenna.; Art Adamson, Portland, Ore.
Research: Myron Blank, Des Moines; Elmer Rhoden, Los Angeles.
Comp., Samuel Pinanski, Boston; Pat McGee, Denver.
Theatre Television: S. H. Fabian, (Continued on page 4)

Expect 600 to Attend FJP Event Today

A capacity crowd of over 600 representatives of the various branches of the entertainment industry is expected at the Mark of Achievement Awards, to be presented at the Hotel Sheraton-Astor here today, climaxing the announcement division's participation in the 1954-1955 campaign of the Federation of Jewish Philanthropies.

Awards are being made to Grace (Continued on page 4)

Set Tentative Budget

ANTI-TOLL TV UNIT MOVES INTO ACTION

Financing of the Project to Be Based on COMPO Dues Formula: $150,000 Sought

By LESTER DINOFF

The joint exhibitor committee opposing toll-TV yesterday set a tentative budget of $250,000 to combat subscription television and adopted a four-point program which involved the employment of public relations counsel, the retaining of legal counsel, the hiring of engineering services and advice and the establishment of a Washington office.

Afram F. Myers, general counsel for Allied States Association, speaking on behalf of the committee following an all-day closed-door conference at the Hotel Sheraton here, announced a program for the protection of the motion picture industry in connection with a campaign now being conducted by the manufacturers of certain television devices to secure government approval for subscription television.

Under the tentative budget of $150,000, which the exhibitor group hopes to raise through contributions, Myers said that a "public relations counsel will be retained to combat the propaganda of the proponents of toll-TV; legal counsel will be employed to represent the committee pending the proceedings before the Federal Communications Commission expert engineering services and advice will be engaged, and an office in Washington (Continued on page 4)

Says NARTB Head Is Anti-Toll TV

CHICAGO, Jan. 19.—Gene McDonald, president of Zenith Radio Corp., charged Hal Fellows, president of the National Association of Radio and Television Broadcasters, with opposing the interests of broadcasters and attempting to align the Association with motion picture exhibitors in an effort to scuttle or delay subscription television.

McDonald referred to a Jan. 4 letter which Fellows sent to Chairman McComnaghey of the Federal Communications Commission which, he said, asked the FCC to follow a course which would delay as long (Continued on page 4)
Personal Mention

Y. FRANK FREEMAN, Park Regent, arrived here yesterday from the Coast.

Hilts Cass, M-G-M sales manager for Canada, and Reginald Wilson, sales head for the territory, have returned to Toronto from New York.

Reginald Armour, head of Republic Pictures for Great Britain and the Continent, has returned to London from New York.

WILLIAM A. Scully, Universal Pictures distribution consultant, is in New York from Miami, where he now resides.

BERNARD LEWIS, I.F.E. Releasing Corp. exploitation manager, will return to New York tomorrow from Detroit.

Alfred Hitchcock and Mrs. Hitchcock will have New York today for Hollywood.

P. T. Dana, Universal Pictures Eastern sales manager, will return to New York today from Boston.

John P. Byrne, M-G-M Eastern sales manager, has returned to New York from Philadelphia.

Emery Austin, M-G-M exploitation head, will return to New York from Hollywood today.

Lou Lipman and Morris Kepper of General Theatres, Hartford, will leave there this week for Miami.

Robert Paul Smith, playwright, has arrived in Hollywood from New York.


Franchise Holders of Tudor Meet Here

Moe Kerman, president of Tudor Pictures, Jr., will hold a two-day meeting of its U. S. and Canadian franchise holders at New York’s Warwick Hotel, tomorrow and Saturday.

Advance plans will be discussed for eight completed films, the first of which is “Innocent in Paris,” a Romulus Production.

Isadore Wolfe Dies

SAN FRANCISCO, Jan. 19.—Isadore Wolfe, 63, for over 20 years a salesman for National Screen Service and known throughout the Northern California territory as “Izzy,” passed away yesterday.

Graziano Story to M-G-M

HOLLYWOOD, Jan. 19.—M-G-M has purchased from Rocky Graziano, former middleweight champion, the story of his life, “Up There Likes Me,” written by the boxer.

Col. Opens 2-Day Meet Here Today; Montague Chairman

A two-day meeting among Columbia home office executives and the company’s division managers, with general sales managers A. R. Shacklock and H. B. Rau, opened here today at the Savoy Plaza Hotel. Purpose of the meeting is to finalize sales, promotion, press and distribution plans like “Long Gray Line,” John Ford’s Technicolour CinemaScope production.

RKO Motion Picture Corp. will be devoted to a presentation by vice-president Paul N. Lazarus, Jr., of the company’s advertising and publicity campaign being given “The Long Gray Line.” The film will have its world premiere in Washington at the RKO Kineo and will open in New York at the Capitol on Feb. 10.

Call Riot Squad At ‘Bridges’ Bow

BOSTON, Jan. 19.—The riot squad of the Boston Police Department had to be called today to restore order on the lobby of the RKO Memorial Theatre, where thousands of milling patrons at the opening of “Six Bridges to Cross” stormed Tony Curtis and George Nader.

The two stars were there in conjunction with the opening. Order was restored, but not before almost a score of patrons were injured. According to Tony Curtis, the theatre’s managing director, it was the greatest crowd he had seen to turn out for an opening of a picture in his 25 years in the theatre business.

President Holds First Filmed Press Parley

WASHINGTON, Jan. 19.—President Eisenhower’s press conference today was the first Presidential press conference ever to be filmed by newsreel and television cameras for possible later public showing.

Several films of the conference later were cleared for newsreel and TV showing by White House press secretau Herbert Hargery, who said the films of each press conference in the future will be evaluated in this manner to determine whether or not film coverage should be withheld from public exhibition.

Corwin Heads Temple

HOLLYWOOD, Jan. 19.—Sherrill Corwin, head of the Metropolitan Theatres, has been elected head of Temple Israel here, succeeding Steve Brody, president of Allied Artists, who becomes chairman of the board of trustees. Heading the committee which nominated Corwin was Sam Bronston, Columbia Pictures studio executive.

Wendell P. Milligan, 66

HARTFORD, Jan. 19.—Wendell P. Milligan, 66, at one time director of the Palace Theatre in New York City, died Monday night at his home at 1415 Broadway.

NEW YORK, New York, Feb. 4—The American Theatres Owners’ Association has assumed the executive direction of the Motion Picture Owners Relief Fund, and Wendell P. Milligan has been appointed president of the association.

Filmack Re-Shooting For Wide Screens

CHICAGO, Jan. 19.—Filmack Trailer Co. is re-shooting its entire stock of institutional trailers to accommodate wide-screen exhibition, Irving Mack, president, explained today, and CinemaScope and wide screen installations had caused a “major upheaval” in trailer-making companies because their libraries of stock institutional trailers were filmed for the standard screen ratio.

Ticket Tax Relief Sought in Canada

TORONTO, Jan. 19.—A nine-page brief which asked for repeal or modification of the ticket tax by the provincial government has been presented to Premier L. M. Frost of Ontario by the Ontario Exhibitors Taxation Committee for Annunciation of America, and the government leader indicated that a date would be set for the hearing of a theatre delegation after perusal of arguments.

The brief, which was handed to Premier Frost by Arch J. Helly, owner of the committee, pointed out that 29 Ontario theatres had closed down because of television competition since the first “VistaVision” was opened in Canada in 1952. Many other theatres were operating at a loss, it stated, and more would be forced to close unless the tax was eased.

Figures were provided which showed that in 372 theatres in the area had suffered an average attendance decline of approximately 21 per cent, with neighborhood houses in large cities and small-town theatres being hardest hit. The committee chairman is Lionel Lester, a Toronto independent exhibitor.

Futter Sets Up K Vidoscope Office

Walter Futter, whose organization developed the Vidoscope anamorphic lens, has returned to England where he set up Vidoscope, Ltd., for the sale and distribution of the device in England and America. Mr. Futter is president of the British company.

Futter stated that 350 theatres in England had installed the lenses and that more than 3,000 had been installed in U. S. houses. Deliveries of the lenses being made in Southern California, Australia and Mexico, he declared.

Stan Margolies Head Of Bryna Publicity

HOLLYWOOD, Jan. 19.—Stan Margolies on Monday will join Kirk Douglas picture company, Bryna Productions, as publicity director. Margolies was associated previously with Disney, RKO Radio and 20th Century-Fox.

News Roundup

Acquires Shea House

The Shea circuit will relinquish the operation of the Lackawanna Theatre, Lackawanna, N. Y., on Feb. 8 and Harris Williams, brother of Frank Williams, who built the house, will take over. Shea had the theatre for 15 years.

Set Toronto Meet

The Association of Motion Picture Producers and Laboratories of Canada will hold its annual meeting on Jan. 29 at the King Edward Hotel in Toronto under the chairmanship of President W. J. Singleton, general manager of Associated Screen News of Montreal.

Equip Screening Room

Alco Service Corp. has installed a stereophonic sound in one of the three screening rooms operated by William Guillette at 1600 Broadway here. According to Guillette, his preview room is now equipped for CinemaScope and stereo sound.

‘Underwater’ Dates

Mass dates in 156 theatres have been set for RKO’s “Underwater!” Sales chief Walter Branson said the day-date bookings would start on Feb. 9.

Change Meeting Date

North Central Allied has moved its annual convention date in Minneapolis from May 9 to May 2 and 3. Sessions will be held in the Nicollet Hotel.

Church Breakfast At L.A. Palladium

HOLLYWOOD, Jan. 19.—Doug Bridges, general chairman, today announced that Steve Blyth will be hostess and deliver the opening address at the fourth annual Communion Breakfast for members of the film industry in Los Angeles, which will be held. Minister John J. Devlin announced officially, at the Hollywood Palladium Sunday morning, Feb. 13, following 9 A.M. Mass celebrated by James Francis Cardinal McIntyre at Blessed Sacrament Church.

Nat Cohen Coming Here on Film Deals

LONDON, Jan. 19.—Nat Cohen, managing director of Anglo-Amalgamated Productions, will leave here for New York by plane on Saturday and will soon report to National Picture Realty Motion Picture News and Televison Almanac. He will be engaged in second-class master Sept. 21, 1958, 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 $13 foreign; single copies, 10c.
As daring and different
a drama of a man of violence
as has ever gripped a
motion picture audience!
Among the year's big entertainment surprises
surely this one will
be the hardest-hitting!

THE REAL-LIFE STORY THAT CAUSED A SENSATION IN READER'S DIGEST!

STARRING
ELROY HIRSCH · BARBARA HALLE · CHESTER MORRIS · TODD DUNCAN · JOHNNY JOHNSTON · TIM CONSIDINE

INTRODUCING

WRITTEN AND DIRECTED BY HALL BARTLETT · PRESENTED BY WARNER BROS.
Martin

(Created from page 1)


NT Finishes

(Created from page 1)

his company had made any new overtures to the Department of Justice for approval to engage in the financing of production, replied in the negative. Rhodes went on to say that no such moves in that direction are contemplated at this time, adding that NT had received no bids for financing from independent producers since the deal with Edmund Grainger fell through.

Rhoden, questioned whether NT executives plan to meet again with Wall Street representatives as they did last week. As of last week, he went on. Rhodes said he plans to return to the Coast tomorrow.

Tivoli Trust Trial Postponed to May

DALLAS, Jan. 19.—The Tivoli Theatre anti-trust suit against projection-distribution companies which was scheduled for hearing in Federal District court here tomorrow, has been put over to the March term of court by order of Judge William H. Atwell.

Review

“A Life in the Balance” (Panoramic—20th Century-Fox)

Good performances plus an exciting, suspenseful story, expertly filmed against authentic Mexico City backgrounds, adds up to a better-than-average programmer for exhibitors of the standard screen size films.

The cast, mainly Mexicans, headed by Ricardo Montalban, speak English with tuneful accents favorable to the sincerity of their roles.

In World War II, as a skilled interpreter, General Persynell, Jr., and Leo Townsend, deals with a 10-year-old boy's brave experience with a fanatical killer. Paralleling the "sleeper" possibilities enjoyed by "The Window" a few years back, similar grosses may be achieved if special exploitation campaigns will be utilized. The inevitable word-of-mouth advertising that will be accorded the late Leonard Goldstein's production.

Director H. Horner's direction is aimed at earthy realism and earns the desired effect through the talented response of performers like Montalban, playing a struggling, frustrated musician and father of the intriguing moppet, Jose Perez. Anne Bancroft is warm and friendly for the love-at-first-sight answer to Montalban's portrayal as a man who is responsible for murdering a girl, offering an offset portrayal that will arouse a sense of pity for his complex sufferings.

With a captivating musical score by Paul Lavista to heighten the mood and character of the story, the situations are adequately developed for effect of plot. They cover a fruitless campaign by two of Montalban's "friendly" neighbors to take over the custody of his motherless boy on the basis that he is capable of supporting the youngster. During a night of fireworks, celebrating the anniversary of the founding of the Republic of Mexico, the boy sees Lee Marvin, responsible for a number of killings in the neighborhood. Managed to get away from his apartment from which his father had left moments before, after a row with a former girl friend to collect an old debt so he could buy him a guitar.

The child decides to follow Marvin when the girl is suddenly discovered murdered and his father is being accused of the crime. Montalban is picked up for questioning by the police, following a romantic interlude with Miss Bancroft, whom he met in a paws shop where she disposed of her last piece of jewelry. In the bought his guitar. In the meantime, the is having difficulty trying to attract help in nabbing the murderer, and resorts to slugging marbles at police call boxes when the killer decides to take him in hand.

While being questioned, Montalban recognizes one of the marbles, turned in as evidence of the ones being found in all of the smashed call boxes, as belonging to his boy, and the chase is on to track down the real killer.

Marvin is finally cornered and killed amid City's huge newsmen, after the boy suffers an all-night experience at the mercy of the killer.

Running time, 74 minutes. General classification. For February release.

SAMUEL D. BERN

Int'l Unit

(Continued from page 1)

Theatre Owners of America on the project that Starr, following a two-month European trip, recommended to the TOA convention last October that a world-wide distribution exhibition, dependent by which mutual industry problems and needs could be discussed. Mindful that international alliance of exhibitors is an eventuality, he called for further exploration of the proposal at that time.

Harris to Operate

(Continued from page 1)

Martin, and Bill Zellor, who is manager of P. H. Harris Western Theatre, just a block away from the Penn, will supervise the physical management of the Penn with John Greesey, another Harris top official, handling the bookings.

Frank Arena, who managed the Penn as last minute deal of Loew's, returned to Cleveland and Loew's, yesterday. Bill Elder, former Penn manager, is now managing the Warfield in San Francisco.

Set 'Intruder' Bow

"The Intruder," a melodrama set in postwar London, will have its American premiere at the Plaza Theatre here next Tuesday, it was announced by Associated Artists Productions, the releasing company.

Anti-Toll TV

(Continued from page 1)

will be opened in case the matters become a legislative future.

To finance the committee's work, the effort is being conducted upon exhibitors to remit to Phil Harling, committee treasurer, 1585 Broad, New York, an amount equal to the sum which they contributed to COMPO in the form of dues last year. The COMPO dues scales, which Myers announced, are:

Four-wall theatres: Up to 500 seats, $7.50 per year; up to 750 seats, $10.50 per year; up to 1,000 seats, $12.75 per year; up to 2,500 seats, $37.50 per year, and over 2,500 seats, $75.00 per year.

Drive-in theatres: Up to 300 cars, $7.50 per year; up to 500 cars, $12.75 per year; up to 600 cars, $17.25 per year, and over 600 cars, $37.50 per year.

Inasmuch as the propagandas of the proponents of toll-TV already reached a high peak, Myers stated, a need for them is not urgent.

The Allied States council added that the more minute details of the program for the meeting will be presented to all exhibitors by direct mail or through the regional exhibitor of their choice. Representatives of the several exhibitor groups attending the meeting pledged the best efforts of their associates in urging support of the committee and its program, Myers said.

Five Associations Represented


Myers also stated that Starr, Remburg and Snauffer have been appointed by the committee as trustees to care for the fund.

Toll-TV Will Create U. S. Monopoly, Say Group Heads.

Alfred Starr, chairman of the Theatre Owners of America executive committee and Thomas Remsburg, former president of Allied States Association, co-chairman of the joint exhibitor committee fighting subscription television, issued the following statement following yesterday's committee meeting here.

"The inherent fallacies in the arguments being made by the toll-TV sponsors must be exposed. And the broadcasters must logically present their position. They must refuse to be put on the defensive in this matter. The public must be informed that toll-TV is economically unsound, that it will deprive them of free television and that it will create a government-sponsored monopoly.

NARTB Head

(Continued from page 1)

as possible" the advent of toll television.

He also charged that Fellows had written the FCC without the knowledge or consent of NARTB members but did not identify his expression as personal.
GOOD NEWS ABOUT M-G-M’s “BAD DAY AT BLACK ROCK”!

PRESS-TIME FLASH!

BEATS “KNIGHTS OF THE ROUND TABLE” FIRST 3 DAYS IN KINGSTON, N. Y.!

TOPS “SEVEN BRIDES” FIRST 2 DAYS IN EL PASO, TEXAS!

DALLAS TERRIFIC FIRST 4 DAYS, SECOND ONLY TO “MOGAMBO”!

AUSTIN TOPS “SEVEN BRIDES” AND ALL THE BIG ONES!

FORT WORTH GREAT! SAN ANTONIO TOPS RECORD “LONG, LONG TRAILER”!

TIME MAGAZINE IS RIGHT: “Starts M-G-M off on the New Year with its best footage forward. Spencer Tracy at his best.”

M-G-M presents in CinemaScope • SPENCER TRACY • ROBERT RYAN in “BAD DAY AT BLACK ROCK” co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins • Screen Play by Millard Kaufman • Adaptation by Don McGuire • Based on a Story by Howard Breslin • Photographed in Eastman Color • Directed by John Sturges • Produced by Dore Schary
The reasons for the extraordinarily widespread influence of *FAME* are perfectly clear. *FAME* has never been successfully copied, although it has various imitators. Its standing has never been approached in any of the twenty-two years that it has presented the *Top Ten Money-Making Stars*—which was originated by Quigley Publications.

Likewise unique in the extent of their recognition are the innovations which have been added in *FAME* throughout the years, expanding its usefulness and value as a record for reference throughout the motion picture and television industries and for writers of the public press. The title of one of those innovations, "Looking Forward", which is now an annual feature of *FAME*, might also be used to describe the editorial spirit of the book itself. The "Stars of Tomorrow" feature also was originated in that spirit.

The 1955 edition of *FAME* is now in an advanced stage of preparation, for distribution soon.

EDITED BY JAMES D. IVERS

Assistant editors: Charles S. Aaronson, G. H. Fausel, Peter Burnup, W. R. Weaver, Hannah Pellen, Jay Remer.

QUIGLEY PUBLISHING COMPANY
NEW YORK HOLLYWOOD LONDON
Censor Meet
Calls for Film Licensing on Basis of Age
Dr. Flick of N.Y. Makes Bid at Opening Session

Special to THE DAILY
RICHMOND, Va., Jan. 20.—An exposure on behalf of a "limited type of licensing" for controversial motion pictures was made here today by Dr. Hugh Flick, director of New York State censorship, at a conference of state censors from four states and Ontario, Canada.

The informal meeting, which was held at the Jefferson Hotel here, was called by Messrs. C. V. Smith, director of the division of motion picture censors of the State of Virginia.

The purpose of the gathering was to discuss problems of interest, and through a better understanding of such problems, to render a more effective service to the community.

(Continued on page 6)

NT Plans No New Theatres

National Theatres has no plans at this time to acquire new theatre properties, other than conventional houses or drive-ins. NT's president, Elmer C. Rhoden, declared here yesterday prior to his departure for the Coast.

Rhoden made this statement in the wake of his announcement that NT had just completed its divestiture program, making deals for the last seven houses which it was required to get rid of under terms of its consent decree. Rhoden, however, held out the possibility that NT may "develop" the company's own vacant properties.

U's Six Bridges' Sets N. E. Records

BOSTON, Jan. 20.—Universal-International's "Six Bridges to Cross," which had its world premiere at the RKO Memorial here yesterday and simultaneously opened in New England situations as part of a 190-theatre saturation territorial premiere, outgrossed "The Glenn Miller Story" and "Magnificent Obelisk.

(Continued on page 6)

Would Add Allied, Compo And Others to 16mm. Suit

Justice Dept. Sees Trust Law Changes 'Too Controversial'

From THE DAILY Bureau
WASHINGTON, Jan. 20.—The Justice Department decided that proposals for a uniform Federal statute of limitations on private anti-trust suits and for judicial discretion on divestiture in such suits were "too controversial" to include in an anti-trust law amendment bill sent to Capitol Hill today.

Attorney General Brownell asked the lawmakers to enact legislation giving the Federal government the right to sue to recover damages whenever the U. S. is overcharged as a result of a price-fixing conspiracy. At present, private persons can sue.

(Continued on page 6)

Awards to Stars for 'Achievements'

Over 600 entertainment industry representatives were in attendance when the Federation of Jewish Philanthropies awarded Mark of Achievements honors at the Hotel Sheraton-Astor yesterday to Grace Kelly, motion pictures; Jackie Gleason, television; Elmer Davis, radio; Mary Martin, legitimate theatre; Mitchell Miller, record label; Arthur Schwartz, music, and Patty McCormack for her stage work.

Participating in the Amusement Division's tribute were Salim L. Lewis, president of the Federation; Joseph Willen, FJP executive vice-president; Gustave Levy, general counsel.

(Continued on page 6)

Tell of Round-Table Today

"Latest plans" connected with the meeting will be unfolded here today by Lichtman, 20th Century-Fox press editor, said he would discuss the plans at today's trade press conference.

The message immediately set off trade speculation that the putting of a date for the round-table conference may no longer be dependent on completion of the work on arbitration. Distribution plans, as of yesterday, to go full steam ahead on arbitration before filling the round-table conference found exhibition organization ranks split, with Theatre Owners of America siding with the accent on arbitration and Allied against any delay on the round-table project.

In Washington, Allied general counsel Abner F. Myers said he knew of no change in distribution plans. He added, however, that Allied will be glad to hear of any change. Referring to the possibility of calling the round-table conference without waiting upon arbitration.
**Personal Mention**

**F J. A. McCARTHY, Universal** Pictures Southern and Canadian sales manager, will leave here Monday for St. Louis.

**CHARLES B. MOSS, executive director of the Motion Picture Theatre Owners of America** has been elected a member of the board of directors of the Broadway Association for a term of three years.

**JAMES E. PERRIN, Paramount's executive director in Great Britain and Ireland, who now is in Hollywood,** will arrive in New York from there on Sunday.

**ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager,** returned to New York yesterday from Montreal and Toronto.

**SUZANNE WARNER,** publicity manager for Grade Talent Agency of London, will arrive here today from England via B.O.A.C. Monarch.

**KELSEY INNES,** assistant to Russell Holloway, Paramount Pictures production manager, arrived in Hollywood yesterday from New York.

**JAMES PERDY,** director of the H. M. Tennant theatre circuit of England, is scheduled to arrive here tomorrow from London via O.A.C.

**ILYA LOPERT,** head of Lopert Films, will return to New York today from London.

**REN LORBER,** head of the Universal Pictures insurance department, has returned to New York from California.

**Kings Sue Columbia On 'Syndicate' Title**

HOLLYWOOD, Jan. 20.—King Brothers Pictures, which was granted leave by the Superior Court a suit against Columbia Pictures, Sam Katzman and several Katzman companies, asking $500,000 in damages on the same action in punitive damages on the grounds that defendants appropriated the plaintiff's registered trademark—"Syndicate," in producing a similar story under the title of "Chicago Syndicate." The Kings say they registered the "Syndicate" title with the Motion Picture Association of America on Dec. 7, 1956, and that Columbia, subsequently announced "Chicago Syndicate."

The suit asks an injunction to stop the release of "Chicago Syndicate."

**Regan to Manage Fox Omaha Office**

OMAHA, Jan. 20.—George Regin, Kansas City salesman, has been named manager of the Omaha office of 20th-Century-Fox, replacing Joe Scott, who died last month. Regin has been with 20th-Fox for 18 years.

**Use of Lawrence Tri-Color TV Tube To Be Demonstrated in D.C. Monday**

The use of the Lawrence tri-color tv tube in radar equipment can be displayed for the first time to the public at the Patent Office on Monday. The demonstration in Washington, it was disclosed here yesterday by Richard Hodgson, president of Chromatic Television Laboratories, owned 50 percent by Paramount Pictures.

Hodgson explained that the company’s radar work is based on a contract with the U.S. Navy. He said the tri-color tube’s function is the conversion of radar equipment to the use of color displays, a change that will make it possible for the military to work in the same way it does with black and white displays.

The chromatic president said the demonstration would be held at the Patent Office because it is known in Washington that if such a test is being made on a quantity basis, Hodgson replied in the negative. He added that the agreement with the Navy is still a research development contract.

**Reade Drive-In Suit Settled Out of Court**

An action brought by Walter Reade, Jr., president of Walter Reade Theatres, against William Scully, former vice-president in charge of distribution for Universal Pictures; James Thompson, operating head of Eastern Drive-In Theatres; and Monroe E. Stein, president of William E. Stein, Inc., theater company, wherein Reade sought to compel them to convey six drive-in theatres in New Jersey to him, has been settled. The trial had proceeded for one day before Judge G. Dixon Speakman in the Superior Court of New Jersey before Judge G. Dixon Speakman.

Reade accepted an undisclosed sum of money described by all parties as "substantial" and a stay of the action. He charged in the suit that the defendants had agreed to sell the theatres to him and then breached their agreement. Defendants' attorney in the suit permits the defendants to convey the theatres to other purchasers. The drive-in circuit and the ancillary contract for the theatre company has not been broken.

The suit was an injunction to stop the release of "Chicago Syndicate."

**Kings Sue Columbia On 'Syndicate' Title**

HOLLYWOOD, Jan. 20.—King Brothers Pictures, which was granted leave by the Superior Court a suit against Columbia Pictures, Sam Katzman and several Katzman companies, asking $500,000 in damages on the same action in punitive damages on the grounds that defendants appropriated the plaintiff's registered trademark—"Syndicate," in producing a similar story under the title of "Chicago Syndicate." The Kings say they registered the "Syndicate" title with the Motion Picture Association of America on Dec. 7, 1956, and that Columbia, subsequently announced "Chicago Syndicate."

The suit asks an injunction to stop the release of "Chicago Syndicate."

**Roth H-63 President; Other Officers Stay**

J. Harold Roth, of the Paramount Pictures department, has been elected president of Local H-63, IATSE, for a term of two years, replacing the incumbent, Edward J. De Witt, head of the Universal Pictures home office. Roth won by a very small margin of the approximately 1,300 votes.

Reelected to two-year terms were: Edward De Witt, vice-president; Hubert Baum, secretary-treasurer, and Jack Schuetz, sergeant-at-arms.

Newly-elected members of the executive board are Arthur Ballbos, Albert Schuwer, George Almend, Edward Bader, Michael Maloney, Dominick Pantone and Samuel Weinstein.

**Gray Line' Feb. 10**

"The Gray Line," Columbia’s annual SpringScopes gala, will have its New York premiere at the Capitol Theatre on Feb. 10.

**News Roundup**

**New Buena Vista Office**

Buena Vista Film Distributing Co. has opened an office in Atlanta, Ken Laird, formerly with Universal in Florida, has been named its sales manager. Owen Vaughn is office manager.

Harry Reinstein is its Florida sales representative. The New office will serve the Charlotte and Jacksonville territories as well as Atlanta.

**Alabama Tax Report**

Sales tax returns in Alabama reveal that September receipts were up 14.5 per cent over those of September, 1953, but 8.9 per cent below those of August last year.

**Start New Theatre**

Construction has started on a new theatre in Louisville, Ga., by the Pal Amusement Co. It will replace the theatre that was destroyed by fire several months ago.

**Acquires Drive-in**

The Cherokee Amusement Co. has closed its Capital Theatre in Ocala, Fla., and has taken over the Scott Drive-in there.

**'Triumph' Booked**

The Florida States Circuit has booked "Day of Triumph" over the entire chain. The Kentucky circuit also has booked the George Schaefer film for the Carolinas and Virginia.

**Tampa House Closed**

The Garden Theatre in Tampa, Fla., one of the oldest in the city, has been closed for an indefinite period. Mrs. Evelyn Paris, its manager, said on the occasion of the closing, "It is the end of an era." Real estate interests own the property and have announced they will sell to the Spring Theatre, Sulphur Spring, Fla.

**Now an A Theatre**

 Walter Reade, Jr., has changed the name of the modernized Broadway Theatre in Kingston, N. Y., to the Community and has made it an "A" house. The Kingston is now the "B" situation.

**Technicolor Prints at 4-Billion-Foot Mark**

HOLLYWOOD, Jan. 20. In connection with the Academy of Motion Picture Arts and Sciences, Technicolor president Herbert T. Kahnis today commemorated the completion of four billion feet of 35mm. color re-prints by presenting to Academy of Motion Picture Arts and Sciences President George "La Curcarha," two-reeler which, he said, marked the transition from two-component to three-component Technicolor photography and printing and hence is a "milestone" in the bringing of color to the screen.

**Jack Webb to Emcee Academy TV Show**

HOLLYWOOD, Jan. 20. The Academy of Motion Picture Arts and Sciences today announced that Jack Webb will emcee the NBC telecast of the awards presentations and related events.

Format for the program, earlier reported as consisting of the telecasting of press people receiving news releases.

The awards presentations date is March 30.

**New York Theatres**

**RADIO CITY MUSIC HALL**

Rockefeller Center

**In Glorious COLOR starring**

JOSEPH MEIRLE HELEN FERRER • TRAUBEL

As M-G-M Picture

The Magic Hall's World Famous Stage Show

**NEW YORK THEATRES**

**MOTION PICTURE DAILY**

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**Friday, January 21, 1955**

**Second-class matter, Second-class postage paid at New York, N. Y.**
Economic Report

New Minimum Wage for New Workers Asked

WASHINGTON, Jan. 20.—President Eisenhower indicated that any workers newly covered under the Federal Minimum Wage Law by Congress should be brought under a 50-cent-a-hour minimum for industries already covered.

Reports are that the Labor Department will soon announce a minimum wage coverage enough to take in theatres. The present minimum is 75 cents an hour and the President is asking Congress to increase this to 90 cents.

Urges ‘Gradual Approach’

In an “economic report” to Congress, the President again urged both Congress and the states to acquire and expand minimum wage coverage, but added: “To ease the process of adjustment, a gradual approach will be desirable.” Department officials have urged that newly covered workers be covered at a minimum of 60 cents an hour, and that the present minimum of 75 cents be increased gradually to the minimum for other industries.

The President’s economic report urged that the tax rate “on corporate income from all foreign sources” should be reduced by 14 percentage points. Treasury officials, however, said that the people who wrote the President’s message just didn’t understand that the Treasury Department was proposing this tax cut “for all foreign income, and that the official administration position is still that the lower rate should not be applied to film distributors and other distributors.

Would Boost ‘Trust’ Violations

The President urged Congress to raise “substantially” its penalties for anti-trust law violations.

Generally, the economic report pointed a glowing picture of an economy now expanding with continuing increasing consumer-spending on all goods and services. The President went on to say that this increase will continue far this year in indicating a tax cut in 1956, declining that further spending cuts “should make possible some additional general tax reductions next year.”

E. M. Loew Acquires Conn. Stadium

HARTFORD, Jan. 20.—E. M. Loew’s Theatres, owner of the Canadian Stadium, Bridgeport, Conn., from the Bridgeport Sportsmen’s Club for a reported $110,000, will use the site for a drive-in theatre. The project, which will include razing the stadium stands, is expected to be completed within 30 days. Loew is applying for a drive-in permit at the State Police Commissioner’s office here.

Stock Purchases

WASHINGTON, Jan. 20.—Samuel R. Walker, vice-president of the City Investing Co., has purchased through a trust account 5,000 shares of Columbia, increasing his holdings to 5,929 shares, it was reported today by the Securities and Exchange Commission.

To Make “The Matador”

Col., AA, Film Locations In 3-Week Deal with Ferrer

A three-company deal, under the terms of which Jose Ferrer will co-prop- erate, direct and star in film, “The Matador,” was announced jointly yesterday by Columbia Pictures, Allied Artists and Film Location, Ltd., the three firms which will finance the production.

The film will be distributed by Columbia and Allied Artists, with the Western Hemisphere and Columbia the distribution in the Eastern Hemisphere.

Columbia will also distribute the picture in those South American countries in which it has no offices. The production of “The Matador” marks the first time that Ferrer will serve in the three capacities on a picture. Recently, he contracted with Columbia to direct and star in the Warwick production, “The Cockleshell Heroes.”

Exteriors for “The Matador” which Mike Thomas and Film Locations, Ltd., will co-produce with Ferrer will be shot in Spain with camera work by John Lewis, its United States supervisor. Interiors will be filmed in England.

Ferrer was represented in “The Mountain Eagle,” Columbia’s last film. The screen play will be written by Ketti Frings, who has writing credits, such as “Come Back Little Sheba,” written by Mrs. Leslie, and “The Shrike.”

Paramount Has II Features in Work

HOLLYWOOD, Jan. 20.—The Paramount studio now has seven major productions in cutting rooms, for shooting and another set to go before the cameras shortly.

All the pictures with the exception of “The Yearling,” which DeLaurentis produced in Italy for Paramount, are in VistaVision. All the VistaVision pictures covered in the production breakdown are in Technicolor as well.

As usual, the pictures editing included Alfred Hitchcock’s “Allo, Allo” and “The Trouble With Harry”; Bob Hope’s new starrer, “The Seven Little Eat”; the Lewis “Never Too Young”; Hal Wallis’ “The Rose Tattoo,” “Loney Gollan,” “William H. Pine, “Rancho Thomas, production, and “Manado.”

“The Rose Tattoo” is in black-and-white VistaVision.

The cameras are rolling on Panama’s Frank’s Kaye comedy, “The Court Jester”; “The Girl Rush”; “The Vagabond King” and “The Desperate Hours.”

“Artists and Models,” Hal Wallis production starring Deon Martin and Jayne Mansfield, is about to go before the VistaVision Technicolor cameras next month.

26th-Fox, Publisher In ‘Racers’ Tieup

Approximately 5,000 window and in-store display cards, including book, toy and deletion departmental display cards, will be distributed across the country by Fox for the promotion of “Racers,” in a tieup with Ballantine Books, publishers of the Hans Reusch novel on which the picture is based.

Changes Announced

In ‘U’ Foreign Staff

Harry Novak, for the past 10 years Continental supervisor for Universal, was resigned his post, America Abroad, Universal’s foreign general manager, announced upon his return from Israel.

Novak had not announced his future plans, but it is probable that he will continue to be active in the motion picture field held in a private capacity, he said.

About also announced that John B. Albert, who succeeded him, will be retired to Harry Novak, had been appointed Continental supervisor to succeed Albert.

In addition, Marion Jordan, until recently southern European supervisor for Universal, has been named Continental supervisor for Universal, and John Marshall, Universal district supervisor for Middle Europe, has been named United States supervisor for the Scandinavian countries as well as Middle Europe.

Pines to Far East

Post for Columbia

Promotion of Aaron Pines, Columbia’s manager in the Philippines, to the post of assistant Far East supervisor, has been announced here by Lacy W. Kastner, Columbia International president.

Pines will serve under Michael Bergler, Far Eastern supervisor, whose headquarters are in Tokyo. His successor as manager in Manila will be called on by Columbia manager in Manila, Kastner said.

Both Pines and Schweig have been with Columbia for many years. Schweig’s first Columbia International post was as assistant to Pines in Manila; from there he was promoted to Trinidad as manager. Pines has served Columbia in Panama, Puerto Rico and Trinidad.
One of America's Top Showmen Hails THE COMEDY SMASH OF '55

FAX NEW YORK NY 27 DL PD

M. R. GOLDSTEIN, GENERAL SALES MANAGER
ALLIED ARTISTS PICTURES CORP.
1560 BROADWAY, NEW YORK, NY

IT TOOK ME SIX MONTHS TO SELECT A PICTURE TO FOLLOW "LILI", WHICH Ran 95 WEEKS AT THE TRANS-LUX 52ND STREET THEATRE. AFTER I SAW "TODAY"S THE NIGHT", IT TOOK ME THREE MINUTES TO DECIDE THAT, OF ALL THE FILMS I HAD LOOKED AT, THIS WAS THE PICTURE I WANTED. NOW THAT I HAVE SEEN THE EXCELLENT REVIEWS AND THE BOX OFFICE FIGURES, I WANT TO CONGRATULATE YOU ON HAVING THIS PICTURE AND TELL YOU HOW PLEASED I AM WITH IT. UNQUESTIONABLY THIS WILL BE ANOTHER LONG RUN FOR THE TRANS-LUX 52ND STREET THEATRE AND WE ARE LOOKING FORWARD TO A VERY HAPPY NEW YEAR OF BUSINESS WITH "TODAY"S THE NIGHT". SINCERELY

HARRY BRANDT

"Tonight's"

And the
N.Y. Critics
Agree!

"★ ★ ★ ½★ Outrageously funny comedy! Rich, delightful!"
— N. Y. DAILY NEWS

"Wild, joyous! A stout rival for even that long-run wonder 'Lili'!"
— N. Y. WORLD TELEGRAM

"Hilarious! Amusing as all the Pat and Mike stories put together!"
— N. Y. DAILY MIRROR
ALLIED ARTISTS
presents
DAVID NIVEN
YVONNE DE CARLO
BARRY FITZGERALD

A MARIO ZAMPI Production
Produced and Directed by MARIO ZAMPI
Original Story and Screenplay by
JACK DAVIES and MICHAEL PERTWEE

the Night

horribly engaging! Has the sure touch and should enjoy a long run!" — N. Y. JOURNAL-AMERICAN

A gem! The windup is a howl! Especially eye-filling color!" — N. Y. POST

A frolic...broad amusement! As it was in 'The Quiet Man', they get what they want!" — N. Y. TIMES

Watch for
CORNEL WILDE • RICHARD CONTE
BRIAN DONLEVY • WALLACE JEAN

THE BIG COMBO
Written by PHILIP YORDAN • SIDNEY HARMON • JOSEPH LEONCIO
Directed by PHILIP YORDAN
**Licensor on Basis of Age**

(Continued from page 1)

Dr. Flick, interviewed following the meeting, said such licensing by states would give the state censors the right to regulate the use of any such film, independently of any federal licensing. The states under the proposed plan would have to limit their censorship to films that are 'offensive' under state law.

Two State Groups Absent

Censors from Ohio and Pennsylvania, he continued, did not attend the meeting, blaming their non-attendance on "internal reasons." The state censoring law in Connecticut was ruled out by the courts, and there has been a change in administration in New York, he said.

In reference to the crime and violence discussion, Dr. Flick maintained that greater public pressure on state censorship has been reported from this area than heretofore. He said the "trigger mechanism" of public pressure is due to other categories, such as television and comic books. Although, he went on, motion pictures always have had cycles of public attack along with crime and violence, he felt there has been no growing trend in such an attack.

In light of the public pressure, Dr. Flick said the discussion centered around what role can film censors play in the future of independent film. The Ontario Offcial Heard

O. J. Silverthorne, representative from Ontario, spoke on "The Theatre Act and Regulations Thereunder of the Province of Ontario." He presented an analytical summary of the various provisions under which film offices control not only motion picture companies but the theatres in the Province of Ontario.

An unusual feature of the administrative meeting was the discussion on a proposed type of licensing, Dr. Flick said the discussion could be broken down into two other categories, one concerning "crime and violence" in motion pictures and the other regarding various state censorship.

**U's '6 Bridges'**

(Continued from page 1)

In 12 Other Situations

The other situations where "Bridges" grossed outgrows "Steamboat Bill, Jr." and "Cleopatra" are: New York, with $2,000,000; San Francisco, $1,000,000; Chicago, $800,000; Los Angeles, $700,000; Chicago, $700,000; St. Louis, $500,000; and Hartford, $400,000.

**Awards to Stars**

(Continued from page 1)

chairman of the 1954-55 campaign: Adolph Schmelt, candidate director chairman, Harry Brandt, and Oscar Hammerstein II, elected vice chairman. Miss Leigh has been called back to Hollywood for film work.

Telephone Co. for reception of microwave relay so that the theatre can present all large-screen theatre television presentations that are available.

**Trust Law Changes**

(Continued from page 1)

for treble damages in such cases, but the government cannot. The Brownell bill would allow the government only minor damages, not the federal licensing law that permits the "software" to sue for damages.

Such a proposal has been kicking around Congress for several years now. Congressional bills to give the government the power to sue have always also included a separate provision providing a uniform Federal statute to be applicable in all states and territories. This proposal also became entangled with a proposal to give Federal judges authority to award leases to treble damages in private anti-trust suits. In fact, the struggle between film producers and film exhibitors over the route of limitation of anti-trust and treble damages provision blocked action on the entire bill, including the provision of the government's power to sue for actual damages.

**Justice Officials Queried**

Asked why the Attorney General had not included in his proposed bill sections dealing with a uniform statute to provide for anti-trust and treble damages, Justice officials said it had been decided these were "too controversial" and that they might defeat the main part of the bill.

Of course, the final decision is up to Congress and the President, but both are expected to provide a uniform statute of limitations.

The government's bill provides that any judgment won by the Justice Department in a suit for damages would be subject to a double or treble recovery against the film company. Such a provision is already in effect for judgments won by the government in civil or criminal anti-trust suits.

**TV Payments to SDG**

HOLLYWOOD, Jan. 20.—The Screen Directors Guild announced today that it has collected approximately $50,000 from television sources for strike damages, in residual payments for guild members.

**Anti-Toll TV**

(Continued from page 1)

approval of the exhibitor program outlined at the Hotel Sheraton Astor meeting on Wednesday, confirmed the appointment of the law firm of Colen & Marks as their attorney to represent the group before the FCC. It is also expected that Starr and Rembusch will shortly announce the establishment of a Washington office to handle relations in the Capital and the hiring of an engineering consultant to explore the complex technical implications of toll-TV, both being part of the four-point group recently announced.

Starr and Rembusch pointed out that "now that we are on the way, then any additional activity will be proportional to the active support we get from all interested parties."

**Active in the Industry**

The Wolf organization has been steadily engaged in industrial public relations and has handled a number of industry accounts in the past few years. Harold Wolf, who announced that he, himself, will take charge of the exhibitor campaign, George Gaughan, the探索 Owners of America field representative who was cloistered with the joint committee, "of which he was 'not illuminated' when he heard about Zenith's disapproval of Hal Fellows, president of the National Association of Radio and Television Executives, his position toward too-TV. Gaughan said that Rembusch's comments on the state of the field, plus Zenith's president, on the matter were "unprintable."

**Rumors Materialized**

Ever since there have been rumors that the group was interested in adding exhibitor associations as co-conspirators, and these rumors finally came true today. The filing of the original complaint in 1952 produced loud protests from the film industry, and a similar outcry is expected to follow today.

Justice officials said there would be no point in arguing the new request is an abuse of process. They said the suit has been joined to the major suit in September. That's why, they said, the motion to amend probably would be granted, and argued until just before the trial itself is scheduled to start in the fall.
"6 BRIDGES TO CROSS" drew biggest crowd ever to turn out for an opening in the twenty-five year history of the RKO Memorial Theatre. Washington Street jammed from sidewalk to sidewalk. Police forced to re-route all traffic. Business 56% better than "Glenn Miller Story" and 89% better than "Magnificent Obsession".

(Signed) JAY GOLDEN
New England Division Mgr., RKO Theatres

It's the same story everywhere!

Fall River, Mass. . . . . . Academy . . . . "6 Bridges" opened 64% BIGGER than "Glenn Miller Story"
Lawrence, Mass. . . . . . Broadway . . . . "6 Bridges" opened 46% BIGGER than "Magnificent Obsession"
Lowell, Mass. . . . . . . . . Keith . . . . . "6 Bridges" opened 36% BIGGER than "Glenn Miller Story"
Manchester, N. H. . . . . . State . . . . . "6 Bridges" opened 10% BIGGER than "Magnificent Obsession"
Providence, R. I. . . . . . Albee . . . . . "6 Bridges" opened 15% BIGGER than "Glenn Miller Story"
Fitchburg, Mass. . . . . . Saxon . . . . . "6 Bridges" opened 19% BIGGER than "Magnificent Obsession"
Hartford, Conn. . . . . . . . . Strand . . . . . "6 Bridges" opened 1% BIGGER than "Glenn Miller Story"
Meriden, Conn. . . . . . . . . Meriden . . . . . "6 Bridges" opened 73% BIGGER than "Magnificent Obsession"
Waterbury, Conn. . . . . . . . State . . . . . "6 Bridges" opened 15% BIGGER than "Glenn Miller Story"
Danbury, Conn. . . . . . . . . . Palace . . . . . "6 Bridges" opened 55% BIGGER than "Glenn Miller Story"
Ansonia, Conn. . . . . . Capitol . . . . . "6 Bridges" opened 87% BIGGER than "Bend of the River"
Bristol, Conn. . . . . . . . . . Bristol . . . . . "6 Bridges" opened 12% BIGGER than "Bend of the River"
Maynard, Mass. . . . . . . . . Fine Arts . . . . . "6 Bridges" opened 19% BIGGER than "Glenn Miller Story"

Upon examination of the figures, it seems certain to me that United Artists has the greatest grosser in its entire history in VERA CRUZ.

The phenomenal business in all first and subsequent runs, its remarkable holdover, move-over and staying powers—all over the country, in big and small cities, in all kinds of theatres—lead me to predict that VERA CRUZ is a solid attraction that will be up there with the all-time boxoffice greats.

[Signature]

HAROLD HECHT presents GARY COOPER-LANCASTER in "VERA CRUZ"

DENISE DARCEL - CESAR ROMERO

SUPERSCOPE COLOR BY TECHNICOLOR
**Editorial**

**Brotherhood Week**

By Sherwin Kane

This year the industry has one of its best opportunities to establish a record of achievement in the Brotherhood Week campaign that may stand unmatched for a long time to come. Industry figures who have served as chairmen of the annual campaign conducted for the National Conference have said that results are dependent entirely upon the amount of support that can be mustered, particularly among exhibitors.

This year, John H. Harris of Pittsburgh, founder and international Big Boss of Variety Clubs, is serving as chairman of the campaign for the amusement industries. Variety Clubs and their barker's in all parts of the country are getting behind 1955 Brotherhood Week, intent upon making the best showing possible for one who, as their Variety Clubs leader for so long, was responsible for and inspired so much help of all kinds to the unfortunate and the needy.

The only caution that needs sounding is to those who might be tempted to take it easy for this campaign in the expectancy that the Variety Clubs will be doing their share and more.

A really successful Brotherhood Week campaign requires a whole-hearted effort by every campaign worker and generous donations from all levels of the industry, as well as earnest cooperation by exhibitors in encouraging public contributions either in the theatre or through advertising and publicity.

If these essentials are accounted

(Continued on page 2)

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**In 16mm. Case**

**Myers Charges Zenith Behind D of J Motion**

By J. A. OTTEN

WASHINGTON, Jan. 23.—Allied States Association general counsel commenting on the charged shortage, Justice Department's motion to add Allied and other exhibitor groups as co-conspirators in the 16mm anti-trust case was actually designed to help Zenith's propaganda campaign for immediate authorization of substitution television. Perhaps predicted, however, that it would do Zenith little good.

The Justice motion, Myers said, "was not unexpected in view of the mysterious influence which the interests which instigated and are supporting that lawsuit are exerting in the Department of Justice."

So far as Allied is concerned, he added, "it has taken no action saveing of boycott or any form of restraint of trade. Allied and its leaders have exercised their right under the First Amendment to comment on the folly and ethics of supplying films for exhibition on television while the theatres are compelled to exhibit those films for a price." Then Myers got into the meat of his comment:

"If the Department of Justice, which has been so alert in protecting (Continued on page 4)

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**Lichtman Hopeful**

**ROUND-TABLE DATE MAY BE SET IN FEB.**

Says All Distributors Willing to Meet With Exhibitors; Denies 'Stalling' Charges

By MURRAY HOROWITZ

Hope of setting a date for the proposed round-table industry trade conference by next month was expressed by distribution director of 20th Century-Fox at the same time, flatly rejected Allied charges of "stalling." "All of the distributing companies," he declared, "have shown a perfect willingness to meet with exhibitors."

The 20th-Fox executive went on to explain that the setting of the date for the round-table conference will come soon after the approval of the arbitration draft by exhibitors, the same week that the Allied resolution was rejected.

The February issue of "Fortune" magazine, to be published tomorrow, features a comprehensive article on recent and current developments in the industry, accurately reported by writer Freeman Lincoln.

Titled "The Christmas of the Movies," the article reviews industry fortunes from the wartime boom which reached a peak in 1940 and 1947, the decline thereafter and the current upswing, begun in 1952.

"Just about broke two years ago, the movies right now are riding one of their biggest booms," an introduction reads (Continued on page 4)

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**Foresees 'Disappearance' Of 'Sub-Sub-Sub' Runs**

"Sub-sub-sub-run" neighborhood theatres in "big towns" that have not modernized their houses and need multiple changes weekly will "disappear," it was forecast here at the weekend by Al Lichtman, 20th Century-Fox distribution director.

Lichtman made his prediction in the course of a discussion about the product situation.

As opposed to the "old" antiquated-equipped house, Lichtman said that "any well-equipped theatre will survive." Expressing sympathy for the "little fellow," Lichtman nevertheless contended that he answer to the product situation does not lie simply in "num-

"Just making a lot of pictures doesn't pay off," Lichtman contended, citing the experience of his own company over the past year-and-a-half. The policy of spending more money per picture has paid off, despite the drop in production. Lichtman contended, pointing to the box-office pull of such pictures.

Lichtman saw the possibilities of a color TV program on Endrophil equipment as a possible answer to the second feature question.

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**GALA WORLD PREMIERE in 45 MONTANA TOWNS**

starting FEB. 4th

**TINERBERJACK**

A REPUBLIC PICTURE IN TRUCOLOR

HERBERT J. YATES presents

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**Press Hears Zukor As Para. Presents VistaVision Short**

From THE DAILY Bureau

HOLLYWOOD, Jan. 23.—Paramount on Friday, screened for the trade and lay press its 18-minute subject, "Paramount Presents Vista-Vision," with Adolph Zukor attending the screening and telling guests Vista-Vision is fulfilling his prediction, made two years ago, that the industry's second half century would see greater achievements than its first.

The subject, in VistaVision, with color in Technicolor, presents excerpts from the first 10 pictures produced in Vista-Vision, whose aggregate production cost is estimated at $25,000,000. Six hundred prints of the subject are being made available gratis to exhibitors, along with special accessories.
Johnston Asks Fast Trade Pact Action By House Group

FROM THE DAILY BUREAU
WASHINGTON, Jan. 23.—Eric A. Johnston, in his capacity of presi- dent of the Screen Directors , Directors of Cinematography, has urged the House Ways and Means Committee to ap- prove promptly President Eisenhow- er’s request for a three-year exten- sion of the reciprocal trade agree- ments program,

"Never before was the need more compelling, nor the facts before us more convincing in behalf of a broad scale promotion of our screen exports," Johnston declared in a letter to House Ways and Means committee chairman Cooper (D. Tenn.). The commission is scheduled to hold hearings on Col. Cooper’s bill to carry out the President’s trade program requests.

The legislation is needed, Johnston declared, “first, to strengthen the eco- nomic security of the country and the free world; and second, to provide enlarged and expanding markets for ourselves and for the peoples of the free world.

Johnston said that foreign trade provides jobs and a better life—it opens up markets for factories and provides a market for our farm products economically sound and healthy.”

RKO and WB Heard At Schine Trial
BUFFALO, Jan. 23.—The govern- ment is continuing in Federal Court here its efforts to force the Schine theatre executives to continue their anti-monopolistic tactics against them in 1949. Defend- ants are charged with criminal contem- pories of court.

Testimony was presented by Joseph E. McDowell, Justice Department trial attorney, in an attempt to have the housing division of Darnell Theatres, Inc., and its theatre holding successor, Elmart Theatres, Inc., were operated so they would compete with Schine’s operations in the Schine circuit theatres.

‘Alternative Licensing’ Questioned
McDowell said Max Westebbe, branch manager for RKO Radio in Atlantic, Iowa, if RKO permits other theatre- groups besides Schine to use "alternative licensing," under which an exhibitor with two or more theatres in one com- munity would be able to film in either of the theatres. The witness said that Fabian circuit theatres in Atlantic and Shen- berg were operating under that arrange- ment.

The government has held this alternative licensing one of “discriminatory advantages" enjoyed by Schine by Norman J. Ayers, Eastern district manager for Warner Brothers, and Morris E. Lefko, RKO’s Eastern- New Jersey manager, said during cross examination, that they did not deal differently with Schine than with other exhibitors. They said "selling” to Schine, they sold to all theatre, including business transacted, “picture by picture, theatre by theatre.”
Predicts Arbitration by Sept.

An industry-wide arbitration system could be put into effect by next month, according to Allied's Lichtman, 20th Century-Fox distributor and member of the arbitration negotiating committee, declared here last weekend.

Lichtman, informing the trade press of the progress made on arbitration at a news conference, expressed the target date of September on the basis of what he called "the natural course" of events. These events, as listed by Lichtman, would be approval of the draft by the arbitration agreement and laws by the Department of Justice and the courts, apparently referring to the U. S. Statutory Court which has jurisdiction over the functioning of the contract.

He penciled in a date of early next month for approval by the exhibition-distribution conference of the arbitration draft, work on which is nearing completion. Lichtman estimated that the draft could be completed by the Department of Justice in two or three working days. He added that Adolph Schimmel, counsel for the distributors arbitration committee, and Herman Levy, Treasurer of America's general counsel, were scheduled to meet this past weekend.

In response to a question of how much it would cost to maintain the arbitration system, Lichtman estimated the total yearly cost at $150,000. "My idea," he continued, "would be for exhibitors to raise $75,000 from their ranks in the form of annual membership dues, with distribution matching the funds.

Lichtman expressed assurance that the arbitration system can be put into effect without official Allied participation, pointing out that the system will be open to all exhibitors regardless of their organization affiliation. He added, "I believe that many Allied members will use the system."

Outlining some of the points in the proposed arbitration system, Lichtman said that "we're considering" the use of the physical facilities of the American Arbitration Society, citing the savings involved in such a move. The system, he continued, will be supervised by a committee of exhibitors and distributors in various territories. The arbitrators, he added, would be three, either from within the industry or from without, one selected by each side and the third selected by mutual agreement. Failure to agree on the third arbitrator may pave the way for the American Arbitration Society or another agency to step in with the naming of a third arbitrator, he continued.

There will be an appeals board headquartered in New York under the proposed arbitration system. Lichtman went on, composed of industry members on a "more or less" permanent or rotating basis. The system will embody a statute of limitations, he added.

Lichtman reiterated his and distribution's rejection of making film rentals an arbitrable item, maintaining that the Senate Small Business Committee upheld distribution on that score. Allied has refused to enter an arbitration system that does not include film rentals an arbitrable item. Arbitration, Lichtman contended, will go a long way to effect harmony in the industry.

**Cites SBC Criticism**

Allied, which opposed making the round-table conference determine virtually killing arbitration in the past, Lichtman maintained. For years, Lichtman contended, the "Allied people" have been a strong voice of "opposition" within the industry.

Theatre Owners of America, now working in conjunction with exhibitor organizations other than Allied on the arbitration draft, has supported the move to give top priority to the arbitration issue.

**H-L Signs Gina**

Gina Lollobrigida has been signed to star opposite Burt Lancaster in her first film for an American production company, "Trapeze," to be made by Hollywood's Hecht-Lancaster Productions for United Artists release.
myths

Review

"Jupiter's Darling"

(M-G-M)

Hollywood, Jan. 23

PRODUCER George Wells has set a new pace for the 2.35 to 1 ratio with "Jupiter's Darling," a spectacular musical that has the flavor of a three-ring circus, the magnitude of a colorful pageant and the kind of entertainment that will turn "Jupiter's Darling" into an exhibitor's darling at the office box. It’s loaded with all the magic of the stage story—Esther Williams and Howard Keel, a field day in a balleting romance that dates back to 216 B.C., when Hannibal made his historic march on Rome.

George Sidney supplied a masterful touch in directing the luminous Dorothy Kingsley script, which is based on Robert E. Sherwood's play, "Road to Rome." His supervision of the underwater ballets and a thrilling underwater chase, involving Miss Williams, is a mark of achievement for the star, the director and the technical crew. These underwater sequences will undoubtedly prove worthy contenders for recognition in the current derby of features exploiting "wet footage."

Marge and Gower Champion add to the levity of their roles by scoring admirably in an excellent Technicolor real-estate comedy sketch. There was a resounding applause from the audience attending the preview at the Egyptian Theatre.

George Sanders as Fabius Maximus, dictator of Rome, is provided with a chucklesome role, laboring under the delusion that the fascinating Miss Williams, his betrothed, is sincerely in love with him, while she is secretly sharing romantic memories with the barbaric Carthaginian, Hannibal (Keel). The marriage of the couple, the result of a plot by her escape from Hannibal, proceeds by a failsafe plan. Miss Williams is to be tricked. Hannibal decides to move in on Rome with his army, and storm the gates of this "well-trained" elephants. Fabius tosses a flag of truce at Hannibal, but loses Miss Williams when he teat milk and agreeing to leave with Hannibal. Her true love here is the city.

Adding choice moments of fun in their costumed roles are Richard Haydn, William Demarest and Evelyn Varden. The film is in color by EastmanColor. George Wells production, running with 95 minutes. General American classification release in February.

SAMUEL D. BURNS

Small's 'Brass Ring' To United Artists

Edward Small's "The Brass Ring," on which production is scheduled to begin early next month in Hollywood, will be released by United Artists, it was disclosed here yesterday.

Anson Quinn, Farley Granger and Anne Bancroft are starred in the picture, which will be directed by Maxwell Shane.

"that there has been no conspiracy of the part of United Artists or \"The Composers\" in the public relations field and could not be involved in the controversy."

Harry Arthur says SCTOA Could Not Be Involved

Hollywood, Jan. 23. Commenting on the Justice Department's move to include the Southern California Theatre Owners Association in its 10mm. anti-trust suit complaint, Harry Arthur, president of the group, declared: "I have not been notified of any naming of SCTOA as co-conspirator, and I have never heard of the 10mm. case, nor anything relating to 10mm. films or their uses, mentioned in any SCTOA meeting. And, even if any member of SCTOA individually, in or out of meetings."

Arthur added that he could not think of any way in which his organization could be considered involved in any aspect of the government's suit.

No 20th Toll TV Stand to FCC

With the 16mm. suit pending against 20th Century-Fox and other distributors, 20th-Fox lawyers think it unwise for the company to express its feelings about toll TV to the Federal Communications Commission, Al Lichtman, 20th-Fox distribution director, who will appear at the FCC this week. Lichtman reiterated company's belief, however, that the future of 16mm. picture industry should be decided with the theatres' interest. And, Lichtman went on, 20th-Fox feels that there is no outlet to catch the FCC's attention.

Lichtman referred to the 16mm. suit filed by the Department of Justice pending in Los Angeles, alleging a conspiracy to deny films to television and other outlets.

Toll TV Not Reached by the FCC Friday

WASHINGTON, Jan. 23. — The Federal Communications Commission spent all Friday discussing budgetary questions relating to its subscription television issue at its meeting, according to reliable reports.

Officials indicated the commission will probably meet every day this week in an effort to dispose of the subscription TV issue and several other technical problems which have been awaiting action for some time.

Dineen Hosts Press

Dineen, author of the "Collie" story on which Universal's "Six Bridges to Cross" was based, will hold a press breakfast this morning at the Delmonico Hotel.

‘Fortune’

"Fortune" (Continued from page 1)

tion states, "Some exhibitors are screaming about shortage of product, but, for producers, the "scarce," big difference is a bonanza bigger than their dreams."

"The present upsurge of the movies is a development that is in the writer's observance; "it is a minor boom."

Y. Frank Freeman, Paramount studio chief, said that the outlook for the future is "very bright." Arnold Storm of Nashville and Leonard Goldenson, head of American Broadcasting-Paramount Pictures, said that all signs pointed to a product shortage. Goldenson thinks "not only that there are too few little pictures, but that the business could use twenty-five or more big pictures. He believes they will soon be supplied." Arthur Kino, president, and Robert Benjamin, board chairman, United Artists, describe their company's procedure in backing independent producers and their reasons for maintaining a release schedule approximately twice as large as that of some other majors. Milton R. Rammell, Universal president, voices his confidence in the industry and relates the success the company has had with its current productions and unreleased production schedules.

It is an understanding, concise pres- entation, with the correct amount of information and should be exceptionally informative to the most of "Fortune" audience.

Grainer in Havana, Mexico Sessions

HAVANA, Jan. 23—J. R. Grainer, president of RKO Pictures, and Walter Branson, worldwide sales manager, held sales meetings here at the weekend with Michael Havas, RKO’s Latin America supervisor, and local sales personnel.

Before coming here, Grainer held a series of meetings with exhibitors in Mexico City in connection with the running of the Havana meetings. Grainer will stop off in New Orleans and Dallas on his way back to Hollywood.

Scheaffer Retained For ‘Sabaka’ Sales

George Scheaffer has been retained as producer’s representative for United Artists "Sabaka," it was announced by Francis M. Winikus, national director of sales, publicity and exploitation for UA.

No Conspiracy of Scarcity: ‘Fortune’

Exhibitor contentions that the current shortage of product could be attributed to a conspiracy of producers are dismissed as "unrealistic" in the report by the editor in the February "Fortune" magazine.

It points out that during the war, prior to the development, producers followed exactly the present pattern of reducing output and increasing prices. It concludes: "A genuine shortage is not apt to last long in American business if there is a way of filling it profitably."
The first EFFG Meet Slated for October

The first annual meeting of the stockholders of Exhibitors Film Finance Corp. is planned for October, according to the letter accompanying the EFFG prospectus sent to stockholders.

The letter from Thomas W. Brule, president Sam Pinaski, said that a board of directors would be declared and enlarged at that time, or "if the circumstances warrant it, at an earlier meeting of the present board."

Mexico Eyes World Market

MEXICO CITY, Jan. 23 — Mexico is intensifying its drive for foreign film markets this year with a $12,000,000 investment for the making of films that can credibly compete with foreign showing in local theaters. The prestige abroad. Eighty per cent of that cutlay—far more than the $7,000,000 of 1953—will be provided by the trade's own bank, the Banco Nacional Cinema, and the film distribution, both semi-official organizations, and the distributors, Películas Nacionales and Películas Mexicanas, independent will provide the other 20 per cent.

Per picture production costs under this plan will range from $2,000 to $4000, revealed Eduardo Garduno, who heads the bank and Cinex.

Lillian Gish Urged 'Ministry of Arts'

HOLLYWOOD, Jan. 23 —— Lillian Gish on Friday asked the press at a news conference here to join her in supporting the establishment of a national ministry of arts, which she suggested to President Eisenhower a month ago and which was reflected in his recent talk to the nation. She further urged the recognition of top creators in all arts, including films.

M-G-M's 'Workshop' In Mississippi Today

Jack Bruno, manager of the Main Theatre, Cooper Foundation unit in Pueblo, Colo., will be guest panelist at a workshop to be held at Jackson, Miss., today and in Memphis on Thursday.

Today's session in Jackson will be held at the Heidelberg Hotel and will be conducted by Mike Smonos, M-G-M motion picture executive, and Emery Auster, exploitation head. Thursday's workshop in Memphis will be held at the Peabody Hotel.

Elroy Hirsh to N. Y.

Elroy "Crazy Legs" Hirsh, football player turned film actor, will arrive here tomorrow to begin a 12-city tour for a production with Warner Brothers. "Unchained" which will open at the Victoria Theatre here on Thursday and in which Hirsch is starred.
SHATTERED EVERY OPENING DAY HOUSE RECORD!
Goldman Theatre – Phila.

...and in situation after situation it's the same story—SMASH BUSINESS!

A SHOCKER!
EDWARD G. ROBINSON OUTDOES HIS 'LITTLE CAESAR'!

'BLACK TUESDAY'

The Day The Killers Die!

Original Story and Screenplay by SYDNEY BOEHM

PETER GRAVES: JEAN PARKER

A LEONARD GOLDSTEIN PRODUCTION
HUGO FREGENESE
Edward Hyman

Sees Stronger Film Lineup In May, June

Greater Quality Forecast For Usual ‘Dull’ Period

An improvement in the line-up of quality releases for the upcoming months of May and June, usually one of the weakest product periods, was forecast here yesterday by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.

Hyman made the forecast following a series of communications with most of the major film distributing companies. The AB-P'T vice-president, a consistent advocate of

Dividends Up Last Year

From THE DAILY Bureau

WASHINGTON, Jan. 24.—Publicly reported cash dividends of motion picture companies turned up in 1954 for the first time since 1947, according to preliminary Commerce Department totals.

Commerce reported the preliminary 1954 total at $38,389,000—the highest figure since the $35,122,000 reported

(Continued on page 7)

Loew’s Directors Up for Reelection

The reelection of 11 directors of Loew’s-M-G-M was proposed in the proxy statement sent stockholders yesterday. The company’s annual meeting will be held here Feb. 24.


Edward Hyman

Wolff Will Address Drive-in Conclave Slated for St. Louis

ST LOUIS, Jan. 24.—Through courtesy of the Joint Committee on Toll-TV, Harold Wolff, who was retained by that committee as public relations counsel, will address Allied’s national drive-in convention at the Chase Hotel here, Feb. 8-10. Wolff is expected to describe and analyze the propaganda campaign that is being waged by the proponents of subscription television.

The Allied drive-in convention is open to all drive-in operators regardless of whether they are Allied members, members of other organizations, or members of none, it is announced. Advance reservations are required, but it is reported that a big crowd will be on hand to receive first-hand information regarding what the members of the joint committee on Toll-TV regard as the “greatest menace to the motion picture business today.”

Among the new members are John Fitzgibbons, Rube Bolstad, Morris Stein, Mort Gargolins, James R. Nairn, Ernest Connis, George and John Canetakes, Bill Lester and Bill Summerville, Sr.

‘Redbook’ Award To Paramount

“Redbook” Magazine has announced that Paramount Pictures will win the magazine’s 16th annual award for “most distinguished contribution to the motion picture industry.” Formal announcement will be made by host-narrator James Mason on Lux Video Theatre on Thursday when Wade Nichols, associate publisher and editor of “Redbook,” will present the silver cup to Don Hartman, head of production at Paramount.

Abner, Iannuzzi to WB District Posts; Other Realignments

Ben Abner and Ralph Iannuzzi have been promoted to the posts of district managers in a realignment of the Warner Brothers sales force, it was announced by Ben Kalmenson, vice-president in charge of distribution.

At the same time, Kalmenson announced several other promotions and transfers of key sales department personnel.

Abner, at present New York branch manager, is promoted to Metropolitan

(Continued on page 6)

Proposed Okla. Enabling Act Exempts Admissions

Special to THE DAILY

OKLAHOMA CITY, Jan. 24.—The City and Tulsa theatre exhibitors, has the exemption of admission tax—injunction the Municipal League, when the bill was introduced in the State Senate as No. 29.

Another important change from the original draft was the raising of the city population figure from 150,000 to 200,000 making the proposed bill apply only to Oklahoma City.

The original draft of the bill was not only a threat to the two state cities, it passed, but was a threat to all Oklahoma theatremen as it could be extended by future legislatures to take in the smaller towns, it was

SMPTLE Opinion

John G. Frayne Sees ‘End to’ Standard Ratio

Says Society Not Ready To Take Toll TV Stand

By FRANCES CLOW

CHICAGO, Jan. 24.—Because of the public’s acceptance of wide-screen motion pictures and other innovations, the standard or approximate four by three aspect ratio “is probably dying,” John G. Frayne, president of the Society of Motion Picture and Television Engineers, stated here today.

Meeting with the key members of SMPTE primarily to discuss plans for the group’s convention this spring, Frayne told the Drake Hotel here on April 7 to 22, Frayne said that he thought 1954 pretty well climaxed a combination of developments which would set the trend for this year.

Fracine referred to the adoption of wide-screen and magnetic stereophonic sound. He called VistaVision another

(Continued on page 6)

Mass. Gets 5 Film Bills

BOSTON, Jan. 24.—The following five bills have been filed in the House and have been printed, to date.

Bill No. 718, petitioned by Joseph Wisniewski of Chicopee, regulating further use of cinematographs for public exhibition. The bill asks for the presence of two licensed operators in the booth, and is the same bill that was filed last year and which died in committee.

Bill No. 914, petitioned by Mayor

(Continued on page 7)

New Haven Rejects Seal-less Film Ban

HARTFORD, Jan. 24.—The Al-dermanic Committee on Ordinances in Connecticut’s second largest city—New Haven—has disapproved a proposed ordinance which would have prohibited the showing of motion pictures not carrying the stamp of approval of the Motion Picture Association.

The ordinance had been suggested

(Continued on page 7)
**Personal Mention**

Spyros P. Skouras, president of 20th Century-Fox, and At. Lichtman, distribution director, left for the Coast yesterday.

Budd Rogers, Selznick Releasing Organization general sales manager, and Mrs. Rogers will celebrate their 15th wedding anniversary on Thursday.


Wolfe Cohen, president of Warner Brothers International, will leave New York this week for London, France, Italy and Germany.


George Cukors, director, will arrive in New York on Saturday from Hollywood and will leave here next Monday for London.

Ernie Emerling, advertising manager of 20th Century-Fox, will be in New Haven tomorrow from New York.

Harry Feltellman, sales head of Universal-International's special films division, is in Washington from New York.

Wynn Rocamora, recently appointed artistic director of the Hollywood Bowl, has arrived in New York from the Coast.

Gertrude Katz, of Loew's Theatres advertising department, is recovering from surgery in Royal Hospital, Bronx.

George J. Schaeffer, producers sales representative, has arrived on the Coast from New York.

B. G. Kranz, United Artists general sales manager, returned to New York yesterday from Florida.

Sol Hubik, producer, left here yesterday for London via B.O.A.C. Montebello.

Barbara O'Neil has left New York for Nassau via B.O.A.C. Bahamas.

William H. Pink and William Thomas, producers, left Hollywood by plane yesterday for New York.

Janet Leigh has returned to Hollywood from New York.

**Salwan Services Today**

HOLLYWOOD, Jan. 24.—Private services will be held tomorrow at Forest Lawn for Edward Salwen, 51, assistant director long associated with Cecil B. De Mille, who died Saturday of pneumonia, after a brief illness. A sister and several children survive.

**Gives Reasons**

Trade Pact Renewal Asked
By Bell & Howell Executive

WASHINGTON, Jan. 24.—Admitting that most people in the photographic manufacturing industry would probably disagree with him, Charles H. Percy, chairman of Bell & Howell Company, said that to approve the President's request for extension of the reciprocal trade agreement now in force would result in a loss of all gain the industry has ever made.

Percy noted that the industry has traditionally been a projectionist-minded industry. "No one," he said, "has paid more than I the highest and greatest respect to the photographic industry. But I do not believe we can or should continue to support this division and persist in the belief that this is a Great Depression manufacturing industry and have the courage to carry it forward."

He pointed out that his firm had recently developed a greatly-improved wide angle lens for motion picture cameras, and said that to determine whether to make it itself or to buy it made to its specifications, his firm secured quotations from a number of foreign manufacturers. It was found that the foreign manufacturing division had the low price of all those quoted.

"While the enormous disparity in hourly labor rates," he said, "the ingenious techniques developed by our staff produced so low a unit cost that the new U.S. tariff protection, our bill would have been below that of our foreign competition. Without the foreign competition we must say that it is doubtful whether these techniques would ever have been developed."

DCA to Distribute
'Stranger's Hand'

Distributors Corp. of America will distribute Graham Greene's "The Stranger's Hand" starring Trevor Howard, Aida Valli and Peter酬ne. The film is directed by Lewis Gilbert and is scheduled for release by DCA. Presently an extensive publicity and promotion campaign is going forward in New York for the film's first release. "Long John Silver" starring Robert Newton, will open in minor houses in New York. The release of "Long John Silver" has been postponed from January 26 to February 10.

Levine, DiGennaro
Win IFE Drive

The final results of I.F.E. Releasing Corp.'s Bernard Jackson testimonial sales drive were compiled last week in Hollywood. The winners of the various divisions were declared and are as follows: The I.F.E. Advertising salesman, Henry Levine, was declared victorious in the New York division; the I.F.E. sales representative, William DiGennaro, won the Philadelphia division; the Brooklyn office was declared the best of the I.F.E. district offices.

Moss Hart III

Due to his physician's insistence that he take a six-month respite from all assignment, Hart will be unable to write the screenplay of "The Duchin Story," which Jerry Wald will produce and George Sidney will direct for Columbia Pictures.

**News Roundup**

Willmark for Buena Vista

Buena Vista Film Distributing Co., releasing subsidiary of Walt Disney Productions, has employed the facilities of the Willmark Service System, it was announced by Leo Samuels, the company's sales manager.

**Dividend Declared**

Consolidated Theatres, Ltd., of Canada, has declared a dividend of 15 cents on Class "A" common stock. The dividend is payable on March 1 to shareholders of record on Feb. 1.

**Vandals Damage Drive-In**

Vandals smashed the marquee at the entrance to the Somerset Family Drive-In, held by the Olympic, and John E. Pirani, manager of the theatre, estimates damage at $700. After smashing glass plates, neon tubes and bulbs broke into the snack bar, but nothing was stolen from the building.

**Registers as Lobbyist**

Herman M. Levy, general counsel of the Theatre Owners of America, and executive secretary of the Motion Picture Producers and Distributors of America, has registered in Hartford as State Legislature lobbyist for the latter organization.

**Six Pictures Start; 26 in Production**

HOLLYWOOD, Jan. 24.—Start of six pictures and completion of three others increased the over-all shooting-level of production to 26 as of the weekend.

Completed were: "Dark Venture," "Las Vegas Shakedown" and "Spy Catchers," (Allied Artists); "The Ten Commandments," CinemaScope, Technicolor (Columbia); "The Private War of Major Benson," (Universal-International); "Blood of the Vampire," CinemaScope, Warner-Color (Warner Bros.).

"Rebound," film Locations, Technicolor (Columbia); "Man From Texas," (Republic); "Moby Dick," CinemaScope, Technicolor (Warner Bros.).

**New York Theatres**

Radio City Music Hall

Rockefeller Center

"The Bridges at Toko-Ri" is under "TECHNICOLOR COLORS" with Charlene Cawley Grace Kelly Fredric March * Mickey Rooney" A Paramount Picture and SPECTACULAR SPECTACLE PRESENTATION
Redbook salutes Paramount

EXCELLENCE OF ITS 1954 PRODUCT WINS REDBOOK'S 16th ANNUAL MOVIE AWARD

Top comedy...strong drama...thrilling mystery...tender romance...rollicking musical...in almost every field of motion picture entertainment there was an outstanding Paramount release during 1954.

REDBOOK salutes Paramount's executives and stars for having played a major role in making 1954 the exciting motion picture year that it was.

Redbook

America's ONLY Mass Magazine for Young Adults...Circulation over 2,000,000

JAN. 27th, ON THE LUX VIDEO THEATRE, NBC network, the telecast of the absorbing drama. “So Evil My Love,” will be followed by the presentation of the Redbook award by Wade Nichols, Editor and Associate Publisher.
We are deeply grateful that February Redbook tells millions that Paramount Pictures led the industry during the past year when "excitement was the keynote of the motion picture business."

We are honored to be included with the stars and producers of Redbook's Outstanding Pictures as having a part in bringing this
Coveted Silver Cup as Outstanding Pictures of 1954:

REAR WINDOW

ON WOOD

SABRINA

Endor entertainment to the public. And we are happy to pledge our company's efforts, resources and ent to making 1955 a year of even greater Paramount achievement.

BARNEY BALABAN
President

Y. FRANK FREEMAN
Vice-President in Charge of Production and Studio Operation

DON HARTMAN
Executive Producer

NBC-TV
Coast To Coast

THURSDAY, JANUARY 27th

Redbook's
16th ANNUAL MOVIE AWARDS
on the LUX VIDEO THEATRE

10 p.m., EST...10 p.m., PST
WB Posts (Continued from page 1)

district manager, Ianuzzi, now Bos- ton branch manager, will assume the position of assistant manager with supervision over the Albany, Boston, Buffalo and New Haven ter- ritories.

The following additional promotions and transfers were announced:

Ernest Sand was promoted from the position of assistant branch manager, and transfers from New York to assume his new duties as a New York branch manager. William W. Cates was assigned from Pittsburgh to Cleveland branch manager, while Jack Kahmen- son transfers from Milwau- kee to Pitts- burgh branch manager. The position of Milwaukee branch manager was assigned to Frank Keimer, who was promoted from the position of local sales manager in Los Angeles, while Wil- liam Kuninn was promoted from as- sistant branch manager in Boston to succeed Ianuzzi as Boston branch manager.

Aber has replaced Norman Ayers, who is resigning to enter private busi- ness.

Altec Service Century Circuit

Following several weeks of nego- tiation, Altec Service Corporation has announced the signing of a contract whereby Century Circuit, Inc., here, will employ the services of Altec field engineers in 17 of the theatres operated by the circuit organization.

The contract, consummated between Marty Wolf, Altec assistant sales manager, and Dunn of the Century Circuit, involves servicing, maintenance, repair and replacement of the electronic systems in all Century theatres located in Brooklyn, New York, and certain other locations.

Pitt. VC to Honor Cohen

PITTSBURGH, Jan. 24.—The lo- cal Variety Club will honor film critic Harold Cohen, who was chosen "movie critic of year" by the Screen Directors Guild recently, at a dinner to be held at the Hotel William Penn here on Feb. 2, it was announced by chief barker, Harold C. Land.

'Photoplay' Awards

HOLLYWOOD, Jan. 24.—Invita- tions have been sent to eight hundred film critics for "Photoplay" magazine's 35th annual Gold Medal Award banquet. The banquet will be held Feb. 16 in the Crystal Room of the Beverly Hills Hotel.

Nashick Quits Loew

Robert Nashick, TV-radio contact in Loew's Theaters advertising depart- ment, is resigning to become ad-publicity head of station WGRS-TV in Miami. His duties will be taken over by Teddy Arnow and Ann Bontono.

Improvization fast coming into its own and said it opened an additional ap- plication to problems to be handled in 1955.

The SMPTE president explained the "problems" by referring to the architectural design of theatres not designed for the wide-screen.

The public's taste is the all-time factor, Francis said, and he feels a great effort will undoubtedly be extended towards building more and better com- plexes in methods of presenting pictures and sound.

Commenting on subscription television, Francis stated "the medium. Franky said the Society has not wished to take a stand, main- tained a partnership with Lewis P. Rosen to produce a group of big- budget pictures.

Rosen is a co-founder of Royal Amusements and Royal Theatres of Hawaii and president of the Civic Auditorium of Honolulu. He also is the founder of the theatre production and brokerage company, Rosen- Shidman Co. of Los Angeles.

Dated for future production by the new partnership are "Louisiana Lot- tery" and "Texas Lady."

Recently completed for early RKO release is Holt's Technicolor color production "Rage At Dawn" starring Randolph Scott, Forrest Tucker and Mala Powers.

$103,100 for Cinerama

Advance sales for "Cinerama Holi- day" at the Warner Theatre here totaled $103,100 as of noon yesterday. It was announced. The ticket selling campaign has been revised to permit the sale of tickets ten weeks in ad- vance.

People

Robert Wechsler, former promo- tion account executive for Benton & Bowles, has been named sales promotion manager of Screen Gems, Inc., television subsidiary of Colum- bia Pictures.

Sol Karp, formerly with the Man- chester Drive-In Theatre Corp., has joined his father, and Mike Masselli, former manager of the Plainfield Theatre in Plainfield, N.J., in the love leased the 500-seat Baltic Theatre in Baltic from Ed Lord.

Max Hadfield replaces Bill Tom- linson, who recently joined the Walt Disney Corp. in Seattle, as Republic Pictures salesman in San Francisco.

M. A. Silver, Stanley Warner zone manager in Pittsburgh, Pa., will be honored as "Man of the Year" in entertainment by the Pittsburgh Junior Chamber of Commerce at its annual banquet on Jan. 31. He is undergoing treatment for his part in bringing Cinerama to Pittsburgh.

Morris Loewenstein, owner of the Majestic Theatre in Oklahoma City, is celebrating his 42nd year in the same location this month. Loewen- stein, who served as president of the Theatre Owners of Oklahoma for 28 years, believes he holds the record for continuous business in the downtown Oklahoma City section.

Sam Sobel, owner of Tower Pic- tures in San Francisco, has acquired the Astor franchise for Northern California.

Martin G. Smith, former president of National Allied, was among the members of the Toledo, O., tax- ation study committee appointed by the Chamber of Commerce there for "outstanding leadership in promoting civic, commercial and indus- trial progress in Toledo in 1954."

James B. McClellan has been re- elected president of Local 439, IATSE, in New London, Conn., for his tenth term. Others elected were W. W. Lucas, vice president; John Kane, financial secretary and treasurer; H. R. Rose, recording secretary; and Fred Nowell, business agent.

Howard Spiess has resigned as booker for Co-operative Theatres in Cleveland to join the Phil Smith organization as buyer and booker for seven midwest theatres with headquarters in St. Louis.

George Leppert of Draw Poker Films of Texas, now in Rome, has signed Robert Alda and Millie Vitale for the leads for his next production, "Accent on Spain," and will go to London next to sign a third principal.

Set New Workshop; Shift Another's Date

The addition of an M-G-M "Ticket Selling Workshop" and shift the date for another were announced yester- day.

The newly announced Workshop will be conducted at the Shriners Hotel, Oklahoma City, on March 30 with Ed Thorne, city manager for Cooper Elephant Theatre and currently president of the Theatre Owners of Oklahoma (TOA) affiliate, and Earl W. Brown, M-G-M branch manager for Oklahoma City.

The date change involves the Mil- waukee Workshop, which has been switched to March 28 instead of May 2 because of another workshop. This change was effected in cooperation with Wis- consin Allied president Sig Goldberg as the leader of Milwaukee branch manager John G. Kempton who asked that the Milwaukee Workshop be held in connection with Allied unit's conven- tion which has been announced for March 28-30.

MPIC Backs Industry Against 'Red' Charge

HOLLYWOOD, Jan. 24.—Following a membership meeting here, the Motion Picture Industry Council issued a statement saying that the or- ganization “cannot ignore the recent attack on the Hollywood industry which might lead people to believe the studios were in danger of Com- munist invasion.”

Declaring industry vigilance against Communism was "unparalleled in any other industry," the statement con- cluded by saying "the recent accu- sations against the industry's methods of writing and organization was undeserved and a disservice to our industry." The statement did not speci- fy the attack referred to.

Set N.O. Premiere

Sam Katzin will hold the world premiere of Columbia Pictures' "New York" here March 28. The premiere will be held at the Roxy Theatre, in the Crystal Room of the Beverly Hills Hotel.
Dividends

(Continued from page 1)

in 1951. The final 1953 figure stood at $23,405,000. Dividends hit a peak of $54,041,000 in 1947, and then dropped sharply, remaining below $30 million for 1954 total thus reverses a seven-year trend.

The 1954 figure may go still higher when Company reissues its preliminary figures. In four out of five recent years, the final figures have been well above the preliminary figures, since several companies report late.

Commercial officials usually figure that publicly reported cash dividends account for about two-thirds of all dividends, so that the total dividend payments to shareholders during 1954 actually will have been well over $50,000,000 last year.

The industry’s publicly reported cash payments in December totaled $5,542,000, compared with $4,880,000 in December, 1953, according to the department. The increase was chiefly accounted for by larger payments from Loew’s and 20th Century-Fox.

Harry McWilliams Joins Magna Corp.

The appointment of Harry K. McWilliams as assistant advertising, publicity and exploitation director for Magna Theatres Corp., was announced at the weekend by Nicholas John Matsoukas, national advertising director.

McWilliams formerly was exploitation manager of Columbia Pictures for eight years and later became director of advertising and publicity for Screen Gems, Inc. He is leaving his position as sales manager of Air Programs, Inc., to join the advertising staff of Magna which is the world-wide distributor of Rodgers & Hammerstein’s production of “ Oklahoma!” filmed in Todd-AO.

M-G-M’s ‘Jungle’ Set for March 25

M-G-M has advanced the national release of “Blackboard Jungle” to March 25, replacing “The Marauders,” originally scheduled for that date, it was announced here yesterday.

At the same time, M-G-M announced that “Bridges” has been released as a Masterpiece Reprint on March 11. This will give the company seven releases from Feb. 4 to the end of April, the other pictures being, “Man with a Cross,” “Jupiter’s Darling,” for February; “Hi the Deck,” nominated to “Anchors Aweigh,” and “Blackboard Jungle” for March; and “The Glass Slipper” and “Belleville” in April.

‘Bridges’ Grooves High in New England

Universal—International production of “Six Bridges to Cross” continued to roll up high grosses in the New England territory. For the week ending last week, total gross of the film in Boston, the company reported yesterday.

The film grossed $40,000 at the RKO Memorial in Boston, $16,000 at the RKO Albee in Providence, $28,000 at the RKO Palace in New York, $12,000 at the Circle Theatre in Indianapolis, and $5,000 at the Rogers Theatre in Chattanooga.

Reviews

“They Were So Young” (Lippert)

Hollywood, Jan. 24

EXHIBITORS have a winning chance to cash in on their showmanship with this film which offers strong exploitation opportunities. Its adult theme, which points up methods employed by dealers in white slave traffic, has been played up with a few tense, grim scenes that are better than average, with a little more imagination and a more carefully planned film entertainment for its delicate subject. It can easily serve as a document of precaution, to be absorbed by “eighteens” and over who are susceptible to exploitation films.

Scott Brady and Raymond Burr are the two familiar names of marquee value who participated in the filming of this obvious “dual-language” project abroad. The film also serves to introduce Johanna Matz. Charming screen veiled Irish beauty, she represents potentially as a youthful and attractive newcomer to American audiences, in a sympathetic role that should have special appeal to the women.

Brady has developed into an engaging personality, and is at home in the rollicking comedy of Johanna Matz, one of the misshapen girls; while Raymond Burr is up to par as a heavy.

Kurt Neumann produced and directed the picture, and collaborated on the screenplay with Felix Lutzonder.

The story, based on an outline by Jacques Copehan, brings South American backgrounds into play, where girls from various European countries are brought under the pretext they will receive splendid incomes as maenads in a high fashion salon in Rio de Janeiro. Brought to a country house as a pretext to live, the girls are advised by the “madame” in charge they are going to put on a fashion show the same night for some important buyers (all men).

Raymond Burr, wealthy Brazilian, whose wide variety of interests includes the exploitation, forms a partnership with Scott Brady, the American mining engineer employed by him, to the fashion show on his first night’s holiday from constructing a mine in the jungle. Brady expresses interest in Johanna Matz, and after a few drinks attempts to get over friendly, but Johanna Matz seduces him. Johanna Matz finally turned out to be a ruse, expecting her to entertain the male buyers of other than fashions, she makes several futile attempts to escape.

She finally convinces Brady of her plight, and it becomes an intriguing chase and escape routine from the illicit operators when they discover Burr’s shady side. In an action-filled climax, Brady poses as one of the native pleasure seekers and saves Miss Matz after she’s kidnapped and consigned to a life of squalor in the jungle. Who knows too much. Federal agents join in the foray and Burr is exposed.


S. D. BERNs

“We Women’s Prison” (Colombia)

Hollywood, Jan. 24

A SHOWMAN exploiting this adult-type prison melodrama has quite a list of names to work with—Ida Lupino, Joan Sterling, Cleo Moore, Arnold Moss, Michael Mark, Yvonne De Carlo, and of course, the distaff side; Howard Duff, Warren Stevens, Barry Kelley, Ross Elliott and Don C. Harvey on the other side of the wall, which quite literally, dividesBlondes from Brunettes. In fact, which is the siren and subject dealt with. The name of Bryan Foy as producer, like that of Crane Wilbur as co-writer with Jack DeWitt, of the script based on a story by the latter, is in the nature of a guarantee to the followers of penal melodrama that the picture will be as well received as the original story. The film is quite long-established specialists in this field. The title itself probably will telegraph to filmgoers the necessary information that it’s totally adult in design content and treatment. It figures to make, within the boundaries of those circumstances, a substantial profit.

Miss Lupino portrays the cruel head matron of an unmannered penitentiary where Duff is the prison doctor and Kelley, the warden. Principal among Lupino’s followers is the one pertaining to Stevens, a 100% prisoner, and Miss Totter, his wife, in for a shorter term, who manages to visit in the women’s side of the prison without immediate discovery. Later, when the wife is discovered to be pregnant, Miss Lupino, whose job is endangering this development, beats her into unconsciousness which evanescences in death.

While these events have been moving forward, the women prisoners have successfully rioted, taking control of the feminine section of the jail, and the few women visiting that side, that Miss Lupino to kill her. In a blink, the finish the picture shows Miss Lupino to be mentally unbalanced, and Duff states he’s going to see that the state board fires the warden. Other similar stories threads are woven together.

It’s a good, crisp, plain-spoken and nevertheless impressive melodrama manifestly not conceived as entertainment for the little folks.

Running time 80 minutes. Adult audience classification. Release date not set.

R. W. K.

Memphis Bans ‘Tuesday’

Memphis, Jan. 24 — ‘Black Tuesday’ has been banned from Memphis screens by the City Censor Board. It has opened in the Sunset Drive-In Theatre in West Memphis, Ark.

Mass. Bills

(Continued from page 1)

John B. Hynes of Boston, who would require special licenses for operators of motion picture machines and projectors, schools and public institutions upon application of a fee of three dollars.

Bill No. 1204, petitioned by Eileen M. Houlihan, specified that the storage or distribution of nitrate motion picture film for public exhibition, hereafter shall be taxed to the extent of 25% of the then prevailing value, on any nitrate film entering the Commonwealth.

Bill No. 1701, petitioned by Edward Leder, asking that the rate for licensing for film exhibition be increased. Under the present regulations, the licensing fee is two dollars for each location for licenses for exhibitions of any nitrate film, to apply only to cellulose acetate or slow-burning film.

New Haven Rejects

(Continued from page 1)

by Martin J. Griffin, president of the St. Francis Holy Name Society of that city.

The committee turned down a bill to permit Negroes to vote in elections, because it has been declared unconstitutional by New Haven Corporation Counsel George W. H. Broad.

A public hearing on the measure, held some months ago, took on sizable importance in the election of the general assembly, with attorney Herman L. Levy, general counsel of TOA, and executive secretary, MPTO of Connecticut, among those appearing to strongly protest the proposal.

Legalized-Bingo Bill

Prepared in Ohio

COLUMBUS, Jan. 24—A bill to legalize bingo in Ohio, prepared by Rep. Anthony O. Calabrese, Cuyahoga County Democrat, would amend the state constitution to permit the playing of bingo for charitable, religious or fraternal organizations.

In order to become law the resolution must be passed by a three-fifths vote of each house of the General Assembly and then must be voted on by the citizens of the state.

The bill provides that no part of the gross proceeds could be kept by any person or any organization other than those named. This provision has the intention of keeping professional gamblers out of the picture.

Baltimore Premiere

For ‘Battle Cry’


Baltimore’s Mayor Thomas D’Aleandro has volunteered his complete cooperation and the full help of his administration in promoting the extensive premiere plans presently being arranged. The mayor, in a special ceremony at his City Hall office today, honored the Baltimore-born author Leon Uris, who also wrote the screenplay for the multi-million-dollar Warner Bros. production.
The brilliant young stars of "Magnificent Obsession" bringing to the screen all the drama and passion of W.R. Burnett's best-seller!

Universal International presents

ROCK HUDSON
BARBARA RUSH
JEFF MORROW

PRINT BY Technicolor
PRE-SELLING in the Universal manner

again powerfully directs its National Advertising to the pages of 17 leading 'Woman-Appeal' magazines ...with a guaranteed circulation of 30,976,492... representing a reading audience of more than 77,000,000!

LIGHTFOOT

IN CINEMASCPE
Oklahoma

(Continued from page 1)

admission into the bill. However, this may not be the end of this matter. I have seen these things take a different course because of circumstances which produced pressure on the committee; for instance, others who want to be specifically exempted could come into a hearing and make such demands that all specific exemptions were thrown out. We hope this does not happen.

The original draft included exemptions from ad valorem, consumer sales, inheritance, estate, or gift taxes. It was here that the revised version included the exception of admission tax.

Former Text Amplified

The new version of the bill further states, and did not previously, that "such laws shall not impose and levy any tax on any subject or person now taxable under State statute which declares that such tax thereon is exclusive or in lieu of other taxes."

The revised bill also states that "no income or occupation tax shall exceed 1 5/16 of 1%.

Another important change in the proposed bill, as pointed out by Aker to the exhibitors, was "Section 2 of the bill provides that 25 percent of such taxes shall be credited to the Smiling Fund as long as the city has a sinking fund requirement."

Akers mailed all exhibitors a copy of the original draft of the bill. Senator George Miskaovski, Oklahoma City, is the bill's author. J. D. McCarthy, Oklahoma City, is chairman of the committee that will handle the bill in the House.

Argue Code Regard

Hissong, Wile Debate Film Censorship on Radio-TV

COLUMBUS, O., Jan. 24.—"Strike it rich" producers and distributors, who make and sell pictures "abnormally emphasizing sex and crimes without necessarily that Ohio have censorship, "proposed that an "earmark" of bureaucratic control in an area so largely concerned with ideas and ideals."

He said this attitude is cause for "grave concern." He added: "Where freedom of expression is curbed on one point, it is seriously threatened at all points. I believe that the motion picture is, in fact, a medium of expression in the same degree as are newspapers, magazines, books, radio and television. And all are certainly entitled to the same degree of freedom from prior restraint. The constitutional guarantees apply to all of them equally."

Wile in Audience

Robert Wile, secretary of Independent Theatre Owners of Ohio, speaking from the studio audience, charged Dr. Hissong's statements, pointing out that the Ohio censor board has banned such code-approved films as "The Outlaw," "Kiss Tomorrow Goodbye," and "Born to Love" in a 10-year period. He also cited the fact that cuts had been ordered by the censors in approximately 460 code-approved features.

Sen. Charles Mosher, Republican of Oberlin, Dr. Hissong's opponent in the debate, claimed there is a certain falsity in relying upon the "protect-

Product

(Continued from page 1)

an "orderly" release of quality pictures regardless of seasons, said that most companies received his overtures regarding May and June cordially and in view of cooperation.

In his communications with distributors, Hyman said he pointed out that United used television programs begin their summer hiatus at that time, offering another incentive for the release of quality product.

In making the forecast, Hyman reiterated his contention that there are no "seasons" in exhibition, that good quality product will drive at any time during the year. The May and June period, usually slow at the box-office, could be made profitable both for those engaged in the exhibition and distribution, with the release of quality pictures during that period.

And, he stated, the "bunching" of quality releases during the summer months, beginning in July, creates a condition of "feast or famine," Hyman maintained, that should be corrected.

Moral Tone of Mex.

Films Hit by Legion

MEXICO CITY, Jan. 24.—Announcing that the Legion of Decency, Mexican counterpart of the American organization, had officially honored Universal-Mexican's "Magnificent Obsession," "Metro's Scandal at Sea," and "The Gentleman," the Legion president, declared, "Mexican pictures of 1954 had a very low moral tone."

This, it was said, was due to the many temptations, saloons, dance halls, and street walklers. That put Mexico in a very bad moral light. Many pictures were entirely upon their moral lesson, without any consideration of their artistic or box office values.

All the honored foreign pictures were good box office here. "Obsession," for instance, is now in its sixth straight week at the swankly Real Cinema here. Of "Obsession" Munoz said, "This picture excels the value of true charity."

Castle Authors Book

On U.S. Propaganda

Eugene Castle, founder of Castle Films and the leading producer-distributor of U. S. Government defense training films to non-theatre audiences, is the author of "Billions, Bullets and Baloney," just published by the Davin-Adair Co. of New York.

The book is a story of the government's propaganda program all over the world, in an effort—which Castle feels has not borne sufficient fruit—to make friends for the U.S. A. The well-made, unpatrichially unqualified policy makers abroad," says Castle, "are to blame for the failure to make friends for the U.S. A."

The book is illustrated with photos of the ornate buildings, even palaces in some cases, which have been taken over abroad to house American publicity.

THE FIFTH ANNUAL

COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 6. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the members of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $3.75 each)
Ohio Gets Daylight, TV Sports Bills

COLUMBUS, O., Jan. 24—Bills to establish state-wide daylight saving time in spring and summer months and to limit theatre telecasts of athletic games played by state-supported schools have been introduced in the Ohio Legislature.

The daylight saving vs. standard time issue has been argued pro and con before the House during the past several sessions. The new bill was introduced in the House of Representatives by Rep. Ray T. Miller, Jr., Democrat, Chillicothe. Each time the issue has been raised it has been voted down. Lawmakers from northern Ohio cities indicate that daylight saving during summer months, have been for it. Bill introduced by Reps. Thomas J. Barrett, Democrat, Wooster; Chalmers D. Tablack, Democrat, Youngstown and Francis D. Sullivan, Democrat, Cleveland, would forbid theatre showings of games of teams whose games are held by tax-supported schools unless they are televised for the home viewer. The bill seeks to promote home viewing of Ohio State University football games through a provision which would require the university board of trustees to establish athletic television telecast stations. Permission would have to be obtained from Ohio State’s athletic council. This bill would nullify NCAA control of football telecasts, as far as Ohio State and its rival teams are concerned.

TOA Seeking Field Representatives

In order to broaden the scope of its activities throughout the country and to enlist more exhibitors in the national and regional organizations, the Theatre Owners of America is seeking field representatives with industry backgrounds, according to Herman Levy, TOA general manager.

TOA has inserted a paid advertisement in the industry trade press which reads: "Wanted: Field Representative. Must have complete understanding of exhibitor’s problems and desire to work for their solution. This job will result in a permanent association with TOA, provide unlimited opportunity to meet and serve the world’s greatest motion picture men and women."

Reopen Miami House

MIAMI, Jan. 24.—Harry Botwick, district supervisor of Florida State Theatres, announced that the Olym- pia, when construction is completed, will re-open on Feb. 11 with Warner Brothers’ "Battle Cry" and continue as a first run house. James Barnett will again be manager.

Television--Radio

with Pinky Herman

IN line with ABC-TV’s expansion of its night programs, the Westmoreland (930-10:30) will be filled by quiz-qui-zer, "Who Said That?" enuced by John Daly with Pat Carroll and Bob Considine, permanent panelists. Guest panelists for the tee-pee program will be Wally Cox and James C. Hagerty, Secretory to President Eisenhower. . . . Charles Wick, head of Telefunken Enterprises, Inc. has named William F. Schmugh, MRT Olin and William K. Ermeling to the sales staff and will plane to Holly- wood later this week for conferences on further production properties. Firm’s "Fabian of Scotland Yard" is currently TViewed in 60 mar- kets. . . . Prexy Jack Ellis of Ellis Films, whose novelty dirty. "I Could Get It For You Who I Know," will play the Sandy-Joy Music about a decade or so, has another tune, "Lost Sheep" which can go places. . . . Jack Web will ience the first telecast of the Motion Picture Academy Awards nominations Saturday (9:00-10:30 p.m. EST) Feb. 12 over RCA-TV from the net’s Burbank Studios.

Max Liebman’s "spectacular" production of "Babes In Toy- land" recently proved nothing else but the show’s Nielsen rating of 50.5 was the spectacular result. . . . For happy Friday nite listenin’ (11:00-1:00 a.m.) tune in to Jack Peeny’s thrilling "Via Songs of Erin. Mac Perrin gives with the ivory-tickling while producer Maurice Barrett rounds out the All-Lambs trio. . . . The George M. Cohan Music Co., which controls practically all of the Yankee Doodle Boy’s immortal songs (except "Over There") is being reactivated by Vice President Ralph Wenzel. A patriotic TV production from the song of the songs has been carried out even to the address, 1776 Broadway and the telephone number—judson 6-1776. . . . Formal presentation of Redbook Magazine’s 16th annual award for “most distinguished contribution to the motion picture industry” will be made tonight on the CBS "Movie Theatre" Thursday with Don Hartman receiving the Silver Cup. . . . Robert Wechsler, formerly with Benton & Bowles has joined Screen Gems, Inc., as Sales Promotion Manager. . . . Something’s CBStirring with Martha Stewart. Net has flown the nightingale to town to make a special kline.

Dennis Day, currently headlining the Copa show in New York, brought cast with him the Pilot of his TV series, composer-arranger George Wyle, who is one of the ablest batoners in the biz. . . . Lever Bros., owner of Mark Stevens to a three-way compact (director-producer-star) of their "Big Town" TV series, is one of the biggest deals of 1955. . . . Maggie McNellis will move her to the first as starting Sunday, February 7 will seen on WABDaily. . . . Pat Weevor has named Sol Hurak a TV NBCentral and the impor- tario left yesterday on a four-week talent hunt. Earl the jaunty for ready on "Producers’ Showcase" Monday Night NBColor spectaculars . . . 23-year-old Jac- queline Holt, who star in the prc of Brillo’s "live ABC TV" series, "Star Tonight," is the daughter of Nat Holt, one of the most success producer of "Westerns. . . . Bishop Fulton J. Sheen is one TV luminary who’ll never have trouble with his writers. In preparing his Tuesday Night Du Mont scripts, His Excellency gives all credit to Mathew, Mark, Luke and John.


Dots All . . . The newly-formed National Closed Circuit System, Inc. with Allan D. R. Stern, president, has been signed by Du Mont as sales representative of that net’s closed circuit de- pt. . . . The 1929 Stock Market Crash forced a 15-year-old Wall Street runner to spend more time at the Brooklyn Thea- tre Mart. That’s how Frank Lovejoy got his start in Show Business. . . . Dick Summers, young baton who’ll guestroll next Monday on Jack Paar’s "Morning CBEshow" was formerly a mail boy at CBS-TV.

In the THEATRE Equipment & Refreshment World . . .

with RAY GALLO

J. F. (Jack) O'BRIEN, who has become widely known in the theatre and industrial fields throughout his 24-year sales care with RCA, has now been appointed man- ager of the company’s Theatre Equipment and Refreshment Marketing Department. Engineer- ing Products Division.

The announce- ment was made by Theodore A. Smith, vice-president and general manager of the Division, O’Brien suc- ceeds Jack E. McKenna, who resigned. Having been manager of RCA Theatre Equipment for the past several years, O’Brien now has assumed responsibility for the product planning, marketing and sales of RCA theatre products, industrial and scientific film equipment, sound equipment and “TV Eye” closed-circuit industrial television systems.

Motograph, Inc., Chicago, has de- veloped a new water-cooled gate device for its “AA” and “AAA” pro- jector mechanisms. The company previously supplied an air blower but points out that the “steady increase in the use of high amperage arc lamps has made it desirable to offer a further device.”

Loyer-Shulitz, Inc., Cedar Grove, N. J. has released a new folder de- scribing its all-metal reflectors. They include the “H-S Rheinbeam,” recom- mended by the company for all aver- age projection requirements and the “H-S Aluminized,” which is for in- stallations “where maximum screen illumination is required.” Included in the new literature is a specification chart giving for each reflector model the diameter, working distance and focus and the lamps with which they may be used.

A number of territorial changes for salesmen in the Bulk Sales Division of the Nestle Co., Inc., White Plains, N. Y., has been announced by Thomas F. Corrigan, manager of the comp- any’s Chocolate Coating and Cocoa Division. They include the transfer of John F. Conley to Los Angeles with James J. Flynn succeeding him in the covering of Ohio, western Pennsyl- vania and western New York, north- ern Kentucky and West Virginia. James J. Cummings, salesman associ- ated with Nestle’s general line sales division for several years, has been named to succeed Mr. Flynn in upstate New York and New Jersey.
PARAMOUNT HITS AGAIN!

"THE BRIDGES AT TOKO-RI"

BIGGER THAN "SHANE" IN ALL FIRST ENGAGEMENTS!

ITS "THRILLING ACTION" WILL SWEEP THE COUNTRY

AND "SHOULD STIR PRIDE IN HOLLYWOOD!" (N. Y. Post)
Commons Told
New UK Firm
To Take Over
British Lion

British Lion Pacts with Exhibitors to Continue

By PETER BURNUP
LONDON, Jan. 25—Approval by the British Government of National Film Finance Corp.'s proposals for the formation of a new distribution organization to succeed British Lion was announced here today in the House of Commons.

The new distribution organization, it was stated, will continue British Lion's films and service contracts with exhibitors. The new company, it was explained, acquires the goodwill and assets of British Lion, including a shareholding majority interest in Shepperton Studios, property owned by British Lion Studio Ltd.

NFCC, it was pointed out, holds £3,000,000 in debentures in the old British Lion, and has agreed to ex-

(Continued on page 6)

Canada May Lower Admissions Tax

TORONTO, Jan. 25.—Reports are that the Ontario government has realized the financial predicament of many exhibitors throughout the province and is preparing to grant some form of reduction in the amusement tax which will be made public on the floor of the Provincial Legislature which opens here on Feb. 8.

The special Exhibitors Committee for Amusement Tax Relief, headed by Lionel Lester, Toronto independent exhibitor, has not relayed, however, in its pressure campaign for substantial tax modification. Theatre owners in many localities have made individual appeals to local members of the Ontario Parliament. It is pointed out that many small theatres have been hard hit by television since the introduction of TV in Canada in 1952.

"The tax will be cut—how much, I don't know," was the estimation from a semi-official source. But the exhibitors are still campaigning.

In Hillside Case
To Test Robinson-Patman
Act on Films In March

Application of the Robinson-Patman Act to film terms will be argued here the first week in March in the suit brought by the Hillside Amusement Co., Hillside, N.J., against Warner Theatres. The case will be heard in the N.Y. Circuit Court of Apeals.

The action was dismissed in a lower court last year and the plaintiffs filed an appeal. It was charged that the Mayfair Theatre in Hillside was forced to pay higher rentals for product than those asked of Warner and other competitive theatres. The Rob-

In Gov't 16mm. Action
ALLIED WEIGHTS BID
TO BE DEFENDANT

As Co-Conspirators, Theatres Could Take
No Part in Trial of the Government Suit

Allied States Association officials are weighing whether it would be wise to ask the Los Angeles District Court to make Allied a defendant in the government's 16mm anti-trust suit, rather than to let the conspirator as sought by the government.

This was confirmed by a top Allied official, who said the question is whether it would be worth the "time, money and risk" for Allied to seek to inter-

vene. He indicated there probably wouldn't be a decision for several months.

As alleged co-conspirators, Allied and other theatre owner groups named by the Justice Department can't take any part in the trial of the suit. They can only call witnesses, cross-examine witnesses or address the judge or jurors. The most they could probably do would be to submit a "friend of the court" brief at the end of the trial. On the other hand, as co-con-

spirators, they wouldn't be bound by any findings or judgment ultimately entered by the court. The govern-

ment's idea in making the exhibitor groups co-conspirators is to broaden the field of evidence which the gov-

ernment can introduce in the case.

If Allied and other exhibitors be-

came defendants, they could present their own evidence to refute the govern-

ment's charges.

However, the risk involved in seek-

ing to become defendants—in addition

(Continued on page 6)

UA to Distribute
New Crown Product

Formation of Crown Productions, a new independent film-producing or-

ganization to release through United Artists, was announced yesterday.

The four principals involved in the new company are Robert L. Jacks, Robert Goldstein, Sydney S. Shuman and George Shuman. Jacks and Gold-

stein were both executives associated with the late Leonard Goldstein's Inde-

pendent Productions. This venture,

(Continued on page 6)
Personal Mention

W. C. GEHRING, 20th Century Fox assistant general sales manager, and GLENN NORTS, Eastern sales manager, are in Detroit from New York.

WALTER J. KIRBY, son of Joists F. Kirby, executive sales manager, division sales manager, was married in Winchester, Va., to Peggy Lois STRICKER.

BERNARD JACKSON, I.F.E. Releasing Corp. vice-president in charge of sales, will arrive in Cincinnati today from Dallas.

RALPH WIGHT, manager of the Westrex Corp. Hollywood office, has arrived in New York from the Coast.

JOSEPH ISS, Stanley Warner district manager for Massachusetts, was in Albion, Troy and Utica, N. Y., from Boston.

CHARLES A. SPITZ, Warner Newark zone manager, was in Albany, N. Y., from there.

MORI KUSHEM, United Artists exploitation manager, will leave here today for Cleveland and Detroit.

ABRAM SOFAR, Burmese actor, has left here for London via B.O.C. Monarch.

JACK BUCHANAN and Mrs. BUCHANAN will leave here today aboard the "Queen Mary" for London.

ALEX BRESON, of Brixon and Morgan Associates, is in Hollywood from New York.

STANLEY CORTEZ, cinematography director, arrived here yesterday from the Coast.

Columbia Declares Three Dividends

The board of directors of Columbia Pictures, meeting here yesterday, declared a cash dividend of 5 cents per share on the common stock and a 50 cents dividend on the voting trust certificate of common, payable on Feb. 15, 1936, to stockholders of record on Feb. 9. The Columbia board also declared a five per cent stock dividend payable on March 31 to stockholders of record on Feb. 9.

Blaustein-Taradash New Phoenix Corp.

In Warner Deal

BURBANK, Calif., Jan. 25.—Jack L. Warner, executive producer, today announced a deal with a new production company, Phoenix Corp., headed by producer-director J. B. A. Blaustein and screenwriter Daniel Taradash who will function as a writer-director. The first picture to be produced under the Blaustein-Taradash combination will be "The Phoenix," whose screenplay is based on the James Gould Cozzens novel of the same name.

The new company will move its offices to Warner Brothers lot in the near future.

Cubans Host to RKO Officials in Havana

HAVANA, Jan. 25.—More than 200 exhibitors, newspaper men and broadcasting executives of Cuba hosted here today, Mr. Grainger, president of RKO Radio; Walter Branson, worldwide sales manager; David Kirby, New York general manager, and Francis Rodriguez, Cuban representative for the company, at a cocktail party held in the Cremona hotel.

Some of the leading exhibitors in Cuba were present, including Glidewell, owner of the Oriental Circuit; Omar Vaillant, the El Centro Circuit; Raoul Treilles, the Cienfuegos Circuit; Dr. Luis Botta, the manager of the Cienfuegos Circuit, and Manuel Rodriguez, president of El Mundo Circuit.

Name Greenberg to WB Far East Post

Wolfe Cohen, president of Warner International, announces the promotion of Bernard Greenberg to Far Eastern sales representative to the post of field division manager, with offices in Sydney, Australia. In his new post, Greenberg will have jurisdiction over the following Warner circuits in Australia, New Zealand, Indonesia, Singapore, India, Afghanistan, Ceylon, Thailand, Burma and Pakistan. Promotion takes effect Feb. 6.

At the same time, Cohen announces that Jack Dugad, Warner general manager for 25 years, will assume the supervision of the company's offices in Formosa, Hong Kong and Indo-China.

Col. Opens Houston Branch on Monday

A. Montague, general sales manager, and Rube Jackter, assistant general sales manager, will attend the opening of the Columbia Pictures' 33rd domestic branch office in Houston on Monday. Also present from the home office will be H. C. Kaufmann, manager of exchange operations.

The Houston branch will be managed by John Winburn, formerly a salesman in the New Orleans office, and will operate in the Southwestern states, under the supervision of division manager Jack Underwood.

As TV Dips, N. O.

Business Climbs

Despite the product shortage, theatre business in the New Orleans area was described as good here yesterday by Howard Weiser, head of the drive-in theatres in that section of the country.

He further attributed the rise at the box-office to the decline of the popularity of home television in the area, where TV stations began operating several weeks ago.

Regarding new media, Weiser said that he has installed CinemaScope screens in his four drive-in theatres. He maintained, however, that the patrons are more interested in the content of the picture than in the media. He does not feel CinemaScope continued to insure profit for his theatres, pointing to the many producers other than 20th Century-Fox utilizing CinemaScope.

The New Orleans exhibitor claimed that there is a good deal of resistance among owners of Far Eastern sales representative to the post of field division manager, with offices in Sydney, Australia. In his new post, Greenberg will have jurisdiction over the following Warner circuits in Australia, New Zealand, Indonesia, Singapore, India, Afghanistan, Ceylon, Thailand, Burma and Pakistan. Promotion takes effect Feb. 6.

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Claims 9,500,000

Cinerama Attendance

More than 10 per cent of "This is Cinerama," record attendance of 9,500,000 has been in ticket sales through outlets other than purchase at the box-office, S. H. Rabin, head of Stanley Warner Corp. announced.

No motion picture in the history of theater entertainment has had so great and so consistent a mail order sale, he stated. For months, the advance sale at many theaters has exceeded $50,000, Rabin explained, adding that mail orders often exceed $500 in one day. Special facilities were organized to handle this business.

News Roundup

Columbia Pictures Music Film

Columbia Pictures, which previously announced that it would enter the music publishing field, lists registrations through its Columbia Pictures Music Corp., and a certificate to conduct a music publishing business, in Albany.

Leases Rochester Drive-In

The North Park Drive-in, which was built last spring and opened in January, N. Y., has been leased for 10 years to the M & L Amusement Corp., headed by Charles V., Martins of Allison. The outdoor theatre is the second in Rochester to be under Martina's management.

66th Anniversary

Harrick's Music Box, formerly the Tacoma Theatre in Tacoma, Wash., is celebrating its 66th anniversary. During the period, the city has grown from a population of 30,000 to 185,000.

To 'Toast' Columbia

Ed Sullivan's "Toat of the Town" on TV will salute Columbia Pictures, with special emphasis on its "The Long Gray Line" on Feb. 6. Scenes from past Columbia hits will be presented.

Re-release 'Camille'

M-G-M's "Camille," starring Greta Garbo and produced in 1936, will have a special engagement at the Norman Theatre here on Feb. 1.

See $155,000 for 'Toko'

Paramount's "The Bridges at Toko-Ri," now playing at the Radio City Music Hall here, grossed $102,000 in its first four days and is expected to pull $125,000 by the first full week. A record for the house, according to estimates of the distributor released yesterday, "Toko-Ri" is expected to do bigger smash business at the eight key cities where it has opened.

Mrs. McEvoY Dead

BOSTON, Jan. 25.—Funeral services were held here for Mrs. Rosina M. McCoy, 80-year-old widow and exhibitor and mother of the late Edward McEvoY, former Eastern sales manager for RKO and short subjects sales manager for Universal. She is the grandmother of Earl McEvoY, producer and director in Hollywood, and is survived by two sons, nine grandchildren and 14 great-grandchildren. Burial was in Mount Sinai, Malden, where she made her home for many years.
THE FILES ARE BULGING WITH CONTRACTS FOR M-G-M's WASHINGTON's BIRTHDAY HIT! **JUPITER'S DARLING** PERFECT FOR THE HOLIDAY CROWDS!

ENTERTAINMENT ON A BIG SCALE!
Spectacular splendor. Singing glory. Sights to see: Hannibal's Army and elephant cavalry; the Barbarian and the Beauty; amazing underwater dance spectacle; statues come to life; dance of the Painted Elephants; clash of armies at gates of Rome!

PROMOTION REACHES 270,073,553!
270,073,553 persons reached by advertising and TV. Twenty-one million viewers with Esther Williams on "What's My Line"; 42 million reached by Ed Sullivan's "Toast of the Town" (scenes from the picture, interview with Esther); 8,370,000 with Ed Murrow's "Person to Person" Feb. 11th visit to Esther's home; 198,703,553 readership of magazine ads and the 4 big national Sunday Supplements. Countless more millions will see the Baby Elephant in M-G-M's touring "Jupiter's Darling" truck, with visits to editors, TV and radio stations, hospitals, etc.

THE "BIG SHOW" of CINEMASCOPE
COLOR MUSICALS!
With A Cast of Thousands Starring

**ESTHER WILLIAMS**

**HOWARD KEEL**

**MARGE and GOWER CHAMPION**

**GEORGE SANDERS**

with **RICHARD HAYDN** • **WILLIAM DEMAREST**

Screen Play by **DOROTHY KINGSLEY**

Based on the Play "Road to Rome" by **ROBERT E. SHERWOOD** • **BURTON LANE and HAROLD ADAMSON**

Choreography by **HERMES PAN** • Photographed in EASTMAN COLOR

Directed by **GEORGE SIDNEY** • Produced by **GEORGE WELLS**

(Available in Magnetic Stereophonic or Perspecta Stereophonic Optical 1-Channel Sound)
People

James Hogan, booker at the Toronto office of RKO Distributing Corp., has resigned to join the head office booking department of Old Canada Theatres, Ltd., from which William Foreman severed his lengthy connection to become sales manager of Alliance Films. Recently appointed Canadian franchise-holder of Distributors Corp. of America.

Charles S. Chaplin, general manager of United Artists Corp., Toronto, is celebrating his 25th year with the Canadian film exchange of which he joined in 1930 as an office boy. The man who hired him is the general manager of another company, Haskell M. Masters, for 15 years with Warner Brothers in Toronto.

Alan V. Iselin, owner of the Auto-Vision in East Genesee, N. Y., is serving as chairman of the Albany film industry’s participation in the March of Dimes drive. Norman Withrow, president, is managing director, is directing film row collections, while Irwin Ulman of Fabian Theatres has charge of the theatre personnel solicitations.

Edward J. Mapel, owner of the Gem and Colorado Theatres in Denver, is spending the last 12 years has decided to run again for that office. He has been elected twice as president of the body during the dozen years.

John T. Murphy has been appointed director of television for Sound Masters, Inc., here. He formerly was with the Kudner Agency and with Benton & Bowles.

Robert Hayman of the Cataract Theatre Corp., in Niagara Falls is president of the newly-formed company that has purchased the Clifford Hotel, one of the oldest hotels at the Falls.

Robert Loitto, 29-year-old manager of the Denham Theatre in Denver, has been awarded the 1954 distinguished service medal of the Junior Chamber of Commerce for his "outstanding contributions to the community and state, civic and charity drives."

Robert Lester, partner in the Studio Cinema in Toronto, has taken over the operation of the Continental Cinema which is owned by Mrs. J. A. McCulloch.

John P. Buchan has been appointed controller of Bell & Howell in Chicago and John N. Latten has been named assistant controller.

Bill Kneip is the new owner of the Ruskin Theatre, Ruskin, Fla., having purchased it from Hal Wills.

Branson Expects Active Year

(Continued from page 1)

filmed in Northern Mexico with an all-star cast, and James Street's novel, 500, Promised Land, starring Alan Ladd. Both pictures will be filmed with color in Technicolor and Super-16 process.

"Escape to Burma," from Benoit Bogeaus, will be released March 26, starring Barbara Stanwyck, Robert Kazian, and David Farrar. Another Bogeux picture, also starring Barbara Stanwyck, is scheduled to go before the cameras in the fall. Yet untitled, this too will boast an all-star supporting cast for Miss Stanwyck. David Butler will guide the production and direction of three pictures to be released this year through RKO. The first, "Miracle At Santa Anita," will have that race track as its background when shooting begins in Technicolor next month. Two others, as yet untitled, will also be under the production and direction of Butler.

The King Brothers, currently preparing their picture, "The Boy and the Bull," budgeted at over $2,000,000, will begin shooting in March. This Technicolor film will be directed by Bud Westmore and Technicolor. In June they journey to England to start work on "Two-headed Spring." Three for Nat Holt

Nat Holt has three pictures lined up on his schedule. The first is a Supercope - Technicolor production, "I Love My Dawn," starring Randolph Scott, Mala Powers and Forrest Tucker, which goes into release on April 19. Slated for future production is "Nat Holt and the Louisiana Lottery" and "Texas Lady."

"Quest for the Lost City" and "Tarzan of the Hidden Jungle" livelihood Lesser products that will shortly go into release. Another production, as yet untitled, is also on the Lesser agenda for 1955. With a cast headed by Glenn Ford, Ursula Thiess, Frank Lovejoy and Cesar Romero, Robert Stimson has made "The American," currently in general release. His further plans will be announced shortly. Allan Dowling Productions has two films on its calendar, "People Like Us" and "The Sea is a Woman." A third production, "The Continental," features Richard Widmark, Joanne Herring and Gene Barry. Also under the aegis of Allan Dowling is the release of "The Lonely" by Ted Ray. This film has two stories, "The Verdict" and "Private Cover," which will be released later this year. "The Verdict" is a mystery film starring Charles McGraw, while "Private Cover" is a Western with Marge Champion and Joe Mantell. A third project, "The Criminal" is under filming with Charles Starrett in the title role. Aged 30 at the start of production, Starrett was recently elected to the International Farmers Union in New York City. Of his role, Starrett says, "I'll try to play the part as a real farmer who is struggling to make it."

Review

"Animal Farm"

(Piedmont)

LOUIS DE ROCHEMONT'S presentation of "Animal Farm" is a daring innovation for motion pictures. This film, which is color in Technicolor, is based on George Orwell’s novel, and is utilized to utilize his vivid wit and understanding. This is a faithful translation of Orwell's novel and, as such, is highly suitable for the very young film fans who usually comprise the major portion of cartoon audiences. "Animal Farm" is a valuable education, but it's not the same as a picture."

"Deep in My Heart"

"The Country Girl"

"Three for the Show"

Grace Kelly, star of "The Country Girl" and "The Bridges at Toko-Ri" is the cover girl for the February issue of "Modern Screen." The magazine recently noted that Grace Kelly is a rising star in Hollywood. "She is a beautiful young woman who is rapidly making her mark as an actress," the magazine said. The February issue of "Modern Screen" also features an interview with actress Maria Montez, who is currently starring in "The Thundering Herd." The interview is conducted by Ed Miller for the February issue of "The Motion Picture Daily."
"It would be difficult to gather a cast on Broadway today as outstanding as the one in this "spectacular". Patrice Munsel, equipped with a piquant Franco-Italian accent, made a charming heroine. Not only was her singing a joy but her acting ingratiaing. Alfred Drake, as the stalwart Captain Warrington, swashbuckled all over the premises with a fine touch of bravado and vocally, of course, he was tops. John Conte, portraying the dandy and villainous governor, also contributed a highlight performance, both in speech and song, and so did Gale Sherwood as his jilted loved one. Bambi Linn and Rod Alexander's dancing, especially in the 'Puppet Ballet', made one wish for more. In fact, Rod's choreography throughout the show reflected the grace and beauty of the period... All those who worked on this production deserve credit."

—BEN CROSS, N. Y. DAILY NEWS

" 'Naughty Marietta' colorful and gay... It was a splendid production... Max Liebman assembled a first-rate company for this spectacular... The old familiar songs were sung in style by professionals who knew their business. Who could ask for more?"

—HARRIET VAN HORNE, N. Y. WORLD TELEGRAM

"At week's end, NBC scored again with the Max Liebman production of that tuneful old light opera, Victor Herbert's 'Naughty Marietta', beautifully sung by Alfred Drake and Patrice Munsel and with dances of fine Latin fervor devised by Choreographer Rod Alexander."

—TIME MAGAZINE

"Skilled editing and a highly professional production job made Max Liebman's 'Naughty Marietta' one of the very best TV musicals seen in recent months."

—JACK HARRISON, HOLLYWOOD REPORTER

"'Naughty Marietta' was distinguished for its production numbers... in color the waltz scenes in the gambling casino were almost like a lovely moving bouquet."

—JACK GOULD, N. Y. TIMES

"'Naughty Marietta' has a lovely score and it was given an eye-filling production. I saw it on a 21-inch color set and some of the production numbers, especially choral dance numbers in the village square, were a riot of color harmony, the like of which I have never before seen on television and rarely anywhere else."

—JOHN CROSSBY, N. Y. HERALD TRIBUNE

"Victor Herbert would have been mighty proud... It's nearly half a century (45 years to be exact) since Herbert's operetta first tread the Broadway boards, but Saturday night's vid-tint production gave it a spark and a verve that belied its 1910 vintage. In practically every facet (acting, singing, dancing, camera work, choreography, sets, the costuming and musical direction), 'Marietta' enjoyed an updated tempo and vivacity designed to strike a universal appeal... All in all a real Saturday night treat."

—ROSE, VARIETY

"Superlatively integrated showmanship in color presentation... everybody concerned seemed touched with genius... scripting battery was extremely successful."

—BOB FRANCIS, BILLBOARD

"It was the best tinsel show we have caught and the first duel we have seen on live TV... Victor Herbert would have liked it."

—NICK KENNY, N. Y. DAILY Mirror

"Superior production and exceptionally fine talent... all production hands rate a good deal of credit for the impressive presentation."

—BARK, DAILY VARIETY
Mass. Law

(Continued from page 1)

show "Miss Julie," on two Sundays, and has concluded a similar application for a future Sunday. Attorneys for the theatre contended in the lower courts that it would under both the United States Constitution and the Massachusetts constitution.

For the past few years the Boys' Club Theatre has placed before the Massachusetts Supreme Judicial Court the question of its need. If the case will be argued before the Supreme Court early in 1955, Attorneys for the Brattle Theatre are Peabody, Brattle, and the staff of O. C. Adams, which represents the whole capital of the new company.

The government approval was viewed as a means of maintaining British Lion production and distribution facilities, in addition to sustaining a third force against J. Arthur Rank and the ABC organization. The question, however, being asked is whether the Film.the motion picture industry has rescued British Lion will fill the bill.

20 Regional Bows

For 'Black Tuesday'

United Artists' "Black Tuesday," has been set for 20 regional premières that will kick off today. In addition, it has been announced that William H. Healyman, vice-president in charge of distribution for UA, will be in the cities involved in the premiere picture's cities. Philadelphia has been selected as a New York area city, with Boston, Chicago, Kansas City, Cleveland, Columbus, Akron, Toledo, Baltimore, Washington, Richmond, Wilmington, Newcastle, Harrisburg, Syracuse, Bridgeport, Providence, Stamford and Boston.

Amex Cutting Work

On Drive-in Stereo

Efforts of the Amex Magnetic Recording Corp. to promote the use of multiple-track magnetic stereophonic sound as a means of tying together his "more or less fallen by the wayside" due to a general apathy on the outdoor ex-

hlorators, has been termed yesterday from an Amex representative.

The high cost of installing additional wiring and speaker equipment has meant that the 20th-Century-Fox policy change in selling Cinemarcope with optical and magnetic sound, has caused Amex to draw a vast majority of its work on drive-in stereophonic sound, the equipment official said.

Amex, in March, had announced plans to market a stereophonic sound speaker which weighed 12 ounces and cost $12 each for outdoor theatres. Jim Mahon, sales manager for Amex, said the new speaker at the 20th-Fox drive-in, submitted to the "Mix Tape," has been described in the Wealthy, with AMG, the equipment has been described to the Screener of the various drive-in theatres, who will run about $25 for a 500 and 750-car outdoor theatre with the pres-

c2s' sound. Some Allied officials felt that even if Allied became a defendant and the government won the case, the final court order would apply only to the distributors and not to the exhibitors. That, however, is the type of thing that must be weighed before any decision is made, according to one Al-

ied official.

UA to Distribute

(Continued from page 1)

however, marks the first time either of the Skouros brothers have been connected with film production.

In the past, the New Family Corporation, which is already involved in film production, has distributed films for Panoramic Productions, a company. The motion picture company, under the title of Panoramic Productions, a company, will continue its executive duties as president of Skouras Theatres in New York and will continue its activities with the new company to Eastern financing and distribution problems.

Crown Productions already has purchased "The Killer Is Loose." and has assigned writer Danny Fuchs to do the screenplay. Jacks plans to put this first United Artists release before the cameras early in March at RKO-Pathé Studio.

Portland Maintains Fast New Year Clip

PORTLAND, Ore., Jan. 25—The best attendance at any one of Portland's downtown theatres in the first week of the new year, was the Palace, which has continued to lead each succeeding week, to be from 10 to 20 per cent ahead of the same weeks of 1954, managers say.

Outstanding features were "Show Business." in a fourth week at New Fox Theatre, and "Twenty Thousand Leagues Under the Sea," in its second week. Both features will now be continued at Evergreen's subsequent run houses.

Big 'Underwater!' Sign

What is said to be the most elaborately motion picture sign to be built in Portland in recent weeks, will be erected above the Mayfair Theatre for "Underwater!" It has been disclosed by Walter Branson, RKO Radio circuit manager, that the sign will open at the theatre on Feb. 9. A 30-foot-high color transparent sign of Captain Nemo will be projected from a colored background of the ocean.
The reasons for the extraordinarily widespread influence of *FAME* are perfectly clear. *FAME* has never been successfully copied, although it has various imitators. Its standing has never been approached in any of the twenty-two years that it has presented the *Top Ten Money-Making Stars*—which was originated by Quigley Publications.

Likewise unique in the extent of their recognition are the innovations which have been added in *FAME* throughout the years, expanding its usefulness and value as a record for reference throughout the motion picture and television industries and for writers of the public press. The title of one of those innovations, “Looking Forward”, which is now an annual feature of *FAME*, might also be used to describe the editorial spirit of the book itself. The “Stars of Tomorrow” feature also was originated in that spirit.

The 1955 edition of *FAME* is now in an advanced stage of preparation, for distribution soon.
For 128 weeks the nation's top best-seller! It will be your greatest Easter attraction!

written by the woman who loved him!

20th Century-Fox presents

A Man Called Peter

IN

CINEMA-Scope

Starring

RICHARD TODD · JEAN PETERS

Produced by

Samuel G. Engel · Henry Koster · Eleanore Griffin

Directed by

Screen play by

De Luxe

"It'll be a pleasure to celebrate Easter with 20th!"

YOU'LL FEEL BETTER AND PROUDER FOR PLAYING IT!
Fines Up to $300
File Ohio Bill For Licensing Of Pictures

Would Replace Censors; Permit Exhibitor Appeal

COLUMBUS, O., Jan. 26.—A bill to license films rather than censor them was introduced in the Ohio legislature by Reps. John J. Conway and James F. Yoder, Democrats and Jesse Yoder, Democrat of Dayton. The measure is reported to have Governor John W. Bricker's approval. The bill defines "obscenity" and "tending to incite to crime."

Under the proposed law, exhibitors would be subject to a fine ranging from $25 to $300 if they showed unlicensed films and distributors would be liable for the same fines if they refused to delete objectionable sections of pictures.

License fees would be set at $5 per reel for the first print. This would (Continued on page 4)

Bryson Says Sales Taxes Real Problem

From THE DAILY BOSTON
WASHINGTON, Jan. 26—Proposed city and state sales taxes, applying to theatre admissions as well as to other items, will be the real problem for the film industry this year, according to Jack Bryson, legislative representative of the Motion Picture Association.

Bryson said 39 state legislatures are (Continued on page 5)

Denies Resistance to UK Films

By MURRAY HOROWITZ

British films in the American market and no resistance from U. S. exhibitors, British producer-distributor Nathan Cohen maintained here yesterday.

Cohen, here from London to set a number of co-production deals, contended that he has found American exhibitors "quite cooperative." His sentiments were in sharp contrast to the charges leveled by John Davis, managing director of the J. Arthur Rank organization, who claimed that British films were not given fair consideration on U. S. screens.

Cohen, director of Anglo Amalgamated, said that the acceptability of British films in the American market hinges upon the utilization of American talent in pictures made in Britain, both production and star talent, if possible. Blending the two together, he continued, has proven a "good formula" for his company.

In order to get the "American flavor," Cohen says he strives to make co-production deals with independent American producers and participation deals with U. S. stars. He pointed to the completion of "Little Red Monkey," co-produced with Tony Owen, American producer Owen, he continued, has just left for England in another co-production venture. "Time Slip," starring Gene Nelson. Both co-productions will be distributed in the U. S. by Allied Artists, he added.

Anglo Amalgamated, which regularly produces 10 a year, Cohen continued, hopes to have American artists participate in all of its productions this year. "When we employ an American star," he stated, "we get more money out of the American market." The Rank Organization, he contended, uses British talent, pointing out that only a few British stars are popular in America.

Until British stars come over here and play leading roles in American films, they are unknown to U. S. audiences, he went on, indicating that there (Continued on page 5)

For Commission Guidance

VIEW ON TOLL TV TO BE ASKED BY FCC

Answers to Questionnaire May Be Key to Decision on Holding of Public Hearings

By J. A. OTTEN

WASHINGTON, Jan. 26.—After several hours of intense and secret discussion, the Federal Communications Commission today ordered its staff to work up a detailed request for written public comments on various aspects of subscription television. Interested parties will be asked to submit their views on such matters as to whether it would be in public interest to authorize subscription television, whether it would be legal, whether it should be considered a broadcasting service or a common carrier, and the like. It is estimated that the staff will be working at least for the next two weeks preparing the request order, and that the FCC therefore will be at least that long before the commission makes any public announcement on this point.

The FCC has before it a petition from Zenith Radio Corp. asking immediate authorization of subscription television. Motion picture exhibitors have indicated their intention to fight toll-TV.

One question is whether the commission will announce that it is seeking these written public comments now and will decide after it gets them (Continued on page 5)

Gov't to Complete Schine Case Tues.

BUFFALO, Jan. 26.—Government expects to complete its case next Tuesday in the Federal Court contempt trial of Schine Chain Theatres, Inc., and alleged associated corporations and individuals, Justice Department attorney Joseph E. McDowell has told the court. Judge John Knight has agreed to a week's adjournment after the government rests, before the defense starts its case.

Meanwhile, Judge Knight adjourned the trial until Monday because of the (Continued on page 5)

Celler Appoints Self House Probers' Head

WASHINGTON, Jan. 26.—House Judiciary Committee chairman Emanuel Celler (D., N. Y.) today named himself as chairman of a special subcommittee to investigate monopolistic practices. He also named Representative Rodgers of Colorado and Fine of New York as the other Democratic (Continued on page 5)
SIDNEY ADVOCATES LONGER RUNS FOR ‘NOT BETTER FILMS’

Hollywood’s "fewer, but better pictures" should be given longer and better runs by exhibitors to warrant the efforts put into a production by all departments, according to M-G-M director Sidney, president of the Screen Directors Guild, who is currently visiting New York.

Sidney, who has completed directorial chores on Metro's CinemaScope production of "Jupiter's Darling," declared here yesterday that "a single picture released while exhibitors were talking about a product shortage, were given a short run, that is the reason why Hollywood the 'Mirror'

Hollywood is the mirror which reflects the public's tastes in entertainment, the industry veteran of 23 years stated. "Give the public what it wants in entertainment because they dictate to us," he said.

Revealing that his next CinemaScope production will be on Columbia's "The Edie Duchin Story," Sidney reiterated the opinions of other Hollywood creators who said that films material should be released when you want to make a good picture." After completing this Jerry Wald production, Sidney will direct Frank Sinatra and Ava Gardner in M-G-M's CinemaScope film, "The St. Louis Woman," starting in July.

Concerning the new innovations in film techniques, Sidney was firm in stating that "the story is primary and not the picture." He added that it is possible an improved 3-D may return for the right type of story. "This Editor; any protection of the SDG, Sidney said that about 62 to 70 per cent of the Guild's membership is now employed by television or with picture producers. He added that the remainder of the membership engaged in work at the major studios, "SDG wants to go to the type of cinema-theatre which will be equipped with the most up-to-date equipment and for all media," Sidney said.

N.Y. Court Dismisses ‘Holder’ Complaint Against Trans-Lux

A minority stockholder's action in Federal District Court here against Trans-Lux Corp, with a wide variety of malfeasance was dismissed yesterday by a New York Supreme Court by Justice S. B. Casper. The holder, who, in his opinion, "found no evidence of wrongdoing or negligence on the part of the defendants." Justice DiFalco, in his ruling, concluded that "all through this record the court was impressed with the diligent application of management and the board to their work, with the thorough investigations, analysis and reports by the board and the board's comprehensive studies, considerations and determinations in respect thereto."

Brandt Clears

Concerning the charges which plaintiffs made against Harry Brandt with respect to his purchasing of film for Trans-Lux, the court rejected all such charges and found that "Brandt rendered exceptionally competent service to Trans-Lux in his purchase of films for the company."

Commenting on the decision, Per- cival E. Furber, chairman of the board of directors, said that it meant that "all the plaintiffs, have been examined with a microscope by the Court, and that it is gratifying to know that anybody has been completely exonerated."

26 Defendants

Plaintiffs in the lawsuit were Jerome B. Ross, George C. Mason and Walter Siemens, stockholders of Trans-Lux. Defendants were Harry Brandt, Milton C. Weisman, William M. Girden, Percival E. Furber, Herbert B. Herrmann, J. Whitney Peterson, Jay Emanuel, the late Lee Shubert, Robert Daine, Joseph B. RAther, Arthur Post, Peter N. Furber, Phillip G. Whitman, Allan Frommre, the late Daniel Greenfield, Ismaela Greenfield, Vivian Gruler, Joseph Kazee, Fleur Mazze, Harry Eisenstein, Joseph Inger, Arthur Sommer and Bert Frommre for the trial of Greenfield after the commencement of the action.

Services Today for Frank Storty in D.C.

WASHINGTON, Jan. 26—Funeral services will be held tomorrow for Frank Jerry Storty, for the past 20 years a Washington theatre owner.

Storty, who was 58, died Monday at his home in Garrett Park. He started his theatre career 30 years ago as a projectionist and became chief projectionist for Loew's Theatres here. In 1929 he joined the late Louis B. Bernheimer and owned the Paramount Theatre of the Alamo Theatre, and in 1943 built the Jewel Theatre. More recently he acquired an interest in the Best The-
MGM Campaign to Boost Perspecta In U.K. Launched

From THE DAILY BUREAU

LONDON, Jan. 19.—M-G-M’s Sam Eckman, Jr., has announced here a further step in his company’s campaign for the selling of Perspecta sound.

He named six films included in what he called PEP—the Perspecta Exhibition Program. The exhibitor is free to use the money spent; but for the sake of simplicity it will confine the PEP budget to three main campaigning aids—advertising, radio and TV propaganda—where applicable and to posters and other M-G-M accessories.

Eckman expressed the hope that the PEP scheme is available equally to circuits and independent exhibitors alike.

The Metro chief announced also the adoption of the name MetroScope as the standard description of all M-G-M Panoramas and wide-screen versions of CinemaScope productions.

Okla. V. C. Installs New Officers, Crew

OKLAHOMA CITY, Jan. 26.—Crew and officers of both Variety Tent Board of Governors of the Oklahoma State Theatre Owners, Inc., formally installed tonight at New Springs Hall, 200 S. Robinson Ave., by Elmer Gregg.

Following the installation ceremony were a dinner dance and party, Dave Hunt, chief booker, and Charles Judgerson, a former chief booker, directed arrangements.

Variety crew and officers installed were: Hunt, chief booker; Don Tullius, first assistant chief; Ed Thorne, second assistant chief; Paul Rice, property master; George Fish, dispatcher; Ed Thorne, Jess Bollman, Paul Townsend, C. R. Gathrill, C. C. Lewis, all of Oklahoma City, and Ralph Dreyer, executive secretary.

Also installed were the new crew members, elected to serve in an advisory capacity as representatives of the association membership. They are: Fred Sanders; Leonard Kires; H. L. Lewis and Johnny Wilkinson.

Ladies and auxiliary officers installed were Mrs. Gibbs, president; Mrs. Morris Loewenstein, vice president; Mrs. Michael Conner, recording secretary; Mrs. Milton Kimber, treasurer; Mrs. Hunt, Mrs. Motley, Mrs. Judgerson, Mrs. Fisher, Mrs. George Sheffler, Mrs. Thorne, all of Oklahoma City, and Mrs. Dreyer of Tulsa.

Westrex Chief’s in London

By Peter Burnup

LONDON, Jan. 26.—Here with vice-president R. E. Warn on a tour of Westrex branches, Eugene S. Gregg had some pertinent things to say on the new (Continued)

Delinquency Study To Be Continued

From THE DAILY BUREAU

WASHINGTON, Jan. 26.—The Senate Judiciary Committee has voted to continue for the coming year its special subcommittee to study juvenile delinquency.

The subcommittee was slated to expire Jan. 31. There has been consideration of the possibility of a study of the effect of films on delinquency and if the activities of the committee were extended.

The committee also voted to continue a special subcommittee to study plans for disposing of the government’s stock in General Aniline and Film Corp. against the wishes of some of its owners.

No action was taken at today’s session on picking a chairman for the special subcommittee, which full committee Chairman Kilgore (D., W. Va.) says, will undertake an investigation of the television industry.

Photoplay’ Awards Set for Feb. 10

HOLLYWOOD, Jan. 26.—The 11th annual Gold Medal Award banquet of “Photoplay” Magazine will be held at the Crystal Room of the Beverly Hills Hotel here on Feb. 10 honoring the most popular actor, actress and motion picture of the past year.

14,000 ‘Players’ Cards

Fourteen thousand cards recommending 23rd Century-Fox’s CinemaScope production of “Prince of Players” to New York City’s citizens as part of the motorized screen promotion have been posted throughout the city-operated subway and bus system.

People

Ray G. Colvin, executive director of the Theatre Equipment Dealers Association, will address civic groups in Missouri and Illinois in February and in Hot Springs, Ark., on March 10, in line with TEDA’s program designed to help exhibitors “bring back the lost audience.”

E. K. (Ted) O’Shea, Paramount vice-president, and Dore Schary, M-G-M production chief, are among the former Buffaloans who will be honored tonight at the “Celebrity Delightful” dinner in Buffalo’s Hotel Statler.

George H. Wilkinson, Jr., president of the Motion Picture Theatre Owners of Connecticut, has been named to the committee to recommend a a permanent commission for the proposed committee of the Wallingford Town and Borough governments.

George A. Snyder is the new office manager of Eastman Kodak’s distribution center in Rochester, succeeding Robert E. Schellberg, who was appointed administrative and executive of the company’s newly formed international division.

Elmer Lux, head of Elsinar theaters and president of the National Theatre Owners Common Council, has been elected a director of the Greater Buffalo Advertising Club.

Jack J. Bruckner, Columbus says, in Cleveland for the last five years, has resigned. Martin Grassgreen has been promoted from bookee-office manager to succeed him. Jack Walker, of the booking department takes Grassgreen’s former duties.

Mrs. Margaret Hames, wife of Bruckner, has been appointed secretary to Gov. Marvin Griffin of Georgia. She formerly was with Warner Brothers and United Artists in Atlanta.

Hugh Beckett, Seattle theatre man, has taken a 10-year lease on the Seattle’s Moore Theatre and, after the house is remodeled, will start operations on June 1.

Battle’ Stars Here

Immediately following the world premiere of “Battle Cry” in Baltimore next Tuesday night, Warner Brothers’ stars John Wayne, Rock Hudson, and Dorothy Malone will board a plane for New York to attend the CinemaScope opening of the formerColor picture’s opening on Wednesday at the Paramount Theatre. Nancy Olson, who co-stars with Miss Freeman, Hunter and Miss Malone, will join them on the Paramount stage for in-person appearances.
Kaufman Says

Industry’s Merchandising Inadequate; Needs ‘Push’

By LESTER DUNOFF

The entire motion picture industry’s mode of merchandising product has become too standardized and a rejuvenation is necessary so that exhibitors can secure the proper handling to insure worthwhile grosses, Joseph Kaufman, producer of "Long John Silver," declared here yesterday.

The present methods of selling and merchandising top-notch films are wholly inadequate, he seems to have forgotten that each area and territory needs a different approach in building the public’s desire to seek entertainment at theatres, Kaufman said in a Hotel Delmonico trade press conference.

The former exhibitor and distributor, revealing a program of four pictures to be made under his aegis in the next two years in Australia, was strongly critical of the exhibitors’ approach in presenting product to an audience.

"Exhibitor’s Responsibility"

"Films are the responsibility of an exhibitor, also, not just the producer and distributor," Kaufman asserted. "An exhibitor doesn’t allow himself sufficiently of all the merchandising material, pressbooks, etc., with which the exhibitor has to describe the picture properly," he said. Usually, the merchandising material is forwarded to the exhibitor opening and the exhibitor, instead of reading it, just glances at it and files or throws it away, he said.

If an exhibitor utilizes some of the merchandising material afforded him properly, everyone, theatre, producer and distributor, will make money, Kaufman said.

The proper approach by all industry factions in building up the public’s desire to see a picture is currently taking place in the New England area, according to Kaufman, where the Distributors Corp. of America, which is releasing "Long John Silver," domestically, is setting up a saturation opening covering 83 theatres of the province of the film.

Prior to completing "Long John Silver" in Australia, Kaufman revealed that he shot a 12-minute black and white "featurette" for free presentation in schools, auditoriums and on television. Also, a six-minute "short" of the trailers is supplied to theatres in advance of the film’s opening, he said. Kaufman also said that he has started to sell and give away one-half hour radio shows on "John," which were also produced in Australia.

A factor which will help in the making of the way-making department was the television presentation of Walt Disney’s "Treasure Island" on "Disneyland" of American Broadcasting Co. television network show, Kaufman said.

Kaufman disclosed that "Long John Silver" has accumulated rentals in Australia of about $200,000 and that the Cinemascope production, currently release in England, is "in grossing power to 20th Century-Fox’s "The Robe." Kaufman’s picture would be distributed in certain foreign markets by 20th-Fox.

Four in Work

On his future production plans, Kaufman listed four screenplays which are currently being worked on by his organization. The four films, to be made in Australia under the Eady plan, are "Medicine Whips," "Sioxs Indian plans story, "Sundowners," "Come Away, Pearlers," and "Spanish Main." Kaufman was not certain which of the new film media he would utilize in these productions.

Local 171 in 2-Year Pact With Pa. Allied

PITTSBURGH, Jan. 26.—The Allied Motion Picture Theatre Owners of Western Pennsylvania can sell the Moving Picture Machine Operators, Local 171, IATSE, have agreed upon a two-year contract.

The exhibitor negotiating committee was represented in the negotiations, with President Edward Hillyer, Harry Hendel, Norman Nervis, Paul Bronder, Morris Finkel and George Tice, representing about 44 theatres in this area. Negotiating for the Local was James V. Sipe.

Terms of the new two year contract were not revealed here.

Cleveland Group Asks Censorship

CLEVELAND, Jan. 26.—A resolution calling on the State Legislature to enact a motion picture censorship law that could be upheld by the United States Supreme Court was adopted yesterday by the executive committee of the Cleveland City Council in its open meeting yesterday.

Mrgr. Clarence E. Elwell, head of Cleveland parochial schools, speaking for censorship, said: "The movie scene is so much more potent that most other media of communication in their influence. The crusade against obscenity and obscenity is a battle for human rights against the secularist and the contused illusion. The battlefield of freedom in our nation is here in the state of Ohio.

Also in defense of censorship, one woman stated: "The movie industry is affected with Communism." Another charged, "Movies are a contributing factor in juvenile delinquency." No one spoke against the resolution which now goes to the main body of the City Council for final action.

Ohio I.T.O. Will Oppose Two Bills

COLUMBUS, O., Jan. 26.—The I.T.O. of Ohio will oppose bills now before the state legislature providing for continuation for daylight saving time every year, and extending all Ohio State University football games to be televised, but not in theatre. At the same time both telecasts also are available to homes.

The exhibitor organization points out this would require the payment of a sponsor, yet, even if theatres bid more for the games than a sponsor, the University would have to reject the bid.

Ohio Censors

(Continued from page 1)

produce approximately $65,000 per year, or $3,000 less than the figure obtained under the old law.

The bill which exhibitors can appeal to the Ohio Supreme Court if licenses should be refused.

Sen. Elizabeth F. Gorman, Cleveland, introduced a Lausche-approved bill which would control comic books.

Offenses Outlined

A film may be found to be obscene if it portrays explicitly or in detail an act of adultery, fornication, sodomy or other, if either theme or manner of presentation, both, presents any form of material which is obscene, or any pattern of behavior between persons not married to each other, or the dominant purpose or effect of which is erotic or pornographic, or if it portrays nudity or a simulation thereof, partial nudity offensive to public decency, sexual relations of any kind, sex organs, abortion, or methods of contraception or if it is indecent in language.

A film may be found to be obscene if it contains any representation or portrayal of any crime, criminal acts or contempt for law as constitutional, profitable, desirable or acceptable, or if it depicts the use of narcotics or habit forming drugs, or if it presents explicit methods for commission of crime.

Service Fee of $5

The bill provides for a service fee of $5 for each additional copy of film or fraction thereof to which license is granted.

The bill exempts scientific and educational films, trailers and newsreels.

Frank B. Grainger, President, Theatre Owners of Ohio secretary said the $5 fee will raise about $100,000 per year rather than the administration’s $25,000 estimate.

Wife said the bill is an attempt to get around the word “censorship,” but is really just an unconstitutional as any other form of prior restraint.

Busch Joins Grainger

HOLLYWOOD, Jan. 26.—Niven Busch, former screenwriter, will join Edmund Grainger Productions, Inc, at RKO immediately to work on two assignments, it was announced by Grainger.
Toll TV
(Continued from page 1)

whether or not to hold public hear-
ings, or will say right now that it is seeking the cooperation of the tele-
vision industry for public hearings at a later date. Commission members said that on the basis of today’s secret discussion, they would go into the public record that the matter will take the former course, but that it is still possible that the commission will decide otherwise. That will be look at the question in two or three weeks.

Might Go Back to Congress

One commissioner said he could not see what could be served by public hearing at this time. He said that if the commission did the written comments, they would go into the public record that it is still possible that the commission will decide otherwise. That will be look at the question in two or three weeks.

Staff to Work Out Details

At today’s long session on the prob-
lem, the commission discussed all the questions they’d like to get
the public’s views on, and then ored the staff to work out the proper legal language to do this. This will be put before the commission in two or three weeks, at which time there’ll be another commission discussion.

Denies Resistance
(Continued from page 1)

are exceptions such as Alec Guinness, Many American stars, in turn, do not enjoy the same popularity they hold in U. S., a factor which weights in the grossing experience of top pictures in the British market.

Cohen said he plans to leave for the Coast in the next few weeks and is negotiating with producers and talent. One of his projects will be making a film called "The Last of the Mohicans," which Anglo Amalgamated plans to do in CinemaScope and Technicolor, he added. While on the Coast, he said he also will confer with the American Releasing Corp. officials on co-production deals.

‘Oklahoma!’
(Continued from page 1)

"Around the World in 80 Days." Beyond this, Woodbridge added, in anticipation of the demands, "additional equipment is being readied for the production lines so as to create an inventory of available equipment."

In order to cover the future bookings, Woodbridge said that the Todd-AO Corp. is the sole and exclusive distributor for the Todd-AO "all pur-
pose" projectors, which can handle 70mm, film, standard 35mm, Cinema-
scope and Vista-Vision of the special lenses and screens. The license that will go with this equipment will be issued only by the Todd-AO Corp. and prices will be published shortly, he said.

Veto Zenith Film, Ohio T.O. Advises
COLUMBUS, O., Jan. 26.—The I.T.O. of Ohio notes in a curre

moot or membership bulletin that Ideal Pictures, Chicago, is of-
fering to center in Rochester, a showings of a 15-minute, 16mm. picture on Phonevision, spon-
sored by Zenith. If you are program chair-
man of a service club," the bul-
letin advises its members, "or have anything to say about the pro-
grams, this is a good one to veto."

SMITE Sees Color TV Test
ROCHESTER, Jan. 26.—The first technical meeting of the Western New York Subsection of the Society of Motion Picture and Television Engi-
ners was held here Tuesday. The WHAM-TV studios and featured an experiment in color television recep-
tion.

John G. Scott acted as chairman of the subsection, which is a newly formed group in Rochester. A triple showing of a color television program from New York City was the highlight of the evening. A broadcast of the "Norby" show as it comes to Rochester via New York, St. Louis, Chicago, Detroit, Cleveland, and Buffalo, was shown on one screen; a black and white version of the same program on the next screen; and a color film copy of the program was screened from a projector in the auditorium. The purpose was to gauge the quality of reception of the color test, according to Scott.

Film Inspection Bill Again Filed in N. Y.
ALBANY, Jan. 26.—Reintroduction of a bill which amends the New York City Administrative Code by requiring the city’s Controller to inspect the projection booths of a motion picture theatre be inspected and, if neces-
sary, be repaired, with indication that a "moral" inspection is intended for projection purposes has been made. Assemblyman Bertran L. Fo-
dell, a first-year legislator from Brooklyn, is the sponsor.

Last year, Senator Mario M. DeOpatas, of Brooklyn, and Assembly-
man Irving Kreindelbaum, of New York, put in the measure. It was ad-
vocated by the New York film inspectors and "shippers" local, IATSE, and was supported by the State Federation of Labor. The union contended the bill would safeguard the public in metropolitan theatres. Other industry sources vigorously opposed the pro-
posal, as being both unnecessary and expensive.

Taxes Proposed on Port-Owned Property
ALBANY, Jan. 26.—A bill requir-
ing that real property of the New York Port Authority be used exclu-

sively for airport or other port pur-
pose and which is leased to theatres, con-
cessionaires and for other uses, which may be taxable, county and state taxes, has been introduced by Senator James G. Sweeney and As-
semblyman Bernard Dubin, of Queens County.

British Quota to Remain Unchanged
For Another Year
LONDON, Jan. 26.—The Board of Trade Film Council recommended at its last meeting that there be no change in Quota for the year commencing October 1 next.

Accordingly remains at 30 per cent for first features and 25 per cent for "supporting" program, subject to inspection granted by the Board of Trade under the Act of Parliament.

The Producer’s Association has previ-
ously informed the Council that the members anticipate delivering the same film runs as last year, naming two pictures which are likely to be booked as first features. The Council also discussed repre-
sentatives from the trade union mem-
bers in regard to the alleged shortage of studio-space arising out of the dis-
posal of plants to organizations serv-
ing the independent Telephone Authority, but no statement was is-
ued in this connection.

TV Takes Two More British Studios
LONDON, Jan. 26.—Two more of the industry’s dwindling number of smaller studios went over to television in the course of last week. They are the newly formed 20th Century-Fox plant, with its three small stages at Wembley, and the Shipman and King Studio at Wigan, for the two floors covering nearly 9,000 square feet.

The former has been sold to a con-
cern known as Associated Rediffusion which will handle Monday to Friday, diffusions on the Independent Author-
ity’s first London transmitter. But 20th-Fox, retaining a part of the plant for the use of its dispatch depart-
ment.

Associated Rediffusion represents the interests of Associated Newspapers, owners of the Daily Mail and other newspapers, and of Broadcast Services, which already had a small radio telecasting services in Britain and abroad.

Taken by Ad Agency
Southall has been acquired by the advertising firm of Pearl and Dean, formerly associated with the Rank Organisation but now servicing ABC and a large number of inde-
pendent exhibitors.

Ernest Pearl, chairman of the com-
pany, anticipates that the London com-
pany will start operations in early September. He foresees a great demand for commercial film-
lets of all kinds. He believes a maximum of 200 will be used every week once the new service gets into its stride. The Authority, Pearl states, will permit sixes, at an over-all rate in every pro-
togram minute.

Byron Lloyd, who is appointed head of the company, and Dr. W. E. Davies, of the Board of Trade, has lately returned from a survey of the American TV market. He em-
phasized that the Company is interest-
ed only in making "commercial." He will not enter the entertainment film production field. He has, he said, already received orders from American advertising firms and has entered into arrangements with adver-
tising studios in Paris and Amsterdam.

Schine Case
(Continued from page 1)

State Bar Association meeting in New York. Schine himself chairs sessions which witnesses testi-

died to the alleged difficulty of independent theatres in getting enough satisfactory pictures in towns where Schine circuit theatres operate. Schine, in addition, has already acquired or agreed to buy, for many independent theatres, testi-

died that he has been unable to get enough satisfactory pic-
tures for his theatre operation in Van Wart, O. He said that the 207-
seat theatre gets all product of Colum-
bia, Monogram and Republic. A lit-
tle he can use from other large dis-

tributors. The latter, he said, generally offer films not suitable for small towns. Action pictures do better than drama in small towns, he added.

Schine said he had been in the theatre business, but lately that sanitary facili-
ties were installed, after which, he said, the theatre’s old name, the Ohio, was changed to the New Ohio. 

W.B. Salzman, Heard

Herbert L. Gilman, salesman in the Buffalo office of Warner Brothers, testified that during 1953, after Schine’s divestiture of its Lake Thea-

tre in Canton, Ohio, he was able to offer that house only pictures not chosen by Schine for its Playhouse Theatre in that community.

James J. Mirra, who acquired the Lake Theatre from the Schine circuit in February, 1952, testified that he had to rely on federal aid in peri-

ety last fall after difficulty in obtain-
ing pictures.

Evidence showed that the equipment was sold to Haldeman, Inc., which the government alleges is a Schine instrumentality.

Bryson Says
(Continued from page 1)

already in session, and five more are expected, Tuesday. Also, he said, about 10 per cent of the new taxes are in effect now and over general sales taxes which would cover admissions along with other sales.

Only four state legislatures are not scheduled to meet this year—Missis-
sippi, Louisiana, Kentucky and Vir-

nya.

Celler Names Self
(Continued from page 1)

members of the subcommittee. Rep-


cubate to the committee members may be named tomorrow. There is no indication that this subcommit-

tee might look into complaints against motion picture distributors. His New York law firm was counsel for the Independent Theatre Owners Association of New York.

‘Time Slip’ to A. A.

Tony Owen has announced that his independent company, Toden Produc-

tions, had concluded a deal with Steve Brody, president of Allied Artists, for the distribution of his forthcoming picture, “Time Slip” by A. A.

Gene Nelson and Faith Domergue will be starred in the picture which starts shooting in London on Monday.
'Scope Screens on S.S. 'United States' 
The S.S. "United States" of the United States Lines has installed two CinemaScope screens on its first transatlantic film theatre and the other in the tourist class. The screens are 18 feet high and 12 feet wide.

230 Military Theatres Are Now Equipped With CinemaScope 
WASHINGTON, Jan. 26.—The Army and Air Force Motion Picture Service has 230 of its 363 theatres in all military theatres equipped with CinemaScope film, according to director Fred Bund.

'Battle Cry' to Push Heart Fund in Balt. 
BALTIMORE, Jan. 26.—The annual American Heart Association Fund will be launched officially next Tuesday when Warner Bros. stars Mona Freeman, Tab Hunter, Dorothy Malone and director Raoul Walsh and Baltimore-born author Leon Uris arrive here for the world premiere of the motion picture, "Battle Cry."

Set Music Campaign on Fox's 'Racers' 
An advance recording and sheet music campaign is under way for the upcoming release of "Battle Cry," on CinemaScope and WarnerColor, at the Stanley Theatre. Miss Freeman, Hunter and Miss Malone, who co-star in "Battle Cry" with Van Heflin, Aldo Ray, Nancy Olson and Raymond Massey, will also make personal appearances at the opening. Raoul Walsh, who directed the picture, will also attend.

'Reviews' 
"Unchanched" 
(Hall Bartlett-Sister违纪 Brothers) 

PEACEFULLY unchanched yarn concerning an off-beat prison with here comes a new spectacle directed by Hall Bartlett, whose penchant for making good films inexpensively has been well known and welcomed by exhibitors, who should be able to turn this film into a money-maker for themselves. They have the precedents of "Navajo" and "Crazyleggs," also made by Bartlett.

The story is set in California's Chino, an experimental prison without bars, with the events based on personal experiences as well as on the life and work of Kenyon J. Scudder, out of whose dreams and faith Chino came into being.

Prison life, and various aspects of it, have long been staples of the dramatic screen, which makes the freshness of "Unchanched" even more apparent and welcome. Bartlett's narrative centers around one bull-headed prisoner who has been sentenced for nearly killing a man suspected of stealing from him. How this prisoner learns to accept the laws of society, its occasional mistakes along with its virtues, forms the drama of the picture, told in a series of vivid scenes, alternately violent, tense, warmly appealing and sometimes extremely funny.

The excellent cast is headed by Elroy ("Crazyleggs") Hirsh, as the hard-to-convince prisoner; Barbara Hale, as his pretty and intelligent wife, and Chester Morris, as Warden Scudder. Supporting them in sharply defined portrayals are Tod Martin (the long-time "Porgy" of "Porgy and Bess"); as a murderer who learned society's lesson the hard way; Johnny Johnston, as a bespectacled jazz pianist-turned-to-crime; Jerry Paris, as a smooth-talking leader of the gang; and with some amusing capsule comments on life in general, and many others.

With most of the exteriors filmed at Chino, the film has a fine aura of authenticity which Bartlett also has managed to capture in the dialogue and in the emotional twists of the plot, especially in those scenes between Hirsh and his wife. Raoul Walsh, who directed the film, has used the best of his talents. Walsh, who has put the film together in a1andily, spare fashion to heighten both the internal drama and the general pace. Although the cast is not necessarily strong, and he knew what he was doing. With this film, the director has captured what is a rather Brooklynesque accent which provides amusing contrast with the declamatory outpourings of Long John.

The boy in the picture is Kit Taylor, as Jim Hawkins, prototype of boy the world over, and he is excellent. He is Long John's little but good and loyal comrade, often used by him, but also loved by him; a comrade who is loved back. Kit is played by a little boy named Randy Purity Finker, the tavern keeper trying always to reform Long John and marry him, provides basic, and even slapstick, comedy with a rather Brooklynesque accent which provides amusing contrast with the declamatory outpourings of Long John.

Long John finally reaches Treasure Island and hell descends on his head, after the days of his buddy, Chino, have ended. The result is a film that will delight both the young and the young at heart.

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Tomorrows TV Ty-Coons: When Desi Arnaz got wind of a deal cooking on the purchase of Motion Picture Center Studios, where Desilu Productions has been making TV film production history, he and Lucie rushed back from Palm Springs weekend, they snagged the deal for themselves. This move not only prevented their production organization from falling apart, but protected all their future plans and ideas with the kind of stage space that other producing organizations will find difficult to obtain. The three-camera technique, which made it possible to film TV shows with an audience, to supply gags and cues, and to get genuine laugh reactions, set the pattern for Desilu to film TV shows for all of the networks. Latest to test Desilu's technique is Jimmy Durante, with George Gobel scheduling his first try in February, and Goodson-Todman heading West to pilot film "The Web."

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Gail "Annie Oakley" Davis will hit the targets in a shooting act for her first p.a. with Gene Autry at the Houston Fat Stock Show... Johnny Weissmuller's new "Jungle Jim" series starts NBC's "Columns". A Screen Gem, and will be shot at his old Tarzan hunting grounds. They'll be out of the jungle and into the clear with 23 by the end of the year.
Two Members in Favor

FCC Edict on Toll TV May
Be Made Without Hearings

BY J. A. OTTEN

WASHINGTON, Jan. 27.—At least two members of the Federal Communications Commission favor a commission decision on subscription television without public hearings. Asking that their names be withheld the two said they feared that any public hearing would drag on interminably, and that they felt the commission could decide the matter on the basis of written comments submitted to it.

Following the Motion Picture Daily story of yesterday to the effect that the commission had ordered its staff to draw up a detailed list of questions on which written public comments will be sought, the two commissioners said they left the commission will ask for these public comments without indicating any intention to hold hearings later. Rather, they said the comments will be sought on the basis that the commission will decide after it receives the comments whether or not to hold public hearings or whether to pass without hearings on Zenith Radio's request for authorization of subscription television.

Decision Seen in 3 Weeks

A final decision on this point will be made when the commission goes over the staff's list of questions, probably in two or three weeks.

If, after receiving and analyzing the written comments on these questions, the commission should decide to authorize subscription television without public hearings, the commission would presumably issue a proposed order setting out the terms on which the new service would be run. It would then again invite public written comments on this specific order.

See Toll TV Study
By Senate Group

BY J. A. OTTEN

WASHINGTON, Jan. 27.—Senate Commerce Committee chairman Magnuson (D., Wash.) said his committee would undoubtedly study subscription television this year.

At the same time, he revealed that some professional baseball clubs are studying the possibility of using toll TV service as an alternative to broadcast. Magnuson made the comments in seeking funds for the Commerce committee.

(Continued on page 4)

SPOKES SKOURAS

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(Continued on page 4)
motion picture daily
Friday, January 28, 1955

Personal Mention

JAMES E. PERKINS, managing director for Paramount in the British Isles, will leave here tomorrow for London via R.A.C. Monarch.

Ed Lachman, president of Carbons, Inc., will return from Europe, director of Societe Le Carbone-Lorraine, and Pierre Desesquelles, Western Hemisphere representative of the company, will leave this week on a Coast-to-Coast business trip.

Herbert H. Greenblatt, RKO Radio domestic sales manager, will return to New York by plane today from Seattle.

Roy E. Hefner, New England distributor, is the father of a daughter born to Mrs. Hefner in Boston this week.

William Pine and William Thalberg Jr. producers, will return to Hollywood over the weekend from New York.

Glenn Norris, 20th-Fox Eastern sales manager, will return to New York today from Detroit.

Jules Levy, producer, will leave New York by plane this week for the Coast.

Alex Harrison, 20th-Fox Western sales manager, is in Des Moines from New York.

J. M. Connolly, 20th-Fox North-East division sales head, is in New York from Boston.

Leonard Bernstein, composer, will leave here tomorrow for London via B.O.A.C. Monarch.

Walter Wanger, producer, has returned to the Coast from New York.

Richard Consultant To the MEPA

Eric Johnston, president of the Motion Picture Export Association, has announced the designation of Joaquim D. Reis as a special consultant to the association.

Rickard served as the association’s Latin American representative until early 1953. As the result of an injury sustained in an automobile accident in South America that year, he requested an indefinite leave of absence.

He is regarded as an expert on Spanish and Latin American affairs and in his capacity the association will call upon him for advice on circumstances necessitate.

Joseph Ellison, 79

PORTLAND, Ore., Jan. 27.—Joseph Roy Ellison, 79, pioneer theaterman and civic leader, died at his home following a long illness. He was also founder of the Ellison-White theatrical bureau and a native of Friend, Nebr.

Editorial

(Continued from page 1)

their use in legislative debates and at public hearings. It lends itself perfectly to the purposes of those who, justifiably in this instance, will be saying: "Locate what happens as soon as the bars are let down!"

The industry’s fight for a censorship-free status is made a thousand times more difficult—if it is not actually defeated—by those irresponsible in both production and exhibition who, trading on the basest instincts in human nature, acknowledge no obligation to anything but the quick dollar.

What laws may not do, outraged public opinion can do. Then a whole industry will be made to suffer for the transgressions of a few outliers who deal in another kind of film, unless means can be found to control them.

Academy Tells Plans For Nominations-TV

FROM THE DAILY BUREAU

HOLLYWOOD, Jan. 28.—The 90-minute radio-teletest of the Academy Awards nominations programs for 1954 Friday, nationwide, will be presented on the 27th. The day began to take definite shape, as to form, with the Academy’s disclosure that the program will include a Hollywood nightspot—Coconut Grove, Ciro’s and Romanoff’s—as well as from NBC’s Burbank studio where, according to the plan, "the actual announcement of the nominees will be made on camera in the presence of a large press gathering at station WNBX.

Past award winners will act as hosts and hostesses, with Jack Webb enunciating and television cameras targeted at four points of origination will be linked by monitor-viewers so that the program can be switched from one place to another without any break in continuity of information.

Green and Handley in Charge

The plan, still being worked over by Academy’s Johnny Green and NBC’s Alan Handley, calls for "nominations night parties" to be going on at all three restaurants, at which most of all personalities eligible for nominations are expected to be present.

The Academy spokesman told Motion Picture Daily on inquiry, that the planning does not indicate a break in the long-standing Academy rule of secrecy on balloting until actual national deadline day for the story. The spokesman said publicity invited to be in attendance at indicated restaurants will be "those whose chances for election have been evolved with columnists, critics, commentators generally, and who happen to be in town at the time.

The restaurants named were chosen, the spokesman said, due to their long identification with the Hollywood pro-

Compo Industry Adv. Asks Papers to Give More Space to Films

Under the heading, "Bigger Audiences Mean More Readers," the 36th annual P.A.O. convention program, published in the issue of "Editor & Publisher" out tomorrow urges newspapers to give more space to news about movies.

"Managing editors, it seems to us," the ad, "should have a special interest in the revolver of our movie business. For the more people go to the movies the more they will be interested in reading about pictures and picture people. Several papers are happy to note, have become aware of this. At any rate, they have rearranged their entertainment sections to give greater space to movies.

Some Improvement Noted

"Naturally, we are pleased. For a while there, a year or so ago, it looked as if newspapers had thrown in the towel in their coverage of the movies. But now. More the tendency is the other way—putting more space into their movie activities, alert news and comment. The reason for this reversal is fairly obvious. Better pictures, technological advances that give greater scope to the screen, reduction in the federal admission tax—all these and other factors have wrought a decided change in the people’s attitude toward movies.

That ad points out that the industry has never lost its high regard for the movie editor, even when attendance was way down and the going was tough with weakness of product. "Now, everyone agrees that the ad de-clares, "we know, from our readership's point of view, that in the last year, we have become aware of the fact that there has been a definite change in the people’s attitude toward movies."

In conclusion, the ad cautions editors not to underwrite their movie editor. "If you will only give him a reasonable amount of space," it says, "he will get you new readers and at the same time, your monitory pages will be the most-read departments in your paper."

Add 2 Members to Cellar Committee

WASHINGTON, Jan. 27.—Representatives New York and Colorado Republican members of the House Judiciary Subcommittee studying antitrust and monopoly problems.

This completes the membership of the group, Democratic members are Representatives Rogers of Colorado, and Fine of New York, with Rep. Cellers of New York as chairman. He said it would be some weeks before the subcommittee could hold hearings, and that the first hearings would probably be on "general trends, such as the current merger trend."

In professional community, He added that the Academy contract with NBC com-

To Initiate Pioneers

The Canadian Picture Pioneers will initiate a class of 21 at the 14th annual meeting and "fun night" on Jan. 29 at the Royal Edward Hotel in Toronto. Dan Krendel of Rainbow Players will be the ceremonial direc-

Alabama House Destroyed

The Joy Theatre, Fyffe, Ala., was destroyed by a fire which damaged estimated at $90,000.

Buy Two Ohio Theatres

The Park Theatre in Mansfield, O., and the Lorain Drive-In, Lorain, O., have been purchased by Nate Schnitz, president of Select Theatres, and Sam Schnitz. The circuit now operates 11 indoor and four outdoor thea-

Fewer K. C. Licenses

Fifty-six theatres obtained licenses in Jackson County, Mo., in 1954. The previous year, 64 licenses were issued.

CBS Earnings High; Stock Split Proposed

A preliminary estimate of the sales profits of Columbia Broadcasting System, Inc. for the fiscal year ended January 1, 1955, points toward the largest earning picture in the history of the corporation, it has been disclosed by William S. Paley, chairman of the board of directors, who also announced that the board has voted to propose to stockholders a three-for-one stock split-up. The proposal, which will be submitted to stockholders at the annual meeting to be held April 20, will be to change each of the issued and outstanding shares of Class A stock, $2.50 par value, into three shares of Class A stock, $2.50 par value, and to change each of the issued and outstanding shares of Class B stock, $2.50 par value, into three shares of Class B stock, $2.50 par value. No change will be made in the respective rights of the two classes of stock.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"The Bridges at Toko-Ri!" in color by TECHNICOLOR starring

A. RODERICK KELLY
Fredric March • Mickey ROONEY
A Paramount Picture

Spectacular Stage Presentation • SPECTACULAR STAGE PRESENTATION •
Skouras

(Continued from page 1)

ied policy to the presentation of CinemaScope's 2.55 to 1 ratio in all
types of theatres and seating capacities, including rank and file, through
the out, the world, Skouras said, indicating
however, that the company will also have a system under the possible
label of "Super-Scope," which will have its place in special road-
show theatres to parallel the importance
of "Cinerama" or Todd-AO.

Special Research Organized

Fox also is engaged in a special research
and development program, developing new camera techniques as well as
those of a specific, IFE relent-
tive to be processed for 35mm. projec-
tion, with an aim toward effecting
greater audience participation and
closer illusion of 3-D. In describing
these changes, Skouras said, "we have
gone from 3-D-degree lenses used
in "Seeing The Robe," the 90-
degree-angle for 'There's No Business Like Show Business,' and we expect
to have a 90-degree accent by
shortly to achieve the drawing of
attention to the ultimate in Cinema-
Scope polishing, which is both a size
and scope of the legitimate stage."

Skouras further disclosed plans for
a world tour in March, to inspire in-
terest by film of a movie, a picture pre-
future product in CinemaScope, cit-
ing the success of American films
becoming achieved in that medium abroad.

Sees 25,000 Installations

Skouras also predicted that world-
wide CinemaScope installations would
reach 25,000 by the year's end. Dom-
estic installations, he said, are being made
on an average of 1,000 a week, with
11,000 already operating, while 4,000 theatres abroad
are already equipped, with 6,000 more on
order.

Sees 5,000,000

Class Audience

DETOUR, Jan. 27.—There is a class mass audience of 5,000,000 peo-
ple in America today, ready and eager to
support and do business with the pro-
presented opera films such as S. Hurock's "Aida," it was contended here today
by James Rosenfield, Jr., IFE Rela-
ing Corp., vice-president in charge of
advertising, publicity and exploita-

Rosenfield, basing his 5,000,000 figure
on a national survey being conducted by IFE, said that Italian
producers and the star names of
"Aida" very closely, are now readying
other world-famous musical
for the American screen.

Surveyed Six Cities

Addressing the film critics of Det-
roit, he said the survey covered an
audience of more than 250,000 theatre
patrons in New York, Chicago, Phila-
adelphia, St. Louis, San Francisco and
New Orleans, during the first 12
weeks of the release of "Aida." This
is the greatest number of Americans in
history, he said, to see a classical
musical presentation in such a short
period of time. Rosenfield went on to
say that 5,000 people, or 21 per cent
of the entire audience had never before
seen an opera, and 27½ per cent had not been in a motion
picture theatre for three years.

Arnold Picker Says

"UA's Latin American Gross
To 'Nearly Double' in 1955"

By LESTER DINOFF

United Artists' business in Latin America during 1955, substantially
ahead of last year at present, will
nearly double the 1954
$3,000,000, ac-
cording to Ar-

ning, vice-

president in charge of foreign
division, who
optimistically
based his view
of the current
business and
the "more
and better pictures" being distrib-
uted overseas.

While foreseeing higher grosses in Central and
South America, Picker, who returned late
Wednesday from a two-day tour, said that the net return will not be up be-
because of the inflated operating costs in
many cases which the local admis-
prices being charged in a number of
countries. "Latin America contrib-
utes about 20 per cent of the over-
all foreign business," the top film
official said.

In Brazil and Chile especially, the
operating ratios of living costs, in-
creased business operation and
devaluation of currency, have not
helped the industry at all. "The admis-
prices are so high," he said, "that the
box offices on the operating costs allow little or
no profits."

Arnold Picker

Admission Prices Low

The admission prices are still very low in Latin America, Picker
instances are the same as one or two years ago,
Picker said. "Unless the ticket prices are generally boosted,
the industry could not be sustained," he
said, "and the inflation in costs on the opera-
ing world, the world," he
s

While

Citing the industry's problems in Latin America, Picker was quite congruent about the stronger economy
and excellent business in Europe.
"Germany especially and the theatre business in the world," he
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said.

Jack Jackter to Col.

Panama City Office

Jack Jackter, an employee of Colo-

nia Pictures for six years and a
salesman in Washington prior to hi-

is, is now in the company's Pan-

a City offices, effective Feb. 2. A
former Army sergeant with overseas
service, he started as a booker in De-

troit, Milwaukee and Indianapolis

Jackter is a younger brother of

Norman Jackter, Columbia manager
in Albion, and is a nephew of Abe
Jackter, Columbia sales executive.

M-G-M Signs Lewis
To Producer Pact

HOLLYWOOD, Jan. 27.—David Lewis, who recently produced "End of
the Affair," today was signed by M-G-M. Under the contract, it was
disclosed by Dore Schary, M-G-M pres-
ident in charge of production, Lewis will report to the studio on Monday.

Set 'Affair' Debut

LONDON, Jan. 27.—The world
premiere of Columbia Pictures' David E.
Rose production, "The End of the Affair,"
which will take place at the Empire
Theatre, Leicester Square, on Feb. 24.

Brewer Reorganizing

Domestic Branch

Methods of A.A.

The Allied Artists exchange opera-
tions in domestic market currently are
being reorganized along lines similar to
the plant-in existence in other top
film companies, accord-
ing to Roy Brewer, man-
gage of A.A. branch

operations.

Brewer, who had shifted his b-
corporate offices from the West
Coast to New York, is in the
process of sett-
ing up his office to com-
pletely super-
vising the activities of the 17 A.A. owned branches and the 14 franchised

Distributors which handle A.A. product in the U. S. and Canada.

17 Offices Involved

Company-owned exchanges, Brewer
owned, are located in Chicago, Cin-
cinnati, Dallas, Denver, Des Moines, New York, Atlanta, City, Minneapolis, New York, Oklahoma City, Omaha, Philadelphia, St. Louis, Pittsburgh and Wash-
ington. Franchise operated exchanges are located in Atlanta, Charlotte, Memphis, New Orleans, Albany, Buf-
alo, Boston, New Haven, Los An-
geles, San Francisco, Portland, Seat-
tle, Cleveland, and Milwaukee, the
film officials said.

Ascap Unit to Tour

European Posts

Stanley Adams, president of the American Authors and Publishers, announc-
ed the formation of the first ASCAP Overseas committee which will tour Eu-
ropean defense installations next month
in entertain American troops. The
group was organized by Paul Cum-
ningham, member of the ASCAP
board.

In cooperation with USO Camp Shows, Inc., ASCAP has made avail-
able some of its top writers who, as-
isted by professional entertainers,
will perform their own compositions
for servicemen and women sta-
tioned overseas.

Mack Gordon Emcee

Master of ceremonies will be Mack
Gordon, Hollywood writer of numer-
ous stage and screen hits. Other
authors who will make the tour are
Abel Bader, pianist and composer of
many song-hits; Rube Bloom, com-
poser, pianist, radio and recording
artist; Gerald Marks, composer and pianist; Johnny Redmond, composer,
author, publisher and singer; Lou Stein, composer, and with his wife, Flurrie Levere, made many vaudeville tours; and Bee Walker, composer and pianist.

The ASCAP composers and au-
thors will be assisted by the radio
singers and recording artists, Frank
Rogel, Log Grant and Marion Swe
dall. Army Transport Service
will fly the group to Europe on Feb. 15 from Washington for a tour of
three weeks.
UN Salute

(Continued from page 1)

Cabot Lodge, Jr., U.S. Ambassador to the UN Balachandra Raujan, India's UN representative, and a message from Kaye via radio-telephone hookup from Hollywood will precede the showing of the film made in cooperation with Paramount Pictures. The film will be shown in the General Assembly Hall.

The program will be followed by a reception for press, motion picture industry spokesmen and delegates of the United Nations.

"Assignment Children" grew out of Danny Kaye's tour of Asia as UNICEF Ambassador-at-large. It "co-stars" Danny with the children of six Asian countries—Barma, India, Korea, Japan, Thailand and the Island of Hong Kong.

Photographed by Paramount cameramen, "Assignment Children" will be released on a profit basis throughout the world by Paramount's distribution staff. The narration is being translated from English into all languages.

The first prints will be released in the United States and Canada about the middle of March, simultaneously with their release in Australia and New Zealand, and to help UN appeals on behalf of the Children's Fund.

Toll TV Story

(Continued from page 1)

committee's operations from the Senate rules committee. The Senate Judiciary Committee has also indicated interest in studying subscription television.

Maggurn said that many people are suggesting that the present system of financing television stations solely from advertising revenues is a poor one. Indicating some friendliness toward subscription television, he added that it "is already clear that many hundreds of American towns and cities, will never have their own stations while the present arrangements. As a result, he said, many solutions are advanced, including toll TV. "This toll television," he declared, "will require some study by this committee, since it is pertinent to the UHF problem in particular and since the economic health of the entire television industry is involved."

Maggurn said his committee would also continue the investigations started

Review

"Abbott & Costello Meet the Keystone Kops"

(Universal-International)

H ere the title certainly tells the story, and what a story it is, one that should draw to the theatres the army of Bud Abbott and Lou Costello fans as well as a legion of others who will feel a nostalgic urge to enjoy once again the zany antics of the old Hollywood gendarmes of a generation ago who established itself in the hearts, and even in the language, of America as The Keystone Kops.

Abbott and Costello, returning to the screen after an absence of 18 months, play the parts of frustrated Eastern film producers back in the flier day who decide to go West in accordance with the general trend of the industry at that time. Needless to say, the Coast industry barely survives the impact of their arrival. Their meeting with the Keystone Kops is amusing and entertaining.

The usual amount of tomfoolery prevails, including the inevitable chase, pratfalls, doubletakes and general mishaps. Costello even plays straight man for his partner once or twice, but the results are still pure, though well-played slapstick.

The boys have invested money in an eastern studio only to learn they have been swindled by Fred Clark and his girl friend, Lynn Bari. They decide to try their luck in California. After a most eventful trip they become embroiled in a wild film chase which results in their being signed as stunt men. The foreign director turns out to be a disguised Clark and he and Miss Bari do their utmost to dispose of the two suckers.

The various methods used to kill off our heroes all boomerang, and in the end the villains are vanquished after one of the wildest chase sequences ever seen on celluloid. Involved in this free-for-all are a cavalcade of Keystone characters and a deliciously wild, old-fashioned ride that lets out all the well-known stooges.

Clark, Miss Bari and Maxie Rosenbloom, as Clark's henchmen, provide good support for the funnymen and for the screen personalities, Mack Sennett, Heinie Conklin and Hank Mann put in all-too-brief appearances. "Keystone Kops" is typical Abbott & Costello from beginning to end, and their fans should welcome them back with laughs galore.

Howard Christie produced, Charles Lamont directed and John Grant wrote the screenplay from a story by Lee Loeb. Running time, 79 minutes. General audience classification. For February release.

Toll-TV Report Ready Next Week

A complete report of the two-day meeting of the joint exhibitor committee opposing toll-TV activities and discussions at the Hotel Sheraton-Astor here last week is being reviewed by top member committees prior to mailing the information to all exhibitor groups. The toll-TV report, which has been drawn up in letter form, is expected to be ready for mailing by next week.

This report is the last year of problems of UHF broadcasters and of television networks. The rules committee approved $200,000 for the work outlined by the committee which is expected to be approved by the Senate.

Hakim in London on "Man" Filming Plans

LONDON, Jan. 27.—Andre Hakim has arrived here in connection with his plans to make a film in CinemaScope and colour of Ewen Montague's novel "The Man Who Never Was," an authenticated account of the ditching from a submarine of a dead man with the outcome of the World War II invasion plans on his body.

The story had been acquired by 20th Century-Fox, which sold the rights to Hakim. Purpose of the latter's visit here is to seek the cooperation of the Admiralty in the project. He is also looking for a studio, a top-flight British director and an internationally known cast.

Today more theatres use Altec Lansing stereophonic speakers and amplifiers than any other make combined. Proof enough that Altec "Voice of the Theatre" speaker systems and Altec amplifiers and controls are the best for quality, dependability and economical operation.

More films than ever have stereo sound. See your theatre supply dealer now for early delivery of the finest stereophonic equipment, Altec Lansing.

U' Report

(Continued from page 1)

it was reported, consolidated net earnings were $2,616,356 after provision of $3,863,000 for the write-down of assets and $500,000 for contingent liabilities. These consolidated net earnings, it was stated, were equivalent to $.23 per share on the 10,104,411 shares of common stock then outstanding at par, or $.17 per share after dividends on the preferred stock.

Six Films in CinemaScope

The annual report, signed by Milton R. Rackmil, president, and Nate J. Goldman, controller, pointed out that at the present time Universal has completed six CinemaScope productions and that two others also are available in the conventional or standard ratio. "We anticipate that ultimately there will be a unification and simplification of technical advances," the report continued, "but until that point is reached we shall continue a production policy which will insure our attaining all sales potentials."

Undertaking the company's feeling of optimism, the report stated that "the motion picture industry has scope and dimension which cannot be approached by any other medium in the world. Therefore the competition from other media can no longer be regarded as formidable for any of the motion picture industry."

"As a matter of fact," the report declared, "the effect of this competition has been as a stimulus to the industry, which has and will continue to attain greater heights."

Television was called an "excellent medium to create the 'cine-" in Universal's product and greater use of the medium for that purpose was forecast.

Calculations in Dollars Only

Stockholders were informed that the company continued the practice of reflecting in its accounts the operations of subsidiaries operating in foreign countries and the license restrictions only to the extent that net earnings from such operations were realized in U.S. dollars. The effect of the periods in which such net earnings accrued. The report also noted that during the year cash dividend payments were regularly dividends of 25 cents per share and an additional dividend of 25 cents per share were paid on the common stock.

U' Directors

(Continued from page 1)

following: Blumberg, Rackmil, Dauf, O'Connor, Preston Davis, Albert A. Garthwaite, R. W. Lea, Bud Rogers, Daniel M. Sheaffer, Harold I. Thorp and Samuel M. Weinsten.

As of Dec. 31, 1954, it was stated. Decca Records was the owner of record and copyright of approximately 218,385 shares of Universal common, constituting approximately 6.1 per cent of the voting securities of the company. The hands of the public on that date.

To Film Goya Story

Titianus Films has secured special permission from the government of Spain for the filming of its production based on the life of Goya and will begin actual filming in that country in June or July of this year. It is announced from Rome by Goffredo Lombardo, president of the company. Permission has also been given to use the original Goya paintings in the production.

"Specialists in Motion Picture Sound"

9356 SANTA MONICA BLVD., BEVERLY HILLS, CALIF.

ALTEC LANSING

"Stereophonic Sound by ALTEC LANSING"

161 BISCH VIEUX, SAVOY, I. Y.
Red China Seeking To Stimulate Its Picture Industry

By A. C. PINDER

TOKYO, Jan. 22 (by air mail).—Plans to stimulate production and exhibition activities in Red China are being formulated, according to reports reaching here. It was said that Red China's film industry leaders were "somewhat displeased" because a picture from a capitalist country, "The Big Thief," outwitted all home product at the box office.

Cinema attendance in Red China in 1954 was reported as being $21,000,000 worth, an increase of several per cent over that of 1953, according to Wang Lan-ji, director of the Cinema Bureau of the Ministry of Communication. Feature films were produced in China during the year, along with 15 educational films, 47 documentaries and four cartoons. Chinese films were exported to 60 countries, while 40 features and 25 educational pictures were imported, principally from Russia.

New Theatres Planned

Plans call for increasing the number of pictures, so that an additional number of theatres are planned for construction.

During this year, 800 film teams will travel to remote areas to give shows. The Red Chinese government also has announced that construction of a "big modern film laboratory" has started in Peiping.

AA Claims Star Power As 25th Year Launched

HOLLYWOOD, Jan. 27.—Declaring Allied Artists is entering its Silver Anniversary year with the greatest lineup of "top calibre star, producer and director talent in its history," executive producer Walter Mirisch enumerated the following players in recently completed and contemplated films:

Jose Ferrer, Gary Cooper, Joel McCrea, Erol Flynn, Fred MacMurray, David Niven, Yvonne De Carlo, Barry Fitzgerald, Debra Paget, Raymond Massey, Mark Stevens, Diana Lynn, Cornel Wilde, John Derek, Sterling Hayden, Joan Bennett and Richard Conte.


Mirisch also mentioned AA's joining AMPAS in 1954 as signalling, technically, the company's already demonstrated status as a major studio.

Mrs. Eisenhower to Head 'Gray Line' Premiere

Mrs. Dwight Eisenhower will be honorary chairman of the committee arranging the world premiere showing of Columbia's "The Long Gray Line," at RKO Keith's Theatre, Washington, on Feb. 9.

Wives of officers of the Technical Services of the Army are sponsoring the affair, which will take on the air of a Hollywood-style premiere, with high officers, dignitaries, members of Congress, and representatives of society and the military in the nation's capital attending, Columbia announced.

Mrs. Charles E. Wilson is general chairman of the invitational benefit showing, proceeds from which will go to the Soldiers', Sailors', Marines and Airmen's Club of Washington, Mrs. Robert T. Stevens, Mrs. Matthew B. Ridgeway, and Mrs. Paul F. Yount are vice-chairmen, serving with Mrs. Wilson.

Japan Active in 1954

In 'Scope Equipment

TOKIO, Jan. 22 (by air mail).—Japan last year produced $21,000,000 worth of special equipment for CinemaScope, it was announced here by William W. Sullivan, manager for 20th Century-Fox, on the occasion of CinemaScope's first anniversary in Japan.

Sullivan said he expected that by the end of 1955, this production figure would be doubled. Some Japanese manufacturers already have exported this type of equipment, although most of it is earmarked for local use. The equipment produced consists of anamorphic lenses, wide screens, projectors and four-track high fidelity magnetic stereophonic sound.

Texas Drive-in Assn.

To Convene March 9-11

With Metro Workshop

DALLAS, Jan. 27.—The Texas Drive-In Theatre Owners Association will hold a three-day convention at the Hotel Adolphus here on March 9-11, it was announced by Jack Farr, president. The convention will be held in conjunction with M-G-M's "Ticket-Selling Workshop."

Tim Ferguson, A. Reynolds and Charles Weisenberg have been appointed to head committees which will handle planning and arrangements for the event.

At a meeting of the association's board, Ed Green proposed an organization which would screen pictures for its members. He stated that if only 80 per cent of the members cooperated, the venture would be a success.

Mrs. Eisenhower to Head 'Gray Line' Premiere

Burton Bonoff to Erect 2,000-Seat Theatre in R.I.

HARTFORD, Jan. 27.—Burton Bonoff of the Court Sq. Theatre, Springfield, Mass., has filed plans for erection of a 2,000-seat tent theatre on about seven acres of land on Route 2 at Warwick, R. L.

Bonoff would stage a 10-week season of popular musical comedies and operettas on the Rhode Island site. The Court Sq., it was learned yesterday, no longer will exist after the lease expires Apr. 1. The owners of the building in which the theatre is located said it will have to make room for other types of business owing to lack of good attendance.

Disney Foreign Heads in London for Conferences

LONDON, Jan. 27.—Ned Clarke, Walt Disney's foreign sales executive, has arrived here for discussions with Cyril Edgar and Cyril James concerning the new set-up of the recently established Disney distribution organisation.

In the next few weeks Clarke will also have extensive conferences with European exhibitors regarding Disney's forthcoming releases. He hopes to attend the Dublin premiere of "The Living Desert" in early February.
Smouldering!

THE RACERS

IS A LOVE STORY
AS SMOULDERING AS
THE BURNING END
OF A CIGARETTE!

from 20th Century-Fox in
CINEMASCOPE

starring
KIRK
BELLA
GILBERT

DOUGLAS · DARVI · ROLAND

also starring
CESAR ROMERO
LEE J. COBB
KATY JURADO

with
Charles Goldner
George Dolenz
Produced by
JULIAN BLAUSTEIN
Directed by
HENRY HATHAWAY
Screen Play by
CHARLES KAUFMAN
COLOR BY
De LUXE

"Why do you need a woman when death is your mistress every afternoon!"

"It's a pleasure to do business with 20th!"
COMPO Survey
Reports Better Press Relations With Industry
Mandel Says Missionary Work Now Is Paying Off

The motion picture industry's press relations have shown marked improvement in the last year, it was revealed yesterday by Harry Mandel of RKO Theatres, chairman of the Council of Motion Picture Organizers, at a press relations committee, in releasing results of a nation-wide press survey conducted by COMPO regional press relations groups.
A tabulation of press relations reports covering 102 cities and towns showed that the attitude of the nation's newspaper editors toward the industry is generally sympathetic, Mandel said.
"The intensive missionary work done by COMPO regional press groups during the successful tax campaign," Mandel asserted, "made many newspaper editors realize that there (Continued on page 5)

Wm. Goldman Leases Erlanger in Phila.
William Goldman, Philadelphia circuit operator, and Lawrence Shubert, Lawrence, head of a chain of Shubert theatres under the direction of J. J. Shubert, announced the completion of negotiations for a long term lease on the Erlanger Theatre, Philadelphia.
This house was the focal point of the anti-trust proceedings by Goldman against the major film companies and Warner Brothers Theatres.
The theatre has been spasmodically presenting legitimate shows over the past several years and under the (Continued on page 4)

N. Y. Film Producers Talk New Sag Pact
John Wheeler, attorney for the Film Producers Association of New York, will leave here today for Los Angeles to open negotiations with the Screen Actors Guild for a new contract concerning the production and use of filmed TV commercials.
The current contract, signed some two years ago, expired on March 1. It was in the current pact that the principle of "repayment for re-use" was introduced, and, as one of its (Continued on page 4)

To Honor Paramount Feb. 10
"Fame" Achievement Award To Freeman for 'V'Vision

From THE DAILY Bureau

HOLLYWOOD, Jan. 30.—Paramount Pictures Corp., in the person of Y. Frank Freeman, vice-president in charge of studio, has been selected by the editors of FAME magazine to be the recipient of the 1955 FAME Achievement Award, in recognition of the development of VistaVision, Martin Quigley will present the Award to Freeman at a luncheon to be held in the Paramount Studio Commissary on Feb. 10.
Members of the Hollywood press corps, studio officials, leadership which made possible this enrichment of the potentialities of the screen.
The 1955 FAME Achievement Award is the second to be made; the annual recognition having been inaugurated only last year, Spresis P. Shubert, 20th Century-Fox president, was the recipient of the 1954 Award for the development and introduction of CinemaScope; "and for the widening of mankind's horizons of knowledge, inspiration and entertainment realized by this new technique.
With Paramount's first release in (Continued on page 4)

Publish New Edition Of Production Code
A new edition of the industry's Production Code, just published, is being distributed by the Motion Picture Association of America to trade, public information sources, schools and libraries.
Gordon White, Eastern representative of the Production Code Administration, said the new edition replaces one that had been exhausted and incorporate new amendments adopted by the MPAA board last September and in 1952, neither of which were embodied in the older edition.

20th Sets 17 Through Sept.
In line with its goal of 24 Cinema-Scope productions for release this year, 20th Century-Fox has announced an eight-month, program of 17 Cinema-Scope productions covering the period of February through September. The entire line-up will be in color.
An average of two Cinema-Scope pictures will be released each month during the eight-month span, designed to be pre-sold by promotional campaigns employing all media of contact with the public, the company said.
Cinema-Scope productions featured in the release roster are: "The Racers," "White Feather," both in February; "Untamed," in (Continued on page 4)

Cite $30,000,000 'Carry' for RKO
The estimated $30,000,000 capital-loss-carry-forward figure for RKO Pictures was repeated in the year-end financial statement of the company, released at the weekend.
The statement, signed by president James R. Grainger, said that the company had been advised that, under the new Federal tax code, its substantial capital tax loss presently continues to be a capital-loss-carry-forward available under appropriate circumstances as a set-off against capital gains, if (Continued on page 4)

Uruguay Festival Ends Officially Today
PUNTA DEL ESTE, Uruguay, Jan. 30.—Final showing of the 80 full length and short films from the U.S., Britain, France, Germany, Mexico, Italy, Sweden, Spain, the Argentine and Brazil, competing for prizes in Uruguay's giant Film Festival here were run off over the weekend. The Festival's winners—films, players and (Continued on page 4)

Survey Reveals Good Off-Hour Year Predicted in Theatre TV
Color Does Not Loom As A Possibility in 1955
By MURRAY HOROWITZ
The programming accent in the theatre TV field for 1955 appears to be in the off-hour commercial area, according to a MOTION PICTURE DAILY survey of theatre TV interests.
Programming possibilities also look for top-notch outdoor boxing matches, the opera and perhaps the televising of a legitimate Broadway stage show.
Interviewed in the survey were Nathan Halpern, president of Theatrical Broadcasters; William Rosenblum, vice-president of Box Office Television, and representatives of television-equipped circuits.
Present in the background of many of those interviewed, especially exhibitors, were the possibilities of color theatre television, now being pioneered by 20th Century-Fox, Radio (Continued on page 5)

NARTB Denies It's Anti-Toll TV
WASHINGTON, Jan. 30. The National Association of Radio and Television Broadcasters has officially denied Zenith Radio's charges that an NARTB statement to the Federal Communications Commission amounted to opposition to subscription television.
NARTB president Harold Fellows early this month urged the FCC not to approve Zenith's request for immediate authorization of subscription television without a hearing, declar (Continued on page 4)

Toll TV Committee And Counsel Confere
Additional moves in the joint exhibitor committee-opera-tion television program were discussed when attorney Marcus Cohn of the Washington law firm of Cohn & Marks conferred here at the weekend with top committee members.
The exhibitor committee opposing Toll TV had retained Cohn & Marks as counsel in filing an opposition brief to the Zenith Radio Corp. petition now pending before the Federal (Continued on page 4)
ROBERT M. WEITMAN, vice-
president of American Broadcast-
ing-Paramount Theatres, has arrived in
Las Vegas from Hollywood.

JACQUES GAUTHER, Enterprise
Generale Cinematographique, Paris,
is now in New York from France, and
will leave here this week for Holly-
wood.

LEE KATZ, executive of Allied
Artists in Great Britain, has returned
to London from New York via B.O.A.C.
Monarch.

Mike Simons, M.G.M's customer
relations director, has returned to
New York from Jackson, Miss., and
Memphis.

George Cukor, director, arrived in
New York from the Coast on Friday,
and left here shortly thereafter for
Pakistan.

Joe Friedman, head Warner
Brothers home office exploitation
department, will leave here today for
Buffalo.

Kenneth Hyman, vice-president of
Associated Artists Productions, has
left New York for Hollywood.

Irving Shipman, the Allied Artists
exploitation department, is in
Washington from New York.

G. Ralph Branton, Allied Artists
vice-president, will return to the Coast
today from New York.

ANGA MAGNAN will arrive here
from Hollywood tomorrow.

Martin Quigley Is
En Route to Coast

Martin Quigley has left New York
for Hollywood by train. He is due to
arrive on the Coast Wednesday and
will remain in Hollywood for a visit of
several weeks.

Einfield Returning

Following a series of studio con-
fers which at plans for the in-
ternational promotion of forthcoming
20th Century-Fox CinemaScope
attractors were set, vice-president
Charles Einfield will return to New
York today from Hollywood. In
meetings with production head Darryl
F. Zanuck and studio publicity chief
Harry Brand, long-range plans were
developed for five CinemaScope
features. One standard portion was
scheduled for release between February
and April.

Roxy Dividend

HOLLYWOOD, Jan. 30—Roxy
Theatre, Inc., declared a quarterly cash
dividend of 37 1/2 cents on outstanding
preferred stock, payable April 1, to
stockholders of record on March
1. It is the third dividend paid by
Roxy affiliates to holders of stock in
Republic Pictures Corp.

Arthur Lubin Says
Low U.K. Production Costs
Enticing U.S. Film Makers

By LESTER DINOFF

Despite the difficulties encountered
in making pictures in Britain, the
English government’s 50% tax on
production costs and the utilization of
frozen funds, are enticing more and more U.S. producers
to make pictures there, according to
director Arthur Lubin, who recently
got the “Rebound” for Columbia
Pictures release.

Lubin, a contract Universal-Inter-
national director, who also directed “Story
Casts” films, reported here at the weekend
that with all the advantages of
English production, film producers
in Hollywood and Europe could be
attracted if those in the United
States would lower the percentage
which tend to stretch out the job
as long as possible, and take morning
and afternoon breaks.

The English workers are very slow-
moving and like to take their time,
Lubin said. In Hollywood, it takes only
day to get Technicolor ruses, but in England, it takes
three days, the veteran director asserted.
Lubin recently finished “Rebound”
for producer Mike Frankovich who is
making four films for Columbia. Under
this package, Lubin said he will
direct “The Ghost of Drury Lane,”
which will be followed by “Weighs
Anchor” for Universal. The other
two Columbia releases by Frankovich
are “Fugitives,” which is being
shot here and currently in distribution, and “Maria
Dor,” the director said.

Sees Profit for ‘Rebound’

The director reported that “Re-
bound” will profit a good profit in
England to the producer, in addition to the
Eady Fund benefits, of about $600,000.
This film, which stars Jean Simmons and Stewart Granger, will be
domestically released in July, he said.

Memphis Censors Ban ‘Bamboo’

MEMPHIS, Jan. 30—Memphis’
Board of Censors has banned “Bam-
boo Prison,” a Columbia Picture.
Lloyd T. Bainford, 68-year-old board
chairman, announced the decision.
He said he did not vote. He said the
three women members of the board,
Mrs. B. F. Edwards, Mrs. St. Elmo
Lewis, Sr., and Mrs. Ed Gray had
voted to ban the picture.

“We found it inimical to public
welfare,” Mrs. Edwards said. “That
is a provision of the censor law. It
is a picture about an American who was
caught by the Chinese Reds in the
war. We seemed to be procur-
ing undercover for us, for awhile, but
he was a progressive,” she continued.

At the end, the star, Robert Francis, denounced
the United States. They tried to win him
back by a shortwave broadcast from
his homelands, but he refused.

It was most unpatriotic. He said he didn’t
believe in democracy. I do not think
there is a good picture for our
young people to see.”

Wm. Balaban Heads
ABC Closed Circuit

The American Broadcasting Co., an
affiliate of American Broadcasting-
Paramount Theatres, which has been
active in pioneering closed circuit
theatre television, has announced the
formation of a closed circuit program
department to be headed by William
Balaban, assistant program manager
for WABC-TV in New York.

The move to establish a further
extension of ABC services was
being set up the closed circuit
program department was announced
here at the weekend by John H. Mit-
tchell, vice-president of the ABC-TV
network.

Republic Dividend

A dividend of 25 cents per share
on its preferred stock, payable April
1, to stockholders of record on March
1, was declared by the directors of Republic Pictures Corp.

News Roundup

Favor Seattle Sales Tax

A proposed one per cent sales tax in
Seattle has the approval of local exhibitors. They say the low sales
would get rid of the business and
occupational tax and the city amuse-
ment tax which has kept, an impos-
table to collect than they are worth.

Norway Complain

Reports from Oslo claim that the exhibitors association there is protest-
ing against the same American
pictures. The showmen say that
the distributors are asking terms that are
five per cent higher than the base
agreement between the Norwegian
industry and the MPAA.

Charter to N.O. Tent

A dinner dance at the Jung Hotel
on Feb. 6 to benefit Orleans’ Va-
riety Club Tent No. 45. The presenta-
tion of its charter will be the major
event which is expected to draw ap-
plications from Louisiana, Missis-
issippi, Alabama and Florida.

Among the guests will be Gov.
Robert Keenom and Mayor “Chap”
Morrison. International officers also
are expected to attend.

Back Garage Bill

A bill to provide Boston with an
underground parking area has the
backing of Hub exhibitors. Downtown
theatre managers consider the com-
pletion of the $15,000,000 project
will be a definite business booster.

Famous Lab to Go

The Oyster Bay, L. I., indoor ten-
s courier where Cinerama was de-
cided to be de-
ferred to its original
purposes by the new owner, William Woodward.

Reed, Canham Again
On USIA Committee

WASHINGTON, Jan. 30—Pres-
ident Eisenhower has nominated Philip
Reed, chairman of General Electric
Co., and Erwin Canham, editor of the
“Christian Science Monitor,” for addi-
tional three-year terms as members of
the advisory commission in the gov-
ernment’s overseas information
program. Both have been members since
the advisory group was set up some
years ago.

Nebraska Pioneer Dies

CRETE, Neb., Jan. 30—A. James
Burrell, 79, theatre owner here since
1920, died suddenly on Friday. He is
survived by his widow, two sons and
a daughter.
ARE YOU TELLING YOUR AUDIENCE?

If you’re not... you’re overlooking the opportunity to exploit a great advertising medium... your screen! It’s the one medium that captures 100% audience attention.

Your patrons are ready for your pitch... so tell ’em and sell ’em! Yes, sell all your shows, all your special events, services and promotions from your screen—with trailers!
Review

"Monte Carlo Rivers to Cross"

(M.G.M.)(Cinemascope)

Despite the perilous frontier period of this Cinemascope production, M-G-M has concentrated on comedy and it is a good job all around.

The romance of a backwoods girl and a trapper is all the more amusing because of the period depicted and it's aided considerably by the fine performances of the two leads. Caine and Parkinson are any model married couple.

Robert Taylor is the unwilling object of her affections and he, too, reveals a nice sense of comedy as a tough and rough frontiersman trapped by the wiles of women. Practically the entire story centers around this bawdy romance and one feels as if it were going to turn into a musical slice of Americanism such as M-G-M did with "Seven Brides for Seven Brothers." But with or without music, it's still fine fun.

All Miss Parker's attempts to land Taylor prove unfruitful until she fumbles him into a shotgun wedding. He leaves, she follows, they squabble. When he encounters another rugged individualist, such as he, who has turned farmer and homesteader with much success, he realizes the love affair is not one-sided.

The climax, which ordinarily would be played for thrills, finds the young couple trapped in a cave by a group of Indians. How they outwit the savages provides an amusing, if slightly wacky, conclusion to an enjoyable, off-beat western.

"Many Rivers to Cross" has the kind of homespun humor and drama that will appeal more to the small town than to the metropolis. But the good cast and color, fine Cinemascope photography, certain favorable word-of-mouth and smart execution can make this a winner at almost any box-office. It's bound to please practically all audiences.

The film, which slowly, soon enough, director Rowland keeps things moving at a rapid clip right through to the funny finale. Best in support of the stars is Victor McLaglen as Miss Parker's father, who has not four but five daughters to assist him in his daughter's quest. Two of the brothers are played by a couple of M-G-M's new hopefuls, Russ Tamblyn and Jeff Richards.

The picture was produced by Jack Cummings and written by Harry Brown, directed by Sidney Franklin. It has conveniently lowered the restriction on Argentinians crossing the River Plate, Jan. 14, the day the Festival in Punta del Este opened.

Many U.S. Stars Attend

Among well known international stars attending the Festival were Italy's Silvana Pampanini; the U.S.'s Greer Garson, Montgomery Clift, John Lund, Dorothy McGuire, Wayne Morris, Pat O'Brien, Walter Pidgeon, Elaine Stewart; the Argentine's Luis Sandrini and Tilda Thanner; Spain's Mairo Cabre; Mexico's Rosita Quintana; France's Jean Claude Pascal and Carlotta Could; Richard Attenborough, Sheila Sims and Kathryn Ryan.

NARTB (Continued from page 1)

ning that the public should have a chance to see all an important issue. President Gerald McDonald then charged that Fellows' statement lined the NARTB up with those seeking to eliminate TV and that Fellows had acted without the authorization of the NARTB board.

Chair R. McCollough, chairman of the NARTB's television board, in a letter to Fellows said that these charges were not true. Declaring that the entire board was approving his letter, McCollough said that it has always been his policy to "encourage appropriate regulatory procedures" by the FCC on all broadcasting activities that public interest, and that Fellows' earlier stand had been "entirely consistent with this long-established policy.

Nebr. Tax Bill Advances

Lincoln, Nebr., Jan. 30.—The Nebraska legislature has advanced by a voice vote the bill to increase from five to 10 per cent the state tax which is levied on boxing and wrestling matches.

Cite $30,000,000

(Continued from page 1)

any, that might be realized by the company in the future. The capital is at least 26 for each of upon preliminary study, may be as much as $30,000,000," it added.

The financial statement, dated Dec. 31, 1954, and the letter by Grainger gave no indication of any change in the status of the company, with Howard Hughes owning the principal number of shares. The company, since its letter of Dec. 30, has said that it had reviewed its offer to purchase outstanding stock at $6 per share, an offer which the general stockholders on Dec. 31 of last year.

The company's assets were put at $17,835,567, $17,199,558 of which was invested in the credit interest receivable. The report, covering a nine-month period, stated that of the $23,840,478 received from Howard Hughes for the sale of KRO Radio Pictures, $5,717,952 was utilized in redeeming 92,952 shares of that stock. At the present report, continued, the holdings of the company consist of the equivalent of cash, equal to at least $5 for each of the 2,500,000 shares now outstanding.

Toll TV Committee (Continued from page 1)

Communications Commission for immediate permission to go ahead in the subcarrier television presentation with Phonovision.

The film opposition group had also retained a shorter period, a public relations consultant, Harold Wolff Associates, to begin an information program "to combat the propaganda issued during the past few years by the protagonists of subscription television."

Cine (Continued from page 1)


Regents Back Flick On Birth Scene

Albany, Jan. 30.—"Mom and Dad" cannot be licensed in New York State by the New York State Board of Regents unanimously ruled Friday.

Ephraim, London, attorney for the appellant, had announced he would appeal to the courts if the Regents failed to reverse the finding of Dr. Howard M. Fish, acting head of the Motion Picture Division, State Education Dept. Fish had ordered to issue a stay pending the appeal should be and was eliminated. The distributor appellant refused.

from the house of town of Glasgow. Most likely nominee now to the office is B. T. Davis of Birmingham, a former president of the Association.
Reports Better Press Relations

(Continued from page 1)

Monday, January 31, 1955

MOTION PICTURE DAILY

People

Eric Johnston, president of the Massachusetts Mutual Life Insurance Co. of Springfield, Mass., has been elected a director of the Massachusetts Mutual Life Insurance Co. of Springfield, Mass.

Stephen Strassberg, formerly with Loew's, Republic and Eagle Lion, has been placed in charge of publicity for ABC's Associated Productions, particularly WABC and WABC-TV.

Harriet Feinberg, formerly with ABC Film Service, heads the ABC advertising and promotion for the two stations.

Page Woodside is the new assistant cashier at Republic's San Francisco exchange.

Luther J. Grimes has been appointed manager for the Strand Theatres Royal in Blackear, Ga.

Howard Spiess, with a history of 26 years with the Philadelphia Courier, joined Associated Press as business editor of the Associated Press for the Middle Atlantic States. He has been assigned to the Philadelphia bureau.

Arthur M. Loew, president of Loew's International, has made a donation of $300,000 to defray part of the cost of a new student residence hall being constructed on the campus of New York University.

To Cite Marine Hero At 'Battle' Opening

BALTIMORE, Jan. 30.—A highlight of the premiere of Warner Brothers' marine drama, "Battle Cry," which will be held here Tuesday at the Stanley Theatre, will be the official designation of Donald Heilman, ex-Marine, as "Hero of Baltimore," for his heroic efforts in saving a drowning last month a seven-year-old boy in the waters of Gwynn's Falls, Baltimore. The ceremony will be a feature of an elaborate premiere celebration, with stars of the CinemaScope feature "Flying Yankee" from Hollywood to make personal appearances at the showing.

Leon Ursi, author and tour guide for the Warner Brothers "Battle Cry," a new movie being released with much fanfare in the Baltimore area, has broken the cream in a new direction of publicity for his book "Hollywood's Untold Story." He has been working with The Associated Press in publicity for the film. He has been working with The Associated Press in publicity for the film.

Elroy Hirsch in Buffalo

Elroy "Crazeglegs" Hirsch, football star turned film actor, is in Buffalo today to start a 14-city tour in conjunction with Warner Brothers' "Underwater," in which he is starred. The tour is currently playing at Victoria Theatre here.

Smith to Build N. J. 2,000-Car Drive-In

BOSTON, Jan. 30.—Smith Management Co. has purchased a tract of land in Medford, Mass., to build a 2,000-car drive-in to be ready for a spring opening. William Riesman, president of the company, said that it will be the biggest of its kind in the state. Smith, he said, has been looking for a site to build the drive-in for several years. He hopes to have the property cleared and ready for construction in June.

EFGF Registers

Resident Certificate

ALBANY, Jan. 30.—Exhibitors Film Financial Group, Inc., organized to develop and underwrite a new insurance program for exhibitors, has registered a certificate designating its New York State office to be in charge of the office. The certificate states that the business the group proposes to do in this state is to provide "funds, liabilities, and other material and services to the extent that it shall be beneficial to the extent of reproduction of pictures for exhibition." The certificate is signed by Samuel Pinskas, president of the company, and is held by the state Board of Trade in the office of the state registrar.

"Underwater" Actor Here

Richard Egan, co-star of Howard Hughes' "Underwater," will return to New York today from Indianapolis, where he makes his final stop of a five-day tour of six cities for press interviews and television and radio appearances. He is in town to promote the KRO production. Egan also appeared in "Battle Cry," "Flying Yankee," Philadelphia, Boston and Cincinnati.

Theatre TV

(Continued from page 1)

Reports Better Press Relations

By John Egan

Cable news service

In an industry that has been a factor in the growth of television, the industry's relations with newspapers and other media are of the utmost importance to the success of motion picture theaters. The COMPO ads in Editor & Publisher have supplemented the work of the exhibitors in the area, and the excitement caused by technological improvements and a succession of features has made television even more an integral part of the exhibition business.

The industry, as Halpern asserted, is not as positive as it might be in its relations with the press. The industry needs the help of the press in promoting its products, and the press needs the help of the industry to give its coverage of events and activities. The industry should be more positive in its relations with newspapers.

The "which-came-first" of the chicken-and-egg unanswered riddle was cited by Halpern, who pointed out that the industry should be more positive in its relations with newspapers.

More Bouts Planned

TNT, which has staged 12 championship fights, plans more this year, Halpern said. As of today, there are no significant matches on the schedule, but the newspaper and other media are needed to promote the fights.

110 Mobile Units

It was interesting to note that between them, TNT and BOT claimed to own 110 mobile units, which is almost the number of television installations in the country.

Both Halpern and Rosenkranz, however, said that they planned to use mobile units as well as theaters, indicating that factors such as price, time and location are weighed in the decision.

The broadening use of closed-circuit television was cited by many in the industry who pointed out that the new medium has drastically affected the industry.

Another factor, according to some exhibitor spokesmen, was that television had altered the industry's methods of operation. The decision to promote a movie, for example, is based on the film's potential to attract television viewers.

The industry, as Halpern asserted, is not as positive as it might be in its relations with the press. The industry needs the help of the press in promoting its products, and the press needs the help of the industry to give its coverage of events and activities. The industry should be more positive in its relations with newspapers.
FACT #7

ALEXANDER THE GREAT

Cinemascope • Color by Technicolor
Starring Richard Burton • Fredric March
Claire Bloom • Danielle Darrieux
Written, Produced and Directed by Robert Rossen

FACT #8

SUMMERTIME

(Based on the Broadway hit, “The Time of the Cuckoo”)
Color by Technicolor
Starring Katharine Hepburn • Rossano Brazzi
Produced by Ilya Lopert • Directed by David Lean • A Lopert Films Presentation

FACT #9

THE NIGHT OF THE HUNTER

Starring Robert Mitchum • Shelley Winters • Lillian Gish
Based on the best-seller by Davis Grubb
Produced by Paul Gregory
Directed by Charles Laughton
**SMPTE Plans**

**To Build Pool Of Technicians For Industry**

*Frayne Tells Program With Educational Bodies*

By MURRAY HOREWITZ

Plans to foster an educational program designed to build a reservoir of technical talent for the motion picture and television industries were disclosed yesterday by John G. Frayne, president of the Society of Motion Picture and Television Engineers.

Frayne's exposition of the society's educational plans came in his second, interview with the trade press since his ascendency to the SMPTE presidency on Jan. 1. (Continued on page 5)

**Minn. Projectionists Pact Talks Collapse**

*Special to The DAILY*

MINNEAPOLIS, Jan. 31 - Contract negotiations between Minneapolis independent theatre owners and representatives of projectionists' local 219, IATSE, have collapsed in an argument over an additional 15 minutes of booth preparation time. The session, held in the of Ted Mann at the World Theatre, ended abruptly when Mann challenged the assertion of George Klundt of the projectionists' committee that the operators have never received an additional 15 minutes for CinemaScope preparation time. In the argument which ensued, Mann ordered a halt in the proceedings and the union representatives left. No date has been set for a resumption of negotiations.

Although the RKO and Mako circuits have reached an agreement with the union providing for a year of (Continued on page 6)

**Meet Studies Use of Video**

Common acknowledgment that television can be utilized effectively to promote and publicize motion pictures was reached here yesterday at a meeting of advertising and publicity film company executives and officials of American Broadcasting - Paramount Theatres.

Representing AB-PT affiliate circuits at the meeting, held at the offices of the Motion Picture Association of America, were David Wallerstein, vice-president of Balaban and Katz; Harold Brown, president of United Theatres; William W. H. Moore, president of Paramount Gulf Theatres; and Emil Berinstecker of Wilby-Kinney Theatres.

The exchange of views regarding the utilization of TV was an outcome of a November AB-PT report urging more effective exploitation of the medium, it was stated. An MPAA spokesman, outlining what had occurred (Continued on page 5)

**Johnson, Krasna to Produce for UA**

Actor Van Johnson and producer-writer Norman Krasna have formed an independent film company to produce a minimum of four pictures for United Artists release, it was learned here yesterday.

The studio is also negotiating with Cornel Wilde, Richard Widmark, Van Heflin and Frank Sinatra to enter into production deals whereby the stars will become financial participants in addition to guaranteeing the actors (Continued on page 6)

**Supreme Court Rules**

**TRUST LAWS COVER ‘LEGITIMATE’ FIELD**

Professional Boxing Included; Basis Is Similarity to Film Industry, Court Says

By J. A. OTTEN

WASHINGTON, Jan. 31.—The Supreme Court held today that the legitimate theatre business and professional boxing were both subject to the Federal anti-trust laws. The decision on the legitimate theatre case rested largely on the court's ruling that this industry was for legal purposes very similar to the motion picture industry, especially motion picture exhibition, and that the motion picture industry was clearly subject to the anti-trust laws. The boxing decision was based largely on the fact that promoters of boxing contests derived a major share of their revenue from the sale of motion pictures, radio and television rights, all on an interstate basis.

In both cases, the high court reversed lower court decisions exempting the two industries. The New York District Court had ruled the baseball exempt on the basis of the Supreme Court's decision in the baseball case, and the Justice Department, which had brought the suits originally, appealed both lower court decisions to the Supreme Court.

In the theatre case, the government (Continued on page 4)

**D of J Agrees On Final NT Divestitures**

From THE DAILY Bureau

WASHINGTON, Jan. 31.—The Justice Department has agreed to a final wind-up order for the National Theatres divestiture program.

The order concerns eight theatres which National still has, out of the 110 theatres it was supposed to dispose of under the original 20th Century-Fox consent decree. The original divestiture deadline was June 7, 1953, and various extensions brought the deadline down to today. Today's wind-up order is the last expected under the original decree.

Under the order, four theatres owned by National and originally required to be sold for use as theatres can now be sold for use for any purpose (Continued on page 4)

**20th Asks Lardner Verdict to Stand**

From THE DAILY Bureau

WASHINGTON, Jan. 31.—Twentieth Century-Fox today urged the Supreme Court not to interfere with a Circuit Court decision uphelding its right to fire writer Ring Lardner, Jr.

Lardner was fired under the so-called "morals clause" after he refused to answer House Un-American Activities Committee questions as to whether he had ever been a Communist. He brought suit for damages, the Circuit Court found him for, but the Circuit Court of Appeals reversed that decision. Lardner then appealed to the Supreme Court.

In a brief filed today opposing review of the case, Fox said that the result of the stand taken by Lardner and other unfriendly witnesses had been to create a strong public feeling of disapproval and resentment toward the motion picture industry generally, and that its action was, therefore, justifiable.
Due to Construction
More Amusement Dollars Seen for Pacific Northwest

PORTLAND, Ore., Jan. 31.—The projects in the Pacific Northwest will in 1955 be regarded by amusement people as having a very good sign. They will still mean more workers and more amusement dollars. The construction is slated for Oregon, Washington, Idaho, Montana, Utah, Wyoming and Alaska.

Individual projects will be smaller than those hereinbefore reported, but new work and a huge backlog will catapult builders to a new record, it is estimated.

Oregon will enjoy $725,816,000 of the construction pie. Washington's share will be $980,739,000, indicating an improvement in Oregon's relative position. Outlays in Oregon are expected to include: Industrial, $80,000,000; state highways, $35,000,000; private power, $29,000,000; corps of engineers, $68,000,000.

Highway construction in the region will be up another $15 million, with a number of major federal dams being completed. Brightest hopes are held for long-range plans for industrial expansion, refineries, chemical plants, light metal plants and small manufacturers.

Brotherhood Week
Plans-Confab Today

Plans for the campaign to be undertaken by local showmen in support of Brotherhood Week, Feb. 20-27, will be made today at a meeting of leading theatre owners, with Spikes S. Skouras, New York area exhibitor chairman; William J. Heineman, national distributor chairman; and Francis M. Willmore, national director of advertising and publicity for the drive.

Among those who will attend the luncheon, conferees with S. Stanley Warner Hotel include Russell V. Downing, Radio City Music Hall; Ed Fabian, Fabian Theatres; S. Fabian, World Theatres; Emanuel Randfeld, Randfeld Circuit; Murray Lenoff, Loew's; William Moschiri, Roxie; Leslie W. Winans, National director of advertising for Loew's; Sol Schwartz, RKO Theatres; Morris Seiler, Associated Prudential Theatres; Charles Warner, Warner Bros.; Sol Strausberg, Interboro Circuit, and Joseph R. Vogel, Loew's.

Brotherhood Week, which is sponsored by the National Conference of Christians and Jews, will be observed this year under the slogan of "One nation under God."

Columbia Releasing Three in February

Columbia will release three films in February, headed by the Randolph Scott western, "The Long Trail." The other two are "Tarzan's Hair Mary" and "The Prodigal."

Rackmil Returns

Milton R. Rackmil, president of Universal Pictures, has returned here from the Coast and studio conferences.

Name German
To Head N.Y. Variety Tent

William J. German, president of W. J. German, Inc., has been nominated for the post of chief Barker, New York Variety Club No. 1. If elected, he would succeed Edward L. Fabian, who has been nominated for first assistant chief Barker. German will currently be a candidate for the position.

The election will be held at Hotel Sherry on Feb. 15. The event will be the first of a series of luncheon meetings that has been planned for the season.

Other officers on the nominated slate are Larry Morris, second assistant chief Barker; Martin Levine, property master, and Jack Hofferberg, gong master.


W. C. Clark, Toronto Pioneer, Dies at 67

TORONTO, Jan. 31.—The death occurred here last week of Walter Clarence Clark, 67, a pioneer Toronto exhibitor who had gained fame through his electrical knowledge by constructing trick gadgets for the late W. C. Fields and Houdini, the magician.

Fields used the Clark “gimmicks” for his famous pool-playing act. Clark opened the Idle Hour Theatre on Queen Street East which was known as a “second neighborhood house in Toronto.”

New York Theatres

“Journey to the Center of the Earth” in color by Technicolor starring James Mason, Richard Carlson, Raymond Massey and Maria Ouspenskaya.

“1,000,000 BC” in Technicolor starring Victor Mature, Dorothy Malone, Peter Lawford, John Hoyt and Emory Parnell.

“Johnny Guitar” in Technicolor starring John Garfield, Charles Laughton, Robert Mitchum, Jane Greer, Garfield� March & Mickey ROONEY.

A Paramount Picture

and SPECTACULAR STATEMENT OF THE DAY.

NEW YORK THEATRES

“Radio City Music Hall”

Rockefeller Center

“The Bridges at Toko-Ri” in color by TELESCOPIC starring William Holden, Kim Hunter, Fredric March & Mickey ROONEY.

A Paramount Picture

and SPECTACULAR STATEMENT OF THE DAY.
Signs Zinnemann
And Sherwood for
‘War and Peace’

HOLLYWOOD, Jan. 31.—Signing of Fred Zinnemann to direct Michael Todd Co.’s “War and Peace” and Robert Sherwood to write the screenplay was announced here today by Joseph M. Schenck. Zinnemann recently completed “Oklostan!” in the Todd-AO process.

Script of the picture is expected to be completed in early June and exteriors should start shortly thereafter in Yugoslavia with the full cooperation of the government, Schenck said.

Meanwhile, two other producers have announced plans to produce “War and Peace,” announced by Samuel Selznick and Dino de Laurentiis, the latter for Paramount release.

In his introductory remarks to the press, Schenck, who emphasized the point that he is not financially interested in “War and Peace,” outlined the early Hollywood history which resulted in the setting up of a major-studio agreement under which any company registering a film anywhere in public domain is bound to relinquish that registry after one year unless “substantial preparation” has been undertaken.

Not Member of MPAA

Later in a press conference, during which Todd, Sherwood and Zinnemann spoke, in that order, Todd told reporters, in answer to questions concerning announcements by Selznick and De Laurentiis that he would produce “War and Peace,” that he (Todd) is not a member of the Motion Picture Association of America and is not bound thereby, because the major-studio agreement.

Todd, Sherwood and Zinnemann, in general comments, indicated their first talks on the subject took place last October.

Todd said the film will be made in Eastman Color, with American, and possibly some British, actors in the principal roles, and will run four hours or longer, with intermissions.

All production technicians will be American, Todd said, explaining that Yugoslavia, where filming is to take place, has no restrictions on the number of persons brought in by producers.

Rhoden Asks Aid of Studio Publicists

HOLLYWOOD, Jan. 31—National Theatre Owners Corp. C. Rhoden told major studio publicity department heads at a luncheon here that they should aid National Theatre managers frequently furnishing them duplicate copies of publicity material released to newspapers, pointing out that the managers frequently can localize such information profitably.

Rhoden also solicited the publicists’ support for his previously stated ideas favoring establishment of a motion picture exhibit in Hollywood, where visitors can commune with film progress, and also a travelling variation of the same.

‘Lenin’ to Open

Herman Axelbank’s “Tar to Lenin,” a documentary narrated by Max Eastman, one of the editors of “The Reiters Digest,” will open here today at the Fifth Avenue Playhouse.

London Variety to Be Host to Duke

From THE DAILY BURST

LONDON, Jan. 31.—It is announced that the Duke of Edinburgh will attend the Variety Club’s luncheon on Feb. 8 at the Savoy Hotel. It is assumed that H.R.H. will then express his appreciation of the considerable support the Club has afforded the National Playing Fields Association of which the Duke is president.

Colorado Exhibitor Scheduled to Speak At Va. ‘Workshop’

Robert Walker, owner and manager of the Urnham Theatre, Frantia, Colo., will be heard at M-G-M’s seventh Ticket Selling Workshop to be held Feb. 8 at the Jefferson Hotel, Richmond.

Walker will appear as small-town theatre panelist, according to Mike Simmons, M-G-M director of customer relations. Walker will also be with his wife, Milba.

Both are well known for their writing of clattery letters to newspaper editors. Between 250 and 300 exhibitors are expected to attend the M-G-M sessions in Richmond.

Shea Circuit Group to Attend M-G-M Columbus Workshop

COLUMBUS, Jan. 31.—A delegation of 10 representatives from the Jamestown Amusement Co. will attend the M-G-M’s Theatrical Workshop to be held here on March 1.

Gerald Shea, Jamestown president, will head the visiting group, which will also include Fred W. King, Bernie Hickey, Ray Smith, Darward Duty, Jack Baumbarg, Joseph Scantlan, Dale McCoy, Harold Snyder and William Gillam.

PAL Cites Starr for Fight on Delinquency

Martin Starr, Broadway and Hollywood commentator, has been presented with a citation by the Police Athletic League of New York City’s Police Department. Starr is public relations director for the newly organized League for Civic Action in New York.

As a result of a nationwide survey recently conducted by Starr with motion picture executives, he’s been prepared; first, to aid the exhibitor in his fight on juvenile delinquency, and second, to show how they can lead these youngsters “back to the movies.”

These comic books will be produced by Time-Life Illustrated Features, headed by Arthur Jeffrey, industry publicity and promotion man. T. I. F. is a subsidiary of Martin Goodman Publications.

People

Charles Einfeld, vice-president of 20th-Fox in charge of advertising, publicity and exploitation, has been delayed in his return from New York from the Coast. He is now due here tomorrow.

Charles Feldman, Universal vice-president in charge of distribution, is due here from the Coast on Thursday.

Maria Van Slyke, director of national magazine publicity for Paramount here for the last five-and-a-half years, will join Rogers & Cowan on Feb. 14 as head of the public relations firm’s motion picture division. Before joining Paramount, she was film critic for the N. Y. “Journal American” and King Features.

Albert Couey, assistant manager of Loew’s Poli in Springfield, Mass., has been transferred to a similar post at Loew’s Poli in Hartford.

Henry Groza has been elected president of the Milwaukee Motion Picture Commission. He succeeds Robert Todd, who has resigned to become a director of the new studio in the Northland.

Mrs. Howard Young, motion picture reviewer and editor of “The Observer,” N. Y. Junior League “Public Week,” is heading up the arrangements for the Mardi Gras Ball to be held at the Hotel Astor here this month.

David Hanna has been sent by Rogers & Cowan to do special publicity for DCA’s “Long John Silver.” Hanna recently returned from a globe-circling exploitation trip with Ada Gardner on ‘The Barefoot Contessa.”

Wade H. Nichols, Jr., editor and associate publisher of “Redbook” and “Bluebook” magazines, has been elected a vice-president of McCall Corp.

Ernest Sands, new Warner Branch manager in New York, checked in from Cleveland over the weekend, and Bill Twig, his successor, moved in this week from Cleveland branch from Pittsburgh.

Launch Hospital Disaster

TORONTO, Jan. 31.—The starting gun for the $3,105,000 fund drive of St. Michael’s Hospital, which J. H. Fitzgibbons is chairman of the board of trustees, took place yesterday at The Famous Players’ Shea’s Theatre where 2,400 volunteer canvassers and special guests participated in a pep rally, featuring a vaudeville program.
Trust Laws

(Continued from page 1)

ment brought an anti-trust suit against the Shubert brothers, Marcus Hei-
man, the United Booking Office, Inc., and two other corporations controlled by
Heiman and the Shuberts. The suit alleged an illegal conspiracy in the
legitimate theatre business. The lower court ruled legitimate theatres were
exempt from the anti-trust laws, but the high court today unanimously
ruled they were covered. The suit was sent back to the New York court for
trial on the merits of the government’s proof.

Chief Justice Warren, delivering the decision, said that the court had
previously put very broad interpretations on what constituted interstate
commerce subject to the anti-trust laws, and cited among other cases the
Paramount case, the government’s suits against Schine, Griffith, Crescent
and Interstate circuits, and a case known as Binderup vs. Pathe
Exchange. In these cases, Warren said, the requirement was satisfied by
the interstate transportation of films, even though the actual showing of films
was local.

Warren said the legitimate theatre business was clearly interstate com-
merce, and that any change in this test was being left to Congress.

Only Congress Could Alter Edict

The court split 6 to 2 on the bow-
ing case, with Justices Frankfurter and
Minton dissenting. In the majority
opinion, holding the anti-trust laws
applicable, Chief Justice Warren
pointed out that motion picture, te-
levision and radio receipts account for
more than one-third of the country’s
entertainment revenue received by a
promoter on championship matches. He said this
alone would bring boxing under the
anti-trust laws, but that other factors
also led to such a decision.

Goldman Launching ‘Naked and Dead’

PHILADELPHIA, Jan. 31—Wil-
liam Goldman, Philadelphia exhibitor
and president of William Goldman
Enterprises, is in Hollywood where he
will supervise final preparations for
the new independent production, “The
Naked and the Dead.”

Accompanying Goldman on the trip
were William F. Kelly, executive vice
president of the Pennsylvania
company; Anthony J. Felix, president of
the Bankers Securities Corp., and
Halis Soldi-Cohen, Goldman’s attor-
ney.

Kelly and Felix made the trip to
look over the motion picture field and
investigate the possibilities of Phila-
delphia firms investing money in the
film industry.

MICHTEL MAYS, JR.,
CO., INC.

INSURANCE

Specializing
in requirements of the
Motion Picture Industry

75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Reviews

“The Good Die Young”
(Ronoulus-United Artists)

W EIGHTED with an episodic, flashback beginning, this British-made
crime melodrama, accelerates as it progresses and succeeds in attaining
suspenseful and exciting in a robbery sequence and its aftermath, for a closing
of style. The story concerns four men and their backgrounds, drawn together by
a desperate need of money and by fate made partners in crime. Several
good performances help to bring the picture home. An-
other, Joe Halsey, is an ex-G.I. who returned to England to join his
wife. The third is a U.S. Air Force sergeant, John Ireland, married to Gloria
Grahame, a light-headed girl without loyalty to her husband. The best of the
four is Stanley Baker, a boxer who gives up the ring in hopes of obtaining
new opportunity.

Opening on a dramatic note—slowed down by a narrator—the film shows
four men preparing to rob a bank. In a series of flashbacks, the audience gets
to learn what drove them to that desperate act. One character, portrayed by
Laurence Harvey, is an out-and-out scoundrel, rich, pampered, spoiled. An-
other, Basehart, is a romantic and a man of duty who is a hero, then
falls. The romantic and a man of duty who is a hero, then
fall

During the course of the film, the boxer loses his arm in an accident, the
ex-G.I. finds himself without money, plagued by a neurotic mother-in-law, and
the sergeant deserts from the army, propelled by his marital unhappiness.
The three are taken in tow by the me-der-of-r-i-owhich is a
winnowed into
committing the theft. Before the film ends, each of the four is slain.

Produced by Louis B. Mayer, screenplay by Lewis and Vernon Harris was
based on a novel of the same title.

Others in the cast include Richard Basehart, Joan Collins, Rene Ray, Mar-
garit Leighton, Robert Morley, Fredra Jackson and Lee Patterson.

Running time, 100 minutes. Adult audience classification. For February
release.

MURRAY HOROWITZ

“Sabaka”
(Ferrin-U.A.)

PRODUCER-Director-Writer Frank Ferrin’s “Sabaka” is a melodoc-
which he directed with the help of English cameraman A.
in its entirety in India in color, lacking in entertainment despite the box
name of Norris BariKarlov and Victor Jory. Ferrin introduces newcomer
Marcel to U. S. picture fans and the youth will remind the viewers
of previous films about India and its jungles which starred Salu, the elephant
boy.

Photography, editing and story line do not mesh smoothly, but exhibitors
may find “Sabaka” worthy as a second feature on a program for youngsters.

This film seeks to tell about a cult of fire-worshippers and how the Indian
villagers are under their power. After learning that the cult, which is
lead by Jory and June Foray has killed his sister and brother-in-law, Marcel swears
vengeance and sets out to break up the fire-worshippers. As the story
proceeds, the audience is shown a grass fire spreads and wiped out
an entire jungle, causing the animals to run for safety.

Karlov opposes the elephant boy’s plans to rid the domain of the cult,
but nevertheless, Marcel proceeds, making use of two of his pets, an elephant
and a tiger, by turning the latter loose in the jungle to help bring the quartet
b

Others in the cast are Reginald Denny, Lisa Howard, Jay Novello and
Lou Kra uses.


ESTER D’INNOFF

“Infamous in Paris”
(Ronoulus-Tudor Pictures)

THE episodic adventures of seven people visiting Paris from Britain
are portrayed in this film, which has charm and broad humor. Produced
abroad, the cast includes some names familiar to American audiences, such as
the late Claire Bloom, who was Charles Chaplin’s leading lady in “Limelight.”

The picture, however, remains light-weight, offering few surprises and
little subtlety. The episodic nature of the production weakens the film
somewhat, because the audience never gets a chance to know one character
inside.

There is some fun, though, for those who are able to accept the
headline nature of the film. Miss Bloom plays the role of a young British girl,
of for a weekend in Paris, where she finds romance with a seemingly season
Charles Dumont, a dancer who has no time for romance, a character that
inspired Robert Louis Stevenson, portraying a woman opposite official, offers some broad humor in his en-

Other visitors to Paris portrayed in the film range from a
Royal British mariner to an old, fetching, woman amateur artist.

Others in the cast include: Ronald Shiner, Margaret Rutherford, Laurence
Harvey and Jimmy Edwards. Anadeo de Grumwald produced, while Gordon
Parry directed.

Running time, 93 minutes. Adult audience classification. For release in
March.

D of J Agrees

(Continued from page 1)

pose. These are theatres where new drivers are needed, and shows
have increased theatre competition in the area, according to Justice Depart-
ment officials.

Several theatres must be sold by Feb. 28, and Justice spokesmen said
they understood that National had al-
ready reached agreements to sell all four for non-theatrical use. All four theatres
involved in California:
The Alhambra Bell; the Rita in Hark-
ford, the Hi-Ho in Paso Robles and the Fox in Tularch.

As soon as these four theatres are sold, National plans to apply to
the Justice Department for authority to acquire and operate new theatres
elsewhere.

(Elmer Rhoden, president of
National Theatres, told Motion
Picture Daily last week that the
circuit had no plans for the ac-
cquisition of new theatre proper-
ties.)

The other four theatres involved in
the wind-up order are under long-term
leases.

Three of these four theatres are
now closed. They are the Rosemary in
Ocean Park, Calif., the Rivoli in
Frederick, Conn., and the Wisconsin
in Beaver Dam, Wis. In each case, in
lieu of immediate divestiture, National
will offer to continue to carry the
lease or to assign or sublet the
lease to any responsible party willing
to take over National’s obligations. In
any event, National must give up the
theatre at the end of the lease. None
of the three theatres can be reopened
within 20 miles as long as the divestiture
must be closed again if Justice says so.

Finally, National agrees to limit itself to one new theatre in France for
three years, unless it gets rid of the
Rivoli lease sooner.

One House in Nebraska

The Board of the Fox in North Platte, Neb. Here, too, Na-
tional is enjoined from renewing or
extending the present lease, and must
abandon any present lease if an opportu-

Dover, Del. Jan. 31.—A bill
which would permit theatres to op-
erate on Sundays continuously from
noon to midnight in unincorporated
areas in New Castle County has been
introduced by Rep. Paul R. Livingston
(D-Dover), the House
Representatives.

The measure would leave the law as it now stands for Kent and Sussex
Counties, permitting Sunday films from noon to 6 p.m. and from 8 p.m.
from Sunday midnight incorporated com-

You can always depend on

FILMACK

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RELATED STORIES

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G R A P H I C S

I L L U S T R A T I O N S

FOR YOUR FILMS

JOINT REPRESENTATION

W. B. LOCKE

EXECUTIVE DIRECTOR
Television--Radio

with Pinky Herman

WITH programs such as "Today" and "Tonight" each scoring on their recent jousts to Miami where they originated for a week, look for NBC to expand its "network schedule" for the first time in recent weeks. Vivian Vance. (Ethel Mertz on "I Love Lucy") plans to co-star with her hubby Philip Ober in "Solid Gold Cadillacs" when the Ball- Arnaz TV set a summer hiatus. ... The February 15 (8:30-9:00 P.M.) telecast of Bishop Fulton J. Sheen over 165 stations of the DuMont net will usher in the prelate's fourth year before then. The several CBS sponsors of "Mr. Keen, Tracer of Lost Persons" collectively perpetrated a goof of tremendous proportions when they neglected to pick up the option a few weeks ago. After staring in the quarter-hour strip for five years, Philip Clarke's ace sleuthing finally caught the fancy of American radio editors who voted the program "one of the top three" network whodunits in the 19th Annual MOTION PICTURE DAILY-FAME Poll. CBS solons moved fast and the program, changed to a half-hour, returns to that net Monday, February 22, in the 8:30-9:00 P.M. slot.

Jerry Martin

Ben Gross, dean of Gotham radio-TV scribes, is still beams by the wonderful reaction to last Sunday's "Toast of the Town," CBSEND-off to his new book, "I Looked and I Listened." Sullivan's presentation of radios past greats, including Rudy Vallee, the Pickwick Singers, H. V. Kaltenborn, Paul Whiteman, Vincent Price, Dennis Day, Redd Foxx, Milton Cross, Norman Brokenshire, Jimmy Wallington, Ed & Pegge FitzGerald, Edgar Bergen, Jack Benny, Harry Von Zell, George Burns, George Givot, to name a few, proved to be an hour of nos
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Video Use

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In a spokesman said the meeting adopted no recommendations, but plans were made for a further exchange of information between the two groups on the use of TV.

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Film Labor Boss

MEXICO CITY, Jan, 31.—Felipe Raymon is Mexico's new picture labor boss. He was elected by a narrow mar

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Review

"The Intruder" (Associated Artists)

A GREAT ARTISTS' newest British import should receive a fairly warm reception in selective theatres in the U.S., due to the popularity of Jack Hawkins and the overall literacy of the production. However, even with competent performances and an intelligent script, "The Intruder" lacks the spark that could place it in the big money class.

In all respects the film, like its hero, is British to the core. Hawkins is seen as a London stockbroker, a former Army colonel, who returns to his flat one evening to find a burglar at work. The latter, it quickly turns out, is in the major cockpit of the film, happens to be the nearest wreck of what was once the bravest man in Hawkins' wartime tank command. When the man, Michael Medwin, flees in a panic, Hawkins sets about to find him again and recover his weapon where and how the hero went wrong.

This involves the tracking down of other of their mutual wartime buddies and several extended flashbacks which tell various of Medwin's wartime exploits and the disasters which met him when he came to be "de-mobilised". His fiancée has had a nervous breakdown, he was acquitted of murder in a court-martial, is now back and serving his sentence like a man.

The paternal officer-enlisted-man relationship, detailed herein, and seemingly so British, would be a bit sticky were it not for the roles played by the film's biggest stars; any less a personality than Hawkins. Standouts in the supporting cast are Douglas Balfour as a bouncy British G. I., and Doreen Keogh as a U.S. O.S. entertainer whose peculiar charm3s charm the schoolmaster.

Don Mack to Head Filmack TV Here

Don Mack, vice-president of Filmack Studios and television sales director in Chicago for the past eight years, has been appointed head of the Filmack's newly-expanded New York branch. He will assume his new duties tomorrow.

Irving Mack, president of Filmack Studios, announced that Don Mack's appointment is part of the film company's move to establish a steady flow of programming material to the TV outlets in the U.S. and Canada, which has already been equipped with a complete studio for on-the-spot production of TV-length films and industrial films; in addition to its regular production of special trailers for theatre use.

Filmack's Chicago TV department sales will be directed by Lon Kravitz, newly-appointed vice president in charge of sales, assisted by Carol McGahan, formerly with Rutherf & Ryan.

USIA to Stress Far East Showings

WASHINGTON, Jan. 31—The major portion of the proposed increase in the budget for the government's over-all film program would be used to step up film distribution activities in the Far East, according to Turner S. Wiser, chief of the USIA's motion picture service of the U.S. Information Agency. President Eisenhower's budget request to Congress asked Congress to appropriate $4,484,000 for the film branch in the coming fiscal year, compared to $3,957,000 which was appropriated for the current year.

Daff Back from Coast

Alfred Daff, executive vice-president of Universal Pictures, is back in New York from California.
New MGM Policy
To Issue Only 'Scope Prints
In Int'l Market
Applies to MGM 'Scope Pictures After Sept. 1

M-G-M will discontinue the release of wide-screen versions of its CinemaScope pictures in the international market beginning on Sept. 1, it was announced here yesterday by Morton A. Spring, first vice-president of Loew's International. In making the announcement, Spring clarified the move in the following statement:

"The actual cut-off date will vary with each country because release schedules vary. However, in no country will the new policy begin before Sept. 1.

"Because of the time required for a [Continued on page 6]"

Circuits’ Size Hit by SCTOA

From THE DAILY Bureau
HOLLYWOOD, Feb. 1—Resolutions calling upon the Department of Justice to oppose the further acquisition by large theatre circuits of additional houses have been adopted by the Southern California Theatre Owners Association.

The resolutions urged Justice "to view with greatest concern the efforts of giant theatre companies, formed from acquisitions of producer-theatre-owning defendants found to have violated the anti-trust laws, to expand their already overwhelming aggregations of theatre properties" and urged that existing "prohibitions against new theatre expansion and acquisitions" be continued until there shall be assured full and free opportunity to independent theatre owners to compete under fair and reasonable conditions."

The announcement said the adoption (Continued on page 6)

EDTITORIAL

Compo and Subscription TV

By Sherriein Kane

CURRENT and recent exhibitor criticism of COMPO for alleged refusal to join hands with the exhibitors’ joint committee on subscription television is as foolish as it is unwarranted.

The exhibitor resentment appears to be based solely on inquiries of a more or less tentative nature which were made some time ago to ascertain the committee’s chances of getting a financial assist from COMPO’s treasury with which to conduct its program of putting the theatres’ views of subscription television before the proper Federal and public groups.

The answer was in the negative for two main reasons:

1) Unanimity on a declaration of war by the entire industry (Continued on page 8)

Court Rules N.Y.C. 5% Tax Exceeds the State Limitation

Bress Sees Legal Proceedings Over Tax Breakage Fund

The disposition of the tax breakage fund which New York City exhibitors have been withholding with court permission is a certainty to involve the theatremen in another lawsuit with the municipality, according to Thomas Bress, attorney for Loew’s Theatres.

Supreme Court Justice Charles S. Colen had granted the local exhibitors, who had applied to the Court to become intervenors in the current suit against the five per cent amusement tax, permission to withhold the tax breakage by posting bonds as security, Bress said.

The establishment by the Supreme Court, Second Department, that the local levy exceeds the limitations set by the State Enabling Act of 1947 will involve the theatremen in another litiga- tion as to whom the tax breakage belongs, the attorney said.

The exhibitors have shown their intention to refund the tax breakage to their patrons by the display of posters (Continued on page 7)

Exhibitors Victorious on ‘Major Fraction’ Issue Argued Dec. 2 Before Supreme Court Justices Who Set Back City by 3 to 2 Vote

Double Award For Damages In Arbitration

By MURRAY HOROWITZ

In case of deliberate or willful injury, exhibitors can be awarded up to double the amount of actual damages sustained, under the new proposed arbitration draft, it was learned here yesterday.

The arbitration draft, said to run to 35 pages, is now being circulated among members of the drafting committee, it was reported.

The portion dealing with the issue of damages, described earlier as one of the knottiest problems, apparently runs along similar lines to the 1952 arbitration draft. In the 1952 draft, if a party is awarded damages in two arbitrations, he is entitled to an additional ten per cent of the original amount found by the arbitrator.

In reaching a conclusion in the hearings, Justice Nolan conceded that the local law “does direct the collection of a tax which strictly speaking appears to be in excess of the five per cent limitation imposed by the statute.” He took judicial notice, however, of the “custom of business and banking, the teaching practices in our schools, and the administration of similar laws in this and other states,” and concluded that it was “not clear that the Legislature intended to prohibit the recognized practice of adding.”

(Continued on page 7)
Personal Mention

L. D. NETTER, JR., sales manager of Altec Service Corp., has left New York for a tour of key cities in the South.

HARRISON READER and SAM GREEN, executives of Robert Alexander Productions, will be here today via United Airlines for Los Angeles.

MORTON SCHWARTZ, of the 20th Century-Fox exploitation department, has returned to New York from Hollywood.


WILLIAM B. ZOELLNER, M-G-M short subjects sales manager, will arrive in Albany today from Boston.

SAM E. DIAMOND, 20th Century-Fox exchange manager in Philadelphia, is in New York from there.

GEORGE CUKOR, director, and RICHARD GREENE, actor, left here yesterday for London via B.O.A.C. Monarch.

LIGE BRIEN, United Artists special events director, will return to New York today from Detroit.

GEORGE SIDNEY, director, will return to the Coast tomorrow from New York.

JAMES E. VELDE, United Artists Western division manager, will leave here today by plane for San Francisco.

JOE DOLGIN, of the Pine Drive-in, Waterbury, Conn., has left there with Mrs. Dolgin for Miami.

FREDERICK MARCH and his wife, FLORANCE ELDRIDGE, left here yesterday for Italy aboard the “Oriodo Colombo.”

BILLY WILDER, producer, has left New York for Nashua via B.O.A.C. Balandian.

FRED FLEELKAPO, producer, will leave here today for London via B.O.A.C. Reverses Ruling

In ELC Case

The U.S. Court of Appeals yesterday reversed the lower court ruling dismissing the U.S.$300,000 Chicago industries anti-trust suit against RKO Theatres, Loew’s Theatres, and others. In the 9 to 4 ELC case, however, affirmed the dismissal of RKO Radio Pictures as a defendant. The case was ordered to be remanded back to the Federal District court here.

The suit stemmed from Chicago industries claim as one-time owner of EAGLE-LC. ELC has been kept out of the New York market by an alleged conspiracy of RKO Theatres, Loew’s plus others.

Future Battle Looms

NYC Police Warn Theatres

On Sunday Exhibitions

New York City police have notified independent and circuit theatre owners of their intention to enforce a State Penal Law which prohibits the beginning of announcements before 2 p.m. on Sundays, it was reported.

The Metropolitan Motion Picture Theatre Association and similar local bodies, it is reported, have taken a position that Penal Law No. 2152, enacted following the repeal of Penal Law No. 2154, deals with the showing of any films at the beginning of performances and shows before 2 p.m. on Sundays.

Under the provisions of the Penal Law now in effect, it is debatable whether New York City police, following orders issued from a top police official, can enforce such a law by forbidding the theatres to open and by ordering them to close at 12 p.m. on Sundays, according to some exhibitors.

It was understood that the police order is based on the repealed State edict. Under the present legislation, a municipality’s council or legislator could disapprove or disapprove the law and declare it a “blue law” under an “option” clause in the edict.

It was noted that a number of the local police during the past few weeks have been haulers of violators of the State edict into the courts, among them being operators of penny arcades. Thus far, it is reported, no New York City exhibitors have been given summons for starting Sunday before 2 p.m.

Goth to Head SW

Ad-Publicity in N.J.

Appointment of Edgar Goth as director of advertising and publicity for Stanley Warner Theatres in New Jersey was announced yesterday by Charles A. Smaltz, zone manager.

In his new post, Goth will handle public relations and supervise all promotions in the state. He will handle advertising and merchandising for the company’s houses in the state city.

Edgar Goth

Goth succeeds the late Herbert Deitch who has resigned, effective Feb. 14 to join Frank J. Damis and Associates in the Eastern Division of the firm. Prior to his Newark zone executive post, Deitch had served for over 20 years in publicity and top managerial positions for Warner Brothers Theatres.

Upon graduation from Syracuse University, he put into practice his service with the Stanhope Theatre chain in New York where he learned the fundamentals of theatre operation. He then moved up to top managerial posts for Publix Theatres.

In 1944, when Fabian Theatres bought the Wilmer and Vincent circuit of 21 theatres in Pennsylvania and Virginia, Goth was named advertising director with headquarters in Richmond, Va., and subsequently in Harrisburg, Pa. In 1950 he was promoted to advertising head of the entire group of Fabian Theatres.

U’Preferred Dividend

The board of directors of Universal Pictures Company, Inc., has declared the 5th quarterly dividend of nine cents per share on the 454 per cent cumulative preferred stock payable March 1 to stockholders of record on Feb. 15.

Pine-Thomas to Film 3 for UA Release

Independent producers William H. Pine and William C. Thomas and Artz Pictures, Inc., yesterday announced the UA release of "Lincoln Meeker," "Mountains Have No Shadows," and "Young Lovers." Last film was directed by Albert M. Krim and stars Paul Naschy.

SAG-Filmmakers Pact Ends TV-Film Row

Hollywood, Feb. 1.—The Seven Actors Guild’s recent 60-day contract-cancellation notice to Film- makers, Inc., arising from Filmmakers’ releasing of “Young Lovers” to television without first making an agree- able arrangement with SAG, was withdrawn today, the Guild and the company announced. Under the agreement worked out, Filmmakers has agreed to pay the cast 15 per cent of their original salaries in return for their television rights for the picture in seven years.

‘Battle Cry’ Bows In Baltimore

BALTIMORE, Feb. 1.—Mayor D’Alejandro and Hollywood stars Tab Hunter, Mona Freeman and Dorothy Malone joined the opening night festivities for Warner Brothers’ “Battle Cry,” at its world premiere at the Loew’s Theatre here.

With the Stanley Theatre completely sold out in advance, the trio attended the show, directed by Henry King, and starring Robert Mitchum as William Tell’s grandson. The party line was that the cast was there to help the opening.

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New York Tent Sets Program for 1955; 5 Meetings Yearly

Edward L. Fabian, chief Barker of the Variety Club of New York, Tent No. 35, announced yesterday the club’s 1955 program, which he said was planned to meet the widest demands of the industry. The club will not re- open its private dining room at 505 Toots Shor on Feb. 15. A prominent personality from the sports, entertainment, political, or industrial world will speak at each meeting, it was said.

"The Luncheons," Fabian said, will “be paid for in part by those who attend and in part from the club’s dues. These meetings, of which we plan to hold 5, will provide an opportunity for members to meet socially with fellow workers in the industry. We feel that this has been a long-felt need in our business.”

The Variety Club will again present a Heart Award dinner, honoring an industry member who has been outstanding in public service. William J. German was the recipient of last year’s award.

Lauds Foundation

"We feel," Fabian concluded, that the tremendous impact made on this community and the entire country by our activities in the fight against epilepsy, our Foundation has placed us in a position to attract community leaders from other industries who are able to give the support they desire, we are quite certain that we can increase the membership appreciably.

"By refraining at this time from a heavy investment in club quarters, we should end the year with a considerable surplus, which can be utilized to develop our industry welfare activities or develop our Club further in accordance with the wishes of the membership.”

The election of new officers will be held at the Feb. 15 meeting.

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Motion Picture Daily

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WIDE SCREEN

Wednesday, February 2, 1955

Motion Picture Daily

1619 W. 34th St. Chicago, Ill. 60618

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HOLLYWOOD REPORTER says:

"It has the chill and intensity of 'High Noon'.”

EXTRA!

LIFE MAGAZINE with Spencer Tracy cover and 4-page section January 31st issue (out January 27th)!

TIME MAGAZINE says:

"Starts M-G-M off on the new year with its best footage forward. Spencer Tracy at his best.”

And Here’s Another

PRESS TIME FLASH!

"HIT THE DECK" Screened in M-G-M’s Projection Room this week is terrific! Fastest, star-happy, laugh-packed CinemaScope—Color Musical of the Season!
The long great line

"THE LONG GRAY LINE"

THIS IS THE ARMY, MR. SHOWMAN!

Telegram to all Army commands in the USA, urging cooperation with theatres on local level. Telegram signed by Army Chief of Public Information.

Letter to all West Point Graduates, signed by Public Information Officer at West Point, urging support on local level.

Army A-Boards all over the country posted with messages about "The Long Gray Line".

Army Recruiting Bus tours 8-state area, with displays, stills, etc., selling "The Long Gray Line".

COLUMBIA'S
THE TOAST OF THE TOWN

Ed Sullivan presents "The Columbia Pictures Story" to his 40,000,000 viewers over the vast CBS network on February 6 with top stars saluting "The Long Gray Line".

BLANKETING RADIO AND TV

Steve Allen devotes his NBC show on February 10, 000,000 viewers to this plug.

Dave Garroway turns over part of his February 1 show and his 15,000,000 viewers to a salute to "The Long Gray Line".

Leading Disk Jockeys in Washington, D.C. and N.Y. devote full week to contest and plugs for "The Long Gray Line".

Columbia's line-up of stars visits all radio and TV programs, plugging picture.

COLUMN RIGHT!

Special sports' page campaign covers nationally syndicated columns by such famous writers as Red Smith, Frank Graham, Dan Daniels and many others! Appearing in papers all across the country cheering "The Long Gray Line".

STARS ON PARADE!

Tyrone Power, Maureen O'Hara, Harry Carey, Jr., Donald Crisp, Robert Francis, Bill Leslie, Betsy Palmer and others from the cast of "The Long Gray Line" sell the picture in an avalanche of newspaper, radio and TV publicity.

BROADWAY'S GAY!

Disk Jockey parade draws the crowds as leading platter spinners and guests lead way to gala Capitol Theatre opening in N. Y. on February 10th!

Priceless display pieces from famous West Point Museum go on exhibit in Capitol Theatre. Nation-wide publicity.

CINEMASCOPE
Color by TECHNICOLOR
THE BIG PARADE!

Millions cheer as West Point's entire corps of cadets marches through the streets of New York to the Capitol Theatre for Sunday, Feb. 13th showing of "The Long Gray Line". TV and news-reel coverage accompanied by big newspaper ads gain nation-wide acclaim!
Fears TV Networks Are Too Powerful

From THE DAILY Bureau

WASHINGTON, Feb. 1—A Senate committee staff report urged the Federal Communications Commission and the Justice Department to take a new look to see whether anti-trust or other action is required to reduce the power of radio and television networks.

The report was prepared by Harry Pliskin, counsel for the Senate Commerce Committee, and a former FCC attorney. He studied two major problems for committee chairman Magnuson (D., Wash.): television network regulation and the problem of ultra-high-frequency broadcasters.

Scope Prints

(Continued from page 1)

picture to play through to theatres not yet equipped for anamorphic projection, it will be at least one year before any forward views will be affected by the new policy.

“We feel that this time-span plays fair with our customers and, in our mutual best interests, will provide them ample opportunity to install anamorphic equipment and thereby share in CinemaScope prosperity. In connection with this announcement, it is important for exhibitors to realize our belief in the great present and even the greater future boxoffice value of CinemaScope presentations.

In every country, the film public has given ample indications that the films, whether theatrical, United Artists, or Universal-International, are worth buying as long as they remain. Since our circulation plans are being carried out, there will be no reason why we cannot remain a_Title_A production in this country as long as we have the support of the film public and the exhibitors.

Includes Smaller Houses

“We are confident that our action will involve exhibitor cooperation and approval, and that theatres everywhere, even those who operate the smallest theatres, which are the key to the wisdom of installing the equipment necessary to show M-G-M CinemaScope pictures at their best.”

Aims at Delinquency

Cook County Judge Warns Of Drive-in Censorship

Special to THE DAILY

CHICAGO, Feb. 1—Censorship of pictures presented outside the city drive-in theatre owners will have to combat more seriously as the forthcoming spring and summer season approaches. Judge Thomas F. Klauczynski, a circuit court judge in Cook County, who became involved in banning The French Line because of a morals ban, was shown briefly in a Chicagoland drive-in last summer, today indicated he was not unwilling to help spearhead a move for censorship and police action.

Seeks Uniformity

The judge stated he wanted to curtail anything which might incite juvenile delinquency, the real crux of his fervor in promoting strict censor-ship rules. In referring that the Cook County Board of Commissioners was working toward some means of creating a censor board, Judge Klauczynski committed himself by saying, “I might well be that the same board which censoring movies shown in the city will cover Cook County theatres.”

Thus, he continued, “censorship would be uniform and the confusion of conflicting opinions would be eliminated.”

Judge Klauczynski has been active in assisting certain educational and religious groups which frowned on the effect some comic books and other material had on younger generation. Feeling that an over-all check of pictures should also be made, he further stated, “I have wept for the cooperation of drive-in theatre owners. He empha-sized that by no means did he wish to jeopardize the position of the outdoor theatre owners. He added that unfortunately the drive-in just happened to be a place where police department had become a problem, through no fault of the owners. In contending that “the present high rate of delinquency is to be eradicated or toned down at least, everyone, including drive-ins, should give the matter due consideration.”

Arbitration

(Continued from page 1)

ages,” the awarding of “exemplary damages not to exceed the amount of the actual damages which are so awarded.”

It is understood that the new arbitra-tion draft, which includes the con-clusion plan, is being circulated for possible suggestions in preparation for the meeting later this month to be held by the full arbitration negotiating committee.

Considered on Jan. 25

The issue of damages came up at the Jan. 25 press conference, called by Al Lichtman, 20th Century-Fox distr-ibution director, when he expressed his belief that agreement on arbitration could be reached this month. Lichtman, in response to a question of why an exhibitor should use the arbitration system when he may win more in the courts, pointed out that nothing will deter an exhibitor for simply a “fortune.” The courts, he added, under the anti-trust laws, can award treble damages.

Lichtman, a member of the arbitration negotiating committee, pointed out, however, that arbitration would be an amicable way to settle disputes, fur-ther comment by Lichtman at this time could not be obtained due to his departure for the Coast.

Circuit Expansion

(Continued from page 1)

of the resolutions followed a SCTOA meeting at which “members carefully and fearlessly reviewed the efforts of giant theatre companies to extend their dominance over the drive-in theatre business.”

Copies of the resolutions were or-dered sent to the Department of Justice, Members of Congress and the press.

Guild Films Acquires MPTV’s Contracts; $13,000,000 Deal

Effective yesterday, Guild Films Co., has taken over approximately $13,000,000 in TV exhibition contracts of Motion Pictures for Television, Inc. The pictures will be handled by a new Guild subsidiary to be known as MPTV Films, Inc.

According to a letter signed by Reub Kaufman, president of Guild Films, and Matty Fox, head of Motion Pic-tures for Television, provides for the estimated sale and distribution of MPTV feature films by the Guild subsidiary, which also will handle all MPTV and television contracts of present MPTV customers. All other rights remain with Motion Pictures for Tele-vision, Inc.

In Line with Fox Policy

This development is in line with the policy which Fox put into effect several months ago to decentralize his operations, in order to devote more time to his Skiartron interests. The first step in this direction occurred re-cently when Motion Pictures for Television turned over the sale and distribution of its package program series to UM & M.

With distribution of its feature films by the Guild subsidiary, all such activities by Motion Pictures for Tele-vision, Inc. will be handled through Edward Madden, vice-president of the company, will continue to supervise its relationship with UM & M. The agreement with Fox is the latest of his earlier arrangements with UM & M.

Kaufman stated that this "move means Guild will be better able to fulfill its obligations to all TV program producers and particularly to the Vitapix stations. It does not affect in the slight-

Toll TV

(Continued from page 1)

Allied’s Emergency Defense Committee. He said the new EDC report will be made public in St. Louis next week, and the Allied Board of directors will meet in conjunction with the drive-in convention there.

The New Jersey Allied president, saying he will continue to fight unfair members, attacked the current selling policies of film companies as "un-realistic."

Arbitration Not Discussed

In response to a question, Snaper said there had been no indication whether or not Allied should seek redress on alleged trade practices by going to the government. Answering another query, Snaper said that arbitration was not discussed at yesterday’s meeting, point-ing out that arbitration, too, is a “long shot.”

One “serious complaint” voiced at the meeting, Snaper continued, will be put before the national board whether or not. Allied should seek redress for the extended playing time in first-run situations. Snaper advocated that in light of this situation, drive-in operators should be pegged on what he called “normal” engagements, rather than from the end of the extended runs at first-run theatres.

Snaper added that the problem was not related to the situation on Broadway, but in the smaller cities of the South.

To Meet June 21-22

A committee was charged with pre-paring for the annual meeting of the unit, to be held June 21-23, at the Concord Hotel, Monticello, N. Y., surrounding.

George Gold, chairman of the unit’s Allied legislative committee, was instructed to get clarification on whether certain methods can be employed in playing bingo which would make the playing of the game lawful in New Jersey theatres.

est our plans for new program pro-ductions.”

The Vitapix-Guild combination now has Allied, Associated Producers, Inc., and MPTV films, Inc., as operating members located in major TV markets.

Ezrvin Ezrzes, formerly vice-presi-dent in charge of sales at Motion Pic-tures for Television, Inc., who has been with that organization since 1951, now joins Guild as vice-president of MPTV Films, Inc., serving under Manny Reiner, sales chief of Guild Films, MPTV Films, Inc. will be op-erated as a sales division of Guild.

‘Desert’ Among Four Cited by Uruguay

From THE DAILY Bureau

Hollywood, Feb. 1—The Association of Motion Picture Producers today learned by wire from Punt Del Este, Uruguay, that the Uruguayan Film Pro-
testival did not award any grand prize this year, but did issue four citations: to the United States for “The Living Desert,” France for “Rouge et Noir,” England for “Lesson in Love” and Mexico for “Robin-son Crusoee.”
5% Tax

(Continued from page 1)

an additional cent wherever computation results in a fraction of one half cent or more.

Since in his opinion the language of the statute does not express an intention to prohibit such practice, he declared the local law to be a valid enactmement, and given its clear character for whom one is allowed to develop almost no sympathy, this nevertheless is a potential money-maker because it contains certain selling ingredients. It is a box-office and the tax glimpses into an astronomical, and, to an American, little known type of elegant sport. The picture takes a domestic audience to strange places; to famed towns and to famous locations illustrated with their expensive machines to the cheers, crowds and gaps of hundreds of thousands to whom this type of sport is as familiar as baseball. Shown in striking color, and at night, as well as day, are such events as the Mille Miglia (1,000-mile race). It was shown in Paris (a film of an endurance contest) and other famed races in Southern France, Belgium, Southern Germany. He also sees, uniquely through CinemaScope, how the leading horsemen win, and at various speeds, to drivers who are hurting more than 100 miles per hour.

The plot is a variation of the time-worn tale of the athlete, arrogant because of insecurity and obsessed to the point of insanity and crime, by his friend, a young racing driver. As Kirk Douglas plays him, with combinations of turbulence, imperiousness and hysteria, he is merely laughable. In his role as the aggressor, he is no less than a ballet dancer, who as played by Bella Darvi, seems to always have rushed for another company than the ballet affordeds; and he also loses her, because when he becomes dean of the demon racers, he leaves the racing, fearful now is his predilection for roughing up a race, which even his teammates and the public dislike, which finally makes Miss Darvi leave.

When the story, however, that what a broken and then continually painful leg had failed to do, Miss Darvi does. The great man reforms, performs a small act of racing heroism and even allows a rival to win. This indicates responsibility.

Miss Darvi's accent is at first difficult to comprehend; not so her desires, however. There are other accents, denoting the Continental, and especially the Mediterranean; and these, too, sometimes put obstacles into the path of adequate interpretation. In this connection, there are Cesar Romero, as the handsome, upight, senior racer; Kata Jurado, as his wife, who serves in the racing pits; Gilbert Roland, as the derring-do type; and Nolan, as the racing manager; Charles Golden, as Douglas' assistant driver; and all the others, who as "types" give veracity.

The screenplay is by Charles Kaufman from a novel by Hans Ruesch, Julian Blaustein produced and Henry Hathaway directed. Running time, 112 minutes General classification. For release in February.

that the current suit against the levy is only a matter of little practical importance.

Justice Nolan, in the opinion, stated that the city is without power to collect the tax provided by the local law, except that the practice of the Attorney General in enacting the Enabling Act, "We find no ambiguity in the Enabling Act, which is not a grant of a franchise in cases in which the tax as computed includes a fraction of a cent, impose the tax which is the property of the Enabling Act. The conclusion is not required, however, that the entire tax be levied. The wisdom of the law, and the interference that, unless being valid, the others must fail, presents a question of statutory construction as of legislative intent."

No Occasion for Application

"We find in this case, although we are dealing only with a fraction of a cent in the case of each admission charge subject to the tax, no occasion for the application of the "de minimis" rule. The financial responsibility of the plaintiffs under the tax is by no means slight, and, in addition therein, they face the possibility of criminal prosecution if they willfully fail to comply with its provisions."

Justice Nolan also conceded that there is an occasion for summary judgment, heard before Supreme Court Justice Percy Raftery, but granted and that the exhibitor's motion was properly denied. Although the plaintiffs have a sufficient interest in this controversy, the court was unable to decide, on the record presented, that an injunction is necessary or proper.

Supreme Court Justice Nicholas M. Pette had granted the exhibitors on the basis of their show cause order for an order out of court, and to a pending appeal, allowing the withholding of the tax breakage.

Both justices Brehold and MacCrone were of the opinion that the 'clear intention of the State Legislature was to authorize the city to impose a tax of five per cent and to permit the tax to be collected and administered in such manner as may be provided by the local law. To avoid the inconvenience of having tax tokens or stamps in denominations of five cents, to require the checking of the enabling statute and the local law so as to impose a tax of four and three-fourths per cent, would be an absurdity, and would be inconsistent with the general language in the enabling statute giving the city permission to impose a tax. The solution of the problem under construction, provides that the tax may be collected and administered in such manner as may be provided by the local law."

The conclusion of the opinion was that an injunction is unnecessary. Exhibitors can now refuse to collect the breakage from their patrons, but this case has not yet resulted in the payment of any tax. The next appeal will be decided by the Court of Appeals in Albany."

New York City exhibitor attorneys will meet today to discuss the Appellate Division's opinion and to possibly set other legal strategy in the theatremen's suit against the five per cent tax as a whole.

Informing the theatre owners to save their ticket stubs in case a refinement is made in this discussion, Bress said: "I sincerely urge the exhibitors to continue to display these stubs.

New York City tax collector representatives yesterday revealed that for the fiscal year ending Nov. 30, 1954, all sources of amusement revenue had reported a total tax of $2,752,033, of which motion picture theatres contributed $1,191,792 and legitimate theatres turned in $376,397, with the local film theatre representatives withholding $119,498 as the major fraction.

Exhibitors Considered Collectors

The city, according to Bress, is expected to seek the munies collected on tax breakage on the grounds that the local exhibitors are merely collectors of the tax for the city tax collector. However, the situation is similar to the Kesheb Case in which the Kesheb company collected a sales tax on gasoline in Des Moines, Iowa, which was returned to the city. In the ensuing law suit over the money, Kesheb asked for the court to be returned to it; the city maintained that merely of a collector of the tax; the court ruled in favor of the city.

"Commencement of the Appellate Division's opinion, Bress said: "While the opinion of the Appellate Division is not altogether favorable to the plaintiffs, there is no doubt in my opinion. The exhibitors won a signal victory as far as the tax breakage is concerned.

May Be Re-tried

"Whether or not the city can appeal from this decision is a question which will have to be looked into because New York City can only appeal from a final order and this decision doesn't seem to be a final order. It would seem that the decision sends the case back for a trial on all issues to the Queens Supreme Court."

"Under this decision, the court held that the exhibitors would have to be returned to an injunction, but in holding, at the same time, that the collection of the tax in question would be returned to the city, may an injunction is unnecessary. Exhibitors can now refuse to collect the breakage from their patrons, but this case has not yet resulted in the payment of any tax. The next appeal will be decided by the Court of Appeals in Albany."

Loew's Divestiture Deadline Feb. 28

From THE DAILY BUREAU

WASHINGTON, Feb. 1. — Loew's, Inc., will have until the end of March to sell its interests in the last theatre it has to dispose of the last theatre it must sell under the original Pattern Theatre Decree, Justice Department officials said.

The present divestiture deadline is next Monday. Justice officials said that of the 26 theatres originally required to be sold, Loew's had disposed of 11, but one, the Lyric in Bridgeport, Conn. Moreover, it has entered into a contract to sell the Lyric, but is having some difficulty closing the deal by next Monday. Accordingly, Justice has agreed that the company can have until Feb. 28 to close the contract.
Compo and Subscription TV

(Continued from page 1)

against subscription TV is lacking and action by COMPO is prohibited except by unanimous vote. Exhibitors insisted upon that in the drafting of COMPO's bylaws.

Counsel for New distribution company members of COMPO were obliged to advise their clients against acting in concert in the indicated industry-wide line-up against subscription TV because their companies already are defendants in a Federal action pending in Los Angeles which charges them with conspiracy in restraint of trade for allegedly refusing to license their 16mm. films to television.

QUITE obviously COMPO's hands are tied in the matter of joining the exhibitors' joint committee in a unified assault on toll TV.

Why, then, all the ranting and threatening of COMPO by exhibitors who should know better?

Their energies would be directed at a far more constructive objective if, instead, they did either or both of the following:

1) Used their influence to have scheduled a meeting of the COMPO executive committee to explore what help, other than financial, COMPO can give, with the limitations of its bylaws, to the joint exhibitors' committee such as counsel on Washington contacts and procedures; counsel on organizing grass roots' sentiment and support; aid with public relations campaigns, or comparable contributions to the exhibitors' group efforts.

2) Helped to arrange a meeting of COMPO members for the purpose of rescheduling the organization's unanimous vote requirement rule and replacing it with some alternative better suited to the exhibitors' wishes in the present circumstances.

Either procedure would be vastly more reasonable than are the recent exhibitor outrages against COMPO inaction by the very individuals and organizations who immobilized COMPO in the first place.

Paramount Presents VistaVision

Paramount's 20-minute subject presenting scenes from 10 of the company's VistaVision productions, in color by Technicolor, is not only a showmanly achievement for both the company and its customers but, even more so, eloquent evidence that VistaVision is constantly being improved. With the widespread release of the 10 productions heralded in the VistaVision ready for anything that is inevitable that there will go with it a new stimulation of public interest in and appetite for motion pictures and the motion picture theatre.

Paramount is offering the VistaVision subject to theatres without charge, together with pressbook material designed to exploit the subject as an added attraction. Enterprising exhibitors will be alert to this fine merchandising opportunity.

L.A. Exhibitor Files 'Trust Suit in N.J.

PHILADELPHIA, Feb. 1.—A $1,704,750 treble damage anti-trust suit has been filed in the District Court of New Jersey on behalf of Ruth Kurstin, of Kurstin's 950-seat Boulevard Theatre, in Los Angeles.

The theatre was closed because the Boulevard Theatre was relegated to a run of 84 days to 21 days after first-run in Los Angeles, although the Boulevard Theatre is allegedly a first-run house.

The period for which daisings are supplied is from June 1, 1938 to May 22, 1949. The plaintiff claims that the alleged local conspiracy directed against the Boulevard is part of a national conspiracy in restraint of trade.

Order 400 Prints 'For Underwater!'

The largest number of bookings obtained for an RKO film in the last decade is being set for Howard Hughes' "Underwater!" Walter Branson, RKO Radio's world-wide sales manager, announced yesterday.

The subject opens at the Mayfair, New York, on Feb. 9, "Underwater!" had been booked into 30 theatres, with many more in the offering. Branson said, Anticipating a heavy demand by exhibitors, following the world premiere at Silver Springs, Fla., Monday, RKO Radio will remain in California for a week to complete conferences on six forthcoming reissues with production head Darryl F. Zanuck and studio publicity chief Harry Brand.

VistaVision Short Ready for Theatres

"Paramount Presents VistaVision," a 20-minute short, is directed by Technicolor, is an attractive and effective sales piece for both VistaVision and Paramount's production. The setting are scenes from which comprise the subject.

It is being offered to exhibitors without charge, with promotion material especially prepared to merchandise it as an added attraction on the program of the films playing it. The subject not only has entertainment merit in its own right but it also has the virtue of being able to offer an interesting and unexpected public some liberal samples of the new screen presentation method introduced and being constantly improved upon by Paramount.

All in Color

Among the new VistaVision productions represented in the subject, which is in color by Technicolor and announced by an excellent commentary, are; "White Christmas," "Run for Cover," "The Trouble with Harry," "Cate of the Iron Crowns," "The Little Fools," "We're Not Angels," "The Far Horizons," "3 Ring Circus," "Strategic Air Command" and "Cary Grant's Gang.

In the wide photographic gaunt represented by these productions, there is practically every conceivable screen play circumstance. In this viewer's opinion it is far more impressive at all times. The subject is presented as VistaVision, the subject also is tantalizing salesman for the new productions which it heralds.

20,000 Theatres to See VV Featurette

Approximately 20,000 United Stations and Canadian theatres, both conventional single-screen and drive-ins, will show "Paramount Presents VistaVision," a 20-minute product featurette which is being made available to exhibitors through Paramount Pictures' promotion appeal, which their audiences, A. W. Schwaberg, president of Paramount Film Distributing Corp., said yesterday.

Schwalberg said a total of 500 prints of "Paramount Presents VistaVision" will be put in circulation throughout the country by mid-March. At present, approximately half that number has been delivered and put into circulation and we are looking forward to receiving the additional 250 prints as quickly as Technicolor can possibly make them because the exhibitor demand for this entertainment product subject is truly tremendous," the Paramount executive said.

Einfeld Delayed

The extension of important 20th Century-Fox studio conferences, has delayed the return to New York of vice-president Charles Einfeld who is now scheduled to arrive in Gotham from Hollywood on Monday. Originally expected back this past Monday, Einfeld's visit will remain in California for an additional week to complete conferences on six forthcoming reissues with production head Darryl F. Zanuck and studio publicity chief Harry Brand.
MOTION PICTURE DAILY

48 Cents a Share

WB Quarterly Net Reported
At $1,203,000

Profit Compared With '53
13-Week Net of $765,000

Special to THE DAILY
WILMINGTON, Del., Feb. 2—
The consolidated net profit of Warner Brothers for the quarter ended Nov. 27, 1954, was reported to be $1,203,000, compared to $765,000 earned in the corresponding period in 1953.

The company reported its quarterly earnings in conjunction with yesterday's annual stockholders' meeting here. The statement said that $1,203,000 in net profit was arrived at after provision of $1,200,000 for Federal (Continued on page 6)

N.Y.C. to Appeal
Tax Case Decision

New York City will appeal the Appellate Division's decision in the current five-year-amusement-tax-suit to the Court of Appeals today or tomorrow in Albany, hoping for a hearing sometime late this month, ac-(Continued on page 6)

Allied's EDC Asks Rentals Meet

From THE DAILY Bureau
WASHINGTON, Feb. 2—The issue of film rentals, described as the "overshadowing economic problem of the industry," should be the subject of a meeting between the heads of distribution and exhibition, it was advocated here today by Allied States Association's Emergency Defense Committee.

EDC, in its 14-page interim report, declared that the film rentals issue "clangers for a solution," deeming the contention that the subject of film rentals is purely an issue between the parties to a film deal.

"Even the most vindicative guardians of the law," the report maintained, would not hold such a meeting in contravention of anti-trust laws.

The report, referring to the proposed industry round-table conference, called upon Al Lichtman, 20th Century-Fox distribution director and author of the proposal, "not to so circumscribe the meeting in advance that it cannot reach to the heart of the exhibitors' complaints."

Lichtman, in expressing hope that the date of the round-table conference could be set later this month, had ruled out film rentals as a subject for the conference. He maintained that the subject should be handled with individual companies by exhibition leaders, indicating that it may be held in restraint of trade if the subject was made part of the conference discussions.

The report, dealing in the main with a survey conducted by the committee regarding exhibitor sentiment on the sales policies of various film distributing companies will be considered at the Allied board meeting in St. Louis next week.

Members of the EDC will make no recommendation as to action on the proposed bill to regulate film rentals, but will leave that issue in the hands of the national board. The members feel, according to the interim report, that the board should proceed to the consideration of the question "unflinched and unembarrassed" by any prematurity expression on the part of EDC members.

Prior to the board meeting, EDC stated, copies of the report will be (Continued on page 6)

British Reaction

NEW M-G-M C'SCOPE POLICY STIRS U.K.

Expected to Spur Already Fast Equipping,
But Wide Aspect Ratio May Hamper Many

By PETER BURNUP

LONDON, Feb. 2—Metro's announcement today that it will discontinue wide screen versions of its CinemaScope releases here starting next Jan. 1 aroused widespread interest in the trade, and announcements were, the move could be a significant spur to the installation of anamorphic equipment in those British theatres without it and too, perhaps, similar moves by other distributors as the theatre installations progress.

The new MGM policy, applicable to all foreign markets beginning, in some, next Sept. 1, but varying in others as to date, immediately recalled the aftermath here of 20th Century-Fox's decision, more than a year ago, to release only anamorphic versions of its productions.

A major consequence was the breakaway of the J. Arthur Rank theatres from 20th-Fox and the establishment in their stead of a so-called independent CinemaScope circuit here. In the present case, however, the Rank theatres are not immediately affected, M-G-M releases through Associated British Cinemas here.

A Rank spokesman commented that they are unconcerned with any American development of the kind inasmuch as their theatres now are in (Continued on page 6)

NT Quarterly Net
Totalled $546,416

From THE DAILY Bureau
HOLLYWOOD, Feb. 2—President Elmer C. Rhoden of National Theatres, Inc., reported to stockholders today that the net income for the 13-week period ending on Dec. 25 was $546,416, amounting to 20 cents per share on the 2,769,486 shares of stock outstanding.

Rhoden said that the net income was $655,582 for the corresponding quarter in 1953.

Admissions and miscellaneous theatre income during 13-week period (Continued on page 7)
**Profits Up**

### Active Film Year Reported By the Japanese MPA

**Special to THE DAILY**

TOKYO, Jan. 24 (by mail)—More than 800,000,000 yen paid admissions were registered by Japanese producers according to the Motion Picture Association of Japan figures just announced. Profits to producers and foreign distributors totaled some $80,000,000 of which some 65 percent or $52,000,000 came from Japanese films.

The figures above do not include the times Americans in Japan paid admission to the Army and Navy-run theatres which are run under the auspices of the U.S. Military Forces, and do not come under Japanese economy.

141 of 200 Are American

Films exported from Japan during 1954 earned only $11 million of the total earnings from foreign revenues. Foreign films in Japan which totalled some 200 (141 of them American) are estimated to have brought in $80,000,000 at the box office, less than 20 percent was allowed to be converted to foreign currencies (back to the U.S. or abroad).

A survey of pictures (foreign and Japanese) released between April and October, 1954, showed that the average Japanese film in Japan was $194,400 an increase of 15.3 percent over the same period for 1953, a very encouraging sign when taken together with the growing popularity of television in Japan.

During 1954, Japanese studios produced 370 feature films as compared with 302 for 1953. Of the 370, more than half were produced by the "Big Five"—Shochiin, Toho, Daisai, Shin and Toho. The Daisai Studio set an enviable record by winning three international awards within six months for its "Gate of Hell" (Cannes), "Sasho Daiyu" (Venice) and "7th Annual World Film Festival", while producing the cream of the export films. Toho Studio also won an award at Venice for its "Sea", a sequel to "Sakura" which was produced in the U.S. cooperative effort, "The Big Country".

**Color Stock Now Developed**

The production of raw motion picture stock consumed by the industry in Japan totalled 280,000,000 feet exclusively of imported color stock which can now be developed and printed in Japan by the Eastman process.

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**Brotherhood Kits Distributed Today**

Distribution of 19,000 Brotherhood Week campaign books and promotion kits to every exhibitor in the country gets under way today, it is announced by John H. Harris, national chairman of the amusement industry's Brotherhood Week Committee.

The promotional material, prepared by the advertising and publicity committee under the chairmanship of Frank M. Wood, has been prepared to help showmen bring their entire community into the Brotherhood Week activities.

The kits, which are being served to theatre owners and exhibitors by National Screen Service under the chairmanship of Herman Latman, chairman of the accessories committee, contain posters, display cards and Brotherhood membership cards.

A detailed check sheet lists suggestions for implementing the drive in both large and small communities. The post achievement and current aims of Brotherhood Week and the National Congress of Christians and Jews, which annually sponsors the inter-faith campaign, are outlined in a 16-page illustrated brochure.

Theatremen will receive local support from the radio-TV industry and the press, which are also participating in the drive.

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**MARGOLIN TREASURER OF CINERAMA PRODS.**

Irvine N. Margolin has been elected treasurer of Cinerama Productions Corp., effective immediately, it was announced by the board of directors.

Margolin has been associated with the company since February, 1953, at which time he joined the organization as auditor.

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**Japanese Industry Plans N.Y. Office**

**Special to THE DAILY**

TOKYO, Jan. 24 (by air mail)—The Japan Federation of Motion Picture Producers tentatively plans to open overseas sales branch offices in New York and Paris to boost the export of Japanese films, following recommendations of the newly-created Movie Export Council.

The next fiscal year was set at $2,000,000 in export films (compared with the last figure of $1,500,000) from sales of 1,652 export pictures of which 847 are to be full length pictures (one "export picture" is the equivalent of one foreign country) and the rest newsreels (330) and shorts.

The council has planned to have Japanese film fair in Paris, probably in June following the Cannes Festival.

Schine Theatre Case Will Rest for Week After 30 Court Days

**Special to THE DAILY**

BUFFALO, Feb. 2.—The government in the Schine Chimat trial involving Schine Chain Theatres drew to a close today before Federal Judge John Knight, after 30 days of court room sessions which ended on Dec. 9.

Today's proceedings followed a session during which the government attorney, Lewis Bernstein, sought to identify the Hildemart Corp. and Hildemart Theatres, Inc., as "related and affiliated" with Schine organization. Since during the trial Judge Knight, before Judge Knight, has fought the government's contention that Elmart, in which Hildemart is part owner, is a related and Hildemart, were Schine in operational interests. The government charged that they participated in the alleged conspiracy to aid the Schine interests in maintaining exhibition and theatre monopolies and preventing the exhibition of films judged by Judge Knight's 1949 decree.

**Schine Bank Loan Cited**

The documents were among a number of Schine papers from the First National Bank of Boston, which had them in connection with a Schine Chain Theatres $4,000,000 loan from that bank in 1948, continued in 1953. The original agreement for the $4,-

000,000 loan was signed on June 29, 1953 by John A. May, vice-president, and Louis W. Schine, treasurer of Schine Theatres. The witnesses testified that 90 of Hildemart's 100 shares of stock were pledged as loan collateral.

The renewal agreement of June 29, 1953 was accompanied by a guarantee agreement from Donald Schine, as vice-president of Hildemart, and Martha Schine (Mrs. Louis W. Schine) as treasurer.

Judge Monday for motions. He plans then to adjourn proceedings for a week before defense attorneys finish their case.
NEW YORK CONFIDENTIAL

STARRING

BRODERICK CRAWFORD - RICHARD CONTE
MARILYN MAXWELL - ANNE BANCROFT

Written by CLARENCE GREENE
Directed by RUSSELL ROUSE

DEBUTS FEB. 16
OF THE HOTTEST, HARDEST-HITTING PICTURE
THAT EVER BLASTED THE MERCHANTS OF VICE-AND-VIOLENCE!!!

EXPLOSION COMING!
Kramer Program to NYU

Five pictures produced by Stanley Kramer will be presented to New York University students and faculty members next week in Lafayette Hall. Kramer is an alumnus of NYU, class of 1933. Pictures to be shown are “Champion,” “High Noon,” “The Men,” “Death of a Salesman” and “The Four Poster.”

Acquires Small Films

Theatrical distribution rights to two Edward Small pictures for reissue have been acquired by Dave Emanuel of Phoenix Films. They are “Davy Crockett, Indian Scout” and “Iroquois Trail.”

Set ‘Doctor’ Here

Republic Pictures’ release of J. Arthur Rank’s “Dr. J. Gresham” will have its American premiere at the 22d St. Trans Lux here on Feb. 17.

‘U’ Featurette

Universal’s color featurette, “A World of Beauty,” built around the Miss America beauty contest and Pageant Winners of 1955, will be released in March with a full promotional campaign, according to Irving Sochlin, short subjects sales manager.

Conn. Proclamation

Gov. A. A. Ribicoff of Connecticut has endorsed February as “Go to the Movies” month.

Chi. V.C. to Install

The Variety Club of Illinois, Tent No. 224, has elected new officers and directors on March 7 in the Congress Hotel, Chicago.

Geo. Murphy Here For Speaking Tour

George Murphy, recently appointed M-G-M studio public relations head, has arrived here from the Coast to start a six engagement speaking tour as a phase of the company’s 1955 “Motion Picture Theatre Celebration.”

Placing off his tour, Murphy today will attend the USO Camp Show dinner as one of the principal guests, having been active in USO Camp Shows for some years. This will be followed by an appearance tomorrow at a women’s club meeting.

On Sunday, Murphy will be principal speaker at the industry Communion breakfast to be held here. On Feb. 2, he again appeared before the women’s clubs in a meeting here. Next Tuesday Murphy will appear as a special guest at M-G-M’s seven-day Ticket Selling Workshop, to be held at the Jefferson Hotel, Richmond, Va. Murphy will wind up his tour by attending and speaking before the Feb. 10 convention of the National Drive-In Theatre Owners Association in St. Louis.


defense

Walter Brooks, editor of the magazine, has written an article in the “Motion Picture Herald” about the new drive-in theatres in the United States, including the one in Los Angeles, titled “The Movies Move Out.”

Harry Miles has been named manager of the Pikesville Theatre in Clarksville, Ga., which has been closed for several years and is now reopen.

R. B. Wilby, president of Wilby Theatres in Atlanta, and his wife have left for a tour of the world and are expected to be gone three or four months.

Pierre Harwood of Omega Productions, Montreal, was elected president of the Association of Motion Picture Producers and Laboratories, succeeding W. J. Singleton, general manager of Universal and Screen New, Ltd. Other officers named were Graeme Fraser, G. J. Keeley, Harry Sutkin, Lew Parry, and Richard J. Jarvis.

Dick Powell will emcee “Photoplay” magazine’s 11th annual Gold Medal Award banquet on Feb. 10 at the Hollywood Beverly Hills Hotel.

Anthony C. Bartley, head of Jersey Productions, London, has been appointed foreign sales production representative for CBS Television Film Sales, Inc., it was announced here by Leslie Harris, vice-president and general manager, CBS TV Film Sales.

J. Robert Hoff of Ballantyne Theatre Equipment Co. was installed as chairman of the 24th annual convention of the Omaha Variety Club Tent No. 16.

Gary Staub, recently discharged from the Air Force, is assisting his father, E. L. Staub, in the operation of the Capitol Theatre in Delaware, Ohio.

Peter M. Wellman, owner of the New Mock and Wellman Theatres in Girard, Ohio, was selected by the local chamber of commerce as the “Citizen of the Month” and was presented with a scroll.

Asks House Probe of Advertising on Air

WASHINGTON, Feb. 2—Rep. Dollinger (D., N.Y.) today introduced in the House a resolution to authorize the House Commerce Committee to investigate false, fraudulent, misleading or deceptive advertising on radio and television.

Westrex Parley

Managers of Westrex Corp.’s subsidiary companies in Europe and North-West Africa will conclude a three-day conference in Zurich, Switzerland, today, sponsored by the company at its Belgian-owned factory here. The conference is being held to discuss technical problems of the company’s electronics and communications work.

Acquires ‘Rosanna’

Fine Arts Films, Inc., has acquired the American distribution rights to the “Rosanna,” which stars Rosanna Schiafino, an Italian girl, in the lead. The film will be released in the United States next spring.

People

Movies

“Ten Wanted Men” (Scott-Brown-Columbia), Hollywood, Feb. 2

THERE should be plenty of ticket buyers for this action-packed, technically colorful outdoor saga of an Arizona cattle rancher’s attempt to create law and order for those who helped pioneer that part of the country.

Harry Joe Brown’s production is an eye-pleasing treat, with some new locations integrated to favor the values of the wide screen.

Randolph Scott handles the he-man heroism with conviction, and will have the fans pulling for him against odds created by the jealousies of another rancher, Richard Boone, and a hired band of killers.

Absorbing situations erected in Kenneth Gamot’s screenplay are excitingly woven into the plot with Bruce Humberstone’s direction of intriguing gypsy, fast-lighting realism and character development.

In addition to Boone, Skip Homeier’s irritation at having to settle in the West and Leo Gordon’s portrayal of a cunning killer are stars of the story. On the distaff side, Jocelyn Brando, in love with Scott, symbolizes the pioneer woman, building the importance of her role with a sensitive delivery of her lines; while the very attractive Donna Martel impresses as the young Spanish girl who seeks protection with Scott and Homeier from an alarming “May—December romance” being forced on her by Boone.

The film gets off to a trick opening when Scott arranges a fake holdup by Alfonso Bedoya on the stagecoach bringing his brother, Lester Matthews, from the East to establish a law practice, and Matthew’s son, Homeier. During the welcoming celebration, Scott has to put Boone in his place when the latter accuses Homeier of stealing Miss Martel’s attentions.

Unwilling to accept the fact that he is beholden to Scott for an opportunity to make as good as a lawyer, Boone engages Gordon and the gang of law-breakers to destroy Scott’s holdings. After a series of framed killings, including Scott’s brother, Boone’s plan backfires when Gordon decides to plunder the town’s cash and valuables in payment for his band’s services.

Homeier, anxious to avenge his father’s murder and make up for his disregard of Scott’s campaign for respect of the law, joins his uncle in a guns-and-dynamite finish of the gang. Scott polishes Boone off with a bullwhip following his final attempt to get Miss Martel to join him with him.

With peace restored, Scott and Miss Brando join Miss Martel and Homeier in a double wedding ceremony.

The story is by Irving Ravetch and Harriet Frank, Jr.


SAMUEL D. BERNs

“Smoke Signal” (Universal-International), Hollywood, Feb. 2

YOU’LL go far as a piece, folks used to say back in the days when Indians attacked Cavalry stockades as in this picture, before you’ll find a more majestic, astounding and sometimes terrifying slice of Nature than the Grand Canyon of the Colorado where the principal section of the story is played out. The word “slice” is used correctly here, as anyone who’s viewed the Canyon from the river level knows, for the stream narrows down to a thread, roaring sometimes also to torrential pitch, and when the players (and patrons) look up the steep, sharp sides of the fame crested the spectacle is overwhelming.

The picture opens on the attempt of a Cavalry unit under (Capt.) William Andrews to relieve the survivors of a late attack on a Colorado fort. Five members of the fort, a girl and Andrews, a deserter who has lived with the Indians for two years prior to his recapture, compose the tiny garrison. A courier sent for relief is killed and finally Andrews persuades Talman to attempt escape down the rapids and沿 through the middle of a. Canyon. Unfortunately, theוץ разаждается, and the players are reminded of the hazards which the party survives, the changes in the general opinion of the traitorous Andrews during the trip, the final arrival at safe distance from the Utes. It’s more complex than this synopsis sounds, but not much more, and the story never measures up to the scenery.


WILLIAM R. WEAVER
YOUR PATRONS ARE NOW READY FOR A NEW THRILL-SENSATION

IN 3-D

IT'S ALL NEW!
IT'S ALL EXCITEMENT!
IT'S from Universal!

UNIVERSAL-INTERNATIONAL Presents

REVENGE OF THE CREATURE

STARRING
JOHN AGAR
LORI NELSON
JOHN BROMFIELD

with NESTOR PAIVA - Directed by JACK ARNOLD - Screenplay by MARTIN BERKELEY - Produced by WILLIAM ALLAND
U.K. Reaction

(Continued from page 1)

the process of being equipped to "accept any known aspect ratio." It is understood that 400 of Rank's 530 theatres already equipped or in the process of being equipped to take CinemaScope are under contract at high rental rates. However, only 75 Rank theatres have stereophonic sound installations.

Granada Has 45
A check-up on the smaller but important circuits reveals, for example, that Granada claims 45 full CinemaScope installations out of its total of 59 theatres. The remainder would be similarly equipped in the near future. Cecil Bernstein of Granada said: "We play Metro in the odd spots but we're ready to accommodate any available American product."

Mark Sleckman, chief of the E. M. Loew's Circuit, expressed surprise at the M-G-M announcement but said he is unconcerned.

Esslado Has 90
Esslado, which chose to be caught short by American policies or otherwise," he said. Esslado's 90 theatres already equipped with CinemaScope and its other 30 will be in the near future. An ABC senior spokesman said he had been rather vague about the M-G-M plan but could scarcely credit it. All appropriate theatres of the circuit will be equipped by the end of the year, except for stereophonic sound.

Small Houses Object

the reaction of at least 60 per cent of the smaller theatres here may be expected to be violent. Up to 75 per cent of the 2,474,363 respondents equaled a 1.75 to 1 ratio. In fact, a recent technical survey of the houses showed that 87 per cent are best suited to that type of equipment, or something closely approximating it. This could lead to a battle with M-G-M reminiscent of that staged by the Chain Rail last year and, should it come, exhibitors say they are ready for it.

(A Loew's home office spokesman yesterday said that the company "is not in the equipment business" and will not require the purchase by exhibitors of parts of its markets except stereophonic sound, a particular brand of screen or other specific manufactures.

(All that will be needed is an anamorphic lens, he said, "but we assume the better theatres everywhere will choose the best available equipment for their film presentations, as so many have done in the past." he added that he saw no reason for resistance by exhibitors anywhere to the policy. The same policy has been applied around the world months hence.)

On the distribution side here, Universal says it will continue to service its customers with wide-screen. Mr. Warner thinks it desirable to discontinue wide screen versions as soon as possible传者ised to the sales heads of the film companies in hopes that this will stimulate complaints in certain quarters. "Certainly," the report continued, "those sales heads who have given assurances of fair and equitable treatment to the source-complaints involving their companies in certain areas." It added, "...how far it goes to the extent that the lines of communication between the home offices and certain of their branches still are not in good working order."

The survey attempted to assess the assurances of equitable treatment, said that many of the Warner Bros. people are known to the companies in selling its CinemaScope pictures that are in smaller situations.

Responses to the series of questions, as printed in the report, indicated no departures in any of the policies in the country, answering differently.

Maryland, Jersey Queried

For example, the response to the first query, under the title of "Are They Keeping Faith?", the report said: "In Maryland it is understood that Fox, Metro and Columbia 'appear to be trying' to live up to the assurances given by the companies to the public; in New Jersey it was thought that Fox, Metro, and Columbia, in that order are living up to their assurances."

The report said: "Indicative of the extent to which a company's good will depends upon the character of its local representation is the recent reply of a Western Pennsylvania's surprising report that Metro and Columbia are keeping faith whereas 'Fox definitely is not.' Most of the localities put Fox and Metro as attempting to live up to their assurances to that industry according to the report. Many varying responses were also evident on the question of whether the four companies are selling their CinemaScope pictures for all situations—the four companies being Fox, Metro, Columbia and Warners. In general, according to the report, the results were not surprising. But it was noted that not all companies have equal facilities for the use of the anamorphic lens. Some also don't take the step until sufficient numbers of theatres have full CinemaScope equipment.

Columbia defies its policy as closely watching developments. In other words, it won't discontinue other ratios so long as a substantial number of exhibitors demanding them remains. Twentieth-Fox is unaffected since it never used ratios here other than full-screen. When anamorphic policy is undecided, a spokesman said.

20th-Fox Welcomes M-G-M's 'Scope Move

Metro-Goldwyn-Mayer's announcement that it will discontinue the release of wide-screen versions of its CinemaScope pictures in all theatrical markets was welcomed here by 20th Century-Fox executives. On the other hand, the use of his name, said the move, to begin

Ed Cuts Rentals Meet

(Continued from page 1)

WB Net

(Continued from page 1)

upon the foreign theatres to CinemaScope. It's one note of displeasure was M-G-M's policy of using its Perspecta sound policy rather than the 20th-Fox magnetic sound system.

exceptions were noted in some localities, although many expressions of approval and high flat rental terms were voiced.

On the question of which is the company, the answers were broken down into 16 regions. Six regions selected Paramount as the "toughest," six, Warner, and five, Columbia.Summary report, to the effect that they cannot pay 50 per cent of their receipts for any picture and come out whole; that they are forced to take several attractions in order to avoid a loss.

Say Tax Cut Helped Little

The report charged that in "only a few instances can the benefits of the tax relief voted by Congress be traced to the bookings of the sub-run and small town theatre, or even to the key independent theatres," adding that a "hopeful word was the news that only in the ever-increasing profits of the film companies."

Elected in 1948, the report pointed out that top priority was given to working out an agreement on arbitration rather than the proposed industry round-table conference. It was felt that the conference be called "without unnecessary delay," Allied, be it noted, is not participating in current arbitration negotiations.

The report also advocated as "other EDC service the attendance at annual and semi-annual exhibition conferences due to their knowledge of a particular film company's policy in areas covered by national Allied."

N.Y.C. to Appeal

(Continued from page 1)

accepting somewhat of the voluntary tax. In the last analysis, the report continued, it is up to the exhibitors to decide whether or not they wish to continue to pay the tax."

Ontario Tax Cut

(Continued from page 1)

ticket sales on income and after a provision of $175,000 for contingent liabilities. There is an additional $800,000 to be equally divided among the 48 per cent on the $4,742,360 shares of common stock outstanding on that date. The net profit for the corresponding period in 1953 was $1,060,000, 6 cents per share on the $4,742,360 shares of common stock, then outstanding or reserved for expansion. In the corresponding period of 1953, it is expected that数字出口 for Federal taxes on income and $75,000 for contingent liabilities were made.

Film rentals, sales, etc., for the three months ending Nov. 27, amounted to $18,414,000 as compared with $15,825,000 for the corresponding period last year, the report added.

Second Quarter Estimated

Regarding the second quarter which will end Feb. 26, the report stated that it was anticipated that the operating results for the second quarter will not be as favorable as those of the first quarter. The report stated that the differences in the operating gains were "based on the operations for the months of December and January."

A group of directors, it was announced at the same time, has declared a dividend of 30 cents a share payable on Feb. 5, to stockholders of record on Feb. 2.

It was further announced that the stockholders amended the certificate of incorporation to provide for two classes of directors, with directors serving for two years and the terms of class expiring in alternate years.

Directors Elected

The following were elected directors for a term of two years: Robert W. Perkins, Albert Warner, Harry M. Warner and Jack L. Warner. The remainder of the board, it was noted, consists of Samuel Carlisle, Stanleigh P. Friedman and Samuel Schneider, whose terms expire on Feb. 6, 1956.

At the meeting, the second one held since the company's reorganization last December, 80 per cent of the outstanding stock was represented in person or by proxy, it was stated.

Washington County Cuts Ticket Tax

(Continued from page 1)

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(Continued from page 1)

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Senate Report On TV Ignores 'Toll' Type

Toll TV

(Continued from page 1)

will be put before exhibitors in all parts of the country.

"The industry is months behind in its efforts to wipe out the deadly menace toll-TV," Gordon said. "We must unite and get the true facts to the general public." He added that H. A. Cole, chairman of Texas Allied, said: "The first aim of toll-TV is to take away subsequent runs from legitimate theatres, and then graduate into the first run operations."

Albert E. Sindingler, analyst, of Reilly, Agron & Co., who attended the meeting discussing a survey he has made for Cole's Bonham Theatres.


Indiana Exhibitors Anti-Toll TV Aid

INDIANAPOLIS, Feb. 2—Exhibitors in the larger areas are organizing to provide financial and other assistance to the national exhibitors' representation in the anti-toll TV tele-

vision, of which Trueman Rennasch of Franklin, Ind., is national co-chairman.

William Carroll and Marc Wolfe, prominent Indiana showmen, head the regional organization and already are raising contributions to the national committee's fund from Indiana exhibitors.

Makelim

(Continued from page 1)

Springfield, O.; Fabian's New Jersey circuit; Cooperative Theatres of Pitts-

Commenting on bank financing, Makelim said that he had "never applied to any bank," indicating, however, that he did not expect any difficulties when a move in that direction would be required.

Officers of IMPEC Recollected by SIMPP

HOLLYWOOD, Feb. 2—The executive committee of the Society of Independent Motion Picture Pro-

ducers, at a meeting held here today, announced that the SIMPP, which was reorganized for the future. SIMPP members also voted to continue organizing membership in the Motion Picture Industry Council on the present basis.

Studios Host to 300 Under Gov't Plan

HOLLYWOOD, Feb. 2—Under the U. S. State Department for Motion Picture leader program, more than 300 official representatives of foreign countries visited the Hollywood studios during the past 12 months, the international committee of the Association of Motion Picture Pro-
ducers disclosed in its year-end report.

Walt Disney's 'Siam' Good Entertainment

"Siam," the featurette which will launch Walt Disney's "People and Places" series, is good entertainment.

Many facets of life in that South-

eastern Asian nation are explored in the film, in color by Technicolor, and running 32 minutes. Of special interest to the Siamese family depicted in the film, a family which lives its life on a canal boat.

The picture is full of information, retaining a bright, lively pace. The best tradition of documentaries, the audience is transported to an exotic land, rich in beauty, replete with many strange customs.

Glimpses of life, ranging from the work of elephants to the strange bur-

ial of a Siamese king, are captured in the featurette. Insight, too, is gained in the way of a country partially flooded, of a nation in which canals are as vital for transportation as roads.

There is humor offered also, as well as beautiful, richly colored, highly stylized dancing girls. Herbert Knapp, the photographer, guided his camera wistfully, capturing many entertaining moments.

Ben Sharpsteen was associate producer, while Ralph Wright directed, and Winston Hibler narrated. The short TV film was prepared by Wright, Hibler, Ted Sears and Cecil Maiden.

Disney's Buena Vista Film Distri-

bution Co. has scheduled a February release.

M. H.
ED SULLIVAN turns his spotlight on COLUMBIA!

ON SUNDAY NIGHT, FEBRUARY 6 at 8:00 P.M. 50,000,000 viewers will be watching THE COLUMBIA PICTURES STORY on Toast of the Town for one full hour over the vast CBS network featuring outstanding Columbia productions including THE LONG GRAY LINE

She's the Toast of the Town!
In US, Canada
5c Per Person
Royalty for
Todd-AO Use

UATC Prospectus Sets
Forth Policy to Public

A royalty of five cents per viewing "Oklahoma" in the Todd-AO process in the U.S. and Canada will be paid to the Todd-AO Corp., it was disclosed here yesterday in the prospectus of United Artists Theatre Cirk. The royalty abroad, it was added, will "generally" be at the rate of 35 cents per cent. The policy is to charge a similar royalty on additional productions, such as the Michael Todd Company's "Eighty Days Around the World," it was explained.

The prospectus, sent out in conjunction with UATC's sale of 400,120 shares of common stock at $1 per share, explained the plan.

Texas Compo Offers
Audience Poll Plan
Based on 'Oscars'

Special to THE DAILY
DALLAS, Feb. 3.—The Academy Award "Oscar Race" campaign, devised for theatres in this area by Texas Compo, will be made available to theatres elsewhere, according to Kyle Rorex, executive director.

Prepared and copyrighted by Texas Compo, the promotion provides theatres an opportunity to capitalize on public interest in the nominations and election of Oscar winners, which here-tofore has been used by other amusement media—TV, radio and newspapers, Rorex said.

He stated that the planned six-week campaign will also create a desire among participating patrons to see the stars and pictures involved in the award. 

'U' Office Managers,
Bookers Convening

Starting today, Universal Pictures will hold a series of four meetings to be attended by the office managers and head bookers of its 32 domestic sales branches.

Discussions at the meetings will be directed toward the development of plans to combat the "physical shortages." 

To Meet Monday
Allied Board
Will Highlight
EDC, Toll TV

Two-Day Conclave Also
Will Consider 16mm. Suit

By J. A. OTTEN
WASHINGTON, Feb. 3.—Electification of officers, consideration of legislation for Federal regulation of the motion picture industry, discussion of the government's 16-mm. anti-trust suit and reports from the Emergency Defense Committee and the anti-toll TV committee head the agenda for the coming Allied States Association's annual board meeting in St. Louis next week. Chairman Abram F. Myers, who released the agenda to general counsel Stuart Pliskin, said:

"I believe Allied presidents can have a second one-year term if it's wanted by the local Allied officials. The question is whether personal reasons will lead him to forego the second term usually voted Allied officials."

The board meeting will be held at the Plaza Hotel on Monday and Tuesday. A Monday night session is certain because of the heavy agenda for the two-day affair, Myers said.

Discussion of the defense committee (Continued on page 6)

Immediate Walkout
By Projectionists
Threatened in Minn.

Special to THE DAILY
MINNEAPOLIS, Feb. 3.—Facing down the threat of an immediate walkout by members of Projectionists' Local 219, IATSE, the owners of 37 independent theatres in the Minneapolis area today gave a unanimous vote of confidence to Ted Mann and his negotiating committee and in line with the recommendation of the Senate Small Business Committee, it is learned.

This is the subcommittee that has been investigating exhibition complaints (Continued on page 5)

Sen. Long to Head
Monopoly Group

WASHINGTON, Feb. 3.—Sen. David B. Long (D., La.) will head the monopoly subcommittee of the Senate Small Business Committee, it is learned.

With Wednesday's snow storm, first of the winter to remain on the ground in New York City, and yesterday's near-zero temperatures, business at Broadway first runs and in the neighborhoods took its sharpest dip in months. Receipts which had held up well even during the pre-Christmas period dropped with the mercury, but a weekend recovery is looked for starting tonight.

One seasoned Broadway observer estimated the loss at the box-office on Wednesday and yesterday at from $500 to $4,000 daily, the dip varying at different first-run situations. Another first-run manager noted somewhat of an improvement yesterday, contending that the snow more than the cold induces people to keep away from the Main Stem.

Zero Weather Hits NYC Box Offices

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Fox TV Film
Plans Expand

From THE DAILY Bureau
HOLLYWOOD, Feb. 3.—Twentieth Century-Fox is prepared to enter tele-film production on a big scale and is preparing to invest a large amount of money in that undertaking with a view to ultimately taking over leadership in the TV film production field, it was learned here today.

Conferences and planning toward that end have been prominent among the executive activities which have occupied the Tyrus P. Slomovics, Lichtman and Charles Einfield to delay their return to New York until the weekend.

Plans contemplate the outright production of tele-films, probably under a subsidiary company trademark, as well as furnishing facilities to independent producers.

First indication that 20th was considering the project came at the meeting of the shareholders of the company yesterday.

WB Completes UK
Sales Convention

From THE DAILY Bureau
LONDON, Feb. 3.—Miss Wolfe Cohen, president of the Warner International Corp., in attendance, the Great Britain 1955 sales convention winds up here tomorrow in Warner House.

Arthur Ailes Jr., in charge of the Warner interests in the British Isles, opened the three-day meetings attended by Warner executives from England, Scotland, Wales and Ireland. London home office executives joining Ailes include Louis Lewis, secretary to the Warner company; Carl Stack, sales manager, and Jack Francis and Robert Stimmile, directors, respectively, of advertising and publicity.

At the conclusion of the Warner sales convention, Cohen leaves for other conferences in Paris and other European capitals.

Allied Sidestepping
Equipment Project

From THE DAILY Bureau
WASHINGTON, Feb. 3.—The agenda of Allied States Association's board of directors meeting in St. Louis next week does not include any discussion of Allied's previously reported plan to manufacture low-priced theatre equipment. All indications are that this plan is either dead or "breathing its last."

Trade Practices,
Concessions Top
Drive-in Agenda

From THE DAILY Bureau
WASHINGTON, Feb. 3.—Handling of concession problems and complaints against film distributors are the two facets of most interest to exhibitors planning to attend the National Allied Drive-in Theatre Association convention.

The convention will take place at the Chase Hotel in St. Louis on Tuesday, Wednesday and Thursday. Over 300 rooms have been reserved for the meeting, and allowing for doubling-up in many cases, this (Continued on page 5)

N.Y. License Fees
Return Is $342,000

Special to THE DAILY
ALBANY, N. Y., Feb. 3.—Gov. Averell Harriman, in his annual report to the New York State Legislature, reported that receipts from the motion picture tax amounted to $342,000 during the first 10 months of the 1954-55 fiscal year and "expected excess $400,000 for the entire year."

Gov. Harriman commented that this is referred to as a "tax for the Commonwealth."

(Continued on page 5)

To Meet Monday
Allied Board
Will Highlight
EDC, Toll TV

Two-Day Conclave Also
Will Consider 16mm. Suit

By J. A. OTTEN
WASHINGTON, Feb. 3.—Electification of officers, consideration of legislation for Federal regulation of the film industry, discussion of the government's 16-mm. anti-trust suit and reports from the Emergency Defense Committee and the anti-toll TV committee head the agenda for the coming Allied States Association's annual board meeting in St. Louis next week. Chairman Abram F. Myers, who released the agenda to general counsel Stuart Pliskin, said:

"I believe Allied presidents can have a second one-year term if it's wanted by the local Allied officials. The question is whether personal reasons will lead him to forego the second term usually voted Allied officials."

The board meeting will be held at the Park Plaza Hotel on Monday and Tuesday. A Monday night session is certain because of the heavy agenda for the two-day affair, Myers said.

Discussion of the defense committee (Continued on page 6)

Immediate Walkout
By Projectionists
Threatened in Minn.

Special to THE DAILY
MINNEAPOLIS, Feb. 3.—Facing down the threat of an immediate walkout by members of Projectionists' Local 219, IATSE, the owners of 37 independent theatres in the Minneapolis area today gave a unanimous vote of confidence to Ted Mann and his negotiating committee and in line with the recommendation of the Senate Small Business Committee, it is learned.

This is the subcommittee that has been investigating exhibition complaints (Continued on page 5)

Sen. Long to Head
Monopoly Group

WASHINGTON, Feb. 3.—Sen. David B. Long (D., La.) will head the monopoly subcommittee of the Senate Small Business Committee, it is learned.

With Wednesday's snow storm, first of the winter to remain on the ground in New York City, and yesterday's near-zero temperatures, business at Broadway first runs and in the neighborhoods took its sharpest dip in months. Receipts which had held up well even during the pre-Christmas period dropped with the mercury, but a weekend recovery is looked for starting tonight.

One seasoned Broadway observer estimated the loss at the box-office on Wednesday and yesterday at from $500 to $4,000 daily, the dip varying at different first-run situations. Another first-run manager noted somewhat of an improvement yesterday, contending that the snow more than the cold induces people to keep away from the Main Stem.

Zero Weather Hits NYC Box Offices

With Wednesday's snow storm, first of the winter to remain on the ground in New York City, and yesterday's near-zero temperatures, business at Broadway first runs and in the neighborhoods took its sharpest dip in months. Receipts which had held up well even during the pre-Christmas period dropped with the mercury, but a weekend recovery is looked for starting tonight.

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Personal Mention

BY M. L. SCHWARTZ

OTTAWA, Feb. 3.—Canada’s National Film Board completed 181 films of one reel or more and 32 filmstrips during the 1953-54 fiscal year. Commenting that the board also produced six news clips, five trailers, and 59 newsreel stories.

The 181 films produced, 79 were originals, 44 revisions of existing films, and 58 language versions, with 60 of the completed films having been French language films, 165 in English, and 12 were foreign language productions, together with 21 films produced by the board. The board financed films through private firms on contract, and 21 were sponsored by Federal Government departments.

Board returns won 18 awards in the year, 13 being international awards and five Canadian.

There were 44 films produced for theatrical distribution during the year, including the “Canada Carries On” and “Eye Witness” series, as well as other productions.

The Stratford Adventure film on the Stratford Shakespearean Festival. Board films had 11,438 theatrical bookings and were shown for a total of 612,296 times. Tickets were booked 727 times for television use, and 27 original films were produced for the TV series “A Window on Canada.”

During 1953-54, the board reached a non-theatrical audience of 14,004,000 at 200,900 showings, an increase of 6.3 per cent in attendance and 9.7 per cent in number of showings. Over 10,000,000 were reached through borrowings from national, a grade of two local libraries and depots. At the end of March, there were 419 film councils representing 10,000 film viewing groups. There were 423 film circuits in operation during the year, earning $4,767 showing points.

Murphy, Miss Roth
At Church Breakfast

George Murphy and Lilian Roth will be the principal lay speakers at the Church Breakfast for motion picture industry employees in the New York area, which will be held in the Grand Ballroom of the Hotel Waldorf-Astoria on Sunday. The breakfast will immediately follow 9:00 A.M. Mass in the parish’s Cathedral, conducted by the Most Rev. Joseph F. Lenanally, Auxiliary Bishop of New York and rector of the Cathedral.

Mr. R. W. Coyne, executive director of the Council of Motion Picture Organizations, among the guests seated on the dais will be Kate Cameron, N. Y. Daily News reporter, Ivan Chermayeff of the Metropolian Opera; Una O’Connor; the Rev. Thomas F. Little, executive secretary of the Legion of Decency, and the Right Rev. Msgr. Philip J. Furlong, P. A., who will represent Cardinal Spellman.

Bergman to M.C.
ITOO Banquet

COLUMBUS, O., Feb. 3.—Maurice Bergman, Eastern studio representative of Universal International, will be guest speaker and banquet toastmaster at the convention of the Independent Theatre Owners of Ohio this week at the Sheraton Hotel, March 1 at the Deshler-Hilton hotel.

This will be Bergman’s third appearance at a banquet at conventions of the ITOO.

Canadian Film Board Had Busy Year, Gov’t Reports

About 30,000 citizens of Montana are expected to join the streets of Missoula as the city prepares for “Timberjack Days,” a two-day celebration during which the film “Timberjack” will be highlighted by the world premiere of Republic’s “Timberjack” at the Fox and Roxy Theatres in a salute to service on the 50th anniversary and to Montana’s lumber industry.

The representatives in attendance are expected to include Herbert J. Yates, Republic president; Vera Kalston, David Brian, Adrian Booth, Bert Williams, Alex Hall, Dan Cushman and George Rickeston, president of Fox Intermountain Theatres.

Production Drops To 20; Two Start

HOLLYWOOD, Feb. 3.—The total number of pictures in production dropped to 20 last week as a result of six pictures finishing and only two starting. Started were: “Rebel Island,” Trucolor (Republic); “The Spoilers,” (United Artists).

Completed were: “Wichita,” CinemaScope, Technicolor (Allied Artists); “Jail Bait,” Columbia); “I Am a Camera,” Remains (Distributors Corp. of America); “Special Delivery,” Rathvon Overseas Prods. (Independent); “The Desperate Hours,” VistaVision (Paramount); “Female On The Beach,” (Universal-International).

Portland House Cuts Price for 2 Films

PORTLAND, Ore., Feb. 3.—Admission prices at Portland’s Century Theatre again go downward. Management Breauskett has cut admissions for all times by 25 cents to 35 cents for two features. He has also inaugurated a “Get Acquainted” week, to last for the next seven days, carrying only a 10 cent service charge for each admission.

Albert Sugarman Dies

COLUMBUS, O., Feb. 3.—Funeral services for Albert Sugarman, former film company executive and operator of a local circuit, will be held Sunday at the Schofield House, here. Sugarman, who passed away in Miami, Fla., last week, is survived by his wife, Betty, and a son, Charles.

RKO Sets 24-Sheet Plugs for ‘Water’

RKO will post 4,976 full-color 24-sheet, containing advertisements for the local playdates of Howard Hughes’ “The Outlaw” and “A Woman’s Way” throughout the United States and Canada, it was announced by Walter Branson, RKO world-wide sales manager.

The posters are currently saturating the 73 areas in which the picture will open during part of this month, Branson said.

‘Timberjack’ to Bow During 2-Day Meet In Missoula, Mont.
People

William W. Lewis has been named managing director of the Cinerama Theatre, the Melba, in Dallas, succeeding W. S. Swanson, who is being transferred to the post of managing director of the soon-to-open Cinerama Theatre in Buffalo, N. Y.

Frank Gillespie of Rusk, Texas, has been transferred to Henderson, to be city manager for the East Texas Theatres, Inc., succeeding A. T. Boren, who resigned. James Pryor has been appointed to succeed Gillespie at Rusk.

Osmond Evans, former animator for Raphael Wolf Studios, has joined UPAs staff as assistant director on “Whatse Airline of Dute Lang,” new cartoon for Columbia release.

William Murphy, assistant manager of the Allyn Theatre, Hartford, has been transferred to manager of New England Theatres’ Paramount in Barre, Vt.

Nelson Riddle of Capitol Records, has been signed by Republic Pictures, to arrange and conduct the musical score for “Rebel Island.”

Sol Lesser has presented a 16mm camera and two 35mm projectors to the UCLA for the university's theatre arts department’s instructional program.

J. Dana Peet has been named superintendent of the sundries manufacturing division in Kodak Park, Rochester. John Hotchkiss has been appointed assistant superintendent.

Albert A. List, chairman of the board of SCAO Theatres, and Thomas H. Jones, Jr., and C. Bert McDonald, heads of Cleveland investment houses, have purchased 860,000 shares of the Atlantic Iron Ore, Ltd., and International Iron Ore, Ltd.


Special to THE DAILY

CLEVELAND, Feb. 3.—A. E. Schiller, in charge of Republic exchange operations, has notified John C. Wein, business agent for B-S, B-6 and F-S that effective Feb. 11, the Republic shipping and inspection department will be discontinued and its functions taken over by State Films. Official notification also states that present B-S employees are to be retained as State Films employees. These include S. H. Porterfield, inspector for 36 years with the company and Bernice Copeland, with an 11-year service record. It is also rumored that upon completion of its present lease in the Film Bldg, the Republic exchange will move into smaller quarters.

UA’s ‘Romeo’ Wins Uruguay Award

The United Artists release of “Romeo and Juliet” has received a special award from the motion picture critics in Montevideo, Uruguay, it was reported here yesterday by the distribution company.

Reynolds and Hickey Workshop Panelists

At Reynolds, general manager of Claude Ezekiel and Associates, Inc., drive-in theatre organization at Dallas, and Bernie Hickey, recently appointed to the post of advertising, publicity and exploitation of Shea Theatres, will participate as panelists in M-G-M’s “Ticket-Selling Workshop” at the Jefferson Hotel, Richmond, Va., on Tuesday. This Workshop will be the seventh in 21 scheduled to June 13. Reynolds and Hickey round out a program which will feature Bob and Melba Walker, husband and wife team who operate the Uintah Theatre, Fruitia, Colo., and Emery Austin, M-G-M’s director of exploitation, who will present the company’s sales exhibit aids to promote its product.

Mike Simons, director of customer relations, announced that a feature of the Richmond meeting will be a full-scale explanation of how local celebrations saluting the motion picture theatre can be put on by exhibitors. M-G-M is planning to attend the meeting at Richmond, from the company’s Washington office, will include Southern division sales manager Rudolph Berger, branch manager Herb Benin, booker Eddie Kushner and salesmen Pete Prince, Paul Wall, Thomas Cosgrove and Sidney Eckman. Field press representative Tom Baldridge will assist Austin.

Bill Would Set Rule For Control Aims

WASHINGTON, Feb. 3.—Sen. Capahart (R, Ind.) has introduced legislation aimed at forcing persons seeking to gain control of a corporation by soliciting stock-ownership proxies to “make a full disclosure of their identity and the identity of their associates.”

Capahart, top Republican on the Senate Banking Committee, which handles such legislation, said he was prompted to sponsor the bill by several recent “heated contests for control of large corporate enterprises.” He added that his only purpose in offering the bill was to protect the investors and the public interest so they would know the purpose of persons seeking their proxies.

Eastman Kodak Co. In Gaspar Deal

Dr. Bela Gaspar, president of Gasparcolor, Inc., has announced that Gasparcolor and Eastman Kodak Co. have entered into a license agreement whereby Eastman has obtained rights from Gasparcolor for itself and for its customers to use the inventions of patents 2,344,084 and 2,312,543. Both of these patents have to do with the arrangement and color sensitivity of emulsion layers in a multi-layer multicolor photographic film.

Congratulation, Paramount!

Broadway’s Criterion Theatre congratulates all its friends at Paramount for their memorable achievement in winning Redbook’s 1954 award for the most distinguished contribution to the motion picture industry.

Of the six outstanding Paramount pictures cited, three of them—“Living It Up,” “Sabrina” and “The Country Girl” have had their New York premiere engagements at the Criterion Theatre.

Each one of these hits has been wonderful entertainment, wonderful for our industry and wonderful at the box-office. Our sincerest thanks for giving us the biggest year in our history.

Charlie B. Moss

Charles B. Moss
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<tr>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
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<th>REPUBLIC</th>
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<td>BOWERY TO SAGADAD (Color)</td>
<td>Lee Gorcey</td>
<td>Bert Lytell</td>
<td>Edward G. Robinson</td>
<td>58 min.</td>
<td>(Release 1/12/35)</td>
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<td>TREASURE OF RUBY HILLS (Color)</td>
<td>Zachary Scott</td>
<td>Cora Matthews</td>
<td>Dick Foran</td>
<td>71 min.</td>
<td>(Release 1/16/35)</td>
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<td>BIG COMBO (Color)</td>
<td>Cornel Wilde</td>
<td>John Wallace</td>
<td>Richard Conte</td>
<td>Brita Danby</td>
<td>89 min.</td>
<td>(Release 2/23/35)</td>
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<tr>
<td>DIAL 11 (Color)</td>
<td>Bill Elliott</td>
<td>Helen Sterly</td>
<td>Keith Larsen</td>
<td>85 min.</td>
<td>(Release 2/26/35)</td>
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<td>MURDER IS MY BEAT (Color)</td>
<td>Barbara Payton</td>
<td>Paul Langton</td>
<td>95 min.</td>
<td>(Release 2/27/35)</td>
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Minneapolis

(Continued from page 1)

structed it to stand out on its last offer to the union.

The final offer is for a year of status quo on the basis of the old contract which expired in November with raises for the first year and disposals for each of the final two years of the contract.

The offer also maintains status quo on preparation time, giving the projectionists 15 minutes per night for conventional aspect ratio films and one-half hour that the projectionist has demanded nine cents an hour for the final two years of the new contract and a straight half-hour prep time.

Talks Have Been Acrimonious

Negotiations between the union and the independents which includes two loop first-run, 32 neighborhood and suburban art houses and three suburban art houses have been stormy from the start, but reached a bitter climax a week ago when the independent president and unanimously empowered his negotiators to call the walk-out whenever they so desired.

Although it was reliably reported that Local No. 219 has not received IA sanction for a strike, it was rumored today that a walk-out will be called tonight. This was denied by William Donley, vice-president and international representative of IATSE.

All Independents Represented

Mann called a meeting of the independent owners today, outlining the position of his committee, calling for an expression of opinion on the current doings and unanimously empowered its negotiations committee to call the walkout whenever they so desired.

Although it was reliably reported that Local No. 219 has not received IA sanction for a strike, it was rumored today that a walk-out will be called tonight. This was denied by William Donley, vice-president and international representative of IATSE.

Texas Compo Audience Poll

(Continued from page 1)

nomination which inevitably will make added revenue at the boxoffice.

The campaign was created as the result of a survey conducted by Texas Compo. Out of 1,000 people interviewed, the desire to participate in a theatre campaign which would permit them to select Academy Award winners. The survey also revealed that in Texas last year 6,906,122 people watched and listened to the Academy Award presentations on television. In California, the Academc Awards were strengthened at the boxoffice.

The contract to TV and radio carrying the Academy Award presentations on every network station in the U. S., plus the coverage that newspapers all over the country give the event, public interest inevitably runs high, Rep. continued.

The plan calls for every person attending a theatre participating in the "Oscar Race," starting March 3 through 8:00 P.M., March 30, to be given an entry blank to select the best picture, best actor and actress, best director from the list of nominations which will be displayed in the theatre.

To be a winner a contestant must correctly name each one of the six Academy Award winners. Winning contestants will be presented with a season pass to the theatre.

The package to sell the entire campaign includes two special tint-colored trailers, six 20 by 60 foot displays and 1,000 entry blanks, and advance notice to publicize the Oscar Race scheduled to run two weeks beginning Thursday, Feb. 17. There is another trailer with all pertinent facets of the campaign to run from Thursday, March 3 until the Academy Award winners are announced Wednesday, March 30.

Also, there is one 40 by 60 display to be installed two weeks commencing Feb. 17, and another 40 by 60 carrying the names of the Academy Award nominations with instructions on how to participate in the contest, to be displayed March 3 until 8:00 P.M., March 30, Rep. stated.

Sen. Long to Head

(Continued from page 1)

against film distributors. Long was chairman of the subcommittee in the previous Democratic Congress and head of the two Democrats on the subcommittee in the last Republican-controlled Congress.

So far, there is no agenda prepared for the subcommittee or for the full committee. An organization meeting of the full committee today voted to continue substantially the study as the committee had at its disposal last year.

Atlas Owns Million

RKO Corp. Shares

WASHINGTON, Feb. 3.—Atlas Corp. bought 115,000 shares of RKO Pictures Corp. common stock in December, boosting its holdings to an even 1,000,000 shares, according to a report to the Securities and Exchange Commission.

The Commission also said that Edward J. Noble had reported giving 200,000 shares of common stock to American Broadcasting-Paramount Theatres, Inc., in December to the Edward John Noble Foundation. This left Noble with 8,949 shares.

Other transactions reported in December were these: Theodore R. Colton bought 200 shares of RKO Pictures common, his total holdings. Preston Davie sold 100 shares of Universal Pictures Corp. common and took himself with nine shares. Howard Dietz, Charles M. Reagan and Benjamin Sherron sold 100 shares of Loew's Inc. common, making their holdings 115 shares, 100 shares and 300 shares, respectively.

Craft Earnings Up

HOLLYWOOD, Feb. 3.—Weekly earnings of studio craft workers averaged $130.98 during December, according to the monthly report of the State Department of Industrial Relations.

This month's figure compares with $128.96 in November and $120.28 the previous December.

Drive-in Meet

(Continued from page 1)

means that somewhere around 400 exhibitors may attend.

Allied States Association general counsel Abram F. Myers said drive-in operators planning to attend the meeting had been asked to suggest items for discussion, and that by far the largest number of requests was for a full discussion of the buying and handling of concession sales.

Next in interest, he declared, is a thorough airing of drive-in complaints against distributors. This will cover complaints that distributors are selling drive-ins on a percentage basis where they are selling indoor theatres on flat rentals, and other complaints on runs and terms.

Truman Rinnwald will report on the anti-toll-TV committee's work, and Myers will report on the work of the Emergency Defense Committee.

Public Asks Realism, Maturity, Says Egan

More mature and realistic pictures are being demanded by the public, it was stated here by Richard Egan just before returning to Hollywood following three weeks of appearing for Howard Hughes’ "Water!/"

The theatre-goers' interest, said Egan, no longer emphasizes the private lives or sensational doings of film stars, and this interest, he said, is reflected in the film columns of newspapers, where the others now seek, and publish, a more wholesome and more interesting treatment of the Hollywood subject.

IN LOS ANGELES

THE FOURTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the Los Angeles area will be held Sunday, February 13, Mass at nine o'clock at Blessed Sacrament Church, with breakfast immediately following at the Hollywood Palladium.

For information and tickets, communicate with the member of the Sponsoring Committee in your office or studio, or Jack Vizzard at 8480 Beverly Blvd. Tel.: WEbster 37101.

(Tickets $2.85 each)
Todd-AO developments because of UATC's heavy investment in Magna Theatre Corp., which owns 50 per cent of the firm.

Under Magna's agreement with Rodgers and Hammerstein for "Oklahoma!", the company's failed project for 10 years, plus an optional period of three years, it was stated, such distribution is at cost but Magna will guarantee the net profit, realizable after the deduction of distribution, advertising, promotion and return of 40 per cent of the gross going to the producers. Its share of these profits, the prospectus explains, was reduced at the time of the $6,000,000 in 1953 for the duration of the distribution contract and 11.67 per cent at the end of the distribution period.

Regarding the stock flotation, the prospectus said that approximately 20 per cent of the New Orleans stock would be used to retire outstanding bank indebtedness under two collateral bank loans with Bank of America, National Discounters's Association of Los Angeles and the Marine Midland Trust Co. of New York.

"U" Office Managers

(Continued from page 1)

Fox TV Films

(Continued from page 1)

sidering this type expansion was seen in the disclosure, several weeks ago, that the company had decided to renovate its largely abandoned studio on Western Avenue here so it could be offered to independent tele-film producers on a rental basis.

In continuing discussions this week at the studio, company officials have explained the plan to include large expenditures for building additional stages, remodelling existing structures, and installing the finest equipment.

In general outline, the Fox operational plan will conform substantially to those being used by Columbia Pictures, in connection with its Screen Gems subsidiary, by U-I with its United World offerers better all-day-a-week public with its Hollywood Television Service.

Sid Rogell, former RKO pictures vice-president in charge of production and present manager of the Fox studio, will be in charge of the company's television activities.

TC36 Plans June Meet

The second meeting of the International Standardization Organization's Technical Committee 36 on television engineering will be held in Stockholm, June 11 to 16, it was announced here by the Society of Motion Picture and Television Engineers.
Allyson, Holden, ‘Obsession’ Win Photoplay Awards

June Allyson, William Holden and Universal-International’s “Magnificent Obsession” are the 1954 winners of the annual “Photoplay” Magazine Gold Medal Awards, it was announced here at the weekend.

The awards, and certificates will be presented on Thursday evening at a banquet in the Crystal Room of the Beverly Hills Hotel in Hollywood. The fan magazine also will honor actress Grace Kelly and actor Guy Madison as the “most promising” talents of the new film season.

Miss Allyson was selected by the public as the most popular actress for her performance in “The Glenn Miller Story,” “Executive Suite” and “Woman’s World.” Holden will receive a gold medal award for his performance in “Executive Suite,” “Sabrina” and “The Country Girl.” Miss Kelly was selected for her performance.

(Continued on page 2)

All Media Will Push 20th ’Scope Releases

Extensive use of both television and radio, in addition to newspaper and magazines, both nationally and on the local level, was planned on the Coast last week for the promotion of 20th Century-Fox’s CinemaScope releases for the first quarter of this year.

Participating in the conferences were Sylros P. Skouras, president, and vice-presidents Darryl F. Zanuck, Al Lichman, and Charles Einfield. Lichman and Einfield will return to New York today.

Walter Reade Joins Reduced Rate for Elderly Patrons Plan is Spreading

The idea of granting reduced admission prices to patrons over 65 years of age apparently is spreading. The project was originated last November by Stanley Summer, owner of the University Theatre, Cambridge, Mass., and now the Walter Reade Circuit will test the plan in its houses in Plainfield and Freehold, N. J. Four other theatres in Cambridge are following suit.

Based on the reported success of Summer with the experiment, the other Cambridge houses that have adopted the plan are the Central Square, operated by New England Theatres, Inc.; the Brattle, operated by Cyrus Harvey, Jr., and Bryant Halliday; Harold Markell’s Eliot and the Innman Square, operated by the estate of the late Benjamin Green.

The Reade theatres, for a test period which will end Sept. 30, will distribute individual discount cards to so-called “senior citizens” through the welfare agencies, recreational groups and other organizations which work with older age groups. Card holders will be admitted for the children’s admission price except on Saturdays, Sundays and holidays. If the program is successful, it will be extended next fall, Walter Reade, president, said.
Loew's OK
(Continued from page 1)

26 theaters that were supposed to be separated from Loew's under the consent decree, the Lyric, in Bridgeport, Conn., has been sold. Marking a change in Loew's policy, the acquisition of the Twin-Oak does not initiate any expansion program. However, that if all the propositions looks interesting, Loew's Theatres now is in a position to look into it.

1,500 Attend
(Continued from page 1)

last was Robert W. Coyne, executive director of the Council of Motion Picture Organizations, The Rev. Mgr. John McCaffrey, dean of Catholic University's School of Social Service, delivered the main address. The program included speakers were George Murphy and Lillian Roth.

Among the guests seated at the dais were Kate Cameron, N. Y. "Daily News" motion picture critic; Brian Sullivan of the Metropolitan opera; Una O'Connor; the Rev. Thomas F. Aylwin, secretary of the Legion of Decency; and the Right Rev. Mgr. Philip J. Furlong, P.A., who represented Cardinal Spellman.

The fourth annual Communion Breakfast for Catholics in the Los Angeles area will be held, next Sunday at the Hollywood Palladium.

Warnings Still Silent On TV Film-Making

From THE DAILY BUREAU

HOLLYWOOD, Feb. 6.—Reports that Warner Brothers will enter television on a basis similar to Columbia Pictures, continued to circulate here at the weekend in view of the studio's declining to comment.

The report had Jack M. Warner, who has been engaged in various endeavors for some time, taking charge of the company's television project, which was said to contemplate making its own telecasts at its own studio exclusively.

Edwards-Cistrand Settle Out of Court

HOLLYWOOD, Feb. 6.—An antitrust suit against major distributors, demanding more than $5,000,000, and filed jointly by Edwards Theatre Owners, Edwards Theatres, Ltd., operating the Alhambra and Garfield theatres respectively, both in Alhambra, Calif., has been dismissed by Federal Judge Harry C. Westover following settlement out of court for what plaintiffs called a substantial sum.

Plaintiffs had charged that the defendants withheld product from them until negotiations with communities had exhausted its first run value.

Screen Gems Ad Post To Henry S. White

Reorganization of the advertising and promotion department of Screen Gems, a division of Columbia Pictures has been announced by Ralph M. Colm, vice president and executive in charge.

Henry S. White has been named director of advertising and promotion, and in future, he will continue with Screen Gems in an executive capacity which will be announced shortly.

White, former press manager, now will report directly to Colm.

Friedlob to Produce 3 Within 18 Months

Bert E. Friedlob, in association with screenwriter Casey Robinson, will produce a program of three top-budget wide-screen motion pictures during the next year, and on an independent status, it was revealed here at the weekend by the producer of "A Day and A Night," for the CinemaScope production of "Utah." 

Following the March 11 opening of his latest film at the Palace, Bert Friedlob, in a trade press interview, announced that he will begin production on "News Is Made at Night," a screenprated musical and wrote from the novel "Bloody Spur." 

Friedlob, who is in New York to complete a deal with United Artists, said that he will make "Seven Nights in Paris," a musical film, and "Maracibo," hoping to complete his contract with United Artists.

Friedlob also stated that the film may be seen in color at a local theatre.

Commenting on the sale of some of his old pictures to television, "A Million for Me," a well-received film which became a hit on television, Friedlob said that he expects to receive from $75,000 to $100,000 as additional material from the TV shows. "When a distribution company has obtained all the theatre playdates it could for a picture, and the producer owns the negative, I see no reason for not allowing the film to be sold for TV presentation," Friedlob said.

To Give Theatrical Picture TV Debut

An experiment under which the world premiere of a picture will be presented on television will be undertaken by Drae Poker Films, recently organized by Houston and Dallas businessmen and headed by George Leppard of New Orleans.

Leppard said that last weekend at the theater that the test would be made on "Accent Spain," which will go into production in Spain on May 1, and that he planned, to begin production of the picture in the near future.

Leppard said that this would be an attempt to make use of the television service to the theater.

A second project, nitrogen, will be an untitled comedy of the comedy and television studio.

Edward C. Cistrand, president of Edwards Theatres, Ltd., and a well-known Los Angeles exhibitor, has announced that his company will distribute its own films over its own networks in the near future.

The arrangement, which was first announced some time ago, will provide a means of distribution of the company's films and will enable the company to control its own destiny in the field of television advertising.

The Edwards-Cistrand arrangement will be handled through the Edwards-Cistrand Film Distribution Corporation, which will be established for the purpose of handling the company's films.

The company has been active in the field of television advertising for some time and has established a reputation for producing high-quality films.

Bryna's 1st UA Film Is 'Indian Fighter'

Kirk Douglas has selected "The Indian Fighter," the film to be made by his new independent company, Bryna Productions, for its first release. The project has recently signed six/nine agreement.
1955 BOOKING CALENDAR

REPUBLIC ACCEPTS THE CHALLENGE...

TO DELIVER THE BIG PICTURES EXHIBITORS WANT...
WHEN EXHIBITORS NEED THEM MOST...

with a guarantee of consistent and regular release throughout 1955 of the greatest number of top money productions in Republic's 20 years of picture making!
My optimism for the future of motion pictures is expressed by putting more money into expansion and production at Republic for 1955, than at any time in the history of the company.

HERBERT J. YATES
PICTURE AFTER PICTURE FOR RELEASE WEEK AFTER WEEK!

Productions listed below are but a part of the box-office pictures that will make up Republic's 20th year of entertainment.

Today, more stories are in preparation or in work at the Studio than ever before...

Best sellers to be produced with famous stars and top directors.

1. **TROUBLE in the GLEN**
   Starring Margaret Lockwood, Orson Welles, and Forrest Tucker. Produced and directed by Herbert Wilcox in Trucolor by Consolidated. A romantic adventure by the author of "The Quiet Man."

2. **The ATOMIC KID**
   Co-starring Mickey Rooney and Robert (Stalag 17) Strauss. A laugh explosion when someone slips a "Mickey" into atomic tests. A Mickey Rooney Production, directed by Leslie H. Martinson.

3. **HELL'S OUTPOST**

4. **AFRICAN CANNONBALL**
   Hi-jinks with the inimitable Judy Canova in another great laugh hit.

5. **TROUBLE IN STORE**
   With the great international comedian, Norman Wisdom, and Margaret Rutherford. A real belly-laugh comedy.

6. **CAROLINA CANNONBALL**
   Danger and excitement as the hunt for a killer reaches into the untamed jungles of Africa.

7. **AFRICAN MANHUNT**
   The Square Ring
   Heart, sweat and tears, in a punch-packed drama of the fight game.

8. **DOCTOR in the HOUSE**
   Universally acclaimed as the smash hit of the year, with the stars of "Genevieve." An irreverent story of medical students—their trials, their errors, their loves.

9. **A DAY to REMEMBER**
   A fast-moving story of light-hearted romance.

10. **TIMBERJACK**
    Robust adventure as well as the north country which is its magnificent setting. From the novel by Dan Cushman.

11. **DON JUAN'S NIGHT of LOVE**
    Passion and intrigue in the romantic days of Madame Pompadour.

12. **THE ETERNAL SEA**
    The romance of the sea, the love of a woman, and the dramatic story of the courage of a gallant Navy hero.

13. **YELLOWNECK**
    Rare suspense as five deserters escape from the battlefield, only to face death in the Everglades. Trucolor by Consolidated.

14. **SANTA FE PASSAGE**
    The dynamic story of fighting men and beautiful women, with heart-stopping action, thrills and romance.

15. **I COVER THE UNDERWORLD**
    Trigger-fast action as a priest invades the underworld to reclaim his twin brother, a big-shot racketeer.

16. **MAGIC FIRE**
    Three women thrilled to his romantic fire, the world to his genius. The story of the life and loves of Margaret Lockwood.

17. **MYSTERY of the BLACK JUNGLE**
    The terrified of the untamed, as men stalk the mysterious jungle country.

18. **MAN FROM TEXAS**
    Roaring outdoor saga of the early frontier, from the Saturday Evening Post story that thrilled millions.

19. **PHANTOM RACKETEER**
    Mystery and suspense of a hidden killer in a crime-ridden town.

20. **The BIG JACKPOT**
    A fast moving comedy romance of a big money payoff that made a marriage of Lady Luck and Dan Cupid.

21. **REBEL ISLAND**
    Romance and intrigue in the lush tropical setting of the fashionable Bahamas.

22. **TEXAS LEGIONNAIRE**
    The immortal story of the Alamo and the Texan's never-to-be-forgotten fight for freedom.

23. **CIRCUS GIRL**
    The spectacle of circus life against the exotic background of Ceylon and India.

24. **THE GUNMAN**
    Academy Award-winning Ray Milland will star in and direct this off-beat story, an original by Talbot Jennings and John Tucker Battle. Big-scale outdoor drama, in Trucolor by Consolidated.

25. **The BIG WHISPER**
    Virginia Van Upp will write and produce the film version of her original story, a high suspense drama of continental intrigue.

26. **THREE LEAVES of a SHAMROCK**
    John Ford, the only four-time Academy Award-winning director, once again brings his magic touch to Ireland, settling of his boxoffice hit, "The Quiet Man."

27. **The VILLAGE DOCTOR**
    A warm, human-interest drama about medicine and faith in a small town. Trucolor by Consolidated.

28. **ANNIE JORDAN**
    The Mary Brinker Post novel has sold millions of copies. To be filmed with a cast of great star names.

29. **The LONG WATCH**

Discuss Republic's plans for you in '55 with "Mr. Republic" in your territory.
Hits Toll TV Propaganda

(Continued from page 1)

Donald (Zeligth president) would invade with his peculiar brand of crass commercialism, belongs to them," Myers says, and adds:

"No Pre-emptive Right"

"McDonald has no pre-emptive right. He is, as a rich man, in a position to exploit the market. He has a library, a talent list and a fact and law background. His decision is a self-righteous one, and he can exploit it for profit only if the Government authorizes him to do so," The pending petitions before the FCC and the permanent Zenith Vision Commission, filed by Zenith and other gadget makers, involve complicated and technical points of law and fact and law. They raise the question whether Toll-TV constitutes 'broadcasting' within the meaning of the Communications Act and, if so, whether such broadcasting would be in the public interest. The Act contemplates that determination of such far-reaching importance and gravity shall be based upon full hearings. Yet McDonald, in the Soberly, has already pumped the gun and is demanding that Toll-TV be approved instantly, without any hearing whatsoever.

"Congress for the Joint Committee has filed an able brief in opposition to this motion; but in the meantime McDonald's propaganda barrage continues its incessant ra-ta-tat.

"Steps must be taken to put all this in proper perspective and to remind the people, and perhaps a few public officials, that is in the American tradition for government agencies to hear patiently and fully all who wish to be heard, and to give a fair and full opportunity for a fair and full hearing by a public official. With their business and investments at stake, exhibitors will be quick to argue against the taking of necessary steps to protect their interests. They should be permitted to urge the Commission to consider the matter of whether Toll-TV does not constitute 'broadcasting' within the intent of the Communications Act. Toll-TV is more of a door-to-door shipment than broadcasting," the report says.

"Even if the Commission should finally conclude that it has power under the Act to approve Toll-TV, it still would have to comply with the statutory requirement that it deter-

Allied-TESMA-TEDA Conventions Set

Special to THE DAILY

ST. LOUIS, Feb. 6.—Allied States has saved its irritation with TESMA-TEDA, dating back several years, and will hold its annual convention in Chicago next October in conjunction with the huge trade show and exhibit the two equipment groups sponsored annually.

Originally, TESMA-TEDA planned to alternate its trade show with Theatre Owners of America, Allied States, and the new Allied States convention, but the break with Allied resulted in the last two exhibits going to the TOA conventions. A proposal that TOA hold its convention this year in conjunction with Allied States, and the trade show appears to be out. TOA's meet presently is planned for Los Angeles in November.

Allied Threatens to Use Callithump

Special to THE DAILY

ST. LOUIS, Feb. 6.—"If compared in one meeting with exhibitor leaders (on grievances)," Abram Myers, Allied States president, told theatrical counsel, says in his annual report, "then those leaders may want to consider taking those executives to a callithump that they cannot ignore."

"(Ed note: 'Callithump' is listed in one of the largest dictionaries. Definition: A boisterous parade with the blowing of tin horns and other discordant noises.)"

'Photoplay' (Continued from page 1)

ances in "Dial M for Murder," "Rear Window" and "The Country Girl," while Madison was chosen for his playing in "The Command." A good year was given to "Magnificent Obsession," which was chosen by the public, according to "Photoplay," for "the Photoplay Award" of the year. In addition, gold medals and special certificates will be presented to Ross Hunter, the film's producer, Douglas Sirk, the director, and Robert Blees, the writer.

Special bronze achievement plaques will be awarded during the Thursday banquet to Y. Frank Freeman, of Paramount, for VistaVision; Van Johnson, for his two dramatic performances in "The Caine Mutiny" and "The Last Time I saw Paris." Danny Kaye, for "excellent representation" of the industry as "ambas-
sador-at-large" of the United Nations International Children's Emergency Fund; and Otto Preminger, "Carmen Jones" producer.

Propose Allied-TOA Meeting on EDC

A proposal that a small committee of Allied States Association members and a committee of Theatre Owners of America groups hold a joint meeting to discuss the matter of TOA's Support of Allied's "declaration of emergency" has been made by E. D. Martin, TOA president.

This was revealed in a letter by Allied president, to Martin, in answer to the latter's proposal of such a session. Marcus told Martin that he would submit the suggestion to the Allied board which is currently in session in St. Louis.

Calls Unified Action Urgent

"Our problems are fairly identical and numerous," Marcus wrote in his letter to Martin, "For these problems to be properly solved, requires unified action and intelligent thinking of all exhibitor groups in this country. I repeat, and I am extending an invitation to all exhibitor groups to join in support of Allied's "declaration of emergency" and the actions initiated by Emergency Defense.

The letter indicated that reports that TOA was opposed to the EDC have been erroneous.

Marcus has announced that he would not be a candidate for reelection as Allied president.

MPAA to Host Reviewers

Arthur Debra, director of community relations for the Motion Picture Assn. of America, will host the at the Hotel Piccadilly luncheon at 12:30 p.m. today for some 200 representatives of film reviews and distributors. George Murphy, M-G-M studio public relations director, will be a guest speaker.

MPAA to Host Reviewers

7 DAYS IN HAWAII $469

(From New York), including round-trip transportation and hotel accommodations for $469, can be arranged for DC tourists service all the way, with stops over on the West Coast if you like. For the United States 2 abreast seating in wide cen-
ter aisles on all planes.

UNITED AIRLINES

Compare the fare and you'll go by air.
Setting a roaring boxoffice pace everywhere!

THE RACERS

from 20th Century Fox in CINeMaScope Color by DElUXE

STARRING
KIRK DOUGLAS • BELLA DARVI • GILBERT ROLAND
also starring
CESAR ROMERO • LEE J. COBB • KATY JURADO

PRODUCED BY
DIRECTED BY
SCREEN PLAY BY
JULIAN BLAUSTEIN • HENRY HATHWAY • CHARLES KAUFMAN

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

...and IT'LL BE A BIG WINNER FOR YOU! DATE IT NOW!
Six Groups Added
Gov't Naming
Compo, Allied
In 16mm. Case

4 Other Exhibitor Units
Also Co-Conspirators

Set World Premiere
Plans for 'Eden'

Sees Large Areas
'Sated With TV'

House Unit Ends Hearings
On MPA-Backed Trade Bill

May Be the Answer
ALLIED OKAYS PLAN
FOR INTERIM RELIEF

Kilgore Heads
Toll TV Group

From THE DAILY Bureau
WASHINGTON, Feb. 7.—Senate
judiciary committee chairman Kilgore
(D., W. Va.) today named himself
head of the special judiciary anti-
trust subcommittee.

This apparently cleared the way
for that subcommittee to make
a thorough investigation of subscrip-
tion television. Kilgore had previously an-
nounced his intention of studying toll
TV and other television problems, but
there was some question as to whether
the full judiciary committee might
not force him to use as subcommit-
tee chairman some other Senator
less interested in these matters. At
an organizing committee meeting of
the full committee today, however,
no opposition developed to Kilgore
taking the post himself.

Howard Chernoff, a San Diego
radio and television consultant, is
making a preliminary study of toll
TV and other TV matters for Kil-
gore.

The Senate commerce committee
(Continued on page 3)

Zanuck Coming With
Production Plans

From THE DAILY Bureau
HOLLYWOOD, Feb. 7.—Darryl
F. Zanuck, 20th Century-Fox produc-
tion head, will leave here for New
York on Wednesday to present the
studio's new production plans to a
meeting of the 20th-Fox board there
on Thursday. The estimated produc-
tion budget is $50,000,000.

As Zanuck told a trade press con-
(Continued on page 3)

Edinburgh Festival
Now on Approved
List of I.F.F.P.A.

The Edinburgh Film Festival has
been included in the list of film fes-
tivals approved for 1955 by the
International Federation of Film
Producers Associations. The approval
followed the Edinburgh organization's
acceptance of the I.F.F.P.A.'s general
conditions applicable to all film fes-
tivals.

Among the general conditions regu-
lating film festivals are two which
(Continued on page 6)

Stars in Washington
For 'Line' Premiere

WASHINGTON, Feb. 6.—With
the vanguard of Hollywood personal-
ities arriving in town today, every-
thing is in readiness for the world
premiere of Columbia’s “The Long
Gray Line” at RKO Keith’s Theatre
(Continued on page 6)

Selznick to Make
Two Films for M-G-M
Special to THE DAILY
MIAMI, Feb. 7.—A deal by
which David O. Selznick will
produce two pictures for
M-G-M was closed here follow-
ing weekend conferences, Nich-
olas M. Schenck, president of
Loew’s-M-G-M, announced.
Schenck said he could give no
additional details at this time.
Reported sitting in at the con-
ferences were Frank I. Davis,
Jr., Charles K. Feldman
and Charles C. Moskowitz.
Personal Mention

By LESTER DINOFF

The major motion picture studios in Hollywood are striving to find the best way of balancing the cost of motion picture production with the profits derived from the market for their product. The production of all available profitable pictures is necessary for the health and growth of the film industry. The industry leaders are working towards this goal by planning and producing high-quality films that are expected to appeal to a broad audience.

Gleason Reel to Aid Brotherhood Drive

A special Brotherhood Week campaign for the support of the Brotherhood of Motion Picture Workers, the American Federation of Musicians, the American Federation of Labor, and other labor unions, has been launched. The campaign seeks to raise funds for the relief of unemployed workers and to improve working conditions in the motion picture industry. The campaign has been endorsed by various labor leaders and celebrities, including Charles B. Paine, chairman of the American Federation of Labor, and John L. Lewis, president of the Congress of Industrial Organizations.

Pacific Daily News

APL, William Charles Marcus, son of Nat Marcus, manager of the Buffalo branch of Warner Brothers, has been called into service with the Transportation Corps.

Dore Schacht, vice-president of M-G-M, has been released from army service, and is in Cedars of Lebanon Hospital, Hollywood, for a checkup.

Thomas D. Grace, of the Eastwood Theatre, East Hartford, has been elected a member of the Chamber of Commerce of the community.

Arthur C. Brehglt, president of Allied Film Exchanges, has been called to Atlanta from Bayou La Batre, Ala.

Irwin Allen, producer, and George Swinek, his associate, have returned to Hollywood from New York.

E. S. Greig, president of Westrex Corp., has returned to New York from Europe.

Dr. Henry Brown, president of Atlas Television Corp., has left New York for San Francisco.

Robert S. Wolff, KRO Manager, has been released from army service and returns here from England today, by ship.

Prince Little, British exhibitor, will leave New York today for London via B.O.C. Monarch.

Alex Harrison, 20th Century-Fox Western sales manager, has left New York for Los Angeles.

E. Stevens, president of Stevens Pictures, Atlanta, has returned there from New York.

Margot Fonteyn, ballerina, will leave here today for Nassau via B.O.C. Bahamas.

Mrs. Charles O'Reilly

Funeral services for Mrs. Kathryn B. O'Reilly, wife of Charles O'Reilly, head of A. B. C. Vending Co., and former exhibitor organization leader in New York, will be held here today at St. Vincent Ferrer's Church. Internment will be in Calvary Cemetery. Mrs. O'Reilly died last Friday.

Sulivan's Aids Scouts

Edward E. Sullivan, publicity manager of 20th Century-Fox, has been named to the executive board of the Manhattan Council, Boy Scouts of America. Sullivan will also serve as chairman of the public relations committee for the Manhattan Scout Exposition, to be held May 13 and 14.

AMPP, CCC Boards Recruit All Officers

HOLLYWOOD, Feb. 7.—All officers of the Association of Motion Picture Producers and of the General Film Service Corp. today were reelected at a meeting of their respective boards. Reelected by AMPP were: Eric Johnston, president; Y. Frank Freeman, chairman of the board; B. B. Kahane, L. K. Sidney, and Stanley Boren, vice-presidents, and John S. Howie, secretary-treasurer.

Renamed by CCC were: Frederick Fink, president; Fred S. Meyer and Boren, vice-presidents, and Howie, secretary-treasurer.

Prelate Calls Films God's Gift to Aid Enlightened of Man

That the motion picture is a "gift of God" that should be used for the "enlightenment of man" was stressed Sunday by Most Rev. Joseph F. McCallerty, dean of the School of Social Service at Catholic University of America.

Msgr. McCallerty, former executive secretary of the National Legion of Deaconesses, who spoke at the annual industry Communication Breakfast held at the Waldorf Astoria, cited the rapid advances of the past few years in the film production of education, propagation, and projection, advances which he emphasized, gave to the industry the opportunity to use "light" to its greatest advantage by the projection of motion pictures but also in focusing this light "on morally good films."

Cardinal Spellman Represented

Other speakers included Rt. Rev. Philip J. Furlong, who represented Cardinal Spellman, Lillian Roth, singer and author, and George Murphy, M-G-M's "ambassador of good will."

Toastmaster was Robert W. Cooney, executive secretary of the Council of Motion Picture Organizations.

YOU Can Have the LUCK of the IRISH

Universal-International and McCalls are working together to help you get the luck of the Irish...and to build box-office.

Universal-International has put the two-year long series of MAGNIFICENT OBSESSION onto a romantic, action-packed adventure drama of Ireland's fight for freedom. CAPE TOWN is a LIGHFOOT...a picture photographed in Ireland in Technicolor and CinemaScope.

McCalls is bringing this picture in a campaign in top magazines, spearheaded by McCall's.

McCalls'

can do a big pre-selling job for you because:

- it has a circulation of more than 4,500,000-reaching over 12 million readers—one of America's really big magazines.
- it reaches 1 out of 6 women in the homes in your area.
- it influences women—who are the backbone of your business.
- Book CAPE TOWN LIGHTFOOT and get set for some luck of the Irish.
McGee in Favor

Allied Names 4 To Meet With TOA on EDC

Special to THE DAILY

ST. LOUIS, Feb. 7.—Allied’s board of directors today named a committee, with a committee representing Theatre Owners of America to discuss the potentialities of Allied’s Emergence Committee. The allied group will consist of Ben Marcus, Allied president; Jack Kirsch of Chicago, Ben Berger of Minneapolis and Abram P. Myers, general counsel.

No date has been set for the session but Marcus said today that the meeting would be held very soon. He indicated that no date would be set until after TOA holds its board meeting in Washington this weekend. He added that the sessions would be held either in Chicago or New York.

McGee Wire Received

Pat McGee, TOA leader, wired the Allied board today that he was vitally interested in the proposed Allied—TOA conference and that he could not come to Washington because of his commitments elsewhere.

He added that he was certain that Martin would appoint him (McGee) to the TOA committee.

Eden' Premiere

(Continued from page 1)

scale for the building fund of the Actors Studio in New York.

A private supper and "stars-in-person" entertainment at the Sheraton Park Hotel was included in the evening’s schedule of events for ticket holders following the world premiere performance, the company disclosed.

Ticket-holders will be ushered to their seats by a group of ushers already including Margaret Truman, Fleur Cowles, Mrs. William Rhinelander Stewart, Mrs. Alfred Gwynne Vanderbilt, Melissa Weston, Beatrice Straight, Anita Loos, Patricia Neal, Meg Mundy, Gypsy Rose Lee and Jayne Meadows, with many other leaders of society, fashion and show business to be announced later.

Kigore Heads

(Continued from page 1)

has also announced its intention to study subscription television.

Other members of the monopoly sub-committee, named by Senator Kefauver (D., Tenn.), are Hennessee (D., Mo.), O’Maloney (D., Wyo.), Langer (R., N.), Dirksen (R., Ill.) and Willey (R., Wis.).

Senator Kefauver was named chairman of a judiciary subcommittee to continue studying the problem. It’s possible that this group might eventually take a look at the effects of some films.

Sentiment of Delegates to Drive-in Meet Centers on Items ‘Needing Correction’

By WILFRED P. SMITH

ST. LOUIS, Feb. 7.—Drive-in operators arriving here in great numbers for their convention this week are taxing the facilities of the Chicago Belvedere Plaza hotels, in the former of which the Allied board meeting is being conducted. Looking and listening among the drive-in delegates yielded these few impressions of general thinking as of today:

1. They are through with the "skirmishes" and are ready for a "hot war" with distributors.
2. Paramount and Warner Brothers seem to be in disfavor with a majority of the delegates.
3. Al Lichtman’s reversal of a move for a conclusive round-table conference has resulted in much disappointment.
4. The spectre of the Government-control bill once again is rearing its head.
5. Delegates feel grosses are high only because of high prices caused by the movie house business.
6. Exhibitors are waiting for some sort of "guarantee" before spending heavily for new equipment.

There is virtually an unanimous agreement that toll-TV could destroy the assets of both drive-in and conventional theatres.

It was announced today that the association will again be held at the Netherland Plaza Hotel in Cincinnati.

Notables to Attend ‘Cinorama’ Premiere

Social, civic, entertainment and business leaders in this area will attend the Warner Theatre here tonight for the world premiere of the Louis de Rochemont production of "Cinorama ballet," the second feature to be filmed in the Cinorama process.

Among those notables who have accepted invitations from the Travelers Aid Society, sponsors of the premiere showing, are Shelley Winters, Rita Gam, Grace Kelly, Donald Cook, William Talbert, Celeste Yarnall, and Albert Allen, the latter representing Allied, among the exhibitors.

Tickets are not to be purchased from the telegram.

McGee said that he, too, are vitally interested in the problems of the small theatre operators.

He added that he was certain that Martin would appoint him (McGee) to the TOA committee.

300 Exhibitors to Attend ‘Workshop’

RICHMOND, Feb. 7.—Some 300 exhibitors, distributors and theatre men will attend the M-G-M’s seventh Ticket Selling Workshop to be held here tomorrow at the Jefferson Hotel, it was announced by Ed Filer, director of customer relations for M-G-M.

William Filer, local commercial manager of station WVTR, will address the forum on television as an aid to the promotion of motion pictures.

Simons said that the speakers will take up a variety of topics of the industry.

Cinorama Audience

In N.Y. Over 2,470,000

When "This Is Cinorama" closed at the Warner Theatre here Sunday, it had played on Broadway for 121 days, and had been seen by more than 2,470,000 persons, representing a gross of more than $4,700,000, according to figures compiled by the distributor.

Lightfoot’ Premiere

Feb. 18 in Chicago

The world premiere of "Captain Lightfoot," Universal - International’s CinemaScope production starring Rock Hudson and Yvonne De Carlo, will be held at McVicker Theatre, Chicago, on Feb. 18, launching a series of Washington Birthday openings.

The openings are being backed by an extensive advertising campaign in 17 of the leading "women-appeal" magazines.

ACE Awards Fete

HOLLYWOOD, Feb. 7.—The annual ACE Awards dinner dance will be held March 24, honoring cinema editors nominated for Academy Awards and the winner of the Emmy Award. Richard A. Laemmle, chairman of the American Cinema Editors, said.

Sabre to Produce 2 for UA Release

United Artists and Sabre Productions have concluded a multiple-picture deal. The independent Hollywood producing company will make two films, "Flight of the Sabre" and "Mr. Text," for UA distribution in 1955.

Sabre Productions is headed by Victor M. Orsatti, president; Frank N. Orsatti, vice-president; and Joseph M. Newman, secretary-treasurer.

Allied Artists Plans ‘Seven fleet’ Tale

HOLLYWOOD, Feb. 7.—Walter Mirisch, executive producer of Allied Artists, today disclosed that the company will produce a big-scale feature entitled "Seven Fleet" and notified his assistant, Richard Rehearn, now in Washington, to contact the Navy Department for its cooperation.

Allied Plan (Continued from page 1

would operate, roughly as follows: if an exhibitor’s particular film has a complaint over a problem that he has not been able to work out with a branch manager, he would call in his regional manager at 12 o’clock to meet with him and the branch manager involved. If the problem then cannot be ironed out, the regional manager is an offical and a top level sales representative from the home office would be called in for conferences in an effort to work out a solution.

Marcus said that the distributors had not been approached as yet on this idea, but he expected that the companies would cooperate.

The board today did not reach a decision as to whether it would seek Government intervention on film prices. Marcus said, "we are still discussing it" and added that a decision one way or the other would be reached tomorrow.

The directors today heard general counsel Allied’s statement of a "progress report" by the toll TV committee. This report was approved unanimously and the board voted 100 percent support of the proposal. The text of the report was not revealed.

The directors approved Marcus’ report on Allied’s stand on toll TV, which is to make the idea to market equipment under the Allied name. The board also approved formally the proposal by Jack McGuire for a joint convention in Chicago in October with TESMA, TEDA and the National International Popcorn Association.

Wolf, Rembusch (Continued from page 1)

what they will term the dangers of toll TV. They will address the Allied States board of directors, in session here, and, in substance, will assert that every TV set now in use will also be obsolete when and if subscription television arrives. They will contend that the toll TV issue involves the freedom of the airways and the granting of opportunities and will violate the basic principles of public interest protection.

Zanuck Arrives

(Continued from page 1)

ference in New York recently, the company’s production schedule will be increased from 16 to 22 this year, but indications are releases will still be made. The studio is anxious to develop a product backlog and, at the same time, space releases at intervals which will permit the development and carryout of full selling campaigns.

53 Firms Exhibiting At Drive-in Meeting

Special to THE DAILY

ST. LOUIS, Feb. 7.—Fifty-three equipment and concession companies, occupying 72 booths, are exhibiting at the Allied Artists 1955 National Drive-in Theatre Association convention which starts officially here tomorrow at the Chase Hotel.

Advance reservations indicate that between 700 and 800 exhibitors and equipment people will be on hand for the sessions.

Tuesday, February 8, 1955 MOTION PICTURE DAILY 3
NOW THE PHOTOPLAY AWARD AGAIN PARAMOUNT

PHOTOPLAY ACHIEVEMENT AWARD TO Y. FRANK FREEMAN ON BEHALF OF PARAMOUNT FOR...

“A MAGNIFICENT CONTRIBUTION TO MOTION PICTURES”

Photoplay Gold Medal to
WILLIAM HOLDEN
Year’s Most Popular Actor
Now Starring In
THE BRIDGES AT TOKO-RI
and
THE COUNTRY GIRL

Photoplay Achievement Award to
DANNY KAYE
Ambassador at Large for the United Nations in behalf of UNICEF and starring soon in the inspiring featurette:
ASSIGNMENT CHILDREN

Photoplay Certificate to
WHITE CHRISTMAS
in VistaVision
One Of Year’s Most Popular Pictures

Photoplay Certificate to
GRACE KELLY
Year’s Most Promising Actress
Now Starring in
THE BRIDGES AT TOKO-RI
and
THE COUNTRY GIRL
Paramount thanks Photoplay for another tribute in the long list of honors that have pointed to Paramount's achievements throughout the past year. The Photoplay Awards become another assurance to exhibitors that during the year ahead they can depend upon Paramount for the finest in boxoffice attractions—glorified by VistaVision and starred with the personalities most wanted by the public...

Photoplay Certificate to JAMES STEWART For "Rear Window" Coming Soon In STRATEGIC AIR COMMAND in VistaVision

Photoplay Gold Medal to JUNE ALLYSON Year's Most Popular Actress Coming Soon In STRATEGIC AIR COMMAND in VistaVision

Photoplay Certificate to JANE WYMAN One Of Most Popular Performances By Actress Coming Soon In LUCY GALLANT in VistaVision

Next To Watch: ACADEMY AWARD NOMINATIONS in which Paramount is predicted a strong contender...
Television--Radio
with Pinky Herman

It could be that ye scribbler is a sentimentalist and old songs and
scenes may well moisten an orb on occasion but methinks there
are thousands of others who, like us, could perceive an epic produc-
tion, were Ben Gross' EnGROSS-ing tome, "I Looked and Listened"
with great marvel at the Radio Era-warded for a motion
picture. Most of the artists are still around. . . . John F. Tallcott,
formerly with Mutual Broadcasting System as account executive
and prior to that as starter with Sesaee, Inc., has joined NBC-Radio's
sales staff as account exec. . . . First sponsor to sign for a half-hour
segment of the network's new series, "Night Time" on which four
casts bow in next Saturday in the 9:00-10:00 P.M. (EST) slot is Regal
Amber Brewhing Co. of San Francisco. The program which
will originate in Springfield, Mo., will be emceed by Red Foley,
one of the most popular of country singers. . . . Fred MacMurray and Pot
Crowley will have the leads in General Electric Theatre's TV presen-
tation of "Bachelor's Bride," CBSunday, Feb. 20.

Looks like Imogene Coca has finally found a new partner in
Hal Fields. In the next show of the long-running variety show in
nigh clubs, radio, TV and motion pictures, including "Yankee Pasha" and the soon-to-be-released musical, "It's Always
Fair Weather," starring Gene Kelly. Your reporter recalls hearing about this lad
and again it is true, that Coca was an early-morning disc jockey team
in Gotham. . . . Maestro Hank Sylverst, music director of the "Jane Froman CBShow"
and the forthcoming "Phil Silvers CBShow," has been working on his column of 13
original ballet scores to be used in Town Hall recital in the spring. . . . The 13th telefilm
produced by the Christophers and screened for presentation on about 200 stations during
the week of Feb. 22 is "Coastal Washington Speaks for Himself," and will
feature Fred Allen, John Daly, Ella Raines and Thelma Ritter. . . . Percy Robert M.
Hutchinson of The Film for Republic, Inc, will reveal plans to the
press of the firm's first theatrical presentation awards at luncheon
next Tuesday at the Waldorf-Astoria.

A $1,340,000 deal is at the signing stage, calling for Bill
Stern to emceed a half-hour-success game show quiz show TivA
ABC-Coast-to-coast in the 7:00-7:30 P.M. slot. Sponsor is one
of the nation's top bootless firms and the pact may be a five-
year deal. Stern, for years one of the ace
sportscasters on the nets, not only can talk and write about the
coming gift of gab and quick wit makes him a natural
quizmaster. . . . Gale ("My Little Margie")
Storm, ends her two-year term as "Mme.
Mayor" of Sherman Oaks, Cal., February 26, and will be
making her debut as . . . MBStarting Saturday, Johnny Desmond,
Coral recording star, who recently left
the "Breakfast Club" after six years in order to free-lance, will launch a
music show, "Phonorama Time," to be heard over 565 stations and sponsored
by the Philco Corp. . . . Over at ABC every-
one from the top echelon to the mail
boys are walking around with their fingers crossed. Last year
that net had four nominees for "Emmy" awards and the four
were named. This year, the Noble-Goldenstar-Kintner-Weit-
man-Hudson-ABCCombine has 12 nominees up for the March
7 selections.

It was during lunch at Sardi's that producer Richard Whorf and
David first got together on "Norby." When J. Walter
Thompson first revealed plans about the NBCColor teletin series to
the press it was at a celebration at Sardi's famous W. 44th St.
(NYC) meet-and-eatery. Thus when a husband-and-army setting
was needed for the "Heilen's Holiday" episode of the series, Sardi's
was "location." . . . Beauty expert Claire Mann, whose WABDaily
tips on face, figure and fashion have been featured for the past six
years, starts her seventh semester with a change from the 13:30-2:00
P.M. slot to the 12:00-12:30 P.M. time. (Probably to catch the eyes
def the families of the audience before they eat.)

Edinburgh Festival
(Continued from page 1)

require the agreement of the govern-
ment authorities. These are:
All foreign films shown at a festi-
vale may be distributed commercially
within the country over and above any
importation quota or other similar
quantitative limitation.
All funds deriving from such com-
mercial distribution, so far as due
interests outside the country, may be
freely remitted over and above any
remitance limitation or agreement
relating to remittances.

The Edinburgh Film Festival has
been officially informed by the British
Board of Trade that no agreement will
be given to the festival according to these
regulations. The Board of Trade in-
formation adds: "Special agreements
will be made to enable earnings to be
remitted in respect of American films
which have been shown at the Edin-
burgh Film Festival."

Trade Bill
(Continued from page 1)
these items to those countries, the
measure was supported by Robert
E. Lewis, president of Argus Cam-
eras, Inc. Lewis said these were the latest
Commerce Department figures avail-
able. Commerce film chief Nathan D.
Golden was among the sponsors who
urged action on the bill.

Urging tariff protection for U. S.
camera manufacturers, Lewis said that
importations from West Germany 12 times as much in dollar
value of still cameras and lenses as it
sent to that country, 12.7 times as much
in lens parts and 13.2 times as much
from the United Kingdom. It
imported some $31,56,640 worth from
Switzerland and $22,31,040 worth from
Canada, but bought far more from
Sweden, France, Switzerland and Italy
than it shipped to those countries.
Lewis emphasized that while Ger-
man and Japanese manufacturing tech-
niques and labor skills are as good as
ours, the Chinese wage scales are one-seventh to one-tenth
ours. As a result, he said, even with present tariff rates, American film
makers are steadily leaving this
country for foreign manufacturing
sites.

The National Association of Photo-
graphic Manufacturers also submitted
a statement for the record requesting
members' cooperation in the industry
as one essential to any defense mobiliza-
tion program.

‘Line’ Premiere
(Continued from page 1)
on Wednesday night, the company an-
ounced.

Before a gathering of notables
drawn from the Government, diplo-
matic corps, armed services and cap-
ital society, John Ford's Cinemascope-
Technicolor tribute to West Point
will unfold on the Keitel's giant
screen. The proceeds of the premiere
which is being sponsored by the wives
of the officers of the Technical Serv-
ces of the United States Army, will
be donated to the Soldier's, Sailor's,
Marines' and Airmen's Club of Wash-
ington. Mrs. Dwight D. Eisenhower,
wife of the president, is honorary
president of the club and honorary
chairman of the premiere. Chairman
for the opening is Mrs. Charles E.
Kilberry, wife of the Secretary of De-
fense.

Columbia Sets Huge
Promotions for ‘Line’
The huge promotion campaign for
Columbia's "The Long Gray Line,"
which was begun with an hour-long
value on Ed Sullivan's national televi-
sion show, gets full swing this week
with the Washington world pre-
mier of the Columbia film tonight
and the New York opening at the
Carnegie Hall on Thursday.

A special opening at the Carnegie
Hall on Thursday will be highlighted by a display of West
Point historical material which goes
with the film and television and newspaper plugs and contests
are heavily scheduled

Guest Speaker
HOLLYWOOD, Feb. 7—Dr. Frank
Baxter, television's "Mr. Shakespeare,"
will be the principal speaker at the
Stern's "Helen's Holiday" of America's
seventh annual awards dinner.
IT SHAKES YOUR SIDES LIKE "SEVEN BRIDES"!

M-G-M's got a very funny comedy that's started off with a bang in its New Haven Premiere and promises to do the same everywhere. It's a big outdoor comedy filmed in CinemaScope and Color that you can sell to a fare-thee-well for the kind of bold, blushing laughs that paid off so well on "Seven Brides For Seven Brothers"! Here's a great Cast, too!

Starring

ROBERT TAYLOR • ELEANOR PARKER

ROARING, ROWDY AND RICH IN CINEMASCOPE

and COLOR with

VICTOR McLAGLEN • RUSS TAMBLYN • JEFF RICHARDS • JAMES ARNESS

Screen Play by HARRY BROWN and GUY TROSPER

Based On a Story by Steve Frazee • Photographed in EASTMAN COLOR

Directed by ROY ROWLAND • Produced by JACK CUMMINGS

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)
Washington, D.C.
February 9

New York City
February 10

and then...
All America

The nation's capital will be the host for distinguished celebrities attending the premiere performance of "The Long Gray Line" at RKO Keith's Theatre. TV cameras will capture excitement for millions of home viewers from coast to coast!

All of Broadway will thrill to the opening of "The Long Gray Line" at Loew's Capitol Theatre. And on February 13, the entire Corps of West Point Cadets will parade to the Capitol for a special showing of the film.

All America will line up to see the picture that was made by Columbia for All America!

TYRONE POWER
MAUREEN O'HARA
in JOHN FORD'S
THE LONG GRAY LINE

CINEMASCOPE
Color by
TECHNICOLOR

Robert Donald Ward Betsy Phil
FRANCIS CRISP BOND PALMER CAREY

Screen Play by EDWARD HOPE - Based upon "Bringing Up the Brass", by Marty Maher and Nardi Reeder Campion - Produced by ROBERT ARTHUR - Directed by JOHN FORD
To Build and Buy
Rank Theatre Expansion in U.K., Ulster

Restore Bombed Houses, Will Construct Others

By PETER BURNUP

LONDON, Feb. 8.—Displaying the J. Arthur Rank Organization's confidence in the future of the film theatre, the Rank group today announced the following ambitious expansion moves:

1. Acquisition of 11 of the most important theatres in Northern Ireland;
2. Plans to construct a new 1,750-seat theatre in a key location in Belfast;
3. Rebuilding of at least nine theatres (Continued on page 4)

Smadja Elected UA Vice-Pres. for Europe

Charles Smadja, Continental manager for United Artists in Europe, has been elected a vice-president of the distribution company in charge of European production, it was announced here yesterday by President Arthur B. Kirin.

Smadja, who will supervise film production for UA in France, Germany, Italy and Spain, in his first American trade press conference here yesterday, revealed that a healthy industry situation prevailed in Europe at present (Continued on page 5)

WB Asks High Court Rule on Copyright

From THE DAILY Bureau

WASHINGTON, Feb. 8.—Warner Brothers Pictures Co. today asked the Supreme Court to rule that when the company bought the copyright to a book it also bought control over any future use of the characters in that book.

The film company asked the High (Continued on page 5)

Allied Board Directs EDC to Seek Government Regulation

Second 'Cinerama' Feature Is Rich In Entertainment

By LESTER DINOFF

Louis de Rochemont's "Cinerama Holiday," the second stimulating feature filmed in the wide-screen Cinerama process which paved the way for the successive innovations in new screen techniques a little over two years ago, is a travelogue with a narrative which gives audiences breathtaking thrills, loads of carnival spirit and festival entertainment, along with a feeling of actually accompanying the young American and Swiss couples, Betty and John Marsh of Kansas City, and Beatrice and Fred Troller of Zurich, in their sight-seeing jaunt to places of panoply beauty.

This version is different from the (Continued on page 5)

UA Plans $40,000,000 Investment in Films

United Artists will invest about $40,000,000 of its own funds in the 40 to 45 productions which the company will distribute worldwide during 1955, it was disclosed here yesterday by Max E. Youngstein, UA vice-president.

Youngstein, who recently returned (Continued on page 4)

'The Long Gray Line'

(Columbia) (CinemaScope)

JOHN FORD delivers another of his justly famous boxoffice successes in "The Long Gray Line," a warm, often moving, and pictorially attractive story of West Point since the turn of the present century. It has been packed full with the surest and best brands of audience-hall development during the long Ford career, with the result that it is destined to give an unusually generous measure of satisfaction to the huge audiences that are certain to buy it.

Absorbing and picturesque as the camera has made the U.S. Military Academy, its people, traditions, locale and activities, it is nonetheless only the backdrop against which Tyrone Power and Maureen O'Hara play out the story of the long married life of Marty and Mary Mahler at the Point. For this is the story of a young Irish immigrant, who attached himself to West Point as a youth and, when past 70, the Army would retire him, he protests to his old friend, the President of the United (Continued on page 5)

Decision to Seek Legislative Control of Film Prices Arrived at Reluctantly, Says Marcus in Announcing 'Last Alternative'

By AL. STEEN

ST. LOUIS, Feb. 8.—The board of directors of Allied States Association today formally directed its Executive Defense Committee to seek the introduction into and the passage by Congress of the bill to regulate film prices which was approved by the delegates to Allied's national convention in Milwaukee last October.

Board chairman Abram Myers, in announcing the directors' action, stated that the interim report of the EDC based upon a survey in mid-December had been fully considered. However, he said, the board concluded that the interim report already is obsolete and that conditions have grown steadily worse since the survey was made.

This was due, Myers explained, "to the distributors' demand for at least 50 per cent of the gross for virtually all desirable pictures released since the survey was made and late reports concerning the failure of some companies to follow through on their promises to sell flat to their smaller accounts and on their assurances of fair and equitable terms to all."

Allied president Ben Marcus said that the board's decision to seek legislative approval arrived at "reluctantly" and in the conviction that all other measures for preserving the theatres have failed and that as of now no alternative to legislation is in sight.

"It is believed," Marcus said, "that the interest and sympathy of Congress can be gained because the crisis that has arisen in the motion picture industry does not involve merely a dispute between the distributors and exhibitors over the price of film. It involves arbitrary curtailment of production and the creation of a starved (Continued on page 4)

Toll-TV Is Hit By Rembusch

Special to THE DAILY

ST. LOUIS, Feb. 8.—The proponents of toll television, in an effort to obtain control of the free air waves, have employed the "big lie" technique so successfully that the public as well as some distributors and producers, are accepting as true the false statements made by the proponents, according to Truman Rembusch, chairman of the Joint Committee on Toll TV.

Speaking at the opening session of the Allied Drive-in Theatre Association convention here today, Rembusch said there has been such a general acceptance of the toll-TV advocates' statements that "it is a matter of the United States Government today, that body would (Continued on page 4)

Allied Extends Board Meeting

Special to THE DAILY

ST. LOUIS, Feb. 8.—The Allied States board was unable to complete its business agenda today and will continue its discussions into tomorrow. Election of officers and Allied's stand on the Government 16mm, suit are still to be disposed of.
**Personal Mention**

ROY O. DISNEY, president of Walt Disney Productions, who arrived in New York from the coast this week, will leave here Friday for Europe.

BERNARD JACOB, I.F.E. Releasing Corp., whose vice-president is of sales, will leave Charlotte today for Washington, and will return here from there.

ROBERT E. KINZNER, president of American Broadcasting Co., is the father of Phyllis, Mrs. Kinzner at Doctors Hospital.

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for New Orleans.

GLENN NOYES, 20th Century-Fox Eastern sales manager, is in Boston from New York.

MICHAEL BAIN, producer, will return to Hollywood today from New York.

LEON URS, author of "Battle Cry," has arrived in Chicago from the East.

MIKE FRANKOVITCH, producer, left here yesterday for the Coast.

**Walsh To Be Honored By N.Y. Variety Club**

Richard Walsh, president of the IAMSE, will be honored at the second annual Heart Award Dinner of Variety Club of New York, Tent No. 35, in the Grand Ballroom of the Waldorf-Astoria Hotel here on May 2. The announcement was made jointly by Edward L. Fabian, chief booker of the club, and William J. German, president of the Club Foundation to Combat Epilepsy. Committees for the dinner are now being formed.

**Addresses Harvard Ad Club**

Advertising Will Suffer From Toll-TV, Says Levy

HARVARD, Feb. 8.—Despite the legislation that will affect television, advertising will not suffer from toll-TV due to a result of Bill channels which will put the medium of entertainment, according to Herman Levy, general counsel for the Theatre Owners of America and the Motion Picture Theatre Owners of Connecticut.

Herman Levy, who is also counsel to the joint exhibition committee opposing toll-TV, in an address before the Advertising Club of Harvard here today challenged the many claims of subscription TV sponsors.

The sponsors of toll-TV claim that advertising will not suffer, but that argument is wholly without merit," Levy asserted. "In the tremendous $55 budget of the advertiser manufacturing of the toll TV, a substantial portion of that sum has been allocated to advertising on television—because of the recognition of that medium for that purpose," he said.

Most of the funds allocated to TV advertising will be spent on other media of advertising if television is not available, or not profitable, the exhibitor counsel said. "It some chains claims of the sponsors of subscription television that that medium will suffer from the medium, public relations firms, advertising agencies and telecasters will suffer from toll-TV due to the restrictions which will be imposed upon the medium of entertainment, according to Herman Levy, general counsel for the Theatre Owners of America and the Motion Picture Theatre Owners of Connecticut.}

**Buchbaum Files NY Tax Appeal Papers**

Assistant Corporation Counsel Stanley Buchbaum has filed motion papers in the appellate division for leave to appeal the recent Supreme Court decision which held that New York City could collect taxes on the excess of five per cent of levy on amount tax under the State enabling Act of 1909.

Buchbaum said yesterday he expects a ruling on the petition "by and not before next Monday."

**Premiere at the U.N. For Kaye Film Today**

Columbia Pictures has manifested a keen interest in the current run of its television shows for the development of its young talent, it was reported here yesterday by world producers. Wherever there is programming and talent for American Broadcasting Co., a subsidiary of American Broadcasting, the shows are being aired.

Weitman, who returned here from an eight-day trip to the Coast, said the planning division was watching the programming of Hollywood's upcoming stars and starlets on the U.S. Steel and Elgin shows. Weitman forecasts that if the Columbia program works out successfully, other studios will take similar steps.

**Doctor Asks $200,000 In 'We' Them Suit**

Warner Brothers Pictures was named a defendant in a $200,000 damage action filed by Dr. John B. Grant in New York Federal Court yesterday. Dr. Grant charged that the song "The Valley of the Nile" and its poster and professional dignity was damaged as a result of the picture "Thee," A doctor of medicine and of public health at the Rockefeller Institute. Dr. Grant claims his professional activities were depicted in the Warner release which he contends is a libel.

Name Youngstein to Head Cinema Lodge Succeeding Robbins

Max E. Youngstein, vice-president of United Artists, has been nominated as successor to Chairman of the Lodge of B'nai Brith, it was announced yesterday following a meeting of the Lodge's executive committee. Nominations will be held at the Cinema Lodge meeting at the Hotel Shera- ton here on March 18th. Mr. Youngstein, who has held office for the past two years, has been nominated as vice-president by the executive committee.

Jack H. Hoffberg was nominated as treasurer; David Kelton as secretary; and Burton Robbins as chaplain. Nominated to the board of trustees were Messrs. Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jeffe, Moses I. Kove, Joseph Maharan, Louis J. Levin, and Arthur H. Schwartz.

**Gray Line to Bow In Washington Today**

WASHINGTON, Feb. 8.—The world premiere of "The Long Gray Line" will take place here tonight at the RKO Keith's Theatre before an audience that will include government leaders, top military figures, important members of the diplomatic corps and outstanding society personalities.

The special guest who will be present will be President Harry S. Truman, "Marty" Mahler, who served 50 years at West Point and whose life is portrayed in the film.

**Tower, Astor in Pact For Frisco Territory**

SAN FRANCISCO, Feb. 8.—A distribution agreement whereby Tower Pictures Co. of San Francisco will handle all Astor Pictures on the West Coast has been signed by R. M. Savini, Astor president, and Samuel Siegel, head of Tower.

Following completion of the Astor agreement, Siegel closed a deal with the Fox, whereby the latter will be able to play Astor's "The Sleeping Tiger," starring Alexis Smith and Alexander Knox.

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Your Opportunity Publications: Motion Picture Herald; Better Theaters and Better Television Almanac; Camera, Enter as a second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
M-G-M's
"CELEBRATION REEL"
16 Minutes of Star-Studded Entertainment in CinemaScope and Color!

THIS LITTLE FELLOW IS GOING TO STEAL THE SHOW!
The BIGGEST Short Subject of The Year and It's FREE!

M-G-M has made a wonderful 16-minute Short Subject to help you promote your own MOTION PICTURE THEATRE CELEBRATION! It's great for the fans! A Parade of Stars! Scenes from 10 Top Pictures! Novelty presentation ideas! In CinemaScope and Color!

PHONE OR WIRE YOUR M-G-M BRANCH TODAY FOR YOUR FREE CELEBRATION REEL!

ADVERTISE IT AS AN "ADDED ATTRACTION!"
ALL OF THIS IN ONE REEL:

Narration and novelty presentation by George Murphy with footage from these great pictures:
"JUPITER'S DARLING" • "BEDEVILLED" • "THE GLASS SLIPPER" • "INTERRUPTED MELODY" • "HIT THE DECK" • "LOVE ME OR LEAVE ME" • "THE KING'S THIEF" • "MOONFLEET" • "IT'S ALWAYS FAIR WEATHER" • "THE PRODIGAL."


Narration about great M-G-M story properties: "BLACKBOARD JUNGLE" • "BHOWANI JUNCTION" • "I'LL CRY TOMORROW" • "THE TEAHOUSE OF THE AUGUST MOON" • "MARY ANNE."
**Allied Votes for Policing**

**Compo to Aid Toll TV Fight**

Special to THE DAILY

ST. LOUIS, Feb. 8.—The Allied States board of directors today voted to continue the association's support of the Council of Motion Picture Organizations, but at the same time demanded that COMPO take up the fight against subscription television.

According to Ben Marcus, Allied president, the directors felt that toll TV was in COMPO's province and that it should lead the fight. Marcus said that when the chips are down and a decision must be made as to which project should receive financial support, Allied's money would go for the battle against toll TV and not to COMPO if the board of directors were not actively engaged in the toll TV issue.

Report by Snaper

COMPO's activities were reported by Wilbur Snaper, a member of the triumvirate governing the organization, and the board approved and endorsed the COMPO activities to date. However, Snaper was instructed to assist the board in becoming more active in the governing body that economics be practiced and that its funds be so budgeted that they landlords can be protected without an additional assessment. It was indicated that COMPO had approximately $150,000 in its treasury.

The board passed a resolution demanding that national COMPO refrain from becoming involved in regional COMPO units or in any way absorbing the functions of the regional groups.

The board also passed a resolution approving the Southern California Theatre Owners' Association's plea to the city of Los Angeles to remove the "divorced" circuits from acquiring drive-ins.

**Cleve. City Council Asks State Censoring**

CLEVELAND, Feb. 8.—By a vote of 30 to two of the Cleveland City Council last night passed a resolution favoring state film censorship. This action followed the recent unanimous recommendation of the council welfare committee of six councillors who spoke on the motion. Only two opposed it. They labeled it "contrary to free democracy and free enterprise and in direct violation of the constitutional rights of freedom."

**Rembusch**

(Rembusch (Continued from page 1)

overwhelmingly support the use of the free air waves for toll TV.

- Attacking the proponents' arguments, Rembusch said that this was not to be expected. The assertion that subscription television would bring in instantaneous and economical electronic distribution was refuted by Rembusch, who cited that in terms of the cost of the decoder ranging from $75 to $100, there would be installation costs up to $500 that could not be recouped.

- The telephone requirement of two systems makes the toll TV medium dependent upon the capacity of the telephone company, he said. For example, he explained, if in New York 100,000 subscribers within 10 minutes decided to buy a program, facilities of the phone company would be completely paralyzed and unable to handle the demand.

Rembusch denied the assertions that toll TV would increase the broadcasting of popular and profitable programs and fall directly in opposition to the broadcast community's regular listeners, he added, and the toll TV "breaks that habit for, as has been previously shown, in any television market only 25 per cent of the sets will be equipped with decoders.

- There would be a potential $7,000,000 nightly boxoffice if every set owner were equipped with a decoder. Rembusch said, and if $500,000,000 of the total potential gross would drop to $1,750,000. However, he continued, other factors would reduce this estimate to approximately $875,000 per audience. Under the Zenith plan the station and pro-
ducer would split the $1 charge to a family so station revenue nationally, per toll TV attraction, would amount to $437,500 or an annual gross of $4,500,000.

"Proponents of toll TV, he said, "would have television stations allowed use of the free air waves for toll TV are doing the industry a disservice by jeopardizing advertising revenue of over one billion dollars to pick up an additional $1,750,000. Is this increasing the broadcast industry's welfare?"

Rembusch said that the committee is not opposed to toll TV per se, but that toll TV should use cable systems when possible. It should be noted that the FCC approval is not yet final. He said there must be three campaigns; one to inform the FCC, another to inform Congress and the third to inform the public of the facts of toll TV.

**Government-Okved Toll-TV Will Create Monopoly: Wolff**

ST. LOUIS, Feb. 8.—If the Federal Communications Commission sanctions subscription television, the stage will be set for a possible new public domain which could lead to a 10-billion-dollar-a-year combination of all media should be in a position to monopolize, according to Harold Wolff, public relations counsel for the joint exhibitor-commission opposing the toll-TV plan.

Wolff, speaking at Allied States' second annual national drive-in convention at the Chase Hotel here of the F.C.C. decision on toll TV may be handed down in Washington "probably within the next two weeks."

"Handful in Control"

An FCC decision permitting the broadcast of scrambled television programs over existing channels on a pay-as-you-see basis would turn over the control of the television industry to the public. The FCC, in effect, would control the television industry, the film industry, and every aspect of communications, entertainment and sports," he said.

**Rank Theatre**

(Continued from page 1)

in important British cities which were putting up the walls of their buildings to cover "overspill" towns now in the course of construction at the direction of the government in order to relieve overcrowded cities.

Rank, together with Associated British, retreated not to expand his British holdings without the consent of the Board of Trade, but the pledge does not bar expansion in Northern Europe, where "overspill" building is certain to meet with government approval.

**Similar to Dublin**

The new theatre group in Ulster is being organized on the Dublin pattern which is wholly owned by Rank but under the operating control of Louis Sullivan. In other words, George Lodge, highly respected delegate of the Cinematograph Exhibitors Ass'n, and booking manager, will remain as manager of the Ulster theatres acquired now by Rank.

Rebuilding of the bombarded theatre group is designed for the Essex and West End theatres from London which, it is anticipated, will have a population of 15,000 to 20,000 homes, by which time the Rank theatre will be ready.

**Seats Total 27,750**

The aggregate seating capacity of Rank's newly acquired houses and those in the course of restoration and building is 27,750. Rank currently has 542 theatres in Britain, 105 in Canada and 250 in Ireland, to a total of 1,600 in all countries of Australia, New Zealand, Malaya and elsewhere.

Wolff said that "one of the reasons for the Canadian circuit also will continue to expand." He replied to questions, Wolff said that "if the legislation resulting from the Rank Organization's break with 20th Century-Fox has been largely solved with booking dates now penciled in as far ahead as April."

He expressed his personal view that the public is rapidly becoming accustomed to all types of wide screens and that the days in which CineScope will continue to stimulate the boxoffice are numbered.

**UA Investment**

(Continued from page 1)

here from the Coast, revealed that while UA has a tentative release program of 40 to 45 pictures for this year, the number of UA films will be sought and released, especially in the foreign market.

During the current year, Youngstein said, some 30 UA films will be produced in Europe at costs ranging from $1,000,000 to $2,000,000. The UA company's "Alexander the Great," "The Story of Goya," "Nevada Smith," "Ambassador's Daughter," "Hecht-Lancaster's "Traps," Kirk Douglas "Viking Raiders," an untold production being re-made by Mervyn LeRoy, and Kramer's "The Gun."
Cinerama

(Continued from page 1)

original "This Is Cinerama" in that it has a semblance of a story, a plot, a story line which ties together the domestic and foreign locales.

At times, the synchronization of the three strips of film welded together on the screen in the Cinerama process is slightly off-center, a minor quibble on the viewer's enjoyment, especially in the sightseeing sequences during the Marsh's and Trotter's travels.

Bob Sledd Runs a Thriller

In place of the renowned scenic railroad ride of the first Cinerama film, a bob-sled trip down a Swiss mountain side at St. Moritz is included and is equally as thrilling as the point of the final event in the absorbing two-hour show, a thrilling ride in a Navy jet fighter from an aircraft carrier. There are enormous and breathtaking Cinerama shots of the impressive Swiss Alps, a New England country fair, where there was a mounted horse and carrousel ride, and a bobsled ride, a journey through the American West and Southwest, including a journey from Los Angeles to the gorgeous night life of New Orleans and Paris.

"Cinerama Holiday" in color by Technicolor, is an actual adventure de- rived in part from the "Realities" magazine story, "America Through a French Legion Glass," by Renee and Pierre Gosset.

Produced by the Stanley Warner Cinerama company, directed by de Rochemont, "Cinerama Holiday" achieves many memorable dramatic effects. The Marsh's Cinerama holiday began in Switzerland on a mountain slope where they enjoyed the thrills of a golden ski ride, of ice-skimming and making a Bobsled trip down a Swiss slope. The American couple's adventure becomes more or less a tranquil and romantic affair which is like an Alpine honeymoon.

Musical Score Excellent

"Cinerama Holiday" is enhanced by a wonderful musical score written by Morton Gould and Van Cleef and directed by de Rochemont. The score was recom- pleted by Robert Bendick and Philippe de Lacy from an adaptation by Otis Carney and James J. Raitt, and is narrated by John Stuart Martin, Director of photography were Joseph Farn and Harry Squire while Richard M. Roberts, composed Epstein had charge of the impressive acoustrophonic sound.

Since the presentation of the original "This Is Cinerama," the technique has undergone many modifications and improvements. Among these are faster projection speeds, which permit greater flexibility in making interior scenes, a perfected Cinerama sound system that extends the emotional and visual appeal of the film, and a wider range of freedom to the performers, and the sense of audience participa- tion is further intensified by reproducing not only the sights and sounds of famous sights, but the emotions and reactions of flesh-and-blood people.

Runs 134 Minutes

The production runs 134 minutes, an appropriate length for the epic nature of the film. It is designed, of course, for exhibition only in Cinerama-equipped theatres and on the advanced admission, reserved seats basis which was the forerunner of the first Cinerama production. That policy ordinarily includes a 15-minute intermission midway in the picture which is in two parts to facilitate that arrangement.

Smadjja Elected

(Continued from page 1)

resulting from last year's good busi- ness.

A continental manager, Smadjja headed the company's distributing net- work for the past two years and has just resigned his position as Assistant United States Ambassador to Belgium, U.S. board chairman, since 1949.

Will Send Print to Italy

Commenting on the color printing of releases in Italy, a situation which has the Motion Picture Export Association disturbed, Smadjja said that UA will send over one negative print each picture released in Italy as a trial. The Italian government has insisted that all color printing, with the exception of Technicolor, be done in Italian studios. Smadjja believes that the Italian color printing, in the Fer- rara-color process, has been of inferior quality. The Italians have set a Jan. 1, 1955, limitation on the importation of American films in color which was not in effect in the U.S. country, Smadjja said, and hoped that a solution to the problem could be worked out amicably.

Cinerama

(Continued from page 1)

States, that he's in better shape than he was the day he arrived at the Point.

Maher's story, "Bringing Up the Brass," by himself and Nardi Reedier Campion, the screen play by Edward Hope, makes an excellent show window for essentially everything of public interest in a cadet's life. Their recreation, discipline, drill, sports, performances, and reviews of the entire cadet corps, are here in abundance. And, in Cinerama-Scopé and color by Technicolor, the Point and its beautiful setting never looked better.

Maher's life at the Point, which began as a waiter and, following his enlistment in the Army, continued as an aide to the athletic director, provost marshal, and assistant to the Point's new Rhodes Scholar, is not without its rousing and frictional moments.

Ward Bond, as athletic director at the Point, and Erin O'Brien Moore as the Point Cadet, are both fine as the Point's Cadet and Cadet Prefect, ready to play an English Cadet, Frank Codd, played by Miss O'Hara. Married, the couple take up their life together at the Point, soon joined by Maher's father, played by Donald Crisp, who is brought over from Ireland with Maher's brother, played by Sean McClory. Early in their married life, tragedy strikes in the form of the death of an infant son and the knowledge that Mrs. Maher will never have another child.

Between them, the Mahers encourage a romance between their friend, played by Marlon Brando, and a cadet, played by William Leslie. The match is consummated, but the young husband and father is killed in World War I. Their son, played by Robert Francis, grows up and becomes a cadet. On the same day that his father died, but excepted from the school's honor report, systems himself and resigns. World War II is under way and he enlists as a private, later winning both honors and a commission on the battlefield.

Meanwhile, time rolls on, taking its toll of the elder Maher first, then of Miss O'Hara, but Power remains at the Point, living alone. He Christmas Eve a group of cadets arrive at his home to cheer him up and are joined later by Miss Palmer and Francis, the latter home on a wound furlough. The inference is that the Mahers' friend, Miss Palmer, will remain with old Maher as his housekeeper. With the President's intervention, arrangements have been made to retire Maher from the Army but permit him to continue at the Point. He returns from Washington to find the entire corps in full dress parade in his honor.

Commencement exercises, football games and other Academy events offer stellar name-dropping opportunities—Eisenhower, Bradley, Pershing, Van Fleet and other American military figures.

The Robert Arthur production is first class in all respects—abundant by Ford's knowing direction of a cast that has been well chosen and delivers accordingly. It is a fine, entertaining and memorable picture for all ages.


Sherrin Kane

WB Asks High Court

(Continued from page 1)

Court to reverse lower court rulings on the acquisition of the rights to "The Maltese Falcon" also seeking control over any future use in any entertainment media of Sam Spade character. Warner's bought the copyright for "The Maltese Falcon" from author Dashiell Hammett and publisher Al- der Knopf, and specified that its purchase should cover all rights for radio, television, motion pictures and other forms of entertainment use. However, Ham- nett later sold CBS the right to use Sam Spade and other "Maltese Fal- con" characters in a radio and tele- vision series. Warners and Knopf then sued CBS and others involved in the radio and TV series for copyright infringement, claiming that Warners and the Knopf com- panies have bought the characters as well as the plot.

Both the Los Angeles District Court and the Ninth Circuit Court of Appeals ruled that the original sale covered only the book's "traditional" story and that the characters in the book remained Hammett's, to exploit as he pleased in the future.

Dent in charge of foreign distribution, said UA has "some plans for enter- ing the production and distribution field in a number of European coun- tries." He didn't reveal the plans.

Arnold M. Picker, UA vice-presi-
“Better mark 'em down to 29¢...we can’t compete with that COMPANION-approved movie!”

Toughest competition anyone can face is the drawing power of COMPANION-approved movies! Consider the fact that over 4 million women are guided by the COMPANION’s movie reviews. Consider, also, that theater owners appreciate the value (box-office-wise) of COMPANION-approval. Small wonder, then, that in 1954 Hollywood spent more money in the COMPANION than in any other woman’s service magazine.

Currently advertised in the COMPANION

Bad Day at Black Rock..................MGM
Captain Lightfoot...Universal-International
Green Fire................................MGM
Cafeteria-Type Of Concession Seems Choice

By MARTIN QUIGLEY, Jr.
ST. LOUIS, Feb. 9.—The major issue in the refreshment field facing drive-ins is whether or not to shift to a cafeteria-style arrangement instead of the usual "station" selling in which different items are available in different locations in the concession building.

Several hundred drive-in exhibitors listened to a number of experts in the vending field discuss this problem at the concession forum of the national Allied Drive-in Theatre Association convention. Most of the speakers were in favor of the cafeteria-style system although feeling was not unanimous.

Principal talks were given by Tomber, RKO Syrup Co.; Henry Rolnick, Berlo Vending Co.; and Maude Jeffers, wife of Jeff Jeffers, convention general chairman.

Tomber stressed the advantages of the cafeteria-type set up. He pointed out the importance of the proper placing of equipment and items in the

RKO Theatres in Drive-in Market

RKO Theatres is interested in acquiring drive-ins, Sol A. Schwartz, RKO Theatres president, disclosed here.

Schwartz made it clear that he did not regard his "interest" as a program of expansion. He did say, however, that if an attractive offer was made to RKO Theatres, the company would seek court approval for the acquisition of a drive-in property. "We might even build one," he added.

The RKO Theatres president was

Senate Group Would Limit Jap Film Tax

WASHINGTON, Feb. 9.—The Senate foreign relations committee approved a tax treaty with Japan which limits the Japanese tax on film rentals to 15 per cent. The tax is presently about double that.

The committee approved the same treaty in the last Congress but it was blocked on the Senate floor.
**Personal Mention**

LOREN L. RYDER, technical di-
rector for Paramount Pictures, plan
to leave here today for the

MAURICE CASEY, manager in the
Philippines for Universal Pictures,
will leave New York tomorrow on the
return trip to Manila, by way of

EDWARD L. HYMAN, vice-president
of American Broadcasting-Paramount
Theatres, and Paramount

BELLE MEYER, of Madison Pictures,
has become a grandmother with the
birth of a child to her daughter, Miss.

RAY MOORE, Universal Pictures as-
istant general sales manager, left
New York yesterday for New Orleans.

ARDO HICKS, of Hecht-Lancaster
Productions, will leave here tomorrow
via United Airlines for Los Angeles.

ESTRIS GIANNINI, Italian producer,
will arrive in New York Wednesday
from Italy.

**Approves ‘Bamboo’**

After Memphis Ban

*SPECIAL TO THE DAILY*

MEMPHIS, Feb. 9—Twenty-four
members of the Better Films Council
of Memphis have approved as pas-
tique a film banned by the Memphis
and Shelby County board of censors
as unpatriotic.

Lloyd T. Binford, chairman of the
censor board, said, when 24 members
of the council had found nothing objectionable in
"Bamboo Prison," replied:

"Well, that's all right if they like it,
but we object to them thinking it
different of opinion is what makes
people trade horses.

Robert Lee O’Kane, chairman of "Bamboo Prison,"
did not vote when it was banned.
asked a reporter, "Why don't they
(the council) break their heads together
and be interested in them? If they've ever
expressed an unfavorable opinion about a picture, I never heard of it.
the 88-year-old chief censor declared.

**Krasna to Produce 2 for UA Release**

Norman Krasna and Arthur F.
Kraus, producers of United Artists,
have announced jointly here the con-
clusion of a production-distribution
agreement with United Artists that
will produce, direct and two pictures for
UA release.

It was reported last week that Krasna and his assistant Van Johnson had formed an independent film company to produce a minimum of four films for UA next year, and that Krasna will make way "The Ambassador’s Daughter" and "Red Roses," both original screenplays.

**Poster Suit Against NSS Is Old Charge, Nizer Tells Court**

From THE DAILY Press

WASHINGTON, Feb. 9 — The
Supreme Court was told today that
the charge of conspiracy by bringing
the Independent Poster Exchange
and National Screen Service Corp.
was the same charge made by

Edward L. Hyman, vice-president
of American Broadcasting-Paramount
Theatres, and Paramount

Nizer, told the court, was the
"most everything going to play it
in 3-D" with the exception of those
which the studio has set aside in sur-
plus on hand to dispose of.

The organization reports de-
manding such a sale, leading to the conclusion that
"everyone is going to play it
in 3-D" with the exception of
those which the studio has set aside
in surplus on hand to dispose of.

Nizer spoke for half an hour to
today, following Francis Anderson, who
argued for Independent. There is an
at issue of argument scheduled for
tomorrow.

**Suit Had Been Dismissed**

Charles Lawlor and Mitchell Pan-
zer, trading as the Independent Poster
Exchange, brought the case to the
Supreme Court after challenging an
appellate court, but the court held that
the agreement that NSS maintained as a
poster and trailer field and declared that the eight major distributors,
whom they also named as defendants,
refused to enter into the agreement.

"To this very day," Nizer said,
"the Independent Poster Exchange
had received no money from the
record show that they have doubled their
profits." He added that the agreement
was a further way of effectuating our
own

Nizer declared that the lower court
judge said that the conspiracy alleged
in the new complaint in trials and the
conspiracy alleged in the 1942 complaint
and that the new suit should be barred.

Chief Justice Warren inter-
preted the new suit to mean that the Indepen-
dent "charged something that
couldn’t have been charged in the
old complaint, that the relationship of
licensee and licensee did not exist,
and it was wanted to "change the
character of the action." Nizer
replied, however, that it did not
change the character of the action
and that although all defendants were
alleged in the 1942 complaint.

**Claims New Evidence**

Earlier in the argument, Anderson
told the court that the current action
"takes place," when the first action left
off. In the first action, he said, noth-
ing was ever presented to the court
and "the court knew nothing about it."
Nizer declared that he had signed the sub-licensing agreement be-
cause the company thought that "the
way it cost was the same.
Otherwise, he said, the company
would not have been able to
obtain posters.

**Master Plan' Bow Set**

Astor Pictures "The Master Plan,"
starring Wayne Morris, will open at
the Loew’s Metropolitan, Brooklyn
and the Fox, New York.

**No Revival of 3-D Is Seen for Ohio**

CLEVELAND, Feb. 9—The
I.T.O. of Ohio as a service to members
booked Universal’s "Revenge of the Creature" set up a clearing house arrange-
ment for those needing 3-D glasses
and the lenses are in surplus.

The organization reports de-
manding such a sale, leading to the conclusion that
"everyone is going to play it
in 3-D" with the exception of those
which the studio has set aside in sur-
plus on hand to dispose of.

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manding such a sale, leading to the conclusion that
"everyone is going to play it
in 3-D" with the exception of those
which the studio has set aside in sur-
plus on hand to dispose of.

The latter play the picture in 3-D to
use up their supply of glasses.

See ‘Cry’ as Top
Grosser for WB

Based on sturdy business racked up
by "Battle Cry" in its initial dozen
even across the country, the
company reports successful average receipts.

The company reports successful average receipts.

Bob White, motion picture editor of the
New York Times, wrote

The reports show that the picture has
been booked in four weeks, averaging $1,000
per week.

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company reports successful average receipts.
**People**

Douglas King has been named sales manager in London for M-G-M, succeeding Edwin Hancock, who has left the company after many years of service. F. D. Russell-Roberts, formerly executive assistant to Sam Eckman, Jr., chairman, has been placed in charge of M-G-M’s London operations in the British capital.

Louis Nizer, attorney, has accepted the post of chairman of the speakers bureau in the purpose of United Jewish Appeal for the 1955 campaign. He will coordinate the activities of some 200 speakers for the cause.

James Rihacek, of the Tivoli Theatre, Toledo, O., has been elected president of the Young Democrats Club of Lucas County.

Juan Pellicer, Mexican lawyer, is the new chairman of the National Cinematographic Board, succeeding Alfonso Cortina, who has been granted a six-month leave of absence.

Thomas L. Johnson, who for the past two years has headed operations of the Canadian National Film Board in the United States, with headquarters in New York, has been named chief of information and publicity for the board. His post in the States will be taken by John Duerkop, formerly of the Chicago office.

**Maryland Censor Says Objectionable Films on Increase**

Special to THE DAILY

Baltimore, Feb. 9.—The moral quality of recent films, especially foreign ones, has reached "a pretty low ebb," according to Sidney R. Traub, chairman of the Maryland state board of motion picture censors.

Traub was quoted as saying that the board has been hampered by interference from other branches of government, which have been sending the board requests for the approval of pictures which it has refused.

The Maryland censor said that the board has received numerous requests for the approval of pictures which it has refused, and that the board has had to turn down many of these requests.

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**Selznick-MGM Deal For Finance-Release On Partnership Basis**

M-G-M will finance and release on a partnership basis the two largest-scale films which will be made for its company by the Selznick Co., and which will be produced by David O. Selznick.

This agreement is called for in a contract that is expected to be signed by Nicholas M. Schenck, president of Loew’s Inc.

**Light ‘Underwater’ Sign**

The five-story-high illuminated cut-out of Jane Russell in Howard Hughes’ “Underwater” has been lighted on Brandt’s Mayfair Theatre in downtown Chicago, where the Superscope-Technicolor color film now is playing.

**News Roundup**

**New Car Heater in Cleveland**

A new in-car heater has been put on the market in Cleveland by David Sandler, of Sandler Manufacturing Co. It uses no motor and no blower, can be placed anywhere inside an automobile without burning, and, says Sandler, generates twice the heat of the average in-car heater.

**Wometco Adds Another**

With the acquisition of the 550-seat Suechet Theatre in South Miami, Fla., another house has been added to the Wometco circuit. Dick Trecasse, manager, will supervise alterations and reconditioning.

**To Shoot Film in Guatemala**

Robert L. Lippert, Jr., on March 1, will start shooting “Charge of the Rurales” in Guatemala for Lippert Pictures release, this being the first film in a co-production deal with the Central American country.

**Wisconsin V. C. Installs**

Wisconsin Variety Club, Tent No. 14, has installed Oliver Trumpe as chief booker, Edward Johnson, first assistant; Morris Anderson, second assistant; Harold Pearson, property master, William J. Pierce, gage boy.

**Dahlgren Sells Theatre**

C. R. Hess and Mrs. Hess, of Portland, Ore., have purchased from A. D. Dahlgren, Jay Rainier, ORE., the Rainier Theatre of that city. New projection equipment and wide screen will be installed.

**Ticket Prices in Big Cities Dip**

U. S. Bureau Reports

WASHINGTON, Feb. 9.—Motion picture theatre admission prices in large cities dropped during the last quarter of 1954, the Bureau of Labor Statistics reported.

The Bureau collects data each three months in 18 large cities, and weights the results to represent trends in the 34 largest cities.

The Bureau’s figures showed that at the end of December, the combined adult-child admission price index had decreased from a record 199.9 at the end of September, the December figure was still the highest on record. The 1935-39 average is figured as 100.

The adult admission price index dropped from a record 204.5 at the end of September to a next-to-record 202.0 at the end of December. The children’s price index fell from 172.2 at the end of September to 167.7 at the end of the year. This was the third highest figure on record, ranking behind only the September total and the record 172.5 figure at the end of 1953.
EVERY WARNER
OUR ENTIRE HIS
BEING OUT-GRO
WARNER BROS'
"Battle

CINEMA SCOPE • WARN

Salute to them all for a triumph to make our Industry prod
PICTURE IN
TORY IS NOW
SSED BY

Cry"

COLOR · STEREOPHONIC SOUND

RAYMOND MASSEY · TAB HUNTER · DOROTHY MALONE · ANNE FRANCIS

SCREEN PLAY BY LEON M. URIS
DIRECTED BY RAOUl WALSH
‘Long Gray Line’ Bows
(Continued from page 1)

Legion of Decency Condemns ‘Love’

The Legion of Decency has condemned the French picture, “Game of Love,” which is being distributed in this country by Times Films, and has called for the name of Class B category as objectionable, according to the latest Legion release.

“Love,” one of the latest productions released by the Legion on the ground that “this picture, in the story it tells, condones immoral actions. Moreover, it poses the question of the moral standard which has been set,” was attacked by the Legion.

Associated Artists “The Belles of St. Trinian’s” was objected to by the Legion for its “low moral tone.” Allied Artists “Cry Vegeace” portrays excessive brutality; M-G-M’s “Many Rivers to Cross” has suggestive dialogue.

Loew’s Lou Brown At Detroit Workshop

Lou Brown, advertising, publicity and exploitation chief for the Loew’s Poli New England Theatres division, will be a number at the M-G-M’s “Ticket Selling Workshop” in Detroit on Feb. 22. Brown is the first Loew man to be named as a panelist at an M-G-M sponsored Workshop.

Richard Leech, M-G-M’s associate company director of customer relations, will charge in the Workshop program.

Coca-Cola to Host All ‘Workshops’

The Coca-Cola Co. will be luncheon host to the above-mentioned exhibitors attending M-G-M’s “Ticket-Selling Workshops” from now on, according to Charles Bourdelais, national theatres and entertainment manager, who announced that Coca-Cola has completed arrangements with M-G-M’s representatives, including Mike Simon, director of customer relations, to foot the bill on the 15 meetings to be held between now and June 19. Bourdelais comes from New York to furnish the beverages.

Map Program for VV Double-Frame On Ryder N.Y. Visit

A program for the manufacture of more double-frame VistaVision processors is expected to be completed, Loren L. Ryder, technical director of Paramount Pictures, disclosed here in an interview.

Ryder, in New York from the Coast to set up the program, said the horizontal VistaVision projectors, to be made for the larger cities of the U.S., as well as the principal cities of Europe.

The showings, he went on, are now in use at Radio City Music Hall, Warmer’s Beverly Theatre on the Coast and at the Paramount studio. Ryder further disclosed that Century Projector Corp., which built the first three sets of horizontal projectors, is now in the process of manufacturing the second group of projectors. The Paramount technician explained that how many horizontal projectors will be made by Century or are envisioned in the program, explaining that question is now being studied.

Ryder reiterated his recommendation that horizontal projectors be used only in very large and well-equipped “theaters.” He went on to say that Paramount’s arrangements with Century are non-exclusive, adding that Paramount will make its system available to any projector manufacturer.

Asked about further experimentation, Ryder said the new double frame material on the Coast does give a greater “depth effect” not heretofore evidenced.

4 New Camera Lens Used for ‘Holiday’

Four newly-designed cameras with faster lens systems, especially created by Eastman, were used in the course of shooting “Holiday,” according to Hazard E. Reeves, president of Cinemac, Inc., Cinemac equipment-producing firm.

These new lens systems which are much faster than the original F/4.5 lenses, Hazord said, “With the precision design of these cameras and the improvement in the projector mechanism, Reeves said, “has pointed out the fact that new printing methods must be devised to parallel the steadiness of the Cinemac picture.”

The film going through the camera is set to move more steadily than the accurate printing process in existence today.”

Morgan in Southern Tour on Shorts Study

A one-month survey of Southern motion picture operations in relation to subject matter, art, and newsreel subjects and newsreel newsreels will be started this weekend by Oscar A. Morgan, Paramount general manager, in charge of these two departments, who will leave here today on a tour of exchange areas.

The tour is the second phase of a national survey on short subjects and newsreel exhibition developments that Morgan started a few months ago when he visited New England and Eastern branches. 
Cafeteria (Continued from page 1)

cafe line. It was noted that such a line should never be over 26 feet long. Drive-in needing greater space to handle the extra traffic due to a single line or a multiple line cafe arrangement, it was pointed out.

Rolnick, a cafe owners to watch carefully the payroll of concession stand operators, saying that it should never amount to over 15 per cent of the grosses. Rolnick also urged exhibitors to exercise care in the selection of cafe equipment. Those planning a cafe should secure reliable advice in advance so that a cafe building of sufficient size may be erected.

Mrs. Jefferies in Uniform

Mrs. Jefferies, attired in the uniform wearing by the concession stand operators at the Jefferies Family Drive-in, said their operation, by careful attention to details and thorough instruction of the staff, brought in an average of 29.2 cents per 50 cents admission.

It was reported that the Walter Read circuit has found cafeteria selling is not as profitable as the theater set-up because of the high cost of success with the cafe style. One exhibitor settled the point to his own satisfaction with the remark that Easterners, unlike Midwesterners, were used to crowding, and so accepted crowding better.

One exhibitor reported concession sales of 70 to 80 per cent of the regular admission scale and 95 to 115 per cent on company sponsored events when the admission is $1 per car.

Among other points commented on was the value of offering patrons both 15-cent and 35-cent items of refreshment. There was general agreement that the appearance and attitude of the sales personnel contribute much to the success of refreshment merchandising.

Popcorn Official Speaks

William E. Smith, representing the Popcorn Institute, spoke on means of increasing the sale of popcorn. He showed various promotional items, including paper hats, banners and stickers, made available to exhibitors through his organization. He said that exhibitors should do everything possible to attract attention to popcorn because it is bought on impulse.

"Don't price popcorn out of the market. Keep its mass appeal," he cautioned.

Higher Fines (Continued from page 1)

Section 13 of the Federal statutory time limits with the option of a fine. The option is provided by state law, and varies from state to state. This has been a hot issue in previous Congresses, exhibitors wanting more leeway and exhibitors urging a two to three-year statute.

Subcommittee members said they thought the uniform Federal statute would be tacked on as an amendment to another bill to give the power to sue for damages. Brownell is being invited to testify on this bill next Wednesday. Members said they doubted he'd be asked his views on the uniform statute since "we're

Distribution

Shor Elected

(Continued from page 1)

Allied Willing to 'Negotiate'

(Continued from page 1)

There is nothing new in the proposal, referring to his previous statement opposing the government intervention proposal when it was first outlined at White Sulphur Springs, W. Va., last Spring. Litzman said that Allied's position will not change alter his plan to call a roundtable conference of industry leaders to discuss exhibitor complaints a call which will await agreement on arbitration.

Another sales head out held the hope that Allied would back down on its plans, saying, "With common sense, the company can sell tickets, the screen is not held and an arbitration and conciliation plan is agreed to. He contended that although the Allied organization is not a party to the current arbitration and conciliation talks, the system would be open to Allied members and it would work to lessen dissatisfaction.

Silent on Parallel Systems

None of the sales managers could comment on Allied's board plan to hold regional conciliation meetings, a plan in outline similar to that being discussed currently in arbitration talks. The sales managers said they would have to examine Allied's plan more closely, declining to comment on whether film company executives would lend themselves to parallel conciliation systems.

One film company executive, deploring the hue and cry of Allied leaders, contended that 50 cent rental terms on good pictures leaves an exhibitor with more profit than he ever had before. "Any sound thinking people in the industry," he maintained, "will oppose government interference." All film problems, even the film rental "beef," he went on, could be worked out currently in arbitration and settled on a local level.

all pretty well made up minds on this already."

The lawman said there had been some talk about another proposal to give Federal judges discretion to award less than treble damages in cases where there was no actual damage. Again he's being invited to testify on this bill next Wednesday. Members said they doubted he'd be asked his views on the uniform statute since "we're

Screen Strength and Width Big Problems Of Drive-in Owners

Special to THE DAILY

ST. LOUIS, Feb. 9—Problems of drive-in operators concerning screens include maintaining strength and width, according to studies made for CinemaScope, according to discussions at the screen tower forum at the second annual Allied Drive-in Association convention. Ruben H. Shor, new Allied president, was chairman of the forum.

Three Speakers Heard

Speakers at the forum were John Selby, David Siegel and Ted Kahn. They all pointed out the value of having screen towers built strong enough — at least to withstand pressures of 30 lbs. per square foot and to have them erected by experienced, responsible organizations. Exhibitors were cautioned against buying steel separately and then arranging with a half dozen different contractors to handle the delicate assembly and erection of the tower and screen.

Questions from the floor also concerned problems of widening the screens for CinemaScope. In order to do this, it was pointed out, additions must be made at each side of the screen, at a cost wide enough that of the original tower and screen.

Considerable interest of the delegations was shown in a new screen surface, facings material, called Lumiscreen, made by the Midcental Electronic Development Corp. of Web City, Mo.

U. I. S. CAPTAIN LIGHTFOOT

with the young stars of "Magnificent Obsession" in Color and CinemaScope advertised in March

Family Circle

Magazine to presell families with 14,000,000 members!

Family Circle is the right medium for motion picture advertising because—

• Family Circle’s 4,000,000 families are regular movie-goers!
• Family Circle reaches big families . . . means big box-office!
• Family Circle gives solid editorial support to motion pictures . . . through its famous “Reel Dope” movie reviews . . . and through Harry Evans’ intimate close-ups of Hollywood stars.

FAMILY CIRCLE

One of America’s largest magazines!

7,346,715 TV Sets in 54

WASHINGTON, Feb. 9—Tele-
vision set production last year totaled 7,346,715 units, the second highest output on record, the Radio-Elec-
tronics Manufacturers Association reported.

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tronics Manufacturers Association reported.
... from Rose to rose—without a hitch

Today, it's color... and precision. For example: a lovely girl dissolves to a glowing red rose. In black and white, a simple procedure; in color, a job requiring complete co-ordination of production and processing technics. To aid the industry in areas such as these, the Eastman Kodak Technical Service for Motion Picture Film maintains branches in strategic areas. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois
FCC to Invite Written Views On Toll TV

From THE DAILY Bureau
WASHINGTON, Feb. 10.—The Federal Communications Commission will issue tomorrow morning an announcement inviting interested parties to comment on various aspects of subscription television.

The commission action was endorsed by the staff and on which public comment will be invited. Commissioners said that at least 60 or 90 days would be given interested parties to submit their comments.

The commission action, in effect, (Continued on page 4)

Wide Agenda Facing TOA

From THE DAILY Bureau
WASHINGTON, Feb. 10.—Subscription television, arbitration, the Allied States plan to seek governmental regulation of film prices, and the Exhibitor Film Financial Group are expected to be the four main topics at the mid-winter board meeting of the Theatre Owners of America which officially begins on Sunday at the Mayflower Hotel here.

Some 50 exhibitor leaders from the TOA and its affiliated regional theatres are expected to attend the session.

(Continued on page 4)

House Group Okays Trade Pact Bill

From THE DAILY Bureau
WASHINGTON, Feb. 10.—The House Ways and Means Committee approved—secretly without major change—the Administration’s reciprocal trade agreements bill.

The bill was endorsed by the Motion Picture Association and by the president of Bell and Howell, but opposed by other photographic equipment manufacturers.

The bill extends the reciprocal trade (Continued on page 3)

No Hearings Now

FREEMEN IS PRESENTED
1955 ‘FAME’ AWARD FOR
FOSTERING VISTAVISION

By SAMUEL D. BERNs

HOLLYWOOD, Feb. 10.—Martin Quigley today presented the 1955 FAME Award of Achievement to Paramount Pictures Corporation, represented by vice-president Y. Frank Freeman, at a luncheon in the Hollywood Golf Club. At the luncheon attended by the press, wire services, exhibitors, company executives, technicians and players, the plaque conveying the award, the second to be designed by the editors of FAME magazine, bore an inscription stating that the award was given “in recognition of the notable contribution of VistaVision to the art and industry of motion pictures, and for the enthusiasm and leadership whichFred made possible this enrichment of the potentialities of the screen.”

The plaque was presented to Y. Frank Freeman in Hollywood yesterday.

The plaque was presented to Y. Frank Freeman in Hollywood yesterday.

New Format For Caravan

Special to THE DAILY
ST. LOUIS, Feb. 10.—Alfredine Joys of Upper Sandusky, Ohio, is the new chairman of the committee which tabulates film terms in different parts and distributes the

Will Meet Exhibitors In 3 Weeks: Gehring

Special to THE DAILY
ST. LOUIS, Feb. 10.—The industry conference of exhibitor representatives and presidents and sales managers of distributing companies will be held “within the next three weeks,” William Gehring, 20th-Fox executive assistant general sales manager, told the national Allied drive-in convention today. Following up a letter and

In Conclave Talk
Myers Warns Of Circuits in Drive-in Field

By MARTIN QUIGLEY, JR.
ST. LOUIS, Feb. 10.—Abram F. Myers, Allied States chairman of the board and general counsel, in the closing business session of the second drive-in convention sponsored by the organization, urged drive-in theatre owners to be prepared to resist efforts of the new circuits to get into the drive-in business.

The assignment (Continued on page 5)


The result of six published interviews, six expressed complimentary views of toll TV.

The question put by Jimmy Jernail, the News’ Inquiring Photographer, was “What will coin-TV do for sports?”

H. O. Landgren, a foreman, said it would destroy a lot of the present interest in sports. . . . In effect, you would be paying another admission at home. It would damage the movie industry and throw thousands of persons out of jobs.”

L. C. Tepel, service supervisor, said, “The television people will get top prices for . . . a championship fight, etc., but home viewers won’t pay to see lesser spectacles. For the same price, they would rather get out of their homes and see a movie.”

Susan Krauss, bar and grill owner: “. . . would be bad for sports” and “would cause resentment among home viewers.”

Jack Fine, cornetist: “. . . would defeat its own purpose. I think it will boomerang. If people have to pay, (Continued on page 4)
**Personal Mention**

HENRY GINSBERG, producer, will be on the coast on Sunday by plane for New York.

RALPH COHN, vice-president and general manager of C. Forester Mitchell, will be here today for London via B.O.A.C. Monarch.

PETER G. PERAKOS, president of Perakos Theatres Associates, and JOHN PERAKOS, district manager, will leave New Britain, Conn., today for a Caribbean cruise.

JOHN R. PATNO, Jr., formerly house manager of the Paramount Theatre, Springfield, Mass., has been named manager of New England Theatres Strand, in Holyoke, Mass.

MORE KUPFEN, United Artists exploitation manager, will leave New York today for Miami and other cities of Florida.

DENNIS HOEY, British actor, and JACK COLE, choreographer, will leave here tomorrow for London via B.O.A.C. Monarch.

HARRY FELLERMAN, head of Universal-International's special sales division, will be in Pittsburgh Monday from New York.

GEORGE JONES will arrive in New York on Sunday from Hollywood via TWA and will leave here the same day for London by B.O.A.C.

IRVING HELPFONT, home office assistant to GEORGE A. HICKLEY, M-G-M Western sales manager, has returned to New York from the coast.

G. RALPH BRANTON, Allied Artists vice-president, left Hollywood by plane yesterday for Honolulu.

JAMES WEINBERG, Allied Artists resident attorney, has returned to Hollywood from New York.

IRVING H. LUDWIG, Buena Vista sales manager, will be in Atlanta Monday from New York.

**Amended Complaint Filed in 16mm. Case**

Hollywood, Feb. 10.—Amendments in the Government's complaint in the 16mm. case, filed today following Judge Westover's granting of the Government's motion to add six organizations as co-conspirators, included changes in Paragraph 31 of the complaint making it read:

"Defendants have maintained an intricate system to police and enforce, and with assistance of co-conspirators herein named, have policed and enforced, license restrictions imposed upon exhibitors of 16mm. feature films which have blacklisted or boycotted exhibitors who disregard such restrictions."

**Film News Coverage In Nation's Papers Hit by Compo Ad**

The 37th Council of Motion Picture Organizations' advertisement in Editor & Publisher, appearing in the issue out today, takes a dig at the tendency of some newspapers to carry motion picture industry news in the back pages.

Running a paragraph from a recent issue of the New York "Times" that told of the help Hollywood personnel had given worthy causes, the ad carries the headline, "Just a Stick of Type on Page 28 . . . ."

The paragraph was in the Hollywood section of the "Times" and quoted figures of personal appearances made by Hollywood people at local patriotic and public service activities.

**Sign Talent Pact for TV Commercials**

From THE DAILY BUREAU

HOLLYWOOD, Feb. 10.—Committees representing the Film Producers Association of New York, the Alliance of Television Film Producers here, and the Screen Actors Guild, jointly announced yesterday that negotiations for a new collective bargaining contract covering pay minimums and working conditions for actors and announcers in television film commercials.

The proposed new contract will be submitted to the governing bodies of the organizations participating for approval.

A Hollywood Association of Advertising Agencies representatives attended the negotiation meetings.

**Houser Returning To The Coast Today**

Mervin Houser left here for Hollywood last night via TWA following a month in the New York RKO home office during which time he set up the national and New York campaigns for Harry Hughes.

Houser, who is executive assistant to Ferry Lierer, RKO's national publicity head, moved here a month ago and came to New York directly from Silver Springs, Fla., where the world premiere of the Jane Russell Supercolor Technicolor picture was held on Jan. 10 before members of the New York and Hollywood press.

**$33,402 to Rogers Hospital from Loew's**

Loew's Theatre, Inc., nationally, in making a 10th payment of $4,711 from lobby donations to the Will Rogers Memorial Hospital, brings that circuit's total contributions, since the lobby plan has been in effect, to $33,402.

Largest collections in the Loew group were made by Loew's Poli, Worcester, Mass. ($2,265); Loew's Theatre, Rochester, N. Y. ($1,832); Educational Theatre, Chicago ($1,585); and the Belasco Theatre, Jersey City, N. J. ($1,500). Average collections have been $25 per theatre.

**House Group Okays Trust Fines Boost**

From THE DAILY BUREAU

WASHINGTON, Feb. 10.—The Full House Judiciary Committee today approved a bill to boost the maximum Sherman Act Trust Fine Act from $5,000 to $50,000.

The measure, requested by the House Trusts Committee, was approved. House twice in previous Congresses, but bogged down in the Senate. The outlook for Senate action this year is said to be very good.

**Conclude Argument In NSS-Poster Suit**

WASHINGTON, Feb. 10.—The Supreme Court took under advisement today the question of whether the Independent Poster Exchange's suit against National Screen Service should be barred because of a similar suit settled by a consent judgment in 1942.

Attorneys for both parties on the argument today on the case which was thrown out by the Third Circuit Court of Appeals, in both suits, Independent Poster Exchange being allowed to create a monopoly. In the current suit, eight major producers were named as defendants. At one time of counsel, however, NSS had contracts with only three producing companies and only these three were named.

Argument from Francis Anderson, attorney for Independent; Louis Nizer, NSS attorney, and Earl Harrison, head of the Independent Poster Exchange on proving whether or not the same issues were being tried now as were tried in 1942. Nizer maintained that the suit was the same, that the court's 1942 decision meant that NSS had not been engaged in any illegal practices, and so could not be brought in the second time on the same grounds. Anderson insisted that the suit was not the same and that in 1942, Nizer maintained that the suit was not a deterrent to a new action. Chief Justice Warren and Justices Black, Burton and Reed, who were the three that had decided the case, were asked to reconsider the question on this point to both attorneys.

**N.Y. Tent to Honor Suzan Ball Here**

Suzan Ball, Universal star, will be the guest of honor at the first 1955 luncheon meeting of the Variety Club of New York, to be held at Toots Shor's on Tuesday.

Martin Levine, chairman of the luncheon, said that the Variety Club will present a citation in recognition of her "great heart that enabled her to carry on successfully in her profession, under circumstances that would have ended the career of a less stalwart character." Edward L. Farkas, head of United, will make the presentation.

The luncheon is the first of a series that are being planned by Tent No. 35 to be held regularly each week. The next meeting will take place at 2:00 P.M. after the luncheon.

**News Roundup**

**Attend Workshop**

Ben Burger, sales manager of Loew's International, and Dave Blum, publicity manager, attended the Richmond, Va., M-G-M Workshop as observers. Each delegate to the meeting was presented with an orchid by Bob Walker of the Uintah Theatre, Frutta, Colo.

**Writers' Awards**

Thirty-three Hollywood writers have been nominated by 750 members of the screenwriters branch of the Writers' Guild for awards to be bestowed on Feb. 28. The awards will be given for the best written American comedy, drama, and musical, with five pictures nominated in each classification.

"Beast" in Regiscope

Live action is combined with Regiscope (animation process for puppets evolved by Edward Nassour in "The Beast of Hallow Mountain," Elmo Durland Corp.). The "Beast" of the picture will be of monstrous proportions in the manner of the pre-historic creatures.

**Two Join RCA Information**

William Fenton, formerly financial and news reporter of the "New York Times," and Donald G. Robinson, who in his past was a staff director for the Foundation for Better Reading, have joined the staff of the RCA department of Information.

**SW Ad Men Hold Drive Meeting Here**

A meeting of the Stanley Warner advertising men was held here yesterday by Harry Goldberg, director of theatre advertising and publicity, to discuss the "Living Air Drive." The meeting was addressed by Samuel Rosen, executive vice-president; Harry M. Kalmine, vice-president, color production; I. H. Farkas, Nat D. Fellman, circuit film buyer. Among those present were Stanley Gross, Milwaukee; James M. Tolman, New England; Edgar Guth, Newark; Irving Blumberg, Philadelphia; Frank LaFalce, Washington, and Henry Burger, Pittsburgh.

**NEW YORK THEATRES**

RADIO CITY MUSIC HALL
Rockefeller Center

"The Bridges at Toko-Ri"
In color by TECHNIDIR Sterling
William HOLDEN is Grace KELLY
Fredric MARCH is BRUCE ROONEY
A Paramount Picture

and SPECTACULAR STAGE PRESENTATION

**PROMOTION**

"The Bridges at Toko-Ri" is the color by TECHNIDIR Sterling
William HOLDEN is Grace KELLY
Fredric MARCH is BRUCE ROONEY
A Paramount Picture

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Corporation, 51 West Forty-second Street, New York 18, N. Y. Telephone: 52-5600. Cable address: "Quigpucko, New York." Entered as second-class matter, June 23, 1937, 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.
People

Paul A. Ax has been named assistant manager of the Kodak processing laboratory at Palo Alto, Cal., by Ivan N. Hultman, vice-president of the company. Henry A. Yeoman has been appointed assistant superintendent of the Kodak Park film-processing division in Rochester.

Phil Reisman, president of Michael Todd Productions, has accepted the co-chairmanship of the motion pictures on the foundation, the 1955 premiere of the Ringling Bros. and Barnum and Bailey Circus to be held at Madison Square Garden on March 30, for the benefit of the New York Arthritis and Rheumatism Foundation.

George Mitchell, branch manager of Republic Pictures in San Francisco, has been injured in an auto accident recently and is in Sequoia Hospital in Redwood City.

George C. Wells has been elected executive vice-president of Union Carbide International Co., a division of Union Carbide & Carbon Corp.

J. Wren is the new film buyer for the Viking Theatre in Philadelphia. He terminated his association as film buyer and general manager for Paramount Theatres, Inc., before accepting the post.

L. S. Hamm, president of the Northern California Theatres Association, will represent that unit at the Theatre Owners of America board of directors meeting in Washington next week.

Russell Brown, Oregon general manager for Evergreen Theatres, is serving as National Theatre House organ, "Showman," filling in for editor Dean Haskell, who is ailing. Oscar Nyberg, manager of the New Fox in Portland, will carry on Brown's functions until Haskell is released from the hospital.

Bob Ulman has been promoted from office manager to salesman for National Theatre Supply in Cleveland, James G. has been appointed office manager.

House Group Ok's

House Group Ok's

(Continued from page 1)

agreements act for three years and gives the President broad power to cut tariffs under new international trade negotiations. The measure was reported out by a 20 to 5 vote.

House Democratic leaders plan to bring the President's National Chandler Committee for the next Thursday, and hope to bring it up under a procedure allowing only one amendment. A bitter fight is expected on the House floor both on this procedure and on the bill itself.

‘FAME’ AWARD TO PARA.

(Continued from page 1)

dertakings directed toward the betterment of the format of the screen is altogether good. The motion picture came originally of the efforts of many years of work. The director must keep the interest of the public, for it is only the public that attaches importance to the motion picture picture, because it is only out of such contributions that the highest standards of the art of the future can be assured. In the record of the recent important contributions to the betterment of the screen VistaVision occupies a distinguished place.

Praises Scientists

Accepting the Award, Freeman expressed pride and appreciation on behalf of the company, the studio and managers and technicians who conducted the research and designed the cameras necessary for perfection of "the best means yet devised of putting a motion picture on the screen."

He said he and they are completely open-minded regarding other processes present and future and are ready to welcome any system or process that can be demonstrated to be better than VistaVision. He closed his direct acceptance remarks with an expression of thanks to exhibitors and to the public for their reception of VistaVision and then called on studio associates active in VistaVision development.

Calls Upon Technicians

Technologists called on by Freeman included Loren L. Ryder, special effects and department head; Jack Bishop, camera department; Frank Caffey, production manager; Charles R. Daily, optical engineer; Ray Haisdale, technical supervisor; Russ Brown, operations manager; H. L. Perlman, supervisor; director; Charles West, editing department head; and Henry Fracker and Walter Beyer, sound department.

Studio officials attending in addition to Freeman included Don Hartman, Jack H. Kapp, D. A. Dorr, John MacK, William Meiklejohn and Luigi Luraschi.

Home office executives present at the presentation were Adolph Zukor and Jerome Pickman.

Among exhibitors attending the luncheon were Ben Wallerstein and Leo Miller, of Stanley Warner circuit; Jerry Zigmond, of UPT, and Hugh Breen, of the Whittier Theatre Circuit.

Following Freeman's response to the presentation, Quigley said, "There is one man present at this gathering of a new step of progress whom I have known a long time. He has lived through a lifetime of dedication to this business, more perhaps than any other major executive, a relentless determination to advance, improve and better the motion picture. I hope Adolph Zukor will honor us with one of his timely observations."

Zukor Sees Prediction Fulfilled

Responding Zukor said, "I made a statement two years ago, on my 80th birthday, that this industry will make greater strides in its next 50 years than it did in its first half-century. When Frank Freeman started to develop VistaVision I urged him to give up his experimenting and go along with other processes then being widely adopted, but he said if the Paramount board insisted that he do so that he would resign. I told him if he left that way it he should go ahead, and the board would not interfere. I am happy today to say he was right in wanting to go ahead, and that I was wrong. VistaVision confirms my belief that the motion picture industry will progress more greatly in the next 50 years than in the past half-century."

Fonda to Produce Six Films for UA

Henry Fonda has formed an independent motion picture production company that will make six films for United Artists release over a three-year period with the actor starring in at least three of them, it was announced yesterday by Arthur B. Krim, president of United Artists.

Formation of his own company marks Fonda's entry into the production side of the film industry. His most recent screen appearance is in "Mr. Roberts."

Sen. Monopoly Unit Membership Is Set

From THE DAILY BUREAU

WASHINGTON, Feb. 10.—The Senate Small Business Committee announced the membership of the subcommittee. Members will include Senators Sparkman (D., Ala.), Humphrey (D., Minn.), Saltus (R., Mass.) and Schoeppe (R., Kan.).

City Investing Post

To Wagner in D. C.

WASHINGTON, Feb. 10.—Gerald Wagner, general manager of the Playhouse and DuPont theatres, has been appointed coordinator of general advertising for all the City Investing Co.'s interests here.

Wagner will be in charge of advertising and special projects for the company's national theatre theatres—all City Investing Co. operations.

WB Launching New Search for Talent

BURBANK, Feb. 10.—A new personal scouting plan is being launched immediately by Warner Brothers Studios to intensify the drive for fresh motion picture personalities.

The new plan, being put into effect with the cooperation and guidance of Jack L. Warner, executive producer, will send Solly Balaio, studio casting head, on a nation-wide talent hunt, and will keep him in the field for an indefinite period.
First 1955

**Luncheon Meeting of the VARIETY CLUB of New York**

**Guest of Honor:**

**SUZAN BALL**

who will receive a special Variety Club Citation

Tuesday, February 15

12:30 P.M.

Toots Shor’s Restaurant

51 West 51st Street

Toll TV Closer Than Realized, Exhibitor Told

Information letters concerning the joint exhibitor committee’s program on subscription television at the Hotel Sheraton Astor here last Jan. 19-20, declare that “unless we take immediate action to prevent reality of this serious competition is much closer than you may have realized.”

"In our industry,” says the letter, “your committee has retained Washington legal counsel, who have already filed a hard-hitting opposition brief to Zenith’s FCC. On March 1 we have retained public relations counsel to turn the press the true facts and figures about toll TV.”

**Big Job Described**

To stay in this fight, Starr and Rembusch in announcing a vigorous legal presentation of our position before the FCC, convince the public that toll TV is not in the public interest; rally the radio and TV industry, advertising agencies, film producers, our suppliers and concessionaires to oppose toll TV in their own interest; alert Congress, and especially members of committees concerned with this problem, to the implications of toll TV.

In order to support these efforts, the committee asks exhibitors to contribute an amount equal to last year’s contribution to COMPO. Contributions to the “war chest” should be remitted to Variety Theatre, Box 146, 1593 Broadway, New York City.

**Brandon Acquires 13 Swiss Cartoons**

Distribution rights to a new series of 13 color cartoon films produced in Switzerland by Pinchever Film Atten, have been acquired by Brandon Films, Inc. The pictures were directed and produced by Julius Pinchever who has been operating in Switzerland since 1932 after leaving Germany.

The “Swiss Cartoon Series” is based on themes from Swiss folklore and on Swiss folk songs.

**Suit Against Brandt Settled Out of Court**

A $400,000 breach of contract suit against circuit operator Harry Brandt, who controlled the Paramount, was settled out of court yesterday in a pre-trial hearing before Federal Judge John C. Knox.

Lujack, Inc., a real estate firm of Coral Gables, Fla., had charged that it had constructed a theatre in Coral Gables on the promise that it would be leased by Brandt. He, it was alleged, did not fulfill the agreement. Terms of the settlement were not revealed.
Goldenson Is Optimistic On New Product

By MURRAY HOROWITZ

Hollywood today, with studio heads encouraged by the current prosperity, sees great opportunities in motion picture production, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, said, after his return here from a three-week visit to the Coast.

Goldenson was finding this attitude heartening, pointed out that such an atmosphere is conducive to the production of films, and stressed that the current policies of the distributors are putting many exhibitors out of business and making many more with a similar fate. Furthermore, he noted that this means that large segments of the American public is losing the benefit of free entertainment.

The speaker called some of the distributors "cognit sucking blood out of the exhibitor system." He also said, "the company with the most insatiable lust for blood and strongest testicles is Paramount." In particular, for "White Christmas," and "The Country Girl" were denounced.

Goldenson reported that the two films are making Allied's company, and also Warners, cited, said the Allied secretary.

Wants Teen-Age Plan

Goldenson also commented on the growing recognition by Hollywood of the value of the teenage market. "There are 21,000,000 youngsters, who have, he said, the age of 12 within the next five years. It is important, he went on, to develop talents and start-lets with whom these youngsters can grow up. Pictures, too, he concluded, should be pointed to this audience, for these youngsters are the backbone of the industry in years to come.

In this regard, he maintained TV can become the "bigging ground" for the talent, ranging from actors and directors to writers. He maintained that TV should supplement the "B" pictures of former years as a vehicle for new talent, arguing that the TV approach is not competitive.

Says TV Can Help

Goldenson added that all studios, eventually will engage in TV production along the lines adopted by Columbia Pictures with its Screen Gems subsidiary, that is, of forming a separate company specifically designed for TV production. He stated that the current "Disneyland" TV show has activated further studio interest in TV. The show, according to Goldenson, is seen as a big pre-selling vehicle for Disney productions in motion picture theaters.

It Seems There Are Two Walter Reades

ST. LOUIS, Feb. 10—There was a great deal of excitement at the Chase Hotel here during the Allied board and drive-in meetings when Robert B. Walter, was paged in the lobby. Rumors got around that the former TOA president was here for se- cret meetings with Allied leaders. Upon investigation, it was learned that the Reade who was being paged was the hotel's interior decorator.

Gehring

(Continued from page 1)

phone call from Al Lichtman, 20th-Fox sales head, who offered several months ago to call such a conference, Gehring explained that yesterday in a meeting of exhibitors and sales managers, approval was given to the arbitration draft. He said he would hold an open meeting to the exhibitor organizations who participated in its drafting within a week. This, he felt, would open up the way for industry conference to follow shortly.

Gehring said, "We think the meet- ing is the best for all of us." He also reiterated the basic 20th-Fox sales policy as outlined at a number of exhibitors' meetings. The key word of the talk was "flexibility," Gehring said, and added that his company would do business with an exhibitor in "any way.""Tell me and we shall try it out," he declared.

The problems of making good pictures today were stressed. "Have some of your people come to our office for a week," Gehring suggested, so that first hand knowledge of the claims of top actors and their agents for higher salaries and the problems of production and distribution can be understood.

Quotes CinemaScope Figures

Gehring gave figures on the results of the test run to date; drive-ins, paying rentals over $200—increased with CinemaScope 56.6 per cent; Class II, rentals from $100 to $199—75.48 per cent increase; Class III, rentals $50 to $99—89.56 per cent increase; Class IV, rentals below $50 13.14 per cent increase.

Taking all drive-ins as one class and excluding "The Robe," CinemaScope pictures have grossed 95 per cent more than previous, comparable 20th-Fox product, according to Gehring.

Gehring also made a strong plea for working out industry problems within the industry. He said, "go to the top when you insist. If you have found a judge who can make good pictures and sell them below cost, let us know. We'll hire him.

Kintner Named Trustee

Robert Kintner, president of American Broadcasting Co. and a director of the Academy of Motion Picture Art and Science, Paramount Theatres, has been elected a trustee of the Public Education Association.

Myers

(Continued from page 1)

product used to come on the market were the biggest at the boxoffice, July and August are now the top months. October and November, however, are the new mar- ching grounds of the country's drive-ins at the height of their scason.

Myers outlined the reasons for the action in the "terrier pressure" being put on theatres, according to the Allied general counsel. He said a top-level industry conference might help but outside that, in Allied's view there is no alternative to the fight to control drive-ins.

Furthermore, Arthur, commented, "our door is open every day for the reception of any plans where Congress can give relief on the admissions tax.

Myers made a special plea for treating the 5,200 "marginal" theatres grossing under a $450 a week as a special class. He said it was impossible to handle complaints of exhibitors in that group on an individual basis with one distributor, let alone all the distributors.

'Economically Unfeasible'”

If it is economically impossible to have sufficient prints to enable ex- hibitors to play pictures on their nor- mal schedules, then drive-ins must be treated as a separate business, he said. It was unjust for exhibitors to be penalized for a system which the rental price was not changed.

He emphasized that the rental price was not changed. He expressed assurance that some AB-PT affiliate will adopt his pro- posal, but said it could not name the affiliate or the time the experiment would be adopted, explaining that such "determination" under AB-PT's, "is a matter of independent operation, must come from the field.
West Point's entire Corps of Cadets is coming to town! And when they do, New York's millions are going to get the thrill of their lives as the greatest marching group in the world parades down Broadway on Feb. 13 to the Capitol Theatre for a special showing of Columbia's

TYRONE POWER
MAUREEN O'HARA
IN JOHN FORD'S
THE LONG GRAY LINE

Color by TECHNICOLOR

Co-starring
ROBERT DONALD WARD BETHY PHIL FRANCIS CRISP BOND PALMER CAREY

Screen Play by EDWARD HOPE • Based upon "Bringing Up the Brass" by Marty Maher and Nardi Reeder Campion • Produced by ROBERT ARTHUR • Directed by JOHN FORD

A COLUMBIA PICTURE
TOA-Allied Meet Thurs.

Theatre Owners of America's committee to meet with a group from Allied States Association to discuss the ramifications and potentialities of Allied's Emergency Defense Committee was announced at the weekend by TOA president E. D. Martin. The committee will consist of Walter Reade, Jr., Alfred Starr, Pat McGee and Martin. The sessions probably will be held here on Thursday.

TOA has indicated its interest in the issue of film rentals and the problem was discussed.

The Allied committee consists of Ben Marcus, Jack Kirsch, Ben Berger, and Abram F. Myers.

Smith Retiring; East Para. W. Sales Head

George A. Smith, Western sales manager for Paramount, who joined the company in 1922 as exploitation representative in Toronto, will retire from the company on March 1.

Smith will be succeeded in the Western division sales managerial post by Neal East, who has been assistant Western division manager, and who joined the company in 1921. In 1924 he was named branch manager in Portland, Ore., after which he headed, successively, the company offices in Seattle and San Francisco prior to his promotion to the Western division post.

FCC Ruling on Toll TV

PUBLIC COMMENT

DEADLINE MAY 9

Formal Hearings Issue to Be Settled Later; To Seek Views of All Interested Parties

By J. A. OTTEN

WASHINGTON, Feb. 13.—The Federal Communications Commission has asked for public comments to be filed by May 9 on whether it should approve subscription television. In a notice of proposed rulemaking issued over the weekend, the commission declared, "the purpose of this proceeding is to determine whether the commission should amend its rules and regulations to authorize television stations to transmit programs paid for directly on a subscription basis."

The FCC said its present rules do not authorize subscription television operations and that before it could adopt "such a significant change as subscription television" it felt it should have the views of interested parties on all phases of the problem.

The commission's action turns down petitions made late last year by Zenith Radio Corp. and Teco, Inc., asking immediate authorization of subscription television. The commission's action also denies—for the time being—

Regional Compo Unit

Defended by McGee

Commenting on the resolution passed last week by the Allied States board of directors to the effect that the national organization of Council of Motion Picture Organizations should not permit the use of the expression COMPO in connection with regional units, Pat McGee, head of Rocky Mountain COMPO in a

FCC Move on Toll TV

Pleases Both Factions

Both sides in the controversy over subscription television's acceptance by the Federal Communications Commission appeared to be pleased by the FCC's decision to seek public comment, according to statements at the weekend by interested parties.

"The tremendous latent opposition (to toll TV) on the part of the public...the television industry, Hollywood and other interested parties" will be disclosed in the Federal Communications Commission's investigation, it was forecast by Zev Segal, chairman of the joint committee on toll TV.

Rembusch and Starr, in a statement issued here at the weekend, "applauded" the FCC for its decision to conduct a "full scale investigation into the pros and cons of subscription television."

Other comment on the FCC decision followed:

Leonard Marks, of the Washington

Senate Group May Defer Toll Study

From THE DAILY

WASHINGTON, Feb. 13.—The Senate Commerce Committee may lay aside for the time being its plans to study toll TV, a committee official said. He declared he felt that the Federal Communications Commission's announcement would change the committee's plans to study the subject, and "we should stay out until we see what happens at the commission."
Personal Mention

BERNARD JACON, vice-president in charge of sales for 20th-Fox, has returned to New York from a Southern trip.

GRACE LYNCH, of the N.B.C. publicity ticket department, will be married to Mr. H. J. Mills, son of Mr. and Mrs. H. C. Mills, general manager of Fox Movietone News, on June 14.

MARK E. BARK, executive secretary to the president of Transfilm, was married to Peter Schlenker, former treasurer of the company, on Feb. 5.

EDWARD L. HYMAN, vice-president of AB-PT, Inc., and his assistant, BERNARD LEVY, have returned to New York from Des Moines and Minneapolis.

KERRY SMITH, of Transfilm's publicity department, has announced his engagement to Dick Stukas of the Harold Oram public relations firm.

JESSE T. MILLS, vice-president and controller for Loew's, Inc., has re-arrived here at the weekend from Calaver City, Calif.

RALPH ROSENBERG, producer at Shelly Construction Studios, London, has arrived here from England via BOAC Monarch.

FRANK A. UNGO, financial manager of Westrex Corp. has left here for Europe.

Fred Feldkamp, head of FF Productions, has returned to New York from London.

ROBERT TAYLOR left New York over the weekend for London.

High Cost of Lenses Delays 16mm. "Scope

The high cost of anamorphic lenses is holding up the production of CinemaScope product in 16mm. versions, according to a 20th-Century-Fox representative who said that the domestic and foreign 16mm. market has "been steady and rising in some situations."

Bell & Howell and Bausch & Lomb have developed satisfactory anamorphic lenses for 16mm. CinemaScope, but some imperfections in printing and the high costs of the lenses to schools, educational groups and some exhibitors are holding up the presentation, the film official said.

As a whole, the 20th-Fox representative stated, the domestic and foreign markets for 16mm. product are on a par with last year and slightly ahead and rising in number of situations. In some overseas territories, 20th-Fox is expanding its 16mm. business to virgin markets, and has stated that being New Zealand, he pointed out.

The largest market for 20th-Fox 16mm. product is France, he said.

Frisk Exhibitors Seek Clarification Regarding Buena Vista DCA, Makelim

SAN FRANCISCO, Feb. 13.—As spokesman for a number of exhibitors in the area, Homer Tegtmeyer, vice-president of the Northern California Theatre Association and operator of four theatres, asked the following opinions.

“I would like to know the score in relation to Buena Vista Film Distributing Co., Disney's new outlet here. There is only one representative for the whole area and key-run theatres seem to be getting preferential treatment.”

“We would also like to know who will handle the Distributors Corp. of America product and on what conditions.”

“And, finally, exhibitors want to know what has happened to the Makelim plan. If they haven't contracts been sent to exhibitors in this territory? We would like to see some statement as to policy—who will sell, when and whether or not there will be pre-

viewing prior to selling.”

Ezell to Be Honored In Dallas March 9

DALLAS, Feb. 13.—A golden jubilee banquet honoring Claude C. Ezell for his more than 50 years in show business will be held in the Hotel Adolphus here on March 9 by the Committee of the Ezell Golden Jubilee.

The committee has undertaken a series of phases of show-business, including distribution and production executives from all parts of the country who have had the desire to attend, according to the committee.

Ezell started in the entertainment business when he left his home in Mexia, Tex., to join the Wallace Brothers Circus. Later he opened a film exchange in New Orleans and subsequently, became southern division manager for General Films Co., as well as Western Union and division manager of Warner Brothers, Monogram and Republic franchise holder in Dallas and now an extensive drive-in theatre operator, a field in which he was a pioneer.

Allied of W. Pa. to Convene March 21-22

PITTSBURGH, Feb. 13.—Allied Theatre Owners of Western Pennsylvania will hold its 33rd annual convention and Showmanship Forum at the Roosevelt Hotel here on March 21-22.

Added to this year's convention will be an equipment mart and exhibit displaying innovations in theatre equipment.

Allied's registry contains 175 inde-

pendent theatres in Western Pennsyl-

vania. Harry Hendel has been ap-

pointed general chairman of the con-

vention.

RETMA Winter Meet Starts Here Today

The four-day mid-winter industry conference of the Radio-Electronics Television Manufacturers Association will begin at the Roosevelt Hotel here Saturday night.

About 25 sessions are scheduled. They include meetings of the board of directors, radio & TV industry com-

mittee, legislative and miscellaneous committees, legislative matters and RETMA organizational proposals.

UA, Schine Named In Fight Film Suit

ALBANY, Feb. 13.—A Supreme Court action for damages against United Artists for breach of contract by J. A. Schine, owner of the Roosevelt Theatre in Watertown, was filed by Sylvan Leff, operator of the Towne Theatre in Watertown. It resulted from alleged print switching which enabled Schine's theatre to show "The Man from Marciana" Charles-fight picture June 20-26, simultaneously with its exhibition by Leff, who claimed an exclusive first-run license.

Asks $10,163

The complaint, prepared by Lewis A. Sunberg, Albany attorney, charged that "Such exhibition of said fight picture by Leff as a service contract being negotiated by plaintiff, has been caused, suffered and permitted to be done with malice and with the intent to injure the plaintiff.

The plaintiff asked damages of $10,163 against Schine, plus exemplary and punitive damages.

Mr. Leff demanded the same amount of damages against United Artists, which, he contended, took no steps to prevent or bar the picture's exhibition in the Avon, after he had notified the Schine company of the license infringement.

Assignment Wins NCCJ Film Award

"Assignment," Schine and "Children," produced for the United Nations by the combined efforts of the motion picture industry and Danny Kaye, was the recipient of the motion picture division of the award at the National Conference of Christians and Jews.

The NCCJ, selecting material from the many communications media, chose "Assignment: Children" for outstanding contributions promoting the cause of goodwill and understanding among the people of our nation.

Johnston in Jordan

AMMAN, Jordan, Feb. 13.—Eric Johnston, President Eisenhower's spe-

cial representative here, was to meet with Jordanian officials and other talks on the Jordan irrigation project.

News Roundup

Next 3 at 'Hall from MGM

The next three motion picture attractions at the Radio City Music Hall here will be M-G-M's 88th, 89th and 90th. Before each of these, the theatre can said to have started presenting produc-

tion there, M-G-M said here.

Rehearsals for Dec. 17, M-G-M will present "Jupiter's Darling" which will be followed at the Music Hall by "Hit the Deck" and "The Glass Slipper."
THE NEED FOR MORE and better projection light began with the first "flicker" and grew as the industry grew. From the very beginning, "National" carbons have satisfied projectionists' demands for brighter, whiter light and slower, steadier burning.

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Nominees

From names included Saturday's telecast, Academy officials will fill the ballots, winners in each category to receive their Academy Oscars on a similarly-sponsored telecast from the Hollywood Pantages Theatre on March 30.

Saturday's telecast was the first in Academy history used for naming nominees. The decision as to whether this will become a regular practice will be reached after reaction from exhibitors and voters has been evaluated. Meanwhile, consideration will be given nominations in the following six categories:


FPC-20th Deal

(Continued from page 1)

produce company's feature films and short subjects, is the largest deal ever worked out on 20th Century-Fox CinemaScope product.

According to sources, the biggest deal was worked out by president John J. Fitzgerald, Ruben Minnion and Ben Cohen. According to information, while representing 20th Century-Fox were Al Lichtman, director of distribution; Arthur Silverstone, assistant general sales manager, and Peter Myers, Canadian division manager.

Reviews

"The Glass Slipper" (Metro-Goldwyn-Mayer)

LESLIE CARON, the girl of "Lili" fame, captures many a charming moment for "The Glass Slipper." In this adaptation of the Cinderella story, she does her part to introduce the nastily whimsy and fancy to the fairy tale from falling into a too familiar pattern.

The outline of the story is a literal translation of the fairy tale, telling the plight of a much-abused fairy godmother. Aiding Miss Caron in her capers is Michael Wilding as the prince, Kenyon Morel, as the prince's aide-de-camp, and Estelle Winwood, as a旖旎的, as the tycoon's delight. With the muse of Godmother Miss Winwood's portrayal has many delights, especially the mean and rough-looking Miss Caron, told that her lovely one is a cook in the prince's kitchen, imagines a ballet sequence, featuring the Ballet de Paris, which offers a fresh, spritely sequence. The other has as its theme the responsibility of the prince to marry an Egyptian princess, despite his love for Cinderella with the latter not coming out as well as expected.

The opening scene finds the small principality preparing for the return of their princesses. When they have some principles to work on, the country is threatened by a new enemy, for she is always covered with cinders, is seen as rejected, unloved, but beloved. Her final triumph in the picture should please many a heart, as the hearts becomes many a soul.

Others in the cast include Barry Jones, Lauren Tettle and Liliane Montevecchi, Edwin H. Knopf produced and Charles Walters directed. Helen Deutsch did the ballet numbers, lyrics and screenplay.

Running time, 94 minutes. General classification. For April release.

MURRAY HOBORZITZ

"White Feather" (Panoramic-20th-Century-Fox) (CinemaScope)

A TIP-TOP WESTERN, marked by professional craftsmanship of a high order, is offered by Fox in "White Feather," starring Robert Wagner, John Lund, Debra Paget and Jeffrey Hunter. Most everyone participating in the production, from the director and writers to the stars, contributes something that adds to the picture's salability. The result, by temporary.picture tells a story which comes within the traditional framework of stories about the Old West. Yet, due to expert craftsmanship, suspense is built, character is developed and the magic of CinemaScope delights the eye. Extras are used lavishly and the production values are high. Most customers, especially those with a yen for adventure and action, will be well satisfied with this product.

The story evolves from the decision faced by the proud Cheyennes in 1877, whether they are faced with a choice to war against the white men or to move peacefully from the Northern territory to land allotted them in the South. Playing the principal roles in that decision are Robert Wagner, a young man who wins the respect of the Indians for his fearlessness; Jeffrey Hunter, the son of the Cheyenne chief, and Debra Paget, the Cheyenne chief's daughter who falls in love with the young surveyor and leaves her tribe.

The characterization and the acting are so well handled that there is a good deal of identification, drawing the audience into the drama, which rolls off an unusual and climactic end.

The acting occasionally shows that young Cheyenne chief's son and his closest tribal friend Hugh O'Brian challenging the entire cavalry troop to a fight to the finish, How Wagner and Lund, the cavalry officer, cope with the situation without losing face or arousing the Cheyennes into retaliatory measures becomes the high point of the picture.

The late Leonard Goldenson was executive producer, while Robert L. Jacks is credited as producer. Robert Webb directed from a screenplay by Delmer Daves and Le Townend, based on a story by John Preble. Others in the cast include Edward Franz, Noah Beery, Virginia Leith, Emile Meyer and Milburn Stone.

Running time, 102 minutes. General classification. For February release.

M. H.

FPC-20th Deal

(Continued from page 1)

New England Allied To Meet March 1

BOSTON, Feb. 13—Independent Exhibitors, Inc., of New England, a unit of Allied States, is to hold its annual meeting and election of officers on Tuesday, March 1, at the Hotel Bradford here.

Toll TV will highlight the discussion portion of the meeting and all independent theatre owners in the area for funds to be supplied to the Join TV Committee. Irving A. Isaac, president of IENE, will preside at the meeting.

80 Films for TV To M.G. Pictures

Two packages of motion picture features totaling 80 films, a majority of the product belonging at one time to Producers Releasing Corp., will be made available to TV to a television company this month. It was announced by Jerome Balson, general sales manager of Producers Releasing Corp., Inc., who acquired the package pictures recently.

The packages consist of 45 features and 35 westerns, which previously have been shown on a number of TV stations in the U. S.

Compo Unit

(Continued from page 1)

statement to the national organization, has declared:

For the good of the industry, I must emphasize the fact that the Rocky Mountain Compo is not out to replace any organization but added that it was the outgrowth of the largest exhibitor organization in the Rocky Mountain area. Our single purpose is to defend your industry against all adverse factors.

Membership All-Inclusive

McGee pointed out that the Rocky Mountain group welcomes as members both exhibitors and the national organization because they do not own theatres. Among these, he said, are supply houses, buyers and other firms dealing with film salesmen and other fringe segments.

The only other regional Compo group, said McGee, is Texas Compo, the success of which, he said, prompted the formation of the Rocky Mountain unit.

Dealers to Distribute Superscope Abroad

HOLLYWOOD, Feb. 13—RKO foreign exchanges, which have been handling the sales of Superscope lenses for the Rocky Mountain distributors who are contacting distributors in foreign countries to handle sales and service on Superscope.

For Peter Branson, RKO world-wide sales head, that Superscope lenses and Superscope pictures would benefit from having the handle by companies equipped to install and service the product.

The reported demand for the lenses abroad is such that it is impossible for the RKO representatives to give proper attention to Superscope and handle their general duties.

Follows Overseas Survey

A survey made by RKO abroad indicated that licensed distributors would be able to obtain sufficient import licenses to take care of unlimited requirements for Superscope lenses abroad.

Completed were: "The Lonesome Trail," "B" Productions (inde- pendently distributed in Birmingham); "The Brass Ring," CinemaScope, color (20th Century-Fox); "The Big Show," Color (20th Century-Fox); "The McConnell Story," CinemaScope, WarnerColor (Warner Bros.).

Studios Start Three, Complete Four More

HOLLYWOOD, Feb. 13—Three new pictures were started and four pictures were completed last week, for a total of 21 pictures in work.

Started were: "The Lonesome Trail," "B" Productions (inde- pendently distributed in Birmingham); "The Brass Ring," CinemaScope, color (20th Century-Fox); "The Big Show," Color (20th Century-Fox); "The McConnell Story," CinemaScope, WarnerColor (Warner Bros.).
FCC Move

(Continued from page 1)

and the FCC decision to "initiate active consideration of toll TV should be welcomed . . . by all those who have the true interests of the television industry at heart." Paul MacNamara, vice-president of the International Telemeter Corp., said in a statement that it was "good news that the FCC notice specifically and by clear implication disposing of any petitions by special interests that are the subject of discussion by the subject by all interested parties.

Commander E. F. McDonald, president of the Zenith, a statement out of Chicago, claimed that the FCC ruling "will enable the interests of the public to be heard." A minimum delay, that subscription television can bring right into the American living room the great entertainment which is not now available except in the theatre or stadium.

McDonald, after admitting that the feelings of other toll TV interests were strongly opposed in the statement issued by Reaubusch and Sherr.

The FCC’s refusal of the Zenith’s request for immediate toll TV service without any further hearings was evidence that the commissioners feel the issue of the public interest should be investigated thoroughly before serious consideration is given to such a radical change in the traditional philosophy of free broadcasting.

Welcomed by Committee

The joint exhibitors’ committee, the Reaubusch statement, “welcomes the opportunity to present the case of the exhibitors as well as industry groups to be affected” before the FCC.

Meanwhile, it was learned that the joint committee plans to hold another meeting in Los Angeles or New York, or next, when a report is expected to be rendered on other groups who may ally themselves with exhibitors in their fight against the allotment of the airwaves to toll TV interests.

Crown Productions Picks 2nd for UA

“A Kiss Before Dying,” the first novel by Ira Levin that won the 1954 Edgar Allan Poe award as the best mystery of the year, will be brought to the screen by the newly-formed Crown Productions for release by United Artists.

Robert Jacks, who will produce the property as Crown’s second film after the successful completion of the first, Crown production for UA, “A Killer Is Loose.”

Crown Productions is a new independent company headed by Jacks, Robert Goldstein, Sygros S. Skouras and Plato Skouras.

Metropolitan Circuit ‘Trust’ Suit Settled

HOLLYWOOD, Feb. 13.—An appeal by Metropolitan Theatre Corp. from the Oct. 4, 1954 verdict in favor of defendants in five of seven injuries to plaintiffs in $900,000 anti-trust suit, was dismissed at the weekend by the Ninth Circuit Court of Appeals here following a settlement for a consideration which the company was unwilling to disclose. Metropolitan counsel John Binkley called a “substantial sum.”

Comment Deadline May 9

(Continued from page 1)

at least—the request of the Joint Committee on Toll TV for a full and public hearing on the question.

The commission indicated that after it gets the written comments, it will then decide whether to hold public hearings on the question or whether to issue proposed rules authorizing subscription television without any formal hearing. At least two commissioners have said they feel that public hearings at any stage would be too time-consuming and should be avoided, and that there should be oral argument at a later stage on proposed rules.

FCC chairman McConnaughey and commissioners Hyde, Webster, Doerffer, Lee and Bartley favored the commission action Friday. Commissioner Hennock dissented, saying there should be a public hearing on the question to be held “without delay.”

The commission asked for comments on a number of questions relating to law, facts and public interest. One question asked specifically whether public hearings are necessary to the role to be played by the motion picture industry in subscription TV.

Here are the questions on which the FCC asked for comments:

Law—whether the FCC has authority to authorize and regulate subscription TV systems; whether the FCC constitutes “broadcasting” under the Communications Act, or whether it is a common carrier of commerce of service, and whether the FCC has authority to permit it to use channels assigned to TV broadcasting; if the FCC does not have the authority, to authorize and regulate subscription TV, what amendments to the act would be required to permit it.

Equipment Cost Explored

Fact—technical data relating to operation of proposed subscription TV systems; possibility of degradation of and interference to regular TV service, and any adverse effect on TV receivers now in the hands of the public; cost of equipment, including necessary modification of existing TV sets; expense of installation and cost to the viewing audience; means, methods and organizations intending to engage in toll TV operations; need of TV broadcasters for additional revenue and program resources from subscription TV; anticipated capacity of subscription TV to increase the use of TV channels and bring the public programs now unavailable; anticipated nature and extent of use of time on commercial TV stations by subscription TV operators; time required to establish subscription TV in existing markets; patent control and licensing arrangements; roles to be played by the motion picture industry and the networks; types of programs to be available and who will control their production and distribution.

Would Guard Against ‘Monopoly’

Public Interest—whether subscription TV will “prohibit or reduce the larger and more effective use of radio in the public interest; its impact on advertiser-sponsor broadcasting; its effect on broadcast news and diverse views on controversial issues, and safeguards to insure that such broadcasting will continue to be available to the public without charge; safeguards to insure that the public will continue to receive wellbalanced TV programming without charge; safeguards to prevent monopolistic control; to make subscription TV available to all stations on a non-discriminatory basis; regulations required to insure that the public interest will be served both during and after the establishment of subscription TV, particularly (1) whether it should be limited to a single system or group of systems, (2) to enable a number of systems to operate; (2) whether it should be limited as to number of hours or segment of the broadcast day, be permitted on more than one station in a community or be limited to single-station communities; (3) be limited to UHF stations only, or to stations in small markets.

Replies to Comments by June 9

The commission notice said that comments in reply to the original comments should be submitted by June 9.

In her dissent Commissioner Hennock said, “The commission should not arrive at its present conclusions on so far-reaching and basic a change in American broadcasting methods, on the basis of written comments alone. Since hearings are not needed in any event, it would be preferable to hold them without delay and not to wait until written comments are filed.”

Set Church Support Of ‘Man Called Peter’

As a result of conferences by 20th Century-Fox vice-president Charles Skouras and Arthur deluxe, community relations director of the MPAA, acting in an advisory capacity, a special board meeting to present plans for the release of the CinemaScope production, “A Man Called Peter.”

Mrs. Bader will discuss aid to be given in the field by 10,000 secretaries of the Council of Churches.

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**EDITORIAL**

Allied’s Federal Regulation Move

By Shereen Kane

Any key people in exhibition and distribution regard the action of our country’s board of directors in authorizing its Emergency Defense Committee to proceed with an attempt to obtain Federal regulation of film rentals by legislation as a bargaining move.

Whether or not it will strengthen Allied’s hand in any conferences which may be held later on with ranking company executives is doubtful.

Gestures of the kind, often as not, alienate the sympathetic conferences and incite the reluctantly cooperative to commit mayhem, verbally, at least, if that is possible.

The skeptical ones doubting that Allied will push the idea of Federal regulation very vigorously, point out that any such effort would bring serious problems for Allied’s contributions to the joint exhibitor effort to oppose subscription television, just getting under way now.

That neglect of that campaign could be a serious organizational default was plainly demonstrated at the St. Louis gathering where the toll-TV issue was shown to rank as the exhibitor’s Number 1 problem today.

Obviously, there would be little point in waging, even winning, a campaign against allegedly severe film rentals while toll-TV closed the theatres.

Nor is such legislation as Allied proposes given much chance of passage by high placed industry observers. There is widespread and influential opposition, even among exhibitors, to it and there is believed to be little chance of such a measure being adopted without provisions being included to regulate admission prices and other practices, as well as film rentals.

The temper of the times, in

---

**$3.40 Per Share**

Col. 6-Month Net New High; $2,823,000

Columbia Pictures yesterday announced the “greatest six-months’ earnings in the company’s history,” according to a statement issued by Harry Cohn, president. Reflecting what was described as the sharp upward turn in the motion picture industry, Columbia’s statement showed a net profit of $3,153,000 before taxes for the six-month period ending Dec. 25.

The net profit after estimating Federal, state and foreign taxes was given as $2,-

(Continued on page 5)

**Permission Granted To NYC To Appeal 5% Tax Decision**

New York City Assistant Corporation Counsel Stanley Buchbaim will appeal the Brooklyn Supreme Court decision in the five per cent amusement tax suit to the Court of Appeals in Albany, seeking a reversal of the ruling which declared the local levy to exceed the limitations of the State.

(Continued on page 5)

**To Aid Joint Committee**

TOA BOARD VOWS FIGHT ON TOLL-TV

Approves the EJC Move to Raise Funds; Meeting Set Today with D. of J. Officials

**TV Critics in N.Y.**

Put Thumbs Down On ‘Oscar’ Program

Television critics of New York newspapers were uniformly unconvinced by the Academy nominating telecast. Typical comments published yesterday follow.

Jack O’Brien, Journal-American: The grouping of winners sometimes had an old-fashioned, even downright Dagnereuse—type self-consciousness. . . . We can’t get into personalities except to say some were funny, some foolish and some a little ridiculous.

Jack Gould, Times: After the televising of the nominations for the “Oscar” motion picture awards, the video and film industries can stop worrying about competition. The only thing they have to fear is cooperation. . . . One more show like Saturday night’s and the neighborhood film theatres will have to reimpose a reserved seat policy.

Ben Gross, Daily News: . . . probably kept thousands away from the

(Continued on page 4)

**Trust Law Violation Claimed**

High Court Asked to Rule On Buying Combine Status

**EFG ‘Holder**

Meet May 15

**Rhoden Would Back Industry TV Show**

From THE DAILY Bcourses

HOLLYWOOD, Feb. 14—Elmer C. Rhoden, president of National Theatres, today declared he is ready to support financially an all-out movement for a television program that would sell Hollywood and its product. He suggested a half-hour period each Sunday between 5 and 6 P.M., wherein a producer could tell the story of the film he is about to release.
EDITORIAL
(Continued from page 1)

legislative chambers and elsewhere, is for less of that sort of thing.

This brightest aspect of the Allied board's action was in leaving
open the door for abandonment of the perhaps hastily considered pro-
gram in the event that an industry roundtable conference achieves a
pacification of Allied leadership.

Danny Kaye's U.N. Children's Film

THE industry as a whole may be proud of the part some of its
members have played in bringing to the attention of the public the
efforts made to alleviate the suf-
fereing of the world's children of
miserable.

It is being done through the
very interesting and worthwhile
two-reel film, in color by Techni-
color, "Assignment: Children," in
which Danny Kaye made his
round-the-world trip last year on
behalf of the United Nations In-
ternational Children's Emergency
Fund. Paramount provided tech-
nical assistance in its making and will
distribute it in 17 countries throughout
the world.

UNICEF will back the film's re-
lease with a vast publicity cam-
paign which will have the coopera-
tion of women's clubs, Parent-
Teachers' organizations and nu-
merous other civic and humani-
tarian groups.

The showing of this film in the-
astreries in every community not only will reflect this industry's abiding
concern for human welfare but also
will strengthen the ties of such
theatres with their communities' most influential civic and humani-
tarian organizations.

And in its own right, let it be
said that Danny Kaye's "Assig-
nment: Children" merits its 20
minutes of running time on anybody's
screen. Fittingly and deservedly, it
has been cited by the National
Conference in its list of recogni-
tions for the Brotherhood Week, start-
ing Sunday.

Lassard Suit Won by Fox

From THE DAILY BUREAU
WASHINGTON, Feb. 14. — The Supreme Court today refused to
interfere with a lower court decision upholding Screen---Fox's right to
fire screenwriter Ring Lardner, Jr.

Lardner was fired under the "mor-
ality" clause of his contract after he
was refused to answer House Unamerican
Activities Committee questions in 1947. He

said the film company, a district court judge, had favor, but Nov. 29. The

Nineh Circuit Court of Appeals upheld
the company's right to fire him for failing to answer questions about his
contract termination for moral turpi-
dude. Lardner then appealed to the Supreme Court, and the judges today
refused to hear the appeal. They gave

no reason for their action. Justice
Clark took no part.

The probabilities set a pre-
cedent for deciding several similar
suits brought by industry workers who
were fired when they refused to an-
swer the committee's questions about
whether or not they were Communists.

Charles L. Fisk, 79

Charles L. Fisk, 79, veteran
musician and showman, died rec-
ently at a nursing home in Kansas
City suffering a long illness. Mr.
Fisk entered vaudeville and show busi-
ness at an early age and in the later
years of his life managed the Butler
Plaza, Butler, Missouri, and the

Fisk motion picture theatre, also in
Butler. His widow and two sons
survive.

Altec Employee Dies

CHICAGO, Feb. 14.—Flora Dick,
secretary to F. C. Dickley, manager
of Altec Service Corp.'s Central divi-
sion office here, died last week after
a heart attack. Miss Dick joined Al-
tec in 1943 in the company's Detroit office
and for several years was attached to
the Chicago division.

Tom Moore, 71

Tom Moore, 71, silent film star, died
here of cancer, and emblem of last
besides his wife, Eleanor, a son, Tom,
and a daughter, Alice, survive.

Bookers Change Date

The New York Motion Picture
Bookers Club has changed the date
of its annual theatre party to April
21. The show is "The Desperate Hours"
at the Ethel Barrymore Theatre.

NEW YORK THEATRES

—In color by TECHNOCHROME

William HOLDEN • Grace KELLY
Freddie MERRILL • Tommy ROONEY
A Paramount Picture

and SPECTACULAR STAGE PRESENTATION

"The Bridges at Toko-Ri"

in color by TECHNICHROME starring

Radio City Music Hall

Rockefeller Center

S. Z. Sakall, 67

HOLLYWOOD, Feb. 14.—S. Z.
(Suddles) Sakall, 67, veteran charac-
ter actor, died here over the weekend
of heart disease at the Cedars of
Lebanon Hospital. His wife, Boszi,
survives.

Cin. News Man Dead

CINCINNATI, Feb. 14.—E. H.
Mayer of nearby Hamilton, O., who
was well known among the area for
Morton Picture Daily and Motion
Picture Herald for many years, died
Feb. 7 following a brief illness.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sharwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Management, Inc., the Martin Quigley Company, 132 South LaSalle Street, Chicago, Illinois. Telephone Chicago 7-3000. Cable address: "Quigpubco, New York." President, Martin Quigley; President, also Quigley, Jr.; Vice-President, Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Peckes, Advertising Manager; Gus H. Palmig, Promotion Manager; Hollywood Bureau, York-Vine Building, Samuel D. Brown, Manager; William R. Weaver, Editor, Hollywood; Chicago Bureau, 132 South LaSalle Street, Urban Farley, Advertising Representative, FL 6-3574, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, Euston Sq., London W. 1; Hope Berreau, Manager; Peter Burnham and Better Refreshment Merchandising, each published 15 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 21, 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 $12 foreign; single copies, 10c.
Yes, exhibitors all over the country who exploit the selling potentialities of their screens are reaping profits from this gilt-edged advertising medium!

Get in step today by contacting your local N.S.S. office and learn about the many profitable promotions, the money-making ideas, the new techniques for selling your special events and holidays, putting over merchant tie-ups and many other ideas that alert exhibitors have been turning into extra dollars with the help of trailers!
TOA Board Hits Toll-TV

(Continued from page 1)

The complete list of the Academy of Motion Picture Arts and Sciences' nominations for the 27th annual Awards of Achievement is published here. Nominations for Best Motion Picture, Best Director, Best Actor, Best Supporting Actor, Best Supporting Actress and Best Director were announced at an assembly of the East Coast edition of the Motion Picture Daily.


BEST ART DIRECTION OF A COLOR PRODUCTION: "The Egyptian," 20th Century-Fox. Cedric Gibbons, set design; Jack Okey, art direction; Paul S. Fox, art director.


Best Color Cinematography: "Seven Brides for Seven Brothers," Columbia Pictures. Associate, E. V. Miller, director of photography; Joseph Ruttenberg, cinematographer.


Best Film Editing: "Brigadoon," M-G-M. Joseph Ruttenberg, director of photography; Jack Miller, cinematographer.


Best Original Screenplay: "Brigadoon," M-G-M. Howard Lindsay, writer.

Best Production Design: "Brigadoon," M-G-M. Cedric Gibbons, set designer; Jack Okey, art director; Paul S. Fox, art director.


Best Writing, Adapted Screenplay: "Brigadoon," M-G-M. Howard Lindsay and Russel Crouse, writers.


Committee Nominations: "Brigadoon," M-G-M. Cedric Gibbons, set designer; Jack Okey, art director; Paul S. Fox, art director.

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**Combines**

*(Continued from page 1)*

closed situations as a lever to get the best product from the four distributors for the Regent, as against the Moro-land, which finally forced the Moro-land to close in 1930.

The Cleveland District Court and the Ohio Supreme Court in Cleveland at Cincinnati threw out the suit, and today the company appealed to the high court.

The lower courts found that Co-operative had not exercised or attempted to exercise any monopoly power, particularly in control of the closed situations in order to get films for the Regent.

In appeal, the Regent P. said the lower court decisions posed two questions: 1) Is a common buying agent, having sole and exclusive rights to book films for a large number of theaters, mostly in closed situations, and being the largest customer of the distributors in the area, free from monopoly charges merely because there is no common ownership of the theaters? And 2) May this agent combine and open situations in booking?

The company said that the effect of the lower court decision was that a buying combine for theaters without common ownership can do with immunity from monopoly charges what actually the Supreme Court said, in the Crescent, Griffith, Schine and Paramount cases, a combine with common ownership can do. It argued that the Ohio theatre combine is just as much a "circuit" within the concept of the Paramount case as the circuits found illegal in that decision.

**EFFF Meeting**

*(Continued from page 1)*

a report on EFFF from Sam Pinnaski. No place for the meeting has been set as yet.

Martin said he expects that important announcements concerning production plans and officers will be made at the May meeting.

"If the funds continue coming in as they have been," he went on, "we will be well up in the seven figures in stock subscription by that time."

EFFF has mailed out 7,500 prospectuses as of the date, Martin said, and plans to mail out 7,500 more. Many of these will be mailed to industries allied with motion pictures, such as equipment dealers, film carriers and concession suppliers. EFFF has already received requests from people in other industries asking if they can buy into the group. Martin said.

Martin declared that EFFF has received authorization to sell stock in 44 states.

**Projectionists Host To Walsh in Toronto**

TORONTO, Feb. 14—InternationaI Alliance of Theatrical Employees F. P. Walsh and other high officials of the alliance were accorded a warm welcome here at a banquet in their honor which preceded an executive conference at Hamilton, Ont., opening tomorrow. The dinner host was the Hamilton Projectionists Local 303.

Formal greetings were extended by James Stone, president of the Hamilton Trades and Labor Council, who pointed out it was the first alliance convention for Canada in 20 years.

**Television -- Radio**

*with Pinky Herman*

BACK in 1929 when this scribbler, fresh out of college, first hit Broadway with a pocketful of dreams (songs) another young man, Rudy Vallee, was being played for American musical scene via a radio schedule which carried his name and voice to millions of homes. The 15 years that ensued up to the end of World War II (Rudy enlisted in the service of his country in 1942) witnessed a sensational climb by the tireless singer to new heights. Not only did practically every new popular song carry Rudy’s picture on the title page, but “The Vagabond Lover” discovered and launched into the big time (via his “Fleischmann Hour” NBC) such artists as Bob Hope, Frances Langford, Victor Borge, Milton Berle and many others. In fact, the concurrent eras of Vallee and radio, were completely synonymous.

When television started to sprout after the war and TV bigwigs began a diligent search for talent, we often inquired (in print) why this great artist was consistently overlooked. Just three columns ago, we again wrote that the producers don’t build a TV variety show around Rudy Vallee who, in our estimation, is merely one of the greatest showmen ever produced in radio—unquote. A week later comes a press release from J. Walter Thompson to the effect that CBS starting Sunday, Feb. 27 (9:00 P.M.), Rudy will succeed Edgar Bergen as star of a full-hour radio series for Kraft Foods Co. This is the first step and we predict that in a short time, Rudy (for 15 years, Mr. Radio) will step into the TV firmament and with his talents will duplicate his record-breaking radio achievements.

Nothing succeeds like success; at least we feel a sense of pride (of course in a much lesser degree of course, whom both are under contract) in the fact that George Gobel and Jack Carson, television stars, have been named by a council of barbers to their “ten best-groomed men” list. You see, in our own M. M. Daily-FAME Poll, George was voted “Best Comedian” while J.C.S. voted “Best Newcomer” award. (In other words, on their heads the haircuts are crooks fit well.) ... Martin Manulis will leave next month for Hollywood where he’ll take over the producing chores of “Chinaman,” and Edgar Peterson, former CBS-TV story and script manager, will succeed Eldon Lewis as associate producer. Lewis will devote his time to development of new CBS-TV properties for Fall skedding. ... Nelson Riddle, whose arrangements of musical backgrounds for Nat “King” Cole, Betty Hinton, Frank Sinatra and Margaret Whiting, Chaplin disks, stamp him as one of the best in the business, has been signed by Republic to arrange and direct orchestras for courtesy of William Wellman, film star...er, “Rebel Island.” ... Products of Broadway musicals and several productions of the legitimate stage. David Burns and Bibi Osterwald have been signed as regulars on the “Imogene NBC Show.”

When the handsome, dynamic, organist-maestro-composer Paul Taubman sailed away a fortnight ago on a much-deserved Caribbean cruise, he found himself as his radio and TV commitments: John Gart, Fred Feibele, Buddy Weed, Al Fennelli and Andy Ackers. ... Barbara Wilkins has resigned from the publicity department at Blaine-Thompson to become assistant to Lee Francis, director of advertising and promotion for ABC Film Syndicate. We're indebted to Dr. William Todhunter Hall (Ronald Colman) for this sage observation: “Never borrow trouble. There are always people who are willing to give it to you.”; Formerly with NBC, Frank McMahon has moved over to head the adv. & pub. dept. for MCA-TV Films Syndicate. ... Leo Kempinski, former NBC conductor of the “Army Hour” and composer of stirring marches, has just given publication rights to five new compositions to Jack Ward Music Co. ... Karl Freund, one of Hollywood’s finest cameramen, has observed a half-century in filmdom with the completion of a book, “50 Years—From Nickelodeon to I Love Lucy.” His medico has advised Liberace to curtail his extensive p.a. tour.

**Col. Net**

*(Continued from page 1)*

$231,000. This also was a new high for the corporation, as was the $3.34 earned per share of common stock, Col. said.

The earnings for the first six months of Columbia’s fiscal year thus showed a substantial gain over the previous period for 1953-’54, a record year in which the company hit a high of over $80,000,000 in gross income. The comparative figures for the first six months of last year showed $47,739,000 in net profit before taxes, $1,464,982. This is $24 per share of common stock.

For both years the earnings per share were based on the 794,236 shares of common stock which were outstanding on Dec. 25.

**Permission Granted**

*(Continued from page 1)*

Enabling Act of 1947 and forbids the city to collect the tax breakage.

The Appeals Div. of the City (Buchman) informed Buchman yesterday morning that permission to appeal to Albany had been granted.

Buchman stated that his motion papers for appeal would be filed as soon as possible and that he hoped the case would be heard by this time next year on the calendar on or shortly after Feb. 21 when the court term begins.

The Court of Appeals is expected to look into all aspects of exhibition and city arguments on the legality of the assessment tax, which the municipal board of assessment, July 1, 1954, placed on the high court could send the case back to the lower courts for re-argument by both sides.

The Albany court is composed of seven justices—Chief Justice Albert Conway, Charles Frossel, Adrian Burke, Stanley Pufal, Charles S. Desmond, John Van Voorhis and Martin R. Dye. Burke is expected to disqualify himself from the appeal to the court in any phase of exhibition or city arguments in the appeal because he is the former Corporation Counsel of New York City, recently elected to the Court of Appeals.

**Rosen Heads Group To ‘Holiday’ Bows**

Sam Rosen, executive vice-president of Stanley Warner, will head the home office delegation to the premieres of “Cinerama Holiday” in Detroit, Pittsburgh and Philadelphia. Leaving with Rosen for today’s Detroit opening were Harry Goldemberg, SW advertising and publicity director; Arthur Rosen, assistant to the chief of SW production and Louis deRochemont and Mrs. deRochemont. The contingent will proceed to Pittsburgh tomorrow and to Philadelphia on Thursday.

**New CBC-Uncion Pact Attacks TV Strike**

OTTAWA, Feb. 14.—The threat of a general television tie-up through strike action was averted today by a wage-dispute settlement between Canadian Broadcasting Corp. and the National Association of Broadcast Employees and Technicians Union. The union accepted the company’s wage boost and received other concessions, with the contract to run until July, 1956.
128 weeks on the nation's best-seller lists!
Still being read by millions!
—and backed by 20th's most powerful national campaign!

KEEP EASTER OPEN FOR

"A Man Called Peter"

from 20th Century-Fox in

RICHARD TODD • JEAN PETERS

with Marjorie Rambeau

PRODUCED BY
SAMUEL G. ENGEL • HENRY KOSTER • ELEANORE GRIFFIN

DIRECTED BY

SCREEN PLAY BY
FROM THE BOOK BY CATHERINE MARSHALL

CINEMA SCOPE

COLOR BY DE LUXE

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

Written by the woman who loved him!
**TOA's Board Approves Draft On Arbitration In Principle**

Committee to Meet Here Thrus. on Clarifications

From THE DAILY Bureau

WASHINGTON, Feb. 15.—The board of directors of the Theatre Owners of America has "approved and adopted in principle" a proposed draft of an arbitration system worked out by a 10-man committee of representatives of distribution and exhibition, TOA president E. D. Martin said today.

On the final day of TOA's mid-winter board meeting, held here at the Mayflower Hotel, the board instructed TOA's delegates to meet with the committee and work out a clarification of a few points in the proposed system.

"It does not appear to us today, however," said TOA general counsel (Continued on page 5)

**UA Adds 25 Films Under Deals with 7**

A minimum of 25 features has been added to United Artists' roster of upcoming releases, under deals concluded during the past six weeks with seven producing organizations, it was disclosed here yesterday.

Listed in what the company called its expansion program were the following producers and organizations: Kirk Douglas, Joseph L. Mankiewicz, (Continued on page 5)

**TOA Asks D. of J. To Permit Divorced Circuits in E.F.F.G**

From THE DAILY Bureau

WASHINGTON, Feb. 15.—Officials of the Theatre Owners of America asked the Justice Department today to permit divorced circuits to invest in the Exhibitors Film Finance Group. Following the conference, TOA executive committee chairman Alfred Starr said the Justice officials had promised an answer before the May 15 meeting of E.F.F.G.

Starr, TOA president E. D. Martin, Walter Read, Jr., and Mitchell Wolfson comprised the TOA delegation that met with William D. Klein, Jr., head of the anti-trust division's judgment enforcement division, and Maurice Rosen, anti-trust attorney specializing in film matters.

Starr said the TOA group asked only whether Justice would permit the circuits to invest in E.F.F.G. and if so, under what conditions. The group did not make any pitch, as it later indicated it would, to permit the divorced circuits to go into production again on their own, according to TOA officials.

Starr said the Justice officials were (Continued on page 5)

**Elect German Head of New York Variety**

William J. German, president of W. J. German, Inc., was unanimously elected chief Barker of the Variety Club of New York, Tent No. 35, at a luncheon meeting of the organization at Toot's Shor's here yesterday.

German succeeded Edward L. Fabian of Fabian Theatres as chief Barker for 1955. Fabian was elected first assistant Barker by the 200 VC members who attended the meeting.

Other officers of Tent No. 35 (Continued on page 4)

**End to Pre-Censorship Is Asked**

From THE DAILY Bureau

WASHINGTON, Feb. 15.—The American Civil Liberties Union today asked the Supreme Court to declare unconstitutional all state and local laws requiring film censorship prior to public showing.

The ACLU told the high court that its recent actions on film censorship cases had left the situation confused, and that it was now time for the court to say that all licensing or other restraint prior to showing is "repugnant to the First and Fourteenth Amendments."

The ACLU put the matter before the high court in a case challenging the validity of Chicago's city ordinance prohibiting public exhibition of films without a permit from the police commissioner and requiring the commissioner to determine that the film is neither immoral nor obscene.

Charles Liebman sought a permit to show "The Miracle." This was refused. With the aid of the ACLU, he then brought suit challenging the constitutionality of the city ordinance. A lower court found the Chicago film licensing system unconstitutional, but the Illinois Supreme Court held that it did not violate the constitution. The Illinois Supreme Court did not pass on whether "The Miracle" was or was not "obscene," but merely said that Chicago could deny a license to any picture found to be "obscene."

The ACLU and Liebman today appeared in the Supreme Court to declare that the entire matter needs clarification. The ACLU briefly noted that in the New York State "Miracle" decision, the Supreme Court had expressly reserved any expression as to "whether a state may censor motion pictures under a clearly drawn statute designed and applied to prevent the showing of obscene films."

Yet in four specific cases, the ACLU continued, the high court held (Continued on page 4)

**Includes Rentals, Other Problems**

TOA ASKS DECISIVE ROUNDTABLE MEET

Board Agrees to Meet with Distributors, But Wants Them Ready to "Talk Business"

BY J. A. OTTEN

WASHINGTON, Feb. 15.—The Theatre Owners of America today bluntly and angrily warned the distributors to be prepared to talk business on film rentals and other exhibitor problems at the forthcoming industry roundtable meeting.

Otherwise, TOA leaders declared, the meeting will be a waste of time. These delegates will be instructed to have designated for top agenda importance the obtaining of relief from prohibitive film rentals and other inequitable conditions of licensing films.

TOA general counsel Herman Levy explained that "other inequitable conditions" included such items as extended runs and price floors.

Moreover, the TOA resolution provided that the TOA executive committee not meet after the roundtable (Continued on page 5)

**Bird Report Shuns 5% Tax**

In a final report to the Governor of New York, the Temporary Commission on the Fiscal Affairs of State Government, headed by Dr. Frederick Bird, completely sidestepped the issue of the New York City five per cent amusement tax.

In mid-June of last year, Gov. Thomas Dewey directed the Bird Commission to undertake a study of the probable tax yield to New York City of such a tax and determine whether it was unsound and if the legislature should be asked to invalidate the five per cent tax by withdrawing the city's authorization to enact an admissions tax.

At that time, the exhibitor emergency committee believed that the investigation of the Bird Commission (Continued on page 5)
Personal Mention


MARTY WOLF, assistant sales manager of Allco Service Corp., left the Mountainside Hospital, Montclair, N.J., yesterday for surgery, and is recuperating at his home in nearby East Orange.

Romeo Fabrizio, head of the mail room at American Broadcasting-Paramount Theatres, is the father of a son born here recently to Mrs. Fabrizio.

William Tuttle, makeup director at the M-G-M studios, who arrived here recently from the Coast, was in Philadelphia yesterday from New York.

Tony Owen, producer, will arrive here tomorrow from London via B.O.A.C. Monarch.

HERMAN TEMPLE is filling in as art director at 20th-Fox-Wol at 20th-Fox, Northwest, director of the department, is on vacation.

Lige Brien, United Artists director of special events, who is the father of a daughter born to Mrs. Brien at the Darkness Pavilion.

BARRY JONES, British actor, will leave here tomorrow for London via B.O.A.C. Mayflower.

William Zimmerman, film attorney, is scheduled to leave New York tonight for Hollywood.

George Sinney, director, has returned to the West Coast from New York.

See House Action on Trade Pact Thursday

WASHINGTON, Feb. 15.—The House Rules Committee cleared the administration's reciprocal trade agreement bill for house action on Thursday and Friday under a procedure permitting opponents to offer only one amendment.

The procedure must be ratified by the House itself on Thursday. Opponents, seeking to offer many additional amendments, will try to defeat this procedure. If they lose, a vote on the one amendment and on final passage will come late Friday.

WB and Guild In TV Deal

Negotiations were completed here yesterday whereby approximately 100 cartoon shorts subjects formerly released by Warner Brothers were acquired by Guild Films for distribution. The deal, handled through the William Morris Agency, was concluded between Guild and Sunset Productions.

The short subjects include the series of "Looney Tunes," "Porky Pig," "Minnie the Moocher," "Bozo's Antics" and others.

Guild was represented in the negotiations by Rudolph Kamien, president Aaron Katz and Charles Seton. Norm Moray, Howard Housman and Al Brodax were the representatives for Sunset.

Wisc. Allied Spring Meeting March 28-30

MILWAUKEE, Feb. 15.—Allied Theatre Owners of Wisconsin will hold its 1955 spring convention at the Pabst Hotel here March 28-30.

The appointment of Angelo Provenzano of the Alamo and Fix Theatres in Milwaukee, to the post of general convention chairman was announced by S. J. Goldberg, president. Edward Johnson of the Roosevelt Theatre has been named advertising chairman.

The meeting will hold its Workshop here on the first day of the convention.

MPTV Product to United Film Service

KANSAS CITY, Feb. 15—United Film Service, Inc., has appointed distributor for all syndicated TV film programs released by Motion Pictures for Television of New York.

Motion TV of New York and Motion Picture Advertising Service Co., Inc., of New Orleans, an associate of United Film Service, will also participate in the distribution of the films operating under the corporate names of U. M. & M. TV, Inc.

M. H. Olcott, president of United Film Service a year ago, has been appointed manager of the television division.

W. Hardy Hendren, Jr., is president of the company.

Kerner to Produce 'Lonigan' for UA

"Studs Lonigan," by James T. Farrell, will be brought to the screen as a major United Artists release, it was announced by president Arthur B. Krim.

Lew Kerner, president of the newly-formed Lew Kerner Productions, Inc., will produce "Studs Lonigan." A revival of the production in New York this week by Kerner, United Artists, Farrell and Vanguard Productions, Inc., is scheduled for Hollywood immediately to launch production activities.

Ask Dismissal of D. Schine Charges

BUFFALO, Feb. 15.—The defense, as is expected, will present its case today at the trial of Donald G. Schine, rested today in the contempt of court trial of Schine on the theory that motions for dismissal of charges pertaining to Donald Schine were renewed and were taken under advisement by Judge John Knight.

Church Support for 'Man Called Peter'

Full, nationwide support for 20th Century-Fox's film "Man Called Peter" in CinemaScope by 10,000 secretaries of the National Council of Churches was set in motion yesterday at a special afternoon conference of the organization in New York.

An advance campaign designed to bring the drama of the devotion of people in all parts of the country was outlined at the conclave by the Rev. S. Franklin Mack, executive director of the Broadcasting and Television Commission of the National Council of the Churches of Christ, and Mrs. Jessie Bader, vice chairman, secretary of the National Council.

Arthur deBra, community relations director of the Motion Picture Associates, outlined his advisory capacity also addressed the meeting, suggesting procedures to get the picture released. A picture has been scheduled by the film company as its Easter holiday attraction.

Special Material Planned

The preparation of special brochures and other literature on "A Man Called Peter," and the alerting of the Council's entire membership via a series of letters describing the film. The organization of Catherine Marshall's best-seller was planned.

Representing 20th Century-Fox vice-president Charles Einfeldt at the screening and discussion, general plans for the film's national promotional campaign were Rodney Bush, publicity manager, and Mack, vice-president and publicity manager Edward S. Sullivan and Thomas Eichler, who is heading up the field exploitation campaign for the picture.

High Court Asked For Drive-in Ruling

WASHINGTON, Feb. 15.—A group of Florida landowners today asked the Supreme Court to keep S. E. Britton from building a drive-in theatre just outside of Tampa.

The Board of County Commissioners of Hillsborough County rezoned land owned by Britton to permit him to build a drive-in on it. A group of citizens owning adjoining land brought suit, claiming that the county commissioners had not given proper notice and hearing. The court held certain other needed steps before rezoning the land. Two Florida courts ruled against Britton in favor of Britton, and the group today asked the Supreme Court to take a hand.

News Roundup

Set Heart Committee

Trade press executives who will serve as the "charity board of judges" at the Variety Clubs International convention, which begins on May 4-7 have been announced by Nate Golden, international heart chairman. The group includes: W. R. Wilkerson, "Hollywood Reporter," chairman; Martin Quigley, Jr., Quigley Publications: Ben Shlyen, "Boxoffice;" Jay Emanuel, "Daily News." Abel Green, "Variety;" Hye Bossin, "Canadian Film Weekly;" Joe Schoenfield, "Daily Variety," and Kenneth Connolly, "Showmen's Trade Review.

To Tour TV Studio

Members of the Atlantic Coast section of the Society of Motion Picture and Television Engineers will see a color TV studio in operation today when they will be the guests of CRS for a tour and demonstration of the network's color studio here.

Publishes Booklet

A 16-page pocket-size magazine, "The Film Specator," has been published by IFE Releasing Corp. to replace the mimeographed screening material for "Love in the City.

Kansas Premiere

Allied Artists' "Seven Angry Men" will have its world premiere on March 30 in Oswatative, Kans, where the abolitionist John Brown engaged in his first major battle.

Donate "Gray Line"

Columbia Pictures is donating the "Long Gray Line" to the Ladies Auxiliary of Oklahoma City's Variety Club. It will be shown on March 14 in the Center Theatre. Howard C. Fedder, president of State Theatres, Inc., is donating the house and all costs. Proceeds will go to the tent's charity program.
When the Music Hall seeks an attraction for the most important playing time of the year, the Easter holidays, it selects the finest entertainment the industry can offer. All over the nation too, M-G-M's "THE GLASS SLIPPER" will enthral audiences at Easter time.

M-G-M presents the perfect entertainment for the Easter holidays

It is predicted that Leslie Caron's new picture will be on 10 Best lists, just as "Lili" was.

The Glass Slipper

A screenful of romance, music, spectacle in radiant COLOR starring

LESLIE CARON • MICHAEL WILDING
KEENAN WYNN • ESTELLE WINWOOD • ELSA LANCHESTER • BARRY JONES

Written For the Screen by HELEN DEUTSCH • Ballets by ROLAND PETIT • Featuring BALLET de PARIS • Photographed in EASTMAN COLOR
Directed by CHARLES WALTERS • Produced by EDWIN H. KNOPF

(Available in Perspecta Stereophonic or 1-Channel Sound)
Censorship

(Continued from page 1)

specific acts of censorship to be unconstitutional. These were the cases involving "The Miracle," "Pinky," "3" and "La Ronde.

To bring clarity into the law," the ACLU argued, "it is urgently necessary that this court decide the question of whether prior restraint under an obscenity statute may be constitutionally imposed. The case at bar presents that precise question.

ACLU argued that all licensing systems or other prior restraints on film showings are unconstitutional and that the Sutter Street Censor Board's action was contrary to the principles expressed in the First Amendment. It said that even assuming that obscenity is a clear standard and that a community has a right to protect itself from obscene items, the way to do it is by criminal penalties after the exhibition, itself, rather than by prior restraint.

Since the Near case, outlawing licensing for printed matter, "only the motion picture industry has used an active licensing system imposed in advance on the content of communications," the ACLU said. "With the finding in the Bursten (Miracle) case, motion pictures no longer present a special category, and licensing laws for motion pictures should be struck down as unnecessary for the protection of community values and repugnant to our Constitution."

900 'Horse' Bows

Universal's "Chief Crazy Horse," in CinemaScope, will open in more than 900 key sub-plays from coast-to-coast starting March 16. It was announced yesterday. The openings will be backed by another Universal theatre listing national magazine advertisement, to be run in "Look" and "Collier's" magazines.

'Underwater' Set

Howard Hughes' "Underwater!" will open in 31 theatres in the Detroit exchange area from the beginning of March through the beginning of April, it was announced by Walter Branson, RKO's world-wide sales manager. The Superscope-Technicolor color production will open in 199 theatres between now and March 1.

CHAMPAGNE FOR ST. MALACHY!!!

I propose a toast in champagne (for which will be served up the tab) in honor of ST. MALACHY, patron of actors—also directors and producers. Details later when we stage a Champagne Breakfast for all who helped the cause.

There are stranger things on Heaven and Earth than I am dreamed of in your philosophy, Horatio!!!

COMMANDO FILMS OF TEXAS, INC.

(Formerly Draw Poker Films of Texas, Inc.)

By GEORGE M. LEPPERT

President

Hollywood

By Samuel D. Berns

INCIDENTALLY: Here's a switch. Nat Cohen, visiting from London, is interested in financing co-production proposals if filmed here. ... Ty Power and Ted Richmond's Copa Productions are off to the races with "Cacico Pony," their initial entry for Columbia, starring Van Heflin. ... Chinese Theatre has booked Jerry Fairbanks' 40-minute color feature "The Adventurer," sponsored by Rotary Clubs, to spearhead world-wide release on occasion of the club's 50th anniversary. ... Charley, Eddie, Jr., Mary, Madeline, and Irving Poy are petitioning the court to legalize the name switch from Fitzgerald, in memoriam to Goldwyn. Bud is now the man he changed long before Bob Hope decided to make the film. ... The production crew and stars of William Brody's "Neon Rainbow," now shooting on location at Las Vegas, have strict orders from director Sidney Salkow to let the cameras do the "rolling" until the end of the desert schedule. ... William Goldman and his entourage of lawyers, investors and public relations staff are glimpsing the Hollywood scene through Paul Gregory's eyes before setting plans on "The Naked and the Dead" venture.

George Gobel's partner, Dave O'Malley, is reading Philip Wylie's "Experiment in Crime" as a possible film debut vehicle for the new TV sensation, Larry Schawb, Jr., has the inside track on the property. ... Hitching their wagon to the "Carmen Jones" success, Ben Frye and Sam Costello raised $750,000 for a dozen 36-minute features starring topline Negro talent. ... 20th has "Oasis," first French Cinemascope, lined up for domestic release, with the film shot in French Morocco. ... Associated British put up the foreign finance for Gottfried Reinhardt's "Rosalinda" in exchange for the United Kingdom rights, but Warner gets the rest of the globe. ... Frank Robinson denies any umbrella plans for an underwater premiere of "Miracle in the Rain." ... Writer-director Frank Tashlin suggested the "Artists and Models" monicker for Dean and Jerry's next film, so Hal Wallis got Paramount to lend him the use of its title. This is not a remake of the others under that same title.

Nat Holt's partner in his next group of films is Lee Rosen, operator of theatres in Hawaii and head of a local film insurance brokerage. ... Rogers & Cohan, the public relations firm, is already engaged in augmenting John Fithian's campaign for "Matador," the Allied Artists-Columbia split hemisphere project. ... William Detweiler returned S.A.S. over the North Pole to direct Columbia's "Journey Into Fear." Partis Productions are celebrating a 25 year association with Allied Artists. ... Hal Mekulkin makes a long distance report every night to his son, Martin, when he's away selling "The Plan" around the country. ... Danny Kaye will take time out in May to fill his fourth London Palladium engagement. ... Kirk Douglas has nicknamed Sam Norton, his attorney, Chief Legal Eagle, after deciding on "The Indian Fighter" as the first of the new Bryna Productions. ... Oreste Kirkop, the Maltese tenor lead in Paramount's "Vagabond King" is anxious for U. S. citizenship. ... Plenty of Screen Directors Guild members waited too long to get tickets to their own awards affair at the Bilmore Bond Sunday. The affair was sold out.

FRANK O. PINYONS: Recent election of John Bertero, FWC theatre presxy, as a director of Transamerica Corp., could be a step in the right direction of the chain's production financing plan. ... Telecasting of the Oscar nominations Saturday will give exchange managers a Monday morning melee, with exhibitors clamoring for prints and charge of bookings. ... Wouldn't surprise us if someone decided to build David Niven's sensational TV appearance in "The Answer" into an important theatrical feature. ... Mark Robson claims location work, being road-wise, is something he knows. He made four of them in different parts of the world. ... Tennessee Williams likes the film version of Hal Wallis' "The Rose Tattoo" better than her play. ... Look for the name Brian Keith to springboard to stardom after he finishes "The Queen Bee" opposite Joan Crawford. You saw him in "The Violent Men." ... Most of the publicity art on Warners' "Illegal" should be centered on Jayne Mansfield, the 21-year-old Texas beauty.

German

(Continued from page 1)

Suzan Ball is Cited By Variety Club

Suzan Ball, Universal-International actress, was presented with a citation "for her great heart that enabled her to do such a service that would have ended the career of a less stalwart person at a luncheon given by the Variety Club of New York at Toot Shor's here yesterday. Miss Ball currently is visiting New York with her husband, actor Richard Long, following the completion of 'Chief Crazy Horse,' in which she co-stars with Victor Mature. The citation was presented to Miss Ball by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, reads as follows: "The Variety Club of New York, Tent No. 35, the heart of show business, takes pleasure in honoring an outstanding fellow member of the entertainment industry. Suzan Ball, in recognition of your great heart that enabled you to carry on under circumstances that would have ended the career of a less stalwart person; in deep respect for your courage that enabled you to carry on under circumstances that would have ended the career of a less stalwart person; in sincere gratitude for your splendid reflection of the ideals of our industry, we are happy and proud to present you with this special heart citation of the Variety Club of New York." Suzan Ball toasts the luncheon meeting at which some 200 Variety Club members were in attendance, were Miss Ball, Danisch, luncheon chairman Martin Levine, Charles Feldman of Universal Pictures, Long, Miss Ball and Goldenson.

Drive-in Drains in Near-Zero Weather

Wilfred P. Smith, owner of the Garden Auto-Theatre at Ledge-wood, Ill., was experi-encing its first winter season in a policy of year-around operation, reports that more than 200 persons turned up to shop at drive-in Sunday night, with the temperature only eight degrees above zero. The program featured "Six Bridges to Cross" and "Yellow Mountain."
by LESTER DINOFF

Even though the economic conditions in Spain are "ripe" for the production of motion pictures, the native industry is short on top film craftsmen, according to Robert F. Blumofe, president of United Artists Corporation, who stated that the public are seeking to improve the Spanish film industry by making product at lower costs and targeting the natives, at the same time, American production methods.

Throughout Great Britain and Europe the film industry is doing excellent business. Blumofe said upon his return yesterday from an eight-week business trip in Great Britain "This public is coming to theatres to see the abundant good product available," said he in explaining the excellent film business on the Continent.

In Great Britain and some other countries, production for theatre exhibition and for television is "on the upswing." Blumofe said United Artists is financially interested in Rosens' production and six other films which will be marketed at a cost ranging from $10,000,000 to $20,000,000.

Exports to Latin America

The film industry in Spain is quite small, Blumofe said. The few good pictures which the Spaniards produce in the Spanish language are exported mainly to the Latin American market, he added.

Rosens' production of "Alexander the Great" has been expected to start a rush among American film makers to Spain because of the low costs and high profits gained. The producer is expected to soon leave for Spain to work on his next project, "A Connecticut Yankee in King Arthur's Court." Blumofe will leave New York for Hollywood early today.

U.K. Academy Cites More for 'Doctor'

The J. Arthur Rank Organization has rebelled against the Academy in "Doctor in the House." The picture opens at the 2nd Street-Lux Theatre here tomorrow.

B'nai B'rith Meet

New York's Cinema Lodge of B'nai B'rith will present a special audience participation program and panel discussion on "Theatre in the Home: At War With the Teenagers?" at its meeting at the Hotel Sheraton Astor here tomorrow evening. Dr. Daniel Raylesberg, who is director of the activities of the B'nai B'rith youth organizations in this area will serve as moderator.

TOA round-table discussions were held at the TOA board meeting. The board met at the TOA's new offices at 802 Fifth Ave. among the three existing research committees—those of the joint committee on Toll TV, National Theatres and American Broadcasters. The Paramount Theatres—and then reported back to the board as to whether TOA should set up its own committee of directors to work these established.

Most of the board members left town after this afternoon's session.

"B'nai B'rith Meet"

New York's Cinema Lodge of B'nai B'rith will present a special audience participation program and panel discussion on "Theatre in the Home: At War With the Teenagers?" at its meeting at the Hotel Sheraton Astor here tomorrow evening. Dr. Daniel Raylesberg, who is director of the activities of the B'nai B'rith youth organizations in this area will serve as moderator.
National Pre-Selling

“RUN FOR COVER,” starring James Cagney and Vivien Leigh, has been set for April release. Produced by this Paramount film for April playdates, color ads will appear in “Life,” “Look,” “This Week,” “Photoplay,” “Modern Screen,” “Motion Picture Magazine,” “Screen Stories,” “Movieland,” “Silver Screen,” “Movie Stars’ Parade,” and "Movie Life" during March and April.

A full-color front-cover caricature by Kapralik of the stars of "The Long Gray Line"—Tyrene Power and Murrell O’Hara—will appear on next week’s “Picture Review.”

A striking ad on UJ’s “Captain Lightfoot” will appear in the March issue of “Woman’s Home Companion.”

The numerous letters written to the editors of “Life,” commenting on the Garbo story, and appearing in recent issues, reflect the reason why the reissue of the box-office-record-breaking business here at the Normandie Theatre.

John O’Hara has written an interesting off-beat story about Joan Crawford in the current issue of “Columbia.” Joan Crawford release is UJ’s “Female on the Beach.”

Underwater photos illustrate the story of Esther Williams in the current issue of “Look.” The photos were made on the sets of her latest picture, M-G-M’s “Jupiter’s Darling,” which opens at the Radio City Music Hall tomorrow. In the same issue is an eye-catching ad on UJ’s “Captain Lightfoot.”

“Jupiter’s Darling” (Republic) has devoted three pages to a story about Walt Disney. The first page of the story, written by Cecil Starr, is illustrated by many of the Humpty-Dumpty and other Disney characters. The author calls to the attention of “Fancy Beak” that Disney considers the fact that many Disney films are now available in 16mm.

Two important syndicated newspapers have gotten behind the promotion of M-G-M’s “Jupiter’s Darling,” starring Esther Williams, having prepared special material for mailing to leading exhibitors in 64 key situations in the United States.

In all, 3,000 special mailing pieces have been set out by “American Weekly” and “This Week.” “American Weekly” mailed 1,500 pieces of “elephant” copy in a special envelope containing facts about the big campaign for the picture, while “This Week” mailed 1,500 “leopard” pieces; both are together with reprints of a two-page full-color editorial spread featuring the famed rainbow-striped elephant herd which appeared in its publication on “Jupiter’s Darling.”

“Deep in My Heart,” “The Country Girl” and “Three for the Show” and “So This is Paris” are some of the pictures reviewed in the February issue of “Seventeen.”

WALTER HAAS

Reviews

“East of Eden” (Warner Brothers) Hollywood, Feb. 15

DIRECTOR Elia Kazan’s production of John Steinbeck’s “East of Eden” is, at minimum, an artistic achievement. It may turn out to be a money attraction, too, or the contrary, depending on a good many factors difficult, in terms of precedent, but nobody who was around at the time will deny that it reproduces with compelling fidelity the small-town United States of 1917—the patriarchic parades, the draft boards, the hysteria and the hatred, the habits of the inhabitants, the poverty and the profanity, and above all, the poverty of it. The basic thought of the picture is that of it is one of the imponderables in any computation of the picture’s prospects.

The names at hand for a showman to exploit pictures with are not of number and calibre equal to carrying a top picture by mere marquee mention. The best known to picture followers is Raymond Massey, and the next best are Julie Harris, Albert Dekker and Elia Ives. James Dean, who plays the central character, and Richard Daveks, seen as his brother, are first-timers on the screen, as is Jo Van Fleet, portraying their wayward mother. Everybody in the cast comes through with an excellent performance, but the public will have to see them before their names have marquee meaning.

The story—the final quarter of his novel is utilized, with revisions and eliminations—relates in more or less direct fashion to the Cain and Abel story, and it is a scalding, tragic, sometimes lurid and always vivid chronicle indeed. The action opens in Monterey, California, where it is established that Miss Van Fleet is the proprietress of an unlawful establishment where gambling, roistering and other excesses are accommodated, and that Dean, who has followed her to her front door, is anxious to talk to her, rather other than usual in this setting. He is sent on his way, returns to his home in Salinas, where he lives with his stern father and his brother, but goes again to the woman’s house and learns, after a beating and from the woman, that her son, the market sheriff, has been killed, and that his father has told him he is dead. From this point on the story details at length and in crystal clarity the boy’s unyielding attempts to gain from his grime father the degree of affection enjoyed by his brother, and finally his decision to take his brother to meet their mother, an act that precipitates a swift succession of dire consequences for all concerned.

In Elia Kazan’s “East of Eden” is a sombre, penetrating inspection of emotions and motives in the lives of his characters, and this is the kind of subject matter the Kazan school handles best. The script by Paul Osborn is strongly kept in his own for children.


WILLIAM R. WEAVER

“Timberjack” (Republic)

THE exciting, adventurous activities which take place in the lusty, braving Northwest lumber camps, and the picturesque lakes and forests of Glacier National Park have been photographed and translated into motion pictures, blend nicely together in Republic’s presentation of “Timberjack” to form a splendid melodrama which should give exhibitors a good box office return. Sterling Hayden, a veteran performer in robust action films, gives a true-to-life performance, which is said to be matched by David Brian and Adolph Menjou.

Hayden returns to his native Tskaka River section of Montana when he learns his father has been critically injured. He soon learns that his father has died from injuries received during a beating by persons unknown, that his former girl friend now runs a prosperous saloon which is frequented by timberjacks; that a rival lumber outfit, owned by the villainous Brian, seeks to buy out his father’s forests and lands, or else: that the timberlands that his father left him are worthless unless an $11,000 assessment on railroad stock jointly owned with Brian is paid; and that braveness alone will not prevent the Tskaka River lumber troubles.

Brian, seeing that his every effort to prevent Hayden from getting lumber to the mill is failing, imports some city goons to blow up Hayden’s dam, but in the process, Brian kills Menjou, a lawyer with a love for booze. After a brawl with axe handles and fists, Brian is discovered by the skulls Menjou and Hayden’s father, and in a forest gunfight is ultimately slain, bringing peace to the timberlands.

As the climax of the love interest, Hoagy Carmichael, Chill Wills, Jim Davis and Howard Petrie top the supporting cast. Herbert J. Yates produced and Joe Kane directed an Allen Rivkin screenplay which was based on a novel of the same name as devised by Victor Young and Carmichael add to the picture’s value.


L. D.

Altec Signs Smalley

With the signing of a contract here by Altec Scene Switcher Company of New York, Altec Signs, Inc., last week, Altec has announced that the nine theatres comprising the chain are now under company’s control.

LEWIS WEINSTEIN

In the THEATRE

Equipment & Refreshment

World...

with RAY GALLO

HAROLD BROWN has been appointed vice-president in charge of sales for Strong Electric Corp., Toledo, Ohio, Brown, joined the Strong company in 1935, having previously been with General Electric. In his new post he will be in charge of sales of projection arc lamps, reflectors, slide projectors and reflectors.

The Airtemp Division of the Chrysler Corp., Dayton, O., has expanded its line of "asterless" air conditioning equipment with the addition of a new 7/4-horsepower at-cooled condensing unit. Known as Model 1208, it occupies only 11.27 square feet of floor space. It is completely self-contained and enclosed by a baffle which may be used with various Airtemp evaporator coil or evaporator blower units.

Sam G. Rose, president of Victor Automatograph Corp., Davenport, Iowa, advises that the company’s New York branch office has moved to new and larger quarters at 200 West 57th St., New York City, and is equipped for the Victor Latin American Division. The move was anticipated, he reports, by an increased number of sales, manufacturing and export activities, particularly since the introduction of the model 65 series of Victor projectors, marketed in the supervision of H. O. Jones, vice-president, and R. H. Kula, vice-president for the Latin-American Division.

National distribution is now being established for "Krazy Korn," a re-

freshment stand product consisting of toasted kernels of "king-size" corn with a nut flavor. The product is packaged in 14, 11/2 and 5-cent cellophane bags retaining for 5c, 1Sc and 25c respectively. Made by Granny Goose of Oakland, Calif., the item already had distribution in ten western states, Hawaii and Alaska.

"Mist-Master" is the name of a new type drink dispensing machine developed by the H. A. Brunton Manufacturing Co., Minneapolis. The drink itself is derived from a concentrate diluted with water, contained in an agitated and refrigerated chamber beneath the machine. The concentrate is dispensed, it is aerated, producing a creamy drink with a nut flavor. Only one drink flavor, "Orange-Mist," is currently distributed, but others are being developed.
MOTION PICTURE DAILY

VOL. 77, NO. 34
NEW YORK, U.S.A., THURSDAY, FEBRUARY 17, 1955
TEN CENTS

Concise And To The Point

By J. A. OTTEN
WASHINGTON, Feb. 16.—Exhibitor spokesmen and Department of
Justice officials today “agreed in principle” on a plan to cut down the
competition which privately owned theatres in small towns have been
getting from nearby post theatres.

In return, the exhibitors agreed to permit the Defense Department to re-

 lax its rules on the persons who can be admitted to theatres located on
military bases.

The agreement was worked out by
(Continued on page 4)

Says Film Ads Hurt Fight vs. O. Censor
Special to THE DAILY
COLUMBUS, O., Feb. 16. — The I.T.O. of Ohio, which re-
peatedly urged exhibitors not to play sensational pictures after
Ohio’s censor law was declared invalid, has shown that it is pre-
pared now to accept its own advice.

A current bulletin of the or-

ganization reprints a letter signed
by Robert A. Wile, executive secre-
tary, to Kroger Babb of Hallmark Prods. declining pro-
ferred advertising on the latter’s “Mom and Dad” on the grounds
that such advertising “has done incalculable harm in our fight to
keep censorship off the books in Ohio.”

See ‘Nuisance Value’ Only
Solons Give Allied Bill
Little Chance of Passing

From THE DAILY Bureau
WASHINGTON, Feb. 16.—Chances are considered poor for Congres-
sional approval of Allied States Association’s bill for federal regulation
of the film industry—if and when the bill actually is introduced.

Talks with some key lawmakers
in the House and Senate indicate a

 feeling that the bill at present stands little chance of enactment for two

 reasons:

(a) Congress and the Administration are generally in favor of at present
less government regulation of industry rather than more; and

(b) The only possible chance for pas-

 sage of such a bill would be if it were

 sold to all the members of both groups and this does not now seem

 likely. Opposition by other exhibitor groups can be held as far as some
distributors may lead some distr-

 ibutors to change some of their

 practices objected to by the exhibitors.

These lawmakers were inclined to the belief that this “nuisance value,”
rather than any real hope of enacting the legislation, was in the minds of

 Allied’s board when it decided to go

 ahead with the bill.

All the lawmakers talked to ask that
their names be withheld for the

present.

Meanwhile, Allied general counsel
(Continued on page 5)

Due to Dissension
Report On N.Y. 5% Ticket Tax
Never Finished

Members of Commission
Could Not Agree: Bird

The Bird Commission’s study into the effects of the New York City 5

 per cent amusement tax on the motion picture industry was never completed
due to dissension among the 11-member group over the findings. Dr. Fred-
erick Bird, head of the Temporary Commission on the Fiscal Affairs of
the City, died last week.

It had been reported for some time
that the Commission had completed its study on the local impact and its

effects on exhibition here, but Doctor Bird dispelled all such rumors by re-

 vealing that the examination “is dead and not completed because the

(Continued on page 4)

5% Tax Yield
Below Goal

The contention of New York City exhibitors that the revenue from the five-

 per cent amusement tax is less than estimates made by city offi-
cials was confirmed when city con-

 troller Lawrence E. Gouzea revealed that the impost netted $39,648, as of

 Jan. 31, since its inception and that the tax would total $106,816 by

 June 30, the end of the fiscal year.

Last spring, city budget director
(Continued on page 5)

Academy Telecast
Had High Trendex

From THE DAILY Bureau
HOLLYWOOD, Feb. 16.—A

15-city Trendex survey, which

 excluded the West Coast, re-

 vealed that the National Broad-
casting Co. telecast of the Academy Award nominations
last Saturday night received a high rating of 26.8 for the first

half hour; 29.5 for the second and

35.5 for the third half hour of the show. The Columbia Broadcasting System’s shows at

the same time-segments started at

26.6 dropped to 10.5 after the

90-minute show, Trendex said.

Plan of TOA and D. of D.
Needs Trade, Gov’t OK

Agree ‘in Principle’
Move to Ease
Competition of
‘Post’ Screens

Initial sale of tickets to the “ANTA
Album” theatre telecast on March 28
was described here yesterday as heartening by Joseph Feidt, the
CARE official who set up the telecast with ANTA.

In Boston, he said, where the sale of tickets began two weeks ago, about
800 seats have been sold for the

(Continued on page 5)

RKO Plans UK
Production Slate

From THE DAILY Bureau
HOLLYWOOD, Feb. 16.—RKO
Radio Pictures is contemplating be-
inning feature production in the
United Kingdom, in the immediate
future, James B. Grainger, RKO
Radio Pictures president, disclosed
here today.

He was made the announcement
after initiating a series of conferences
with Walter Branson, world-wide
sales manager, and Robert S. Wolff,
RKO’s managing director in the
U. K., both here for studio talks. It
was stated that the trio conferred on
RKO operations in Britain and future
RKO film production there. Present
discussions were said to center around
determining the number of produc-
tions to be made in England.

Columbia-Warwick
In New 2-Year Deal

Columbia Pictures announced yest-

day the completion of a new two-

year contract with Warwick Produc-
ctions, the producing company headed
by Irving Allen and A. R. “Cabby”
Broccoli. The new deal covers four
pictures to be produced during 1955
and 1956.

Already scheduled for production
in 1956 under the new contract is
“Zarak Khan,” historical drama of a
bandit who roamed against British
colonial troops in Burma and India.

Scheduled for 1955 Warwick produc-
tions are “Fire Down Below,” to be
based on a story written by Irwin Shain.

Warwick, during the current year,
will deliver to Columbia, three films:
“Prize of Gold,” “Safari,” and an-
other Technicolor CinemaScope film,
“Cockleshell Heroes” (tentative title).
Motion Picture Daily

Thursday, February 17, 1955

PERSONAL MENTION


Murray Skaterstone, president of 20th-Century-Fox International, is scheduled to leave here next week on a two-month visit to Latin American countries.

Arthur M. Loew, president of Loew's International, will return to New York over the weekend from the West Coast.

Milton R. Rackmil, president of Universal Pictures, left here yesterday for the Coast.

Celt Grooker, of the office of William Pezon, head of foreign sales for Loew's International, will leave for Hollywood tomorrow by plane.

Mary Ellis and Mary Morris, British actresses, have arrived in New York from Nassau via B.O.A.C. Bahaman.

Stanley Adams, president of ASCAP, will leave here on Sunday for the Coast.

Jack Cutting, Walt Disney studio production executive, left New York yesterday for Europe.

THREE FOR SHOW' BOOKED AT ROXY

Columbia Pictures "Three for the Show," which opens at the Roxy Theatre here on Feb. 24, is the first non-20th Century-Fox production to be presented in the West on the Broadway showcase since May, 1953. The Columbia CinemaScope production follows "White Feather," a 20th-Fox release which opened at the Roxy here today.

On May 6, 1953, the Warner Brothers produced "Here Comes the Bride," the first theatrical presentation of the "Here Comes the Bride" series, which is produced by the Roxy and previously, on Oct. 15, 1952. United Artists "The Thief" was booked.

MAGNA TRADE PRESS POST TO MISS WINTERS

The appointment of Barbara Winters as director of trade press publicity for Magna Theatre Corp., was announced by Nicholas John Matson, national director of advertising, publicity and exploitation. Miss Winters, formerly with Michael Myerberg Productions, joined the advertising and publicity staff of Magna last December.

LOEW'S DIVIDEND

The board of directors of Loew's, Inc., at its meeting held yesterday here, declared a dividend of 25 cents per common share, payable on March 31 to stockholders of record on March 15.

TO HOLD HEARINGS ON MEASURE FOR TRUST SUIT LIMITATIONS

WASHINGTON, Feb. 16.—House Judiciary Committee chairman Celler (D., N.Y.) said his subcommittee would hold hearings later in the month on a uniform federal statute of limitations on private anti-trust damage suits.

Celler made the statement after attorney general Richard Barns said the Justice Department favors a uniform Federal statute. Both Celler and Barns agreed, however, that additional uniform legislation is needed to provide for a uniform approach to anti-trust matters.

The statute would provide that the three-year statute of limitations must be begun "to run from the time in which a plaintiff knows or has reasonable cause to know that an injury has been suffered, whether it is economic or personal, and it is the time the injury occurred." It also would provide for the holding of hearings on the subject, and but how long it should be. The issue has especially come under public attention during the hearings on the VHF broadcast and UHF stations and their possible effect on the public.

FAVORED BY SPECIAL COMMITTEE

Barnes indicated that the action would be supported by the Antitrust Division, which is preparing a study of the anti-trust laws in this field. The study is expected to be completed in the next few weeks.

On Monday, the subcommittee also will begin hearings on a bill to provide a uniform Federal statute on the sale of securities.

JOHN O'CONNOR HEADS CATHOLIC FILM UNIT

John J. O'Connor, vice-president of Universal-International Pictures, has been named chairman of a committee on motion pictures of the Cardinal's Committee of the Laity for its 1955 annual appeal. The appeal is being handled by the Cardinal's Appeal office.

O'Connor has been a member of the U-I director's council since its organization in 1950. He is a director of the National Catholic Welfare Council and a member of the Catholic Radio and Television Board.

"It is a distinct honor and a great privilege for me to accept this appointment," O'Connor said. "I shall do my best to encourage others in the Catholic film industry to support the appeal." He added that the appeal is "an important project to the church."
MAN, HOW THEY'RE PILING UP!

ANOTHER OPENING FOR

WARNERS' "Battle Cry"

ANOTHER RECORD FOR

WARNERS' "Battle Cry"

WU099 PD
FAX LOS ANGELES CAL FEB 10 1957 AM

JACK L WARNER
WARNER BROS STUDIOS BURBANK CALIF

OPENING DAY BATTLE CRY, PARAMOUNT THEATRE, SANFRANCISCO

ALL TIME RECORD FOR NON-HOLIDAY WEEK DAY FIGURE,

COMMENTS ON PICTURE PHENOMENAL, WHICH SHOULD MAKE

FOR ALL TIME RECORD RUN. WE ARE PLAYING TO GENERAL

CROSS-SECTION, ALL AGES, BOTH SEXES, WHICH IS PERFECT

FOR THE MAXIMUM DRAWING POWER. CONGRATULATIONS TO

WARNER BROS. BEST REGARDS

JERRY ZIGMOND

STARRING VAN Heflin ALDO RAY MONA FREEMAN
NANCY OLSON JAMES WHITMORE RAYMOND MASSEY TAB HUNTER
DOROTHY MALONE ANNE FRANCIS

SCREEN PLAY BY LEON M. URIS • DIRECTED BY RAOUl WALSH
ORIGINAL MUSIC BY MAX STEINER

WARNERCOLOR CINEMASCOPE STEREOPHONIC SOUND
People

Myron L. Kerney, manager of the amateur accessories sales division for Eastman Kodak Co., has been appointed manager of the newly created amateur film sales division, it was announced by Theodore F. Peverear, general sales manager. Charles J. McNary has succeeded Kerney as head of the accessories sales division.

Ernest Sands, Warner Brothers branch manager, was honored by a farewell dinner on March 7 by the Cleveland Salesmen's Club.

David D. Horne has been elected vice-president in charge of sales of Grum-Bal Cinema Titles.

Rhoda Koret, who recently resigned as a secretary in Columbia's Colorado Springs unit, has left the company as a Booker.

Paul Swater is moving from Dallas to be managing director of Cinemrama's engagement at the Trep Theatre in Buffalo, Bert Lapatina, who managed the Trep under its Shela banner for several years, remains as house manager. Earl Hubbard will handle the advertising-promotion campaign.

L. A. Moves to Hall Building of Drive-in

HOLLYWOOD, Feb. 16.—The Los Angeles City Council today voted to prevent construction of a drive-in theatre because the resultant traffic would create a serious traffic hazard and menace to public safety when the Golden State Freeway is built five years hence.

The San Fernando Drive-in Theatre Corp. was granted approval to construct by the City Planning Commission in December, 1954.

Two councilmen doubt that the move will stand up in the courts.

Columbia Premiers "Uncensored" in N.O.

NEW ORLEANS, Feb. 16.—Columbia's "New Orleans Uncensored" had a gala world premiere here today at the RKO Orpheum as the city ushered in its March Grass week. The premiere showing of the film went on shortly after the completion of one of the major March Grass parades. Gov. Robert Kenmoun of Louisiana and Mayor delLespes Morris of New Orleans headed the dignitaries at the opening.

Documents Are Filed By Pickford-Goldwyn

HOLLYWOOD, Feb. 16.—Concluding a two-day pre-trial hearing, Superior Judge Paul Nourse today took under submission exhibits and testimony of Fred Balshofer and Samuel Goldwyn, enabling him to draw up an order specifying what will be allowed and setting up legal boundaries for the March 21 trial in the settling of the Pickford-Goldwyn studio litigation.

File Interrogatories In Gov't 16mm. Case

HOLLYWOOD, Feb. 16.—Twentieth Century-Fox, Warner Brothers, Universal, United World Films, Inc., and Remler and Co. filed a total of thirty-one interrogatories on motion picture figures authorized by the Government to answer in its 16mm. suit against the majors. Government counsel Samuel Weisberg, who had doubted that the Government would object to particular interrogatories, said the Government has until March 25 to answer.

Rosenberg Chairman Of MPIC Committee

HOLLYWOOD, Feb. 16.—Frank P. Rosenberg, Warner Brothers producer and Screen Producers Guild delegate to the Motion Picture Industry Council, has been elected chairman of the MPIC's public relations committee, succeeding Allen Rivkin, screenwriter, who held the post the past year.

Shensons To London For Col. Publicity

HOLLYWOOD, Feb. 16.—Harry Cohen, Columbia's publicity chief, who was here today assigned Walter Shenson, veteran studio publicist, to London to coordinate Columbia's public relations and promote the company's pictures filmed in Europe.

Robert Joseph was placed in a newly-created studio post by Colm as studio contact for better exploitation-advertising departments.

Bird Report

(CONTINUED FROM PAGE 1)

member group could not agree over the findings.”

Thomas Dewey, now New York Governor and last June directed the Commission, already established for other surveys on finances, to check into the possible levy on the New York film industry, including employment, and to make a report, on three specific points by late summer or earlier. It was specifically noted that the decision was not the recommending of a tax, but simply the recommendation to the legislature of the repeal of the present law, so the authorizing cities and counties to levy an admission tax not exceeding five per cent.

Is Issue Skirted

In a final report to the State Legislature and Democratic Governor Averell Harriman, presented on Tuesday in Albany, the Bird Commission completely sidestepped the issue of the New York City tax, but took a stand against the repeal of the so-called permissive taxes, including the large warm weather areas, which did not only on the levy which New York City is now collecting, but also on the authority which other cities and towns have to vote a similar tax.

"The Commission has not undertaken the determination of the propriety of any permissive taxes," the 650-page, two volume report prepared by the group headed by New York Times' Bird said. However, the Bird Commission believes that these taxes as a group serve a useful purpose and should be retained.

"They add some flexibility and choice of alternatives between local revenue systems, in times when little use has been made of them, and there is considerable opinion that their continued availability is valuable," the Commission reported.

Permitted for Public Housing

The report listed the permissive taxes, generally voted in 1947, but some of which have been used by New York City, and included the five per cent admission levy among them. It also listed a tax of one to two per cent of box office admission to exhibitions, amusement and entertainment establishments on which cities may levy for public housing.

The Commission's findings stated: "The recently adopted admission tax of five per cent is estimated by officials of the City of New York to yield $16,700,000 in 1954-1955." It was further pointed out that only two upstate cities, Binghamton and Elmira, had enacted as many as four of the permissive taxes, one of them in both municipalities being on admissions.

Among the recommendations was that for the establishment of a state-local fiscal unit, whose duties should include "suggested changes in the tax structure, limitations in the scope and nature of permissive taxes.

Need Not Bind Governor

It was learned here today that the governor's office had not yet received a copy of the bulky report. It is an indication that Governor Harriman is not necessarily bound by the recommendations of the preponderantly Republican Bird Commission. Harriman indicated in his first message to the State Legislature, indicated he did not favor repeal of any taxing powers now held by municipalities.
**Tax Yield**

(Continued from page 1)

Afram F. Beane estimated that the yearly return from the amusement revenue would be about $16,000,000 with theatres paying $4,000,000 in taxes at $9,000,000 at the end of the fiscal year.

Harry Braud, president of the Independent Owner's Association, and Emmanuel Fisch, president of the Metropolitan Motion Picture Theatre Owners of New York, have maintained that the New York City five per cent amusement tax cannot yield more than $8,000,000, as was anticipated. It was also maintained that the State statute and the city is without power to collect any taxation in excess of five per cent.

**Reviews**

“Three For The Show”

(Continued from page 1)

Betty Grable’s adult fans may be dismayed or entertained according to their standards by this latest of her musicals in color by Technicolor. Presenting a biographical sketch of the girl from “Schnitzelgasse” (CinemaScope) the plot of “Three For The Show” involves an excess of husbands for Miss Grable, the pin-up queen of World War II, and is strictly adult fare. Although somewhat ridiculous at times, it provides extravagant moments along with comedy. Much credit must be given to Marge and Gower Champion who dance and cavort expertly, and also to Columbia’s fast-rising star, Jack Lemmon, in production numbers lavish and dazzling.

Music by George and Ira Gershwin, Gene Austin, Hoagy Carmichael and others, is used to good effect. Among highlights is “Somebody to Watch Over Me,” “I’ve Got a Crush on You,” “Down Boy” and “I’ve Been Kissed Before.”

Miss Grable and Lemmon, start out in show business in a Greenwich Village bistro and rise to Broadway heights. The team, however, is split when Lemmon goes into the Air Force and is reported killed in action. The blond pin-up, who had been married to Lemmon, remarries Champion and as they progress, they prove to be better than a husband. However, Miss Grable likes the idea of being legally married to two men and the situation, as it proceeds, provides amusement.

Playing one man against the other, Miss Grable finally loses both of them, but when she appears on Broadway show which is being written for Marge Champion gets in trouble, the foursome gets together and the musical turns out to be a hit. Miss Grable ends up with Lemmon, and Champion gets together with Marge, who has been in love with him all along.

Others in the cast are Myron McCormick, Paul Harvey, Robert Bice and Hal K. Dawson. Based on a play by W. Somerset Maugham, this film was produced by Jonie Taps and directed by H. C. Potter. Running time, 92 minutes. Audience classification: General. Release, set. LESTER DINOFF

“Captain Lightfoot”

(Continued from page 1)

PHOTOGRAPHED entirely in the green, rolling countryside of Ireland in CinemaScope and color by Technicolor, Universal-International’s production of “Captain Lightfoot” is a fair historical romance and adventure story, but because of its robust action and love interludes. It stars Rock Hudson as the Irish patriot and Barbara Rush as the headstrong daughter of a rebel. It should do strong business generally, especially in the neighborhood and smaller theatres.

The story is set in the year 1813, in the old Ireland of toll roads and coaching, red-coated dragoons and homemade whiskey, a country seething with rebellion against English rule. Hudson enlists the aid of a friend to help him evade the taxes for the patriotic activities of the Society of Free Young Irishmen. Consoling himself with ale over the small purse which he has secured, he mugs the High Steward of the local Lord but in the effort is recognized and forced to flee the countryside.

Hudson escapes from a castle prison and returns to his patriotic activities, much to the chagrin of Rush and the local citizenry.

Others in the cast are Kathleen Ryan, Finlay Currie, Denis O’Dea, Geoffrey Toone, and Shary O’Gorman. This film was produced by Ross Hunter and directed by Douglas Sirk from a screenplay by W. R. Burnett and Oscar Brodney. Running time, 91 minutes. General classification. For release in March.

L. D.

**NY 5% Tax Appeal**

Hearing on March 3

The Court of Appeals hearing on the New York City five per cent amusement tax is expected to take place on March 3 in Albany, according to Assistant Corporation Counsel Stanley Buchsbaum, who yesterday said that motions for summary judgment on the Appellate Division rule would be filed by tomorrow or Monday.

The Appellate Division in Brooklyn had ruled on Feb. 1 that the New York City five per cent amusement tax cannot yield more than $9,000,000, as was anticipated. It was also maintained that the State statute and the city is without power to collect any taxation in excess of five per cent.

**Loew’s State there, representing a revenue of $4,000. Heit said ticket sales have been started in 15 tele- cast communities by local CARE committees. All ticket sales, he explained, will be conducted by local CARE committees and the possibility of the theatre box-office being brought into play the night of the telecast, if there are any remaining seats. Heit said some cities have had to have the telecast piped to 41 cities, including two theatres in New York City. He also mentioned the telecast of the first Broadway stage production to utilize the theatre television medium, he explained, the hour in which the telecast was CAGI, with tickets priced at $2, $4 and $6. Theatres, he added, are being leased on a four-wall deal for the event.

Two Dozen Circuit Theatres

In addition to the independents and small circuit theatres, the following number of theatre equipped houses of the major circuits were listed by Harry L. Leppert, regional chairman of CARE, and the affiliates of American Broadcasting- Paramount Theatres, five Loew’s, five RKO Radio-Pathe, and three RKO Theatres situations.

The two-hour show, which will be staged from the Adelphi Theatre here beginning at 10:30 P.M., EDT, will be highlighted by pre-curtain ceremonies, to be staged by local CARE committees. Heit added in Washington, an Air Force band will be on hand, while at the RKO Ford- ham in the Bronx, plans are under way to conduct a stage show. Heit said because of the lateness of the hour, in the theatre, it was decided to open the doors of theatres at 9:00 P.M. and provide some entertainment before the telecast.

**Allied Bill**

(Continued from page 1)

Afram F. Myers said he could not say when the Senate would be ready for an introduction or who would be the likely sponsor. He also refused to say whether he thought the bill would be introduced by the Senate Commerce Committees or to the House and Senate Judiciary Committees. Dependent on how the CAB bill is drafted, it could go to the one or the other set of committees.

**Champagne for St. Malachi!!!**

I propose a toast in champagne (for which I will pick up the tab) in honor of St. MALACHI, patron of actors—also directors and producers—for past favors granted. Details later when we stage a Champagne Breakfast for all who helped the cause.

There are stranger things on Heaven and Earth than are dreamed of in your philosophy, Horatio!!!

**COMMANDO FILMS OF TEXAS, Inc.**

(Formerly Draw Poker Films of Texas)

By GEORGE M. LEPPERT

President
our thanks to our customers, the TV Industry and Billboard for our clean sweep of "FIRSTS" in Billboard's 3rd Annual TV Film Industry Poll

Consolidated Film Laboratories
959 Seward St., Hollywood 38, California
1740 Broadway, New York 19, New York
EDITORIAL

The Changing Voice of TOA

By Sherwin Kane

THE changing times and temperaments in exhibition have not been lost in the industry illustrated in many issues of this publication. This week marks the first anniversary of theTOA board of directors meeting, and the audience for office audience at the Central Market, which had been steadily increasing when the proposed arbitration meeting was held. The audience was not unbalanced, however, as the TOA spokesman said that the arbitration meeting was held amidst a warm reception and a sense of accomplishment.

Last week in Washington there was a meeting of the TOA organization, which was held in conjunction with the Motion Picture Association of America's board of directors meeting. There was a time, not so many years ago, when TOA steadily maintained that the discussion of film terms had no place in the activities of a national exhibitor organization, nor in its convention forums. The field of trade practices open to deliberation within TOA was a spectaciously limited one. But what have we now?

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In another direction, we have TOA accepting an invitation to send representatives to a meeting with an Allied States committee to attempt to determine whether cooperation between the two is possible in pursing the aims of Allied's emergency defense committee. One of those aims is the introduction of legislation designed to provide Federal regulation of film rentals.

The very words "Federal regulation" were anathema to TOA leadership in the not so long ago. A member in good standing could have had his card torn up for using them lightly. Times certainly have changed. And distributors are well advised to convey an industry roundtable at which the opportunity is presented to share their ideas.

(Continued on page 2)

1955 Drive Starts Sunday

Launch Brotherhood Week

The announcement industry's observance of Brotherhood Week will be launched on Sunday to continue through Feb. 26, climaxing more than two months of sustained planning and preparation on the local, regional and national levels. Much of the activity for the annual interfaith effort sponsored by the National Conference of Christians and Jews will be centered in approximately 15,000 drive-ins, where exhibitors have agreed to support the drive by recruiting members and soliciting contributions to carry the Brotherhood program through the coming year.

Film production and distribution organizations will pitch in for Brotherhood Week by raising funds among their members. Supply, service and equipment companies will similarly back the campaign.

On the eve of the Brotherhood Week kick-off, John J. Harris, national chairman, issued a statement of thanks to film industry executives and workers who devoted their time and energy to the 1955 effort.

"The dedication of everyone who (Continued on page 3)

Wild Winter Aids Northwest Grosses

The motion picture business in the Northwest States has been "fair" because of an abnormal mild winter and sufficient good product, J. J. Rosenfield, Theatre Owners of America vice-president from Spokane, said here yesterday. Rosenfield, who owns and operates five theaters, two of which are drive-ins and four of which are equipped for CinemaScope, declared that the film business in his territory is steadily rising despite television's inroads since 1951.

"During 1951 and 1952, theatre grosses in the Spokane area were off about 30 per cent," Rosenfield declared. "In the past two years, grosses have steadily climbed, despite the erection of a third television station, to a point where the 1954 business has been 10 per cent of the previous year," he said.

Migration Hurting Midwest: Blank

The migrating population in the Iowa farmlands is resulting in a declining box office attendance in small town theatres, according to Myron Blank, president of Central States Theatres and vice-president of the Theatre Owners of America.

"In the big metropolitan areas, theatre business has been fair," Blank said. "However, in many small communities business has been below par due to the shifting (Continued on page 3)

Perspecta Sound Chosen
For All Universal Films

As the fourth major American company to choose Perspecta stereophonic sound, Universal-International has completed negotiations to use the Perspecta system of optical stereophonic announced here yesterday by Perspecta Sound, Inc. Universal joins M-G-M, Paramount and Warner Brothers in adoption of Perspecta.

It was also revealed that negotiations for use of Perspecta are under way with other American companies, including Columbia Pictures. Details of these negotiations will be announced (Continued on page 3)

Draft Taken Up

Note Progress
On Arbitration;
New Meet Seen

Say 'Stumbling Blocks' Still Prevail on Points

A report of "progress" was rendered following yesterday's arbitration meeting of exhibition-distribution representatives here at the Motion Picture Association of America headquarters.

The meeting, held to clarify certain points in the proposed arbitration draft, was not unfruitful, however. An MPAA spokesman said that the arbitration negotiations committee will confer again "in the near future." Those in attendance declared comment or could not be reached. One person close to the negotiations, explaining the reasons for the secrecy, said the negotiators felt that the issues could be worked out better behind closed doors, without disputes receiving publicity.

Points in the draft, which Theatre (Continued on page 6)

$4,500,000
'War' Budget

"War and Peace," which will be ready for distribution in mid-1956, will be initially presented in the United States on a roadshow basis, King Vidor, director of the Ponti de Laurentiis production declared here yesterday about the S.S. "Constitution," prior to sailing for Italy.

Vidor, an advocate of wide-screen production since the early 1930's when he directed "Billy the Kid" in (Continued on page 6)

Wilkes-Barre Mulls
TV-Installation Tax

WILKES-BARRE, Pa., Feb. 17.—The possibility of taxing television installation and antennas as a potential source of revenue was discussed here at a city council meeting exploring new taxes sources. The suggestion was made during a conference at which theatre owners sought elimination or reduction of admission taxes on theatre tickets.
Loew's Closes Deal For Chi. Drive-in

The deal for the acquisition of the Twin Drive-in Theatre, Oak Lawn, Chicago, by Loew's has been consummated, it was learned here yesterday.

Twin's Theatres, before closing the deal, received court permission to expand its holdings to the point that it has completed the divestiture program called for under its consent decree.

Fox Sets $300,000 'Untamed' Budget

An advertising and exploitation campaign exceeding more than $300,000 in a variety of ticket-selling media has been put into motion on behalf of the 20th Century Fox CinemaScope production of "Untamed," starring Tyrone Power, Susan Hayward and Richard Egan, it was announced by Charles Einfeld, vice-president.

The film will be released, in March with a major kickoff of the campaign taking place on the afternoon of Feb. 27, when Ed Sullivan on his "Toast of the Town" TV show will devote a five-minute segment to the picture and its scenes from the picture.

An approach to in-theatre and TV merchandising has been centered in two different sub subjects, which will be available gratis to theatres for unprecedented types of advance promotion, Einfeld said.

The first subject "Zululand," will show an exhibition with a short film presenting five of the most dramatic scenes from the picture.

Editorial

(Continued from page 1)

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Kahn, 67, Foreign Film Distributor

Funeral services for Henry W. Kahn, 67, an importer and exporter of films and long associated in the industry's foreign operations, will be held here this morning at Universal Chapel.

Kahn, who died at his home in Forest Hills on Wednesday, at the time of his death was president of Henry W. Kahn Enterprises, a firm specializing in importing and exporting foreign films. Over the course of 23 years, he held Continental managerial posts for 20th Century-Fox Brothet and Paramount. He also was European representative for the Motion Picture Export Association.

Interment will be at Mt. Hebron Cemetery, L.I. Survivors include the widow, Fredrica, and a daughter, Elizabeth.

Detroit Workshop

Panelists Line Up

One of the strongest panels of exhibitors expected to be assembled for a workshop sponsored by M-G-M, according to Mike Simons, director of customer relations for M-G-M, is the group which will meet here Tuesday at the Statler Hotel, Detroit. This session will mark the eighth in the series already attended by approximately 2,000 exhibitors.

Los Brown, director of advertising, publicity and exploitation for Loew's-Polli Theatres in New England, will lead off at Detroit as representative of "big city" exhibitors.

The session at the workshop will be Joseph Jarvis, operator of the Gilbert Stuart Theatre, Riverside, N.J., a tax lawyer who attended the M-G-M's Ticket-Selling Workshop at Boston last Dec. 6. Drive-In representatives of the gathering will be David Cheatham, operator of the Moon-Glo Drive-In Theatre, Palisik, Tenn., a new recruit to the Drive-In group, and Dave Sands, panelist at Detroit will be Hal Neal and Ralph Dawson, radio and television station executives respectively for Station WXWZ, Detroit affiliate of American Broadcasting Co.

N.Y., Cleve., N.H. Lead UA Drive

The New York, Cleveland and New Haven exchanges are holding the lead in the over-all standings for the 21st week, in the United Artists Bob Benini's "The Bigamist," and "The Bigamist," and the UA's "M-G-M to Screen 'Celebration' Short

M-G-M to hold a special screening of its 18-minute "Spectacular," scheduled for Monday morning at the home office, previewing scenes from a number of the company's forthcoming features.

Brotherhood Week Starts Sunday

Literally scores of industry members have worked hard and to create and distribute the tools with which exhibitors in all parts of the nation may play a vital part in making the 1955 Brotherhood Week, which starts Sunday, a complete successful victory.

It is up to the individual exhibitor to results depend upon his enthusiasm and willingness.

The last week of the month is the final and most important task—the enrollment of new members in the National Conference, sponsor of Brotherhood Week. It is a labor that carries its own reward—the knowledge that the worker has contributed to the strength of his theatre in the community and of his community in the nation.

Lightfoot' Premiere In Chicago Today

CHICAGO, Feb. 18.—Universal-International's color and CinemaScope production "Captain Lightfoot" will have its world premiere at the Me- Vic Theatre here today launching a series of Washington's Birthday pre-release openings.

Newspaper motion picture editors and reviewers from Milwaukee, Chicago, Detroit, St. Paul, Indianapolis, Pears, South Bend, Rockford and will join Chicago newspaper, radio and television representatives at a luncheon reception at the Ambassador East at noon tomorrow as part of the week's celebration staged for Rock Hudson, who with Barbara Rush, has been doing promotion work here.

'Chandra' to Bow

The Hindu picture "Chandra" will have its American premiere at the Art Cinema in Washington on Feb. 25. The Indian (foreign-language) distributor is Hoffberg Productions.

Extend 'Golden Age'

"The Golden Age of the Cinema" series of foreign-made silent film will continue at the Playhouse Theatre, the 19th Street, Playhouse, N.Y., has been extended for an indefinite run following its initial successful engagement. Brandon Films, which has the American rights, is planning a national re-release after the local date.

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Brotherhood

(Continued from page 1)

participated so unsparingly in behalf of this great work is truly gratifying," Harris declared. "Your support of the Brotherhood affords another splendid example of what our industry can do when it gets behind a public issue of vital interest to every person and every community in the nation. I am certain that this fine start will carry us through to the most successful Brotherhood Week in our history."

Map Plans in Newark Today

For N. J. Brotherhood Week

Plans for the promotion and observance of National Brotherhood Week will be outlined to representatives of New Jersey's amusement enterprises at a luncheon today at the Essex House, Newark.

Present will be Dr. James M. Egan, divisional vice-president of the National Conference of Christians and Jews; Dave Hyatt, public relations director of the National Conference; Rev. Howard S. Hagenen, pastor of the North Christian Church in Newark; William Heineman, national general chairman of the Conference's amusement enterprise department; Revs. J. E. Harris, Jr., Greater New York chairman, and Simon H. Fabian and Samuel Rosen of the Stanley Warner Theatres.

Coast Pledges Aide to Brotherhood Week

From THE DAILY Bureau

HOLLYWOOD, Feb. 17.—Approximately 600 representatives of exhibition and distribution, meeting at the Fox Boulevard Theatre here, pledged participation in National Brotherhood Week.

National Theatres' Edwin F. Zehl, outlining the principal aims of the film unit, urged the showmen to "exert every effort in furthering the goals and objectives of Brotherhood Week" and to "reach and cover our industry's contribution spread.

Other speakers were Dr. William Lindsay Young, Southern California director of the Brotherhood; Rev. Rev. Leonidas C. Contos, Everett R. Cummings, Morris Sudin and James Valde.

U-I's Miller Retires; Wechsler in His Post

BUFFALO, Feb. 17.—After 35 years in the distribution end of the industry, and 10 years as president of Buffalo, Dave Miller is retiring. He has managed the Universal-International exchange since 1925, and previously operated the Buffalo Club of Buffalo, and was its first chief banker. He has been active for many years in many local civic and charity endeavors.

Miller has been succeeded as U-I branch manager here by Jerome Wechsler, former manager of the Warner Brothers branch in Cleveland and more recently associated with the J. Arthur Rank division of U-I.

Five Industry Bills Get Boston Hearings

BOSTON, Feb. 17.—Arguments on five bills pertaining to the industry were heard today before a committee of four Senators and 11 Representatives at the State House.

The two-men-in-a-booth bill drew the longest discussion, with members of the principal union speaking in favor and exhibitors opposed to the measure.

The question was taken on any bill. The committee will decide whether to recommend the bills for further action or to recommend they be given leave to withdraw or be carried over until the next annual session.

These Phoney-Looking Dollar Bills Won't Be Phoney; Mean $$$$$$$

SPECIAL TO THE DAILY

SHELBY, N. C., Feb. 17.—Two one-dollar bills with flaws in them may result in a windfall for Bill Butler, manager of the State Theatre here. The currency was used to purchase tickets at the State by a patron of George Brobingding, who paid on both sides of the bills and there are some superimpositions and other flaws that are not found on the ordinary paper money. Local banks say the bills are genuine but that something went wrong on an engraving machine at the mint.

Butler already has received offers as high as $50 for one of the bills from rare coin collectors. He has turned down all bids to date.

Migrants

(Continued from page 1)

farm workers," the exhibitor declared.

Another factor, according to Blank, which doesn't help business in the Central states is the shortage of top flight product. "The product shortage is the cause of many of the woes of small town exhibition today," he said. "The fact is that we have no interest at all in theatres. They seem to be just interested in securing the greatest profits possible from high film rentals. The relief afforded exhibitors under the consent decrees and the excise tax reduction is not doing theatres much good under industry conditions which prevail today," Blank declared.

Blank, speaking at the TOA headquarters here following his arrival from the exhibitor group's mid-winter board meeting in Washington, said that he is preparing to present the Federal Communications Commission's action on subscription television. "The women all over the country are constantly interested in the outcome," he said.

"U-I's Miller Retires; Wechsler in His Post" (Continued from page 1)

Trade BillAdvances; Passage Seen Today

From THE DAILY Bureau

WASHINGTON, Feb. 17.—Backers of the President's Reciprocal Trade Bill won a very close victory in the House today on some key parliamentary maneuvers on the bill.

By a one-vote margin, 193 to 192, the members agreed to call the bill up under procedure allowing only one amendment to be offered by opponents of the bill.

This was the desire of the adminis- tration, led by Howard W. Smith of the Republican and Democratic leadership, but protectionist-minded lawmakers mus- tered surprising strength. The 193 to 192 vote reversed an earlier 178 to 180 vote in which the protectionists had scored a surprise and—what the House itself conceded—"a victory to open the bill to many amendments.

The bill will come up for final passage tomorrow, with passage as- sured. The only question is whether the House will first vote to include the one protectionist amendment that will be offered by Rep. Reed (R., N. Y.).

Gov't's Terre Haute Trust Trial Mar. 28

WASHINGTON, Feb. 17.—Trial of the government's Terre Haute anti-trust suit is tentatively set for March 28.

The government has charged five theatre companies with an attempt to monopolize first-run exhibition in Terre Haute. Defendant is National Alliance Theatred Corp.; Chicago; Fourth Avenue Amusement Co. of Louisville, and the Grand Theatre Corp.; Terre Haute Amusement Inc., and Tri-Theatres Corp., all of Indiana.

The court has set March 28 for the trial. Consent decree negotiations have been conducted from time to time among the respondents and the government, but thus far have not borne fruit.

People

Paul Hartnett, at one time booker for Eagle Film Row, has been named booker for Republic in that Ohio city. He succeeds Jack Kenehan, who resigned to succeed Lester Dowell at Columbia.

Lawrence Crolis, producer-di-rector, has been appointed executive producer of Master Video Systems, Inc., here.

Ned Depinet, Robert J. O'Donnell, Judge William McCraw and Texas Attorney General John Ben Shepard will be speakers at the testimonial dinner to Claude C. Ezell in Dallas on March 9, Jack Swiger is chairman of the event.

Frank J. Thomas, formerly a booker with Pittsburgh Film Row, has joined Cooperative Theatres of Ohio, taking over the territory previously handled by Howard B. Spiess, who now is with the Phil Smith circuit in St. Louis.

J. W. Gayland, Jr., has taken over the Cecil Drive-in Theatre at New Brockton, Ala., from C. W. Wade.

M. B. Horowitz, head of the Washington circuit of Cleveland, will accompany a group of Cleveland businessmen on a 32-day trip to Europe and Israel, leaving on May 22.

W. F. Galin is the new owner of the Bama Theatre in Town Creek, Ala.

Walter Lloyd, Tampa manager for Florida State Theatres, has been in the theatre industry after 33 years in the business. He has not disclosed his future plans. Lloyd started his career with the Rivoli Theatre in New York in 1919.

Seeks Foreclosure

Chesapeake Industries yesterday filed suit in U. S. Federal court here for $22,900 against Rose Tree Pictures, Inc., for a lien on the production of "A Girl On the Run." Chesapeake seeks to enforce its first sale rights to the picture. Astor Pictures Corp., distributor, also was named as a defendant.

Goldman Case to High Court Feb. 28

WASHINGTON, Feb. 17.—The Supreme Court has scheduled argument for Feb. 28, in the Goldman case, in which the Government is trying to establish that punitive damages won in private anti-trust suits are taxable income.
That great boxoffice event—

The Academy Awards

casts its golden shadow toward

Paramount

with these sweeping nominations!

Climaxing unparalleled honors from Photoplay, Redbook, Fame and many other sources, Paramount attractions were singled out again and again in NBC’s history-making 90-minute telecast that covered America with the eagerly awaited news of this year’s Oscar nominations.

Exhibitors recognize the ticket-selling significance of the annual Academy Awards and are now invited to contact Paramount to date and redate the 6 Paramount hits which are Oscar candidates in this impressive scoring.

Paramount congratulates its talented nominees—thanks the Motion and looks forward to the night of
THE COUNTRY GIRL

BEST PRODUCTION
BEST ACTOR
BEST ACTRESS
BEST DIRECTOR
BEST SCREENPLAY
BEST CINEMATOGRAPHY (black and white)
BEST ART DIRECTION (black and white)
Set Decoration

Produced by William Perlberg
Bing Crosby
Grace Kelly
George Seaton
George Seaton
John F. Warren
Hal Pereira and Roland Anderson
Sam Comer and Grace Gregory

SABRINA

BEST ACTRESS
BEST DIRECTOR
BEST SCREENPLAY
BEST COSTUME DESIGN (black and white)
BEST CINEMATOGRAPHY (black and white)
BEST ART DIRECTION (black and white)
Set Decoration

Audrey Hepburn
Billy Wilder
Billy Wilder, Samuel Taylor, Ernest Lehman
Edith Head
Charles Lang, Jr.
Hal Pereira and Walter Tyler
Sam Comer and Ray Moyer

REAR WINDOW

BEST DIRECTOR
BEST SCREENPLAY
BEST CINEMATOGRAPHY (color)
BEST SOUND RECORDING

Alfred Hitchcock
John Michael Hayes
Robert Burks
Paramount

WHITE CHRISTMAS

BEST SONG

Irving Berlin's "Count Your Blessings"

KNOCK ON WOOD

BEST STORY

Norman Panama and Melvin Frank

RED GARTERS

BEST ART DIRECTION (color)
Set Decoration

Hal Pereira and Roland Anderson
Sam Comer and Ray Moyer

Picture Academy of Arts and Sciences —
March 30th when the world will be waiting for the final awards . . .
Censorship Bill for Minors in Ohio

COLUMBUS, O., Feb. 17.—Censorship of films to be shown to persons under 21 years is provided in a bill introduced by Rep. Louis J. Schneider, Jr. Fee of $3 is provided for each 1,000 feet reel. The bill uses same language as the defunct Ohio censor law in saying “only such films as are consistent with the moral and discretion of the Dept. of Education of a moral, educational, amusing or harmless character shall be passed and approved.”

Reviews

“Doctor in the House”

(J. Arthur Rank—Republic Pictures)

DOCTOR IN THE HOUSE is a light-hearted story of British medical students, their scholastic, romantic and professional experiences, tastefully produced by Betty E. Box, capably directed by Ralph Thomas, and played with relish by a very capable cast, some of whom will be new to American audiences and should make a very favorable first impression.

The picture is in color by Technicolor and is based on Dr. Richard Gordon’s novel of the same name, which was a best-seller in England. Nicholas Phipps wrote the screenplay and “Doctor in the House” is reputed to have been the best-grossing picture at the British boxoffice last year. It will have its amusing moments for American audiences but is likely to interest them primarily as a dollop of an inconsequential variety enacted by some very likeable players.

Dirk Bogarde, on entering medical school in London, is taken under the wing of a trio of students who appear more intent on amusing themselves than learning a profession. The story follows them in and out of classes and clinics, in pursuit of nurses and other females, into escapades that bring them closer to expulsion than to degrees of medicine and surgery. The trio is played by Kenneth More, Donald Sinden and Donald Houston. Muriel Pavlow is the nurse with whom Bogarde eventually gets serious and to whom at the fadeout he apparently is planning to devote hissolver adult life, apart from the profession.

Others in the cast are Kay Kendall, as a model dated by Bogarde; Suzanne Cloutier as the girl friend of More; James Robertson Justice as a famous surgeon, and Geoffrey Keen, as dean of the medical school. All are exceptionally classless, except the medical student of the school and hospital, early dates of the students as internes and on calls add interest to the film. It is well produced and appears destined for the same sort of reception here than many films which have preceded it over the Atlantic.

Running time, 88 minutes. Adult classification. Release, in March.

SHERWIN KANE

“New York Confidential”

(Warner Brothers-Edward Small)

Hollywood, Feb. 17

EDWARD SMALL’S production is filled with gangster lore, exploiting the documented code under which a major crime syndicate functions. It calls attention to its power in perpetrating political corruption through the hoodlum system which controls the labor capital, and the thrill seekers won’t be disappointed by the suspenseful treatment drawn on its inevitable design for murder. But more than that, the Clarence Greene and Russell Crouse screenplay by Jules Furthman and Leo Martimers’ best selling book of the same name, unfolds an intriguing observation on the human and emotional side seldom accorded unruly characters.

In attempting the unusual, as indicated through previous credits, the writing team of Greene and Crouse, who are also accredited as producer and director, respectively, has developed a smooth, refined style killer, more nearly enacted by a professional than a character, Broderick Crawford registers strongly as the brash exponent of syndicate leadership, who discovers too late in his career that he could do the code he helped institute.

The Burman Maxwell and Elisa Grass are cast effectively in their respective roles as Crawford’s two-time “moll” and business associate, with Anne Bancroft attractively competent as Crawford’s grownup daughter. Maxwell is an actor of great promise whose parents preferred the spoils of crime, to take all they could get out of life by hook or crook; and his refusal to accept her proposal for his love after finding she could not hide her identity in making a life of her own, which drives her to hisdesired end.

The story deals with Crawford’s acquiring killer Conte in the syndicate’s Chicago leader as a “new face” to deal with some New York mobsters who shot out of line and stirred the crime commission in action. Crawford likes Conte’s style and assigns him to keep the mobsters in line.

The syndicate is double-crosse on a fabulous oil deal with a foreign country by one of its paid lobbyists, and they vote that a “hit” must be made. Crawford makes a list of appointing three lesser-likes who get the job of rubbing out the five percenter, and Conte is delegated to use his silencer on the “unlucky three.” He disposes of two but Mike Mazurki, who makes the police when Crawford is notified. Authorised and his lawyer makes a deal with the district attorney’s office, in exchange for a mob exposé by his client, the syndicate votes a “hit” for the New York leader and Conte is committed to fill the job. He takes care of his business in the expected fashion, but pays with his own life in an act of retribution by a Brooklyn operator.


SAMUEL D. BERNs

Gould Acquires 'Hamido'

Distribution of the Egyptian picture, “Hamido,” has been acquired by David Gould, foreign film distributor. Gould will release the picture globally through his Gould Associated Theatres, which hold all posts in the theatre chain since then.

Arbitration

(Continued from page 1)

Owners of America has approved and adopted in principle, said still to be open to dispute are portions dealing with the strike and fines imposed by the ruling. Despite yesterday’s inconclusive meeting and the apparent stumbling blocks still prevailing, those close to the dispute expressed optimism that the disputed points will be resolved.

Attending yesterday’s meeting were Si Burk, Jordan, Henry Levy, and Al Lichtman, A. Montague, Charles Reagan, and Adolph Schimek for distribution.

Albany Variety Club

In New Home Aug. 1

ALBANY, Feb. 17.—The Albany Variety Club will move into air-conditioned rooms at the Sheraton-Ten Eyck Hotel about Aug. 1. Members at a meeting voted to endorse the selection of a survey committee headed by former club chairman Jules Perlmutter. The crew had previously approved the choice.

It marks a return to the hotel where Ten Eyck opened in October quarters from 1940 to 1945. The present rooms on Clinton Ave., near the Palace Theatre, have been in use five years.

Albany Tent to Honor

Perlmutter

ALBANY, Feb. 17.—The Variety Club will honor Jules Perlmutter, chief barber from November, 1952, to November, 1953, to receive dinner at the Sheraton-Ten Eyck Hotel on Apr. 23. Property Master Lewis A. Zumbach is dinner chairman, assisted by Jack Goldberg, Sylvan Leff, Aaron Winig and Nate Winig.

Production Down; 18 Pictures in Work

HOLLYWOOD, Feb. 17.—Another decrease in production brought the total number of titles at work this week down to 18. Three new pictures were started and six were completed. Starship,” Todtem Prods. (Allied Artists); “The Big (Jackpot,” Republic); “The Rawhide Years,” Technicolor (Universal-International).

Completed were: “Dark Venture,” “Las Vegas Shakedown,” “Spy Chasers,” (Allied Artists); “The Girl Rush,” VistaVision, Technicolor (Paramount); “All That Heaven Allows,” Technicolor (Universal-International); “I Died A Thousand Times,” (Warner Bros.).
MOTION PICTURE DAILY

NEW YORK, U.S.A., MONDAY, FEBRUARY 21, 1955

VOL. 77. NO. 36

TEN CENTS

Concise And To The Point

All The News That Is News

See Minimum Delay Until April For Proposed Round-Table

Find Postponement of ‘Within-3-Weeks’ Target Date Inevitable Following ‘Snags’ Hit Here in Arbitration Negotiations

By MURRAY HOROWITZ

A postponement, at least until April, of convening the proposed round-table arbitration conference was seen here in the wake of the “stumbling blocks” unfolded at the weekend.

Quebec TOA Affiliation May Start March 23

Preliminary details in the proposed affiliation of the Theatre Owners of Quebec with the Theatre Owners of America are expected to be finalized on March 23 when Alfred Starr, the chairman of the executive committee of the TOA, will address the Montreal exhibitor group at its first annual convention at the Mount Royal Hotel.

E. N. Tabach, president, and J. H. Strauss, members of the executive committee of the Quebec TOA, attended the mid-winter board meeting of TOA in Washington two weeks ago to institute initial discussions on the affiliation.

An affiliation of the newly-formed Canadian exhibition group, estimated to consist of about 60 members, who operate over 100 conventional and drive-in theatres, would enable the Quebec TOA to benefit from TOA’s help, legal advice, research activities and exchange of ideas and problems.

AA 26-Week Net: $352,696

From THE DAILY Bureau

HOLLYWOOD, Feb. 20—Allied Artists and its wholly owned subsidiaries earned a net profit of $352,696 in the 26-week period which ended on Jan. 1, 1955 before Federal taxes and according to company records before official audit, President Steve Brody reported here at the weekend.

The figures compare with a net profit of $361,871 for the previous year.

During the 26-week period, a $178,000 reserve for Federal income taxes was set up; reserve set up for the previous year was $181,000. The net profit for the period ending on Jan. 1, 1955 thus amounted to $171,696, as compared with $180,871 for the previous year.

The gross Allied Artists income for the current 26-week period was $578,784, which compares with $539,196 for the prior year.

Status Report

Harness Other Groups in Toll TV Campaign

See Radio, TV, Sports, Ad Interests in Fight

Groups and individuals in the fields of radio, television, advertising and sports have evidenced an interest in joining the fight against toll TV, it was learned here at the weekend from a spokesman for the Joint Committee on Toll TV.

The disclosure came as the joint toll TV committee set plans to meet here at the Hotel Sheraton Astor on Wednesday.

The interest evidenced, according to the committee spokesman, makes it virtually certain that other than exhibitor groups will be harnessed in the anti-toll TV campaign.

Opposition against toll TV from radio, television, advertising and sports interests has been communicated to the joint committee over the past month, it was stated. These communications and ways to activate the sentiments expressed by other than exhibitor interests will form the basis of a

(Continued on page 6)

In Lieu of Regents Review

N.Y. Bill Asks Jury Trial For Censor-Barred Film

Special to THE DAILY

ALBANY, Feb. 20—A bill permitting an applicant for a license to request a Supreme Court jury trial, in cases where the motion picture division of the State Education Department

Fox Plans Junket For ‘Violent’ Bow

A party of press representatives will be in attendance at the world premiere of 20th Century-Fox’s new release, “Violent Saturday” at Boyd’s Colonial Theatre in Lancaster, Pa., on midnight of April 1, the film company announced here.

To mark the introduction of the film, 20th-Fox will transport from New York, industry figures to attend the premiere and the three-day local holiday.

Newer, television, radio and the press will cover the event.

Find Postponement of ‘Within-3-Weeks’ Target Date Inevitable Following ‘Snags’ Hit Here in Arbitration Negotiations

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CAMBRIDGE, Mass., Feb. 20.—The Brattle Theatre here is the only New England theatre with a cocktail lounge. Cyrus Harvey, Jr., and Bryant Halliday, young Harvard graduates, who operate the 350-seat art house, have opened the basement of the theatre. It has two entrances, one from the theatre and the other from the street. Early-day posters and a 1910-vintage player-piano grinds out piano music to Parallel play. A one-month membership card upon entering the club. In this way, the owners are able to prohibit students and others under 21 years of age from entering.

Chicago Area ‘Dimes’
Collections Up 10%

CHICAGO, Feb. 20.—Latest figures from Cook County show that gallery collections taken up during the week of Jan. 7-13, raised $21,304 for the 1955 March of Dimes, according to an announcement by Jack Kirsch, president of Associated Theatres, a group of 36 theatres, which formed a lead campaign for this year's collection. This figure, according to Kirsch, exceeds last year’s—theatres by 10 per cent.

Commenting on the results of the theatre collection, Kirsch said: “The exhibition picture throughout the Cook County area can feel proud of this achievement as this very substantial amount of money will help the National Foundation for Infantile Paralysis in its goal of kicking polio.

B&K in Lead

Following is a breakdown of the amounts collected by the various theatre groups:

Allied Theatres, $6,161; Balaban & Katz Corp., $8,729; Coston Enterprises, $1,074; Essaness Theatres, $774; H & E Balaban, $1,168; Stanley Warner, $1,103, and other independent theatres, $1,130.

Scott on Tour

Gordon Scott, who makes his debut as the 11th screen Tarzan in Sol Lesser’s “Tarzan’s Hidden Jungle” will tour the South in connection with local openings of the RKO release, be revealed Friday at a breakfast interview for the trade press at the Hotel Warwick. Beginning tomorrow Scott will open in Los Angeles, then go to Birmingham, Nashville, Memphis and New Orleans to meet exhibitors and their press and to appear on TV and radio programs promoting the picture.

Gets ‘Chandra’ Music

Fred Fisher Music Co. has acquired from Hoffberg Productions, the exclusive rights to the music from "Chandra," said to be India’s first million-dollar musical.

Cambridge Theatre Has Own Cocktail
Lounge; Player-Piano and Everything

Special to THE DAILY

Rejects Allegations
In Percentage Suit

AIKEN, S. C., Feb. 20.—District Court for the Eastern District of South Carolina, struck from the answers of exhibitor-defendants, in eight distributors’ percentage fraud suits pending here, allegations that the license agreements for the prints involved the suits were illegal and void under the antitrust laws, on the ground that such defenses were insufficient as a matter of law. The order was entered in actions brought by Paramount, Universal, Loew’s, United Artists, RKO-Radio, Warner Bros., 20th Century-Fox, Warners, against Herbert B. Ram, Esther R. Ram, Sam Bogoslaw, Jacob Bogoslaw, S. Lavely and Sam Amann, Co. as operators of a number of theatres in the Aiken-Augusta area, for damages from claimed under-reporting of box office receipts.

Allegations ‘Insufficient’

The court held that, in such suits, defendants’ “allegations and defenses relating to the alleged illegality of the contracts in suit” were “insufficient as a matter of law and should be stricken.”

The distributor-plaintiffs were represented by C. T. Graydon, of Columbia, S. C.; T. Sam Means, Jr., of Charleston, S. C., as counsel, in behalf of the entire group, of which are included, of Dwight, Royall, Harris, Koegey & Caskey and Sargoy & Steen, of New York.

Glasgow Debut for
’Man Called Peter’

GLASGOW, Feb. 20.—In tribute to Peter Marshall, who was born and spent his early years here, civic plans are being formulated for the world premiere of “A Man Called Peter,” 20th Century-Fox’s CinemaScope film, of the minister’s life story.

The event, to take place early in April, will mark the first premiere of any CinemaScope production simultaneous with openings in the United States. In attendance will be a galaxy of dignitaries from the civic, political, social and business world and leading churchmen on both sides of the Atlantic, according to plans.

Sir Alexander King, exhibitor and producer, is serving as head of a special premiere committee which is mobilizing citizens from all walks of life to participate in honoring the memory of the native son who rose to international prominence as chaplain of the United States Senate.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Washington’s Birthday, a legal holiday.

Oppose Drive-In Bill

Tennessee outdoor exhibitors are preparing to oppose a proposed bill which would require drive-in theatres to have their screens obscured by the roads by 1960. Purpose of the measure is to lessen distraction to automobile drivers.

Empire to Add 3

Empire Studios of Orlando, Fla., which made “Yellowneck” for Republic, are having three additional pictures for that company. The films will be released in the 1955-56 season.

Five in Ultrasound

The completion of five in a series of six short subjects produced in Europe in Ultrasound, a new anamorphic process, has been announced by Gene Sharon, president for Transatlantic Productions.

Wings Detroit Contest

Grace Kelly was elected the favorite in Detroit “The National Press Club’s” contest. Jack Palance placed second. The contest was initiated five years ago.

New ‘Luther’ Outlets

Safer Film Distributors of Indianapolis and Lippert Pictures of the Midwest, Omaha, have been named new sales representatives for Louis de Rochemont Associates’ “Martin Luther.”

Hils ‘Prison’ Ban

Columbia Pictures has called the Memphis and Shelby County Board of Censors ban of “The Bamboo Prison” “ridiculous” and has indicated that an appeal is being considered.

Stamp Collectors Meet

The Cinema Stamp Collectors will hear Henry Goodkind, secretary of the Philatelic Foundation, discuss the foundation’s activities at a meeting of the collectors on Wednesday. Leon Bamberger is president of the collectors group.
Para. to Release ‘War and Peace’ in Most Countries

By LETYR DINOFF

Paramount Pictures will financially aid in the VistaVision filming of Tolstoy’s “War and Peace,” and will distribute its completed version of the $4,500,000-budgeted Italian film throughout the world except in Finland, Russia and Czechoslovakia, according to Russell Holman, eastern production head for Paramount.

Declining to divulge to what extent Paramount has been involved in the Italian co-production, Holman, along with producers Carlo Ponti and Dino De Laurentiis, and their L.P.E. Releasing Corp. representative, Ralph Serpe, disclosed that the Yugoslavian Avala Co., which is helping to produce “War and Peace,” will hold the Balkan distribution rights.

Completion Slated in May, 1956

The approximate four-hour film, according to Holman, has been targeted for completion mid-summer, 1956, with domestic distribution to begin shortly later. “The release pattern of this picture is not yet decided upon, but theaters which have horizontal projectors for VistaVision product certainly won’t crack,” the Paramount official said.

Paramount will be in competition with Michael Todd, who announced plans to film “War and Peace” in the Todd-AO process, for the use of the Yugoslavian army in the mass battle scenes. Todd, however, has already announced that he has the exclusive rights to Marshall Tito’s infantry. But, Holman, after hearing that the Yugoslavians might consider an offer Todd’s statement, declared that “the consulate is not informed of the latest developments.”

King Vidor will begin filming of the interiors and some battle sequences by June, but De Laurentiis, a short time ago, announced that he had the exclusive rights to Marshall Tito’s infantry. But, Holman, after hearing that the Yugoslavians might consider an offer Todd’s statement, declared that “the consulate is not informed of the latest developments.”

Film May Get New Title

Holman disclosed that Paramount may change the title of the picture for domestic distribution as “War and Peace” has been registered with the Motion Picture Association by another producer.

Commenting on the use of VistaVision cameras by foreign producers, Holman said: “A short time ago, it was decided that a unit, working with one VistaVision camera, is currently shooting scenes in Finland. The cast of ‘War and Peace’ has not been established as yet. However Vittorio Gassman will have a principal role.”

Sub-Run Adv. Rates Hiked in Cleveland

CLEVELAND, Feb. 20.—A three-cent advance in Sunday advertising rates has been announced for the sub-run theaters, effective March 1, which has been announced by the Headline Telephone Corp., which handles the “Film Deal- er.” The former rate of 39 cents a line thus will be raised to 42 cents.

‘Man Without Star’ To Bow in Phila.

“Man Without a Star,” Universal-International’s new Technicolor film starring Kirk Douglas, Jeanne Crain and Claire Trevor, will have its world premiere at the Gold- man Theatre on Philadelphia on March 15 followed by a series of key city openings.

In connection with the openings, Douglas will tour seven cities for television and radio appearances, newspaper and syndicate interviews and participation in a series of special events.

Regional Handling for Kreisler Films


Manhattan Films International, Inc., will distribute these pictures in the West Coast states with the premiere of “Paris Affair” arranged for the Roxy Theatre in San Francisco.

Tower Pictures, Inc., will handle both for the Texas and Oklahoma territory and A. Teitel Films, Inc., for the Illinois, Indiana and Wisconsin sector.

The English subtitles adaptation for “High Time” was done by A. J. Liebling, and that of “Paris Affair” by Charles Daughn, who co-stars in it with Anne Vernon.

People

Walter S. Prusiewicz and Burton H. Bastedo have been appointed assistant treasurer of Pathé Laboratories here.

Jeraldine Cooper has been re- signed from Continental Dialing, Inc., for special exploitation on the American premiere of Alec Guinness’ “To Paris With Love.”

William Kneip has taken over the Rustin Theatre, Rustin, Ga., from its former owner, Hal Williamson.

Carl Jamtoga is the new manager of the Miracle Theatre, Coral Gables, Fl., replacing Mel Heber, who has been transferred to the Carib in Miami.

S. S. Krellberg, president of Principal Film Exchange here, is back on the job after a 10-day hospital confinement.

George Perino has been appointed assistant director of production and quality control of Circle Film Laboratories here.

Fred and Beatrice Troller of Switzerland and Dr. John and Betty Marsh of the Cleveland Variety Club’s gin rummy tournament. Ray Schmertz, city salesman for 20th-Fox, took second place.

Jules Livingston, Republic branch manager in Cleveland, won first prize in the Cleveland Variety Club’s gin rummy tournament. Ray Schmertz, city salesman for 20th-Fox, took second place.

Lew Williams, former manager of the Cinema Theatre in San Francisco, now is managing the Orpheum there. Ray Glasgow has replaced Williams at the Cinema.

B. C. (Doc) Wylie has been named comptroller of William F. Brody Pictures.

Murrow’s TV Films For U. K. Theatres

From THE DAILY Burea

LONDON, Feb. 20.—Sidney Bernstein of Granada Theatres announces the first series of Edward R. Murrow’s “See It Now” television programs, on film, will be shown throughout the circuit. “Report on South Africa” will be the first subject.

Observers believe the collaboration will lead to the association of Murrow’s American TV unit with Granada’s forthcoming Northern Region commercial television organization here.

Reviews

“New Orleans Uncensored” (Columbia)

THE sights and sounds of New Orleans are excitingly captured by producer Sam Katzman and director William Castle to provide audiences with a realistic look at South Louisiana. “New Orleans Uncensored” are the appearances of such real-life figures as Al Chittenden, president of the I.A. Longshore Workers Union; Joseph L. Scheuneman, a former Times-Picayune staff writer; and Fred Minor, fire chief. They are not merely dragged into the picture’s story, but are important in informing audiences of the details about New Orleans’ dock activities and the racketeers which might take over as they have at other times.

The plot centers around Arthur Franz, ex-sailor, looking for work so he can save some money for his own business. He starts on the docks where he makes the acquaintance of a racketeer, but Franz is not contented with his Skullbucker. At least, not until he becomes involved in some of it. Then he goes to the authorities and aids them in halting the racketeers and murders, but not without some personal physical setbacks.

This is a competent, well-made thriller which would have benefited from less dialogue and more action. However, its documentary approach and timely theme should provide acceptable entertainment for many. Franz heads the generally unknown cast with Beverly Garland ably supporting him. The picture’s lead girl friend and Mike Mazurki plays his usual bullying henchman. The screenplay is by Orville H. Hampton and Lew Meltzer from a story by Hampton. Running time, 76 minutes. General classification. Release for March.

“The Big Combo” (Allied Artists-Security-Theodora)

Hollywood, Feb. 21

THERE’s no doubt about it, “The Big Combo” is in the big gross league. Philip D’Orsay’s screenplay is loaded with gangsterism, surprises and a cast which will make it strictly for the strictly adult trade, although its theme is one for mass consumption.

The film is gifted with exciting and highly impressive direction by Joseph Lewis; top notch performances by Cornel Wilde, Richard Conte, Brian Donlevy and the enchanting beauty of the film’s heroines; plus in the development of performances by some of its featured players. The fans should come away remembering moments with Ted de Corda, Jay Adler, John Hoyt and Helen Walker, with Lee Van Cleef and Earl Holliman strong much of the film’s footage.

Told in downbeat fashion, employing the artistry of low-key lighting by cameraman John Afton, the story deals with a tenacity of purpose by Wilde, a detective lieutenant, to break the code, the heart of a crime syndicate, for two reasons. One, because his operation indirectly has a strong influence on creating juvenile delinquency, and the other because he happens to be secretly in love with Conte’s girl friend, Miss Carolyn Stanton. It is quite feminine as the racketeer’s girl friend and Mike Mazurki plays his usual bullying henchman. The screenplay is by Orville H. Hampton and Lew Meltzer from a story by Hampton. Running time, 76 minutes. General classification. Release for March.

Samuel D. Berens
We are proud to announce that this theatre will bring you all the great best-sellers in Cinemascope.

UNTAMED
A Man Called Peter
DADDY LONG LEGS
Katherine
SOLDIER OF FORTUNE
THE KING AND I
CAN-CAN

* Contact 20th Century-Fox Advertising Dept., 444 W. 56 St., N.Y.19, N.Y.
Watch for all these wonderful attractions from 20th CENTURY-FOX!
Toll-TV

(Continued from page 1)

report to the Wednesday toll TV meeting, it was learned.

In addition to covering the activities of the committee over the past month, other items on the agenda of Wednesday's meeting include finances and mapping plans for the future.

The committee spokesman, when asked to characterize the status of the toll TV fight at this date, replied that it has been "immensely strengthened" on the basis of evident support from outside groups and individuals who feel the allocation of the airwaves to toll television is not in the public interest.

Fund Drive Progressing

Questioned on how the fund-raising efforts of the committee are progressing, the spokesman said the campaign is "coming along," with many exhibitors enclosing notes in their remittances pledging more money if needed.

To finance the campaign, the committee has set a target of raising $150,000 from exhibition. There is an "awareness of the dangers to exhibition from

Canadians to Detroit

For M-G-M Workshop

DETROIT, Feb. 20—There will be some 25 Canadian exhibitors on hand here Tuesday for the M-G-M Ticket Selling Workshop to be conducted at the Statler Hotel by Mike Simons, M-G-M exhibitor relations director, assisted by Ernest Austin, exploitation head.

Lou Marks, resident manager here for M-G-M, has disclosed that Garfield Cass, Toronto manager, will personally welcome the theatre men from across the border. Also from Canada will be representatives from Famous Players Canadian, Twi鑫, Allen and Low circuits.

Allied Theatres of Michigan will hold its convention in conjunction with the Workshop. No outside speakers are scheduled for the meetings.

From Maine to California, the spokesman contended.

Another facet in the anti-toll TV fight will be the staging of public debates on the question, both in forums and in publications, the spokesman added.

Kaufman to Address

NTFC Meeting

Reuben Kaufman, president Guild Films Co., Inc., will address the membership of the National Television Film Council at a luncheon meeting on Thursday, at the Hotel Delmonico, it was announced by John J. Schneider, NTFC president.

Kaufman will discuss the significance of the Vitaphone-Guild arrangements, the acquisition by Guild Films of MPTV properties and the recently announced purchase of 101 theatrical cartoons from Warner Brothers.

The meeting will be the first of 1955 for NTFC and will be marked by the inauguration of officers for the new year. Eleven officers and eleven members of the board of directors will be installed on this occasion.

Installation of the officers will be conducted by Wendie Barrie.

10 Yearly from Fortune

Ten features yearly, half of them in color, will be distributed by Fortune Features, Inc., it has been disclosed by Jules B. Weill, head of Fortune.

Round-Table

(Continued from page 1)

would be convened in three weeks, a statement he made in St. Louis at the National Drive-in Theatre Association convention, predicted his prediction on the hope that last Thursday's arbitration meeting would result in agreement. Such an event, Lichtman explained at the time, would free the decision to set a date for the round-table conference.

Many 'Snags' Discovered

However, last Thursday's meeting here of the arbitration negotiating committee on distribution and exhibition representatives, uncovered "snags" and those close to the negotiations declined any forecast of how soon these "snags" could be eliminated. It was noted that no party close to the situation expressed pessimism, but an air of caution, as to the time necessary, seemed to prevail in all quarters.

One "snag," it was learned, is the question of financing the proposed arbitration system; the draft of which has already won approval "in principle" by TOA.

Other "stumbling blocks" it was stated, concern areas involving damages and pre-re-leases.

One committee member, when pressed for an answer as to how long he thought the talks may go on, said it may take another or two meetings or a series of meetings. He explained that there is no way of telling when either side may be willing to compromise on issues. It is also a problem, he went on, of arranging a convenient time, a task made difficult by the traveling and other commitments of negotiators. Another party involved in the negotiations said it may take "quite some time" before an agreement is reached.

On the issue of financing, it was pointed out, the proposed 1952 arbitration draft did not carry any provisions in that area, which leaves the present negotiating committee with a bigger job currently, as compared to other issues already crystallized in the 1952 draft. It is understood that one of the "snags" on the issue of financing the proposed arbitration system is the amount of money to be contributed by exhibition.

Distribution, it was learned, is willing to match all the exhibition funds.

Both exhibition and distribution, it was learned, hope to keep the arbitration fees at a nominal rate, as to encourage exhibitors to utilize the arbitration system.

However, as envisioned by 20th-Fox distribution director Al Lichtman, maintenance of the arbitration system would cost an estimated $150,000 yearly, half of which would come from exhibitor ranks. Exhibition's reluctance to pick up the $75,000 annual tab was said to be one of the "snags."

Bill Would Permit

(Continued from page 1)

upon the decision of the court or the verdict of the jury, as the case may be, in favor of the applicant and directing the registrants to issue forthwith a license for the exhibition thereof."
Johnston to Rome
To Study New
Italian Color
Print Ruling

The color print situation in Italy, viewed with growing concern by American film companies since the recent Italian government regulation, will probably receive the first-hand attention of Eric Johnston, president of the Motion Picture Association of America, on his arrival in Rome.

It was learned here that Johnston plans to stop over in Rome and in Paris before returning here from his Ambassadorial mission to the Near East.

Johnston's arrival in Rome today or later this week was expected to coincide within a day or so with the arrival of...

(Continued on page 5)

Disney to Produce
Daily ABC-TV Show

"Mickey Mouse Club," an hour-length television show for children will be produced on a five day-a-week basis by Walt Disney as a new series, it was jointly announced by Robert E. Kinetz, president of American Broadcasting Co., and Roy O. Disney, president of Walt Disney Productions.

Designed for youngsters of all age levels, "Mickey Mouse Club" will premiere over the ABC-TV network on Oct. 3, at 5 p.m., in 60 time zones from coast-to-coast, Monday through Fridays. The daytime series is a completely separate venture from "Disneyland," the cartoon-maker's current weekly television series, it was said.

Commerce Dept. Reports 9% Increase in Theatres

Remittances at Record High

From THE DAILY BUREAU
WASHINGTON, Feb. 22 — A nine per cent increase in the number of theatres in the United States during the past four years helped boost U.S. film remittances from abroad to a record-breaking estimated $200,000-000 last year, the Commerce Department said.

The Department said this was true despite a six per cent drop during the last four years in the average number of screen time devoted to U.S. feature films in free world countries.

The Department made public a detailed country-by-country survey as of Jan. 1, 1955, of the number of theatres in the free world, seating capacity, and percentage of screen time devoted to U.S. features. The survey, conducted by Nathan D. Golden, chief of the Department's film section, and by his assistant, Earl H. Young, compares these figures with the figures for Jan. 1, 1951.

Increased competition from Italian, German, French and British film producers has cut into Hollywood's share of the free world's total screen time, Golden and Young found. They estimated that approximately 68 per cent of the feature films shown throughout the free world were U.S. films at the start of this year, compared to a 74 per cent estimate in 1951.

As of Jan. 1, 1955, according to the survey, there were an estimated 108,537 motion picture theatres in operation, showing 35mm films, in some 120 countries and territories. This was 9,994 or about 9 per cent greater than the 1951 estimate of 99,543 theatres. Seating capacity as of Jan. 1, 1955, was put at 56,745,71, compared to 54,107,671 as of Jan. 1, 1951.

The Commerce Department said the..."
Norris Replacing Gehring as Speaker At ITTO Meet

COLUMBUS, O., Feb. 22.—Con-
vention of the Independent Thean
Theatre Owners of Ohio and the M-G-M
Ticket Selling Workshop at the Dush
Hilton Hotel here on Feb. 28 and
March 1 is expected to bring several
hundred delegates and guests in what
promises to be one of the largest
meetings of theatremen ever held here.
Robert Wilkie, secretary of the asso
ciation, announced that Glenn Nor
ris, Eastern sales manager of 20th
Century-Fox, will be one of the con
vention speakers, replacing William
Gehring, 20th-Fox assistant general
sales manager, who is expected to at the Monday
afternoon session of the convention will be Maurice Bergman, Eastern
studio representative of Universal-Int
ernationally; Merlin Lewis, executive
secretary of the Theatre Equipment
and Supply Manufacturers' Associa
tion, and Abram F. Myers, chairman
of the board and general counsel of the Allied States Association.
Opening day discussion will follow each
speaker.

The M-G-M Workshop will be held in two sessions, at 11 A.M., Tu
esday, and 1:30 P.M. in the hotel
main ballroom.

Balaban, Brandt
To JDA Posts

Barney Balaban, president of Para
mount Pictures, and Harry Brandt,
president of Brandt Theatres, will serve as honorary chairmen of the JDA,
respectively. In the 1952 joint Defense Appeal
campaign, which was opened formally on April 3 with a dinner at the Hotel Waldorf
Astor. The announcement was
made by Melvin A. Block, Block Drug

Barney Balaban

Deane Resigns Para.
Foreign Dept. Post

Albert Deane, an executive of Para
mount's foreign department here since
1920, has resigned to join Cecil B.
DeMille's production unit on the Coast.
Deane has moved to Los Angeles.

No successor has been named here.
Deane, editor of Paramount interna
tional magazine and handled censorship and other problems relating to
the foreign department.

21 Proclamations

With the signing of proclamations by governors and mayors of Atlanta, Minneapolis, New York, Conn., Pitts
burgh, Indiana and Wheeling, the M-G-M has received official endorsements of
The Distribution Company's "22—
Celebrate" from a total of 13 states
and 11 cities, each pointing up the city and state-wide "Go to the Movies"
campaign.

Distributors Win
N.O. Percentage Suit

NEW ORLEANS, Feb. 22.—Judi
ments were signed in favor of the dis
butor-plaintiffs in five percentage
action suits by J. B. Balaban, Head of the
Civil District Court for the Parish
of Orleans here. The judgments were
in favor of the outcome of actions under
reporting brought by RKO Radio, Paramount, Universal, Loew's and
Twentieth Century-Fox against Balaban, Balaban & Bizzaro, Louis
Krushen, operator of the suburban Gentle Theatre of New Orleans, and
Roy and I. Roy Calamia, operators of the suburban Gentle Theatre of
New Orleans. The basis of the trial was the report that the period dur
ing which under-reporting was al
leged to have occurred was more than
one in the period the date the actions were commenced, in 1949. The cases had been consolidated
and were tried together, over a period of five days, last October.

Distributor offered proof, at the trial, of damages which were based
entirely on the amount of under
reporting shown by a comparison of the receipts reported to them by defen
dants on percentage pictures with the higher receipts shown therein in the books and records produced by the exhibitors but also for additional, indirect damages. The court awarded the full amounts claimed at the trial by the distributors, both as based on the defendants' books and records and as estimated.

Italian Distributors

For SuperScope Set

HOLLYWOOD, Feb. 22.—Joseph
and Irving Tushinsky have appointed
Ronald E. Wile, president of Wile & Co., distributors of SuperScope lenses, and
Evelyn 350 Houses

The vast expansion program of ABC houses throughout the country
will embrace 350 of the circuit's 420 theatres by August at a total cost ex
ceeding $200,000,000.

According to Watter, the rebuild
and modernization program "reflects the British industry's sup
reme confidence in the future of motion pictures."

Bush's Mother Dies

Mrs. Arlene M. Baker, mother of
20th Century-Fox exploitation man
ager, Rodney Bush, passed away on
Sunday. Funeral services were held
at 2 p.m. Monday at the Riverside
Chapel, Mt. Vernon.

ABC Circuit
Modernizing

LONDON, Feb. 22.—Accepting J.
Arthur Rank's recent announcement that he will expand his circuit the
out as a challenge, Sir Philip Watter, head of the ABC circuit, announced that he had launched a vast modern
zation plan of his own.

Six ABC Circuit theatres through
out Great Britain, scouting about 17000, have been completely rebuilt and modernized for CinemaScope
and other projection mediums, Sir Philip Watter said.

Theaters opened in 1952

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Theaters opened in 1952

Theaters opened in 1952

Theaters opened in 1952
THE BIGGEST FOR THE BIGGEST AT EASTER!

M-G-M has the BIG Show your patrons want for the Easter holidays! Here it is, a screenful of romance, music, spectacle in radiant COLOR. There's love and joy and beauty in this great M-G-M entertainment. At the Music Hall and across the nation it will enchant holiday crowds. Don't settle for less than the perfect Easter attraction!

*  

Starring the "Lili" girl, and it is predicted her new picture will be on the 10-Best lists, too!

LESLEI CARON  
MICHAEL WILDING

with

KEENAN WYNN • ESTELLE WINWOOD  
ELSA LANCHESTER • BARRY JONES

Written For the Screen by HELEN DEUTSCH • Ballets by ROLAND PETIT

Featuring BALLET de PARIS • Photographed in EASTMAN COLOR

Directed by CHARLES WALTERS • Produced by EDWIN H. KNOPF

(Available in Perspecta Stereophonic or 1-Channel Sound)
Remittances at New High (Continued from page 1)

Nathan Golden

In Canada, according to the survey, there was a 1.7 per cent increase in the number of theatres and a 20.8 per cent increase in seating capacity. Four years ago, Canada had 1,795 indoor theatres, seating 930,161 persons, and 66 drive-ins, seating 46,200 persons. As of Jan. 1, 1955, the number had jumped to 1,979 indoor theatres, seating 1,102,000 persons, and 229 drive-ins, seating 160,000. U.S. films account for 75 per cent of Canadian screen time, it was estimated in the report.

Moreover, Golden and Young believe the number of theatres in Canada will continue to increase during the next few years, for at the end of 1954, there were 36 drive-ins and 49 conventional four-wall theatres, either under construction or in the planning stage.

In his article accompanying the survey, to be printed in the Department's magazine, "Foreign Commerce Weekly," Golden and Young declare that U.S. film remittances from abroad have been at a record high in the past five years, with 1954 remittances estimated at approximately $200,000,000. They add that probably the most important factor in the growth of foreign business for U.S. films has been the increased number of high quality productions being exported, but that another very important factor has been the increase in theatre facilities in most countries.

Biggest Jump in Europe

"The largest increase occurred in Europe, where countries have made excellent progress in rehabilitating their exhibition places destroyed by the war and in building new theatres, resulting in considerable growth in seating capacity in the past few years," the article states.

Golden and Young also point out that new large projection techniques, "now being introduced in foreign countries at a much accelerated rate," also have helped increase business for U.S. films abroad.

The article emphasizes that the U.S. film industry is more dependent on foreign markets than any other U.S. industry, getting 40 per cent of its revenue from abroad. For this reason, it adds, it is vital that "accurate and complete data on the foreign markets be available—hence, the new survey.

Golden and Young declare that reports from abroad show that despite increased competition from film producers in other countries, U.S. films are still preferred. They cite reports by prominent church and social organizations in the U.S. to the effect that the moral tone of U.S. films has been "not interfered with" in France, and there has been a "striking increase" in the number of outstanding pictures being released. The popularity of our newsreaders overseas and the opposition to our films from totalitarian groups, evidence the importance of films as a media of communication, the article also states.

Indicative of the growth in theatre facilities throughout the world, the article says, is the fact that the percentage of theatre seats to the world's population is now one seat for every 42 persons, compared to one for every 44 persons four years ago.

The most complete theatre coverage is in Australia and New Zealand, where there is an average of one seat for every 7.5 persons. The ratio in the U.S. is 1 seat for every 14 persons; in the United Kingdom, one to 13; in Canada, one to 16; in France, one to 16; and Italy, one to 11. For all Europe, it is one to 20. In South America, the ratio is one to 26.

WORLD MOTION PICTURE THEATRE DATA

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<tr>
<th>REGION</th>
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<td>TOTALS</td>
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<td>118,537</td>
</tr>
</tbody>
</table>

(1) Seating capacity of Drive-in theatres estimated on basis of 700 average per theatre.

Para. Screen

"Air Command" First

First picture to be presented in the Paramount Theatre following the conversion will be Paramount's "Strategic Air Command," starring James Stewart and June Allyson. This announcement, made by Robert K. Shapiro, managing director of the Paramount Theatre, pointed out that while a definite opening date has not been determined at this time, Strategic Air Command would probably open at the Paramount Theatre about mid-April. As was announced, Mr. Shapiro emphasized, by the magnitude of the conversion operations at the theatre which will take a minimum of two months of midnight-to-dawn work, seven days each week.

WALTER HAAS
Motion Picture Daily

Gov't Says

(Continued from page 1)
down and come to any common un-
derstanding. (Continued)

The Department's position was unchanged from
what it has always been: the distributors
must not agree or enter into any arrangement
on how they are going to price their pictures; it must be a
matter of individual company policy in each situation.

Said another Department official: "Certainly any agreement among dis-
tributors as to their price policy would
be illegal. I am not ready to say that an
agreement between one individual distributor and
an entire association or group of exhibitors might not be
illegal. On the other hand, cer-
tainly an individual distributor could
announce that as a result of the meet-
ing he had decided in the future to
change his selling policies in general
in a certain way. The big question
would center at any time whether
he will, after the conference, make an identical announcement."

Postponed Indefinitely

Obstacles encountered last week in
wrapping up the proposed motion
picture arbitration plan, which Gehring said on
Feb. 10 was expected to be out of
the way by this time, have set back the
conversion of the roundtable con-
ference indefinitely. Distributors want
to get the arbitration plan out of
the way before getting into the round-
table conference, their spokesmen have stated.

Maryland Asked

(Continued from page 1)
a letter from vice-president Kenneth
Clark, delivered yesterday to the Sen-
ate Finance Committee and to each
individual member of the Senate. The
finance committee, considering the censor
board budget, and the Senate itself is
scheduled to act at once on the House-approved censorship bill, which
will include an exemption for news-
reels.

Arguing for the newsreel exemption,
Clark said the newsreel was as
much a part of the press as newspa-
pers, books, magazines and radio and
television, and should be "equally free
of legislative restraint." He declared that "if we are to be the
voice of the people, we should believe in freedom
for all the press, not just part of it."

Only Maryland and Virginia still cen-
sor newsreels, he pointed out.

Thalheimer Wins

TV Station Permit

WASHINGTON, Feb. 22. — A
Federal Communications Com-
nission examiner today recommended a
Richmond television station to
be licensed to Thalheimer
Thalheimer.

Neighborhood Theatres, of which
Thalheimer is president, owns 20
percent of the stock of the TV station.
The trial examiner's recommen-
dation will become final unless
competi-
ting applicants appeal to the full com-
mission within 40 days.

Mayor Not to Join
Memphis Censor Ban

MAMPHIS, Feb. 22.— Mayor
Tobey indicated in a television inter-
view that he would not overrule the
Memphis Board of Censors which
banned "The Bamboo Prison" as
impartial despite the protest of the
Memphis Better Film Council. This
Council had announced, after seeing the film,
that it would appeal to the mayor. The
Council did not agree with the
Censors who said the film was "un-
patriotic."

The mayor, in an appearance
on WHBQ's press conference, said
any overruling of the censors would have
to come from court appeal.

Repeal Ticket Tax

PORT CLINTON, O., Feb. 22. —
Port Clinton's 3 cent admissions
tracks has been repealed. A similar tax
in Washington Court House, has
been suspended for a year.

Slate Church Shows
In Fox 'Peter' Drive

Clergymen, prominent lay members of
churches and important opinion
makers will be invited during the
week of March 21 to attend special
screenings of 20th Century-Fox's
CinemaScope production of "A Man
Called Peter" in 60 key cities throughout
the country, the company an-
ounced.

The program of advance screenings
of the Easter holiday release will be
effectively the cooperation and
assistance of the National Council of
the church in the United States, which will sponsor the special pre-
views.

The commencement of the screening
plan for "A Man Called Peter" is
contained in a letter written by W. P.
Buckwalter, Jr., of the central de-
partment of field administration of
the church organization, which has been
sent to leaders in all denominational
offices of the group.

Color Ruling

(Continued from page 1)

arrival there of Griffith Johnson, vice-

president of the Motion Picture Export
Association, Johnson was dispatched
to Rome following the failure of an American
concession to Italy to make a
relaxation of the recently imposed
color print regulation in Italy. The
regulation, applying to films from all
imported color prints in Italy with
the exception of those films that have been
shown in Italy. The regulation, according to film
company executives here, has resulted in additional costs in the distribution of
American films in Italy, esti-

mated at several thousand dollars per picture.
In addition, some officials have raised the question of whether the regulation is a violation of
the Italian-American film agree-

ment.

Some Call It 'Arbitrary'

Forensic film executives were
questioned as to their sentiment, said
they felt the regulation "arbitrary," add-
ing that they would not oppose some
processing in Italy, but do take issue with making all
color prints other than Technicolor subject to the regulation. They maintained that some color prints destined for
Italy had already been ordered, that the Italians have yet to develop suf-

ficiently large color facilities, and that adequate laboratory
facilities for the processing of all
color prints are lacking in Italy.

M-G-M Unveils

Product Trailer

"Let's Go To The Movies" is the
theme of M-G-M's 1955 Motion Pic-
ture Celebration reel in CinemaScope and optical sound which lists pictures
which the company is readying for
exhibition this film. Exhibited in its
1861, the exciting Eastman Kodak color
film reel is to be mailed available
.....

There are scenes from "Jupiter's
Darling," "Bolcheviki," "Hit
The Deck," "The King's Thief," "The
Prodigal," "The Glass Slipper," Inter-
rupted Melody," "Moonfleet," "It's
Always Fair Weather," and "Love
Me or Leave Me." Murphy mentions some best selling novels which
M-G-M proposes to adapt for the
screen, among them "Cry, the
Anne" and introduces the author and
cast of "The Cobweb."

A present-day Broadway hit was
which is paired companion to this top-

budgeted film is "Teahouse of the
August Moon," the reel reveals.

In New Club Rooms

 MILWAUKEE, Feb. 22. — The
Variety Club of Wisconsin has moved
into its new rooms in the Schroeder
Hotel here and has scheduled its weekly luncheon meetings for every Monday.
A social gathering has been slated for
every Saturday afternoon.
just another reason why it’s a pleasure to do business with 20th Century-Fox!

20TH BOOSTS ’55 SCOPERS TO 22

Zanuck Adds 6 Big Ones To Year’s Film Schedule; Rushing New CinemaScope

Representing a production increase of nearly 40 percent, 20th-Fox is boosting its 1955 studio program from the previously announced 16 pictures in CinemaScope and color to a total of 22, Darryl F. Zanuck disclosed yesterday. These 22 studio-made films do not include any outside productions taken over for distribution.

just what you asked for... just when you need it!
Annual Report
Republic Net For '54 Up To $804,000 $17,492,201 Put as Co.'s '54 Income Before Taxes

Net income of $804,000 was realized by Republic Pictures for the fiscal year ended Oct. 31, 1954, it was announced yesterday in the company's annual financial report which was signed by president Herbert J. Yates. This compares with a net income of $679,217 for the 1953 fiscal year, ended Oct. 31. For the 52-week fiscal year ended Oct. 31, the company's income before Federal taxes was put at $1,749,201, with $945,000 provided for estimated Federal taxes on
(Continued on page 9)

Crown VP of Allied Artists

Herbert Yates

From THE DAILY Bureau
HOLLYWOOD, Feb. 23—Alfred Crown, formerly president of Moulin Productions, has been named vice-president of Allied Artists, and special studio representative, Steve Brody, A. V. president today announced. Crown will serve in an advisory capacity for Moulin on liquidation of projects he has been supervising. He
(Continued on page 11)

Hone Dies; Founded Northwest Ass'n

SEATTLE, Feb. 23.—James M. Hone, who organized the Theatre Owners of Washington, Northern Idaho and Alaska in 1929, died of a heart attack here today. He was 83 years of age.

Hone had planned to retire from his post as executive secretary of the association on April 1. The film industry here had scheduled a testimonial dinner in his honor for March 29.

Attendance at U.K. Theatres Gained 3.2% in Quarter

By PETER BURNUP
LONDON, Feb. 23.—Theatre admissions in Britain for third quarter of 1954 totaled 337,000,000 or a gain of 3.2 percent over the corresponding 1953 quarter, and the highest total since the first quarter of 1952, the "Board of Trade Journal" reports.

The publication states editorially that the bad weather last summer obviously had compensations for the film industry, particularly when the increased attendance is coupled with the reduction in the average ticket price.

"Just why Whitehall should consider it necessary to comment in this regard left some puzzle in industry quarters.

The gross and net receipts for the quarter, as well as the exhibitors' share of the takings, were all higher than in any like period since the Board began publishing trade statistics in 1930. The report represents returns from 4,313 theatres, or 99.2 percent of those known to be in operation.
(Continued on page 11)

Mich. Allied Has New Membership Plan

Special to THE DAILY
DETROIT, Feb. 23.—The Allied Theatre Owners of Michigan, meeting here yesterday and today, approved a plan which will assure them a membership of 350 out of a possible 400. In place of the old plan under which membership was governed, requiring each exhibitor to pay 10 cents dues.
(Continued on page 11)

Increase Since Tax Relief

Sindlinger and COMPO Report 19,101 U.S. Theatres

The number of active motion picture theatres in the United States totaled 19,101 at the end of 1954, a gain of 1,637 from the low point reached last March just prior to the revealed yesterday in a revised theatrical motion picture trade by the Council of Motion Picture Organizations.

At the end of 1954, there were 15,028 active four-wall theatres and 4062"drive-ins," according to the survey. Between the end of 1953 and 1954, there had been a net increase of 1,136 theatres of which 271 were drive-ins and 865 were four-wall theatres. At the March, 1954, low point, there were
(Continued on page 11)

Skouras Says:
FOX WILL SHOOT IN 55mm., THEN REDUCE

CinemaScope Advances Also Call for Six Sound Tracks, Oversize Roadshow Releases

By MURRAY HOROWITZ
All 20th Century-Fox CinemaScope pictures will be shot in 55mm. film by the end of the year and converted for 35mm. projection, a step which "will keep CinemaScope abreast of the latest technological advances," it was announced yesterday by company president Spyros P. Skouras.

Skouras, outlining 20th-Fox plans to maintain the "supremacy" of the CinemaScope medium, also disclosed that one or two pictures per year, in addition to being shot in 55mm., will be projected on a road-show basis in theatres equipped to handle the larger than 35mm. standard film.

"We are dedicated to the 35mm. standard for exhibition," Skouras stressed in an interview with MOTION PICTURE DAILY. We must
(Continued on page 9)

Fox 10-Month List Up to 24

Twentieth Century-Fox's feature releases for the first 10 months of 1955 have increased to 24 attractions with the addition of two CinemaScope productions, including the first featurette in the new medium, and one standard dimension film, it was announced yesterday. Twenty-one of the total are in CinemaScope and color
(Continued on page 9)

C. M. Goldstein New Md. Censor Head

BALTIMORE, Feb. 23.—Gov. Theodore McKeldin today named C. Morton Goldstein as chairman of the Maryland State Board of Motion Picture Censors to replace Sidney R. Traub.

Goldstein, who is a Baltimore attorney, resides in Pikesville just beyond Baltimore city limits. Prior to going to Traub held the censorship job since 1949 and during almost all of his chairmanship has been a controversial figure.
Personal Mention

From THE DAILY BUREAU

WASHINGTON, Feb. 23. — The administration is reported considering a plan to help out manufacturers of photographic equipment and other products hurt by competition from imports from abroad.

The plan would include higher tariffs, quotas on the imports and possibly even direct Federal subsidy payments and would set up a special Federal committee, consisting of representatives from various agencies, to work out what industries need aid and as protection against low-costing imports.

The tariff increase, quotas, and subsides would then be offered for any such industry producing an item that might be essential in a wartime emergency and where the workmanship in that industry need many years of training to become properly skilled to produce that item.

Government officials say the optical and photographic equipment industry would obviously be such an industry, applying to this special fund of this over-all plan is finally approved.

Senate in Ovation To Susan Ball

WASHINGTON, Feb. 23. — Actress Susan Ball was given a standing ovation by the U. S. Senate yesterday when she appeared in conjunction with her film “Chief Crazy Horse,” the first film she’s made since she lost her leg some years ago after an automobile accident.

Sen. Lehman (D., N. Y.), noting that Miss Ball was born in Buffalo, called her “a brave and courageous woman coming back to us.”

She had been injured in a war, she said she was a “splendid motion picture actress, representing well her fine industry,” and added, “Her brave example should be an inspiration to millions of handicapped Americans. Sen. Ellender (D. La.), who was presiding at the time, told the young actress: ‘You’re always welcome.’

State, Middleton, to Brandt and Miller

Harry Brandt and Melvin Miller have taken a long-term lease on the State Theatre, Middleton, N. Y., the deal having been handled by Berk & Erganoglou, theatre brokers.

The 40-seat house is the property of Strata Theatres, Inc., a subsidiary of Fabian Theatres.

Joseph Bracken Dies

Joseph L. Bracken, Jr., an attorney associated with the law firm of Sar-gey & Stain since 1946, died at St. Luke’s Hospital. Federal services will be at the Hillebrand Funeral Home, Hone Park, L, L., to

He deeded the house to Mr. Bens, motion picture and stage actor.

Administration May Aid Manufacturers Of Photo Equipment

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Col. Buys Santana Capital Stock

HOLLYWOOD, Feb. 23.— Columbia Pictures has consummated a deal for the acquisition of all capital stock in Santana Pictures from Hurdle Go- gart and A. Morgan Maree.

Senate Unit Reports Delinquency Probe

From THE DAILY BUREAU

WASHINGTON, Feb. 21. — A special Senate committee holding just a single delinquency said the mass media have a responsibility to eliminate from their products anything that might harm young audiences.

The Senate Judiciary Subcommittee made this comment in a report mainly about the comic book industry. However, it said its remarks applied to all mass media industries. The committee is having “an overhanging shadow,” the sub-committee’s report said, “that the individual’s concepts of right and wrong are not strong enough to society’s standards are largely developed. Those responsible for the operation of every form of mass media of communication, including comic books which cater to the education or entertainment of children have, therefore, a responsibility to the products to these special considerations.

Potentiality’ a Factor

“Standards for such products, whether in the form of a code or by the policies of individual producers, should be aimed at eliminating such material that can be transcended beyond doubt to demoralize youth. Rather, there should be for the products of all materials that potentially exert detri-

mental effects.”

The report promised that the subcommittee will in the future study other media of communications besides the comic book industry. The subcommittee has already continued its investigation of radio and TV programs, and might branch out into motion picture industry.

Defense May Finish Schine Trial Monday

BUFFALO, Feb. 23. — Howard Antevile, attorney for Schine Chain Theaters, Inc., was on the stand most of the day in the Schine trial in Fed-

eral court in Buffalo. After the court recessed for the day the attorney said he would be available for the court to continue its investigation of radio and TV programs, and might branch out into other media of communications besides the comic book industry. The subcommittee has already concluded its investigation of radio and TV programs, and might branch out into motion pictures industry.

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Elephant’ to H-L

“Elephant Bill,” by Lt. Col. J. H. Williams of the British Army, will be brought to the screen by Harold Hecht and Burt Lancaster for United Artists release.

News Roundup

Producers Awards

The Screen Producers Guild’s second annual intercollegiate “Gold Medalion Award” for the best picture created and conceived in colleges will go to UCLA for its 20-minute Civil War subject “Time Out for War,” University of Indiana will receive the honorable mention for “Your State Trooper.”

Chicago Rejects None

By April 1, the Academy of Motion Picture Arts and Sciences will have received about 250 entries for the first annual “Cinematography Award” in the Chicago Film Festival, indicating that the city is becoming a major film center.

Sponsors Cinematography

The St. Louis Chamber of Commerce celebrated its 40th anniversary in Chicago this week with the presentation of the first cinemmatography award to the Chicago Film Festival.

Ad-Iss Marquees

All Toronto streets will be cleared of overhanging signs by 1960, although theatres may be permitted to retain marquees but without advertising, according to plans announced by the Toronto Metropolitan Council.

Convert Theatre

The Mayfair Theatre in Bridge-
port, Conn., operated by the Strand Amusement Co., has been sold to a venture which will convert the structure for its own use.

Ads Franchise Holders

New franchise holders for Modern Film Distributors are “Dutch” Kone-
mann, Denver and Salt Lake City; Otis Bollinger, St. Louis and Kansas City; and Charles Talley, Dallas and Oklahoma City.

Revise PCC System

The 10-year-old Permanent Charities Committee system, in Hollywood, of comprising one campaign annually was defeated by a majority vote. Committee chairman Ralph Clare explained that the change was necessary to increase the number of persons entering the industry and the increased fluctuation of employment in several categories.

MOTION PICTURE DAILY Thursday, February 24, 1955

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COLUMBIA'S THE LONG GRAY LINE', IN ITS SECOND WEEK, DID 33\(\frac{1}{2}\)\% MORE BUSINESS THAN THE FIRST WEEK AT LOEW'S CAPITOL, N.Y.!
Talks to B.B.C.

Disney Plans
TV Promotion
In Britain

From THE DAILY BUREAU

LONDON, Feb. 20.—Motion pictures can't fight television so it is up to the trade to help, said Roy Disney, president of Walt Disney Prod., told a press conference here as he prepared to make arrangements for the showing of some Disney film footage on British Broadcasting Corp. facilities.

He told newsmen that TV is a really tough competitor; too big, too basic—as he said—to fight. If we could wipe it out we would, added Disney, but you can't stick your head in the sand and say it isn't here. You have to live with it, Disney cautioned that his company be more in America the beneficial value of TV to cinema films. "We have discovered a machine for reaching 150,000,000 people in one evening. And they pay us for it," was another of Disney's comments.

Brought Five Films

He has brought with him the five films—dealing with "20,000 Leagues," "The Lady and the Tramp," "The Vanishing Prairie"—made for the Disney Wednesday-night hour in America but not scheduled to do a trade with the BBC's television service. Disney admitted that tentative talks had already begun with the corporation. A regular "hour," similar to that in America, was not at present contemplated. "We will be content for the time being with occasional shows," he said.

Disney anticipated opening negotiations with commercial TV program contractors but, in his view, they are not yet ready. His company, he said, is interested in "circulation" and he felt that if the established BBC had the edge on its competitors in the matter of "circulation" for at least two years.

Sees Optical Sound Dominant

Disney expressed the opinion that magnetic sound would ultimately have to give way to optical. He had a personal preference for the magnetic system, but he felt that the public didn't appreciate it sufficiently to justify the additional expense involved.

All his company's pictures—with the exception, so Disney inferred, of nature features—will be shown in CinemaScope and first prints of current pictures will have magnetic tracks. The question of optical tracks will come later and be settled ultimately in the light of experience.

Will Re-Issue 'Fantasia'

"Fantasia," Disney said, is to be re-issued in a wide-screen version with stereophonic sound. Outlining the company's plan, he said that they would aim at a car-toon-figure every two or three years, one live action a year and one nature film a year.

"Our shorts program," he said, "is being submerged. We will make the fewest number possible. In the last six or seven years we have lost more-lined.

Asks Abolishment of Fees

End to Music Performing Rights Sought in Canada

By M. L. SCHWARTZ

OTTAWA, Feb. 23.—The musical includes in its membership the Motion and the Canadian Association of Radio announcers that performing rights and collection of fees from public users of music should be abolished.

This was contained in a brief filed with the C.D. Bouchard, honorary copyright and trademark law firm in Canada. While public performances of performances offered for copyright and increased sales for composers and copyright owners, yet members of the C.D. Bouchard were being charged fees of over $1,000,000 a year in this country, it was stated.

"This situation logically leads one to consider the abolishment of the performing right as a part of copyright in modern society," MPS said. The MPS suggested the reduction of the copyright term as an alternative to elimination of the performing right fee. At present, the term is life of the author plus 50 years. The term should be either the patent term, 17 years plus renewal of three years, or the period or the United States term of 28 years plus renewal for another 28 years, the brief continued.

Collection System Criticized

The method whereby performing rights societies collect performing rights fees for authors and composers was criticized by the MPS which called for proper changes.

Carolina TO Sets 18 Regional Meets

CHARLOTTE, Feb. 23.—The Theatre Owners Association of North and South Carolina will hold 18 regional meetings in the Carolinas this spring.

The plan to take the association to the exhibitor," said C. A. Dandelake, president of the association at a board meeting here. Twelve meetings will be held in Carolina and six in South Carolina.

Purpose of the regional meetings, Dandelake said, will be to clear up some of the evils in the industry. He would not elaborate further, but did say high film rentals will be one of the subjects to be discussed.

First meeting is being planned for April, with the last probably being held in Charlotte on May 17. This will be the day following M-G-M's 31st workshop which hundreds of Carolina exhibitors are expected to attend.

The May 17 meeting in Charlotte will be a general meeting, the first such assembly to be held outside the annual convention.

Mrs. Walter Griffith, executive secretary of the association, said the 1955 convention will be held on Nov. 23-25 here.

M-G-M Adds Two More 'Workshops'

Two more "ticket selling work shops" have been added to M-G-M's schedule, according to Mike Simons, customer relations head, who returned yesterday from Detroit, where he held latest get-together of exhibitors to hear M-G-M's various plans for boosting business. The Detroit session was attended by a group of 25 independent and circuit operators.

The first of these will be conducted May 6 at the Savoy Hotel, Des Moines, in connection with the annual spring convention of the Allied Theatre Owners of Iowa and Nebraska. Arrangements were completed yester day with A1 Myrick, president of the Allied organization. The original convention dates scheduled a week later were changed by Allied to make the tie-up with the Workshop.

M-G-M's San Francisco branch manager Sam Gardner completed ar rangements for a Workshop in the city at the St. Francis Hotel on June 20, according to Simons who says both dates are instrumental in the itinerary which, with eight Workshops completed, now comprises a total of 23. It is possible that even more will yet be added, he said.

M-G-M Adds Two More ‘Workshops’

Continental Seeking Australia Production

Continental Enterprises, operator of an amusement park in Washington and of a group of theatres in the South, is negotiating abroad with Joseph Kaufman, producer, for production of motion pictures to be made in Australia.

According to recent announcements, said Martin Segal, president of Continental, should be concluded in the near future.

Outside Industry

Other Groups Ready to Join Toll-TV Fight

By LESTER DINOFF

Individual groups, outside the motion picture industry, already have approached the Federal Communications Commission for Toll-TV seeking to join with exhibitors in opposing subscription television. President Al Traizet of the Metropolitan Motion Picture Theatre Association, said here yesterday following a meeting of the JCTTV.

"Further action by exhibitors in opposing subscription television has been postponed until late next week with a hope that the complete group could convene to consider a public relations program developed by Harold Frisch, who is in acting as spokesman of the proceedings.

While not going any further into the organized industry, Frisch said that additional developments in exhibition's campaign against ABC's Phonovision system, Paramount's Teleometer, and Skatron, were slowed up by the absence of the JCTTV's co-chairmen, Albrecht and Rumeil and legal counsel Marcus Cohn, at the meeting.

Still Unsettled Problems

"The committee's activities during the meeting were solely confined to discussing Wolf's program," Frisch said. "We still have a number of problems unsettled.

"We anticipate that another meeting of the committee will take place here late next week," the exhibitor leader stated. The time and place of the convening will be announced shortly, he said.

Phillip Harling, JCTTV treasurer, declared that exhibitor response to the JCTTV's contributions in building up a $150,000 "war chest" for fighting toll-TV has been high. "We have had more contributions than we could use and the fight will go on against big and small theatres in the country," he said.

NY Theatres Prepare
Tax Breakage Brief

New York City exhibitor lawyers will file a respondents' brief at the Albany Court of Appeals highlighting the "tax breakage issue," of the local five per cent amusement tax by March 2. It was formed yesterday, in opposition to an appeal brief filed late last week by Assistant Corporation Counsel Stanley Buchbinder.

A hearing on the briefs has been set for March 3 in Albany, Buchbinder said.

An exhibitor lawyer, who attended a meeting, held yesterday afternoon, of circuit and independent attorneys, revealed that the exhibitor brief will also contain mention of the New York City Administrative Code provision which deals with ticket printing regulations.

Under the present city code, admission tickets are allowed only to have the admission price and Federal tax printed on each ticket, the attorney said. Anything else printed on an admission ticket, including the local levy, would have exhibitors creating a misc- emoration, he said.
HERE'S ONE
FOR THE MONEY!
FROM Columbia
Fun is busting out all over in this honey of a hit with wonderful tunes, beautiful girls and laughs galore!

THE BIGGEST BOUNCIEST BEST

BETTY GRABLE

MARGE AND GOWER CHAMPION

THREE FOR

with MYRON MCCORMICK

Based on a play by W. SOMERSET MAUGHAM  Produced by JONIE TAI
MUSICAL EVER IN

CINESCAPE
COLOR BY TECHNICOLOR

JACK LEMMON

THE SHOW

Cheer These Top Tunes
"Someone To Watch Over Me"
"I've Got A Crush On You"
"How Come You Do Me Like You Do"
"Down, Boy" • "Which One"

Based on Play by EDWARD HOPE and LEONARD STERN
Produced by H. C. POTTER • A COLUMBIA PICTURE
And more for the money
in *Columbia's*
1955 line-up of outstanding productions!

**THE VIOLENT MEN**
*CinemaScope* · Technicolor

**THE LONG GRAY LINE**
*CinemaScope* · Technicolor

**THE END OF THE AFFAIR**

**TIGHT SPOT**

**A PRIZE OF GOLD**
Technicolor

**MY SISTER EILEEN**
*CinemaScope* · Technicolor

**THE MAN from Laramie**
*CinemaScope* · Technicolor

—and money, money more!
and three are in standard dimension, one in color.
The "Motion: the topcast place with the Cove," in the Chicago District, will be signed for subsequent-run syndication to Elliott, a handling color.

The company also disclosed that "The Adventures of Sadie" is the new title for "Our Girl Friday," a standard film in color, which will be released in April, New star Joan Collins is to topact with Kenneth More, Cole and Robertson Hare in the George Minter production directed by Noel Langley.

Other important attractions listed by the company between March and May are "United," in Cinemascope, starring Tyrone Power, Susan Hayward and Richard Egan, produced by Bert E. Friedlob and William A. Sachs, directed by Henry King, a March release; "A Man Called Peter" in Cinemascope, the company's Easter holiday picture, starring Peter and Richard Todd, produced by Samuel G. Engel and directed by Henry Koster, an April release; "Violent Saturday" in Cinemascope, starring Victor Mature and Richard Egan, produced by Buddy Adler and directed by Richard Fleischer, an April release.

Also "Soldier of Fortune" in Cinemascope, starring Clark Gable, Susan Hayward and Michael Rennie, produced by Buddy Adler and directed by Edward Dmytryk, for Panoramic Production's "A Life In The Balance," a standard dimension film starring Susan Hayward, Anne Bancroft and Lee Marvin, produced by Leonard Goldstein and directed by Harry Horner.

Income. The provision for Federal taxes on income for the 53-week previous fiscal year was put at $80,000.

Cinemascope's operating profit for the 53-week fiscal year was reported to have amounted to $37,902,359 as compared with $37,303,654 for the previous fiscal year.

Bill Hope, president of Republic, said that the company's annual earnings as of Oct. 30, 1954 amounted to $2,259,771 as compared with a similar increase of $1,866,099 as of Oct. 31, 1953.

Regarding TV production, the report said that it was still increasing demands upon Republic for studio facilities by TV producers.

Continued the report: "After prolonged litigation, the courts upheld our right to refuse the request of Roy Rogers pictures to television. It is anticipated that arrangements to release these pictures to television will be concluded in the near future.

Louis B. Mayer will be the guest of honor and principal speaker at the American Cinema Editors' annual dinner on March 24 in Hollywood. ACE president Richard Cahoon will preside.

Walt Disney will be honored by the Izak Walton League of America with life membership in the organization. Presentation will be made on Apr. 1 at the annual convention of the league to be held in Chicago. Specifically, it will be the Disney "True Life Adventure Series."

Jean Negulesco has been appointed to direct the 27th annual Academy Awards presentations on March 30.

Arthur and Sarita Jennings have leased the subsequent-run Music Box Theatre in New Britain, Conn.

Paul White, formerly with Paramount Pictures, has been retained as a consultant by the RCA Victor record division to develop a five-year expansion plan for the television film syndication branch.

Mary Di Maggio, of the Di Maggio clan, is the new telephone operator at Universal's San Francisco office.

Jerry Shinbach, former RKO division manager in the Chicago area, heads the newly-formed Monteleone-Oarks in Ohio. His new fast-Town Auto Theatre, near Columbus, will be managed by Lou Holle.

Norman Jurvic, former assistant manager of the Alexandria Theatre in Cincinnati, has been appointed manager of the Harding Theatre there.

Mrs. Edna Faye Still, house manager of the Empire Theatre in Chickasha, Okla., owned by Mrs. Opal Gray for the past five years, has leased the Tuttle Theatre, at Tuttle, Okla., for $30 weekly and will operate the 325-seat house on weekends.

Earl Snyder, Jr., owner of the Belleaire and Apache drive-in theatres in the Tulsa area, has acquired the Fairyland Drive-In and another house in Tulsa. Snyder's brother-in-law, L. L. Elliott, has been named manager.

Harry Schoenberg and Bill Kothe have appointed assistants to P. K. Wessell, president of State Films which now is handling the shipping and inspection for Republic Pictures in Cleveland.
TV and Radio in Hollywood

By SAMUEL D. BERNs

Gilbert Kay climbed out of the assistant rank to full director on the "Man Behind the Badge" series. He also created and directed Chet Erickson for "The Manufactured Cliche," a "Reader's Digest" stanzas: and Medici is having him sthenoscoped for one of the top case histories. Jack Elliott, with Mid-West call letters, WBBQ, WSPF and WJMJ to his credit, continues to play the Lansburg: it was ripe for KTLA's TV announcing staff. Now he's interviewing guests on "Eye Witness," a new Looking Glass "KXNT Music" moves from KTIV to KXNT. The half-hour musical variety show stars Joan Weldon and Byron Palmer.

Summary: Daniel's Texas co-sponsored a Congressional citation to "The Lone Ranger" to mark its 22nd year on radio with the content of the U. S. Senate. This makes the program owner, Jack Wrather, another Texan, mightily proud... Roy Rogers and Dale: Evans will spin Red Core contributions to TX St. Steve Wayne leaves KTLA's Channel 5 for a starring part in the first English film made by a Chinese company in Hong Kong.

Alan Handley requisitioned 18 NBC cameras to take care of his Academy Award nominations show. "Sababa," Frank Ferrin's Indian-made feature, which goes into the theatre, will be released for eight weeks on the "Smiling Ed's Gang" show over 97 ABC TV outlets in a campaign aimed at 60 million viewers who might be attracted to the latest Boris Karloff film. Vaughn Monroe will make three plane trips from Las Vegas to take care of the commercials for the first predecessor in show promotion transmission from the West Coast, with Kenyon & Eckhardt supervising for RCA Victor.

The "Emmy" Awards, March 7, could get a greater rating than any of the shows that are up for the emmy. The setting will be more attractive than last year, with Frank Speno's Moulin Rouge making its facilities and portions of its show available to the Academy of Television Arts and Sciences. The unusual club could turn into the most logical spot to hold future Hollywood events. And it'll be a big Hollywood hello again to Steve Allen as he steps into the m.c. spotlight for the affair.

Report to Motion Picture Daily indicate that small-town newspapers circulating in the upper Midwest have pitched in during the last few weeks to hypo attendance at local show houses. Joining the chorus of editorial comment were the Delano Eagle, Now the picture should be the many Tarzan fans, for whom it obviously was made. Veta Miles plays the nurse, Peter Van Eyck the doctor and Jack Elkam the chief villain. She has a playmate in this and the two clumps provide the necessary comic relief. Harold Schuster directed from a screenplay by William Lively. Running time, 72 minutes. General classification. For February release.

Review

"Tarzan's Hidden Jungle" (RKO-Loew's)

Gordon Scott, who replaces Lex Barker in the role of Tarzan is muscular, and virile and fills all the requirements needed for the character. He is a natural candidate for principal entry in the series, loaded with action and unhampered by too much dialogue.

This time the villains are seeking jungle animals which could prove profitable to them. The museum now, where the natives worship the animals and kill anyone who tries to destroy them. Their lone white friend is a United Nations doctor who has a clinic nearby.

The hunters use the doctor as their entry by posing as photographers. The plan almost achieves success until Tarzan takes over and lures the animals back, helps destroy the hunters and keeps peace with the warlike Sultans.

The perils of the jungle are constantly in focus. One scene in particular finds the heroine, a nurse, slowly submerging in quicksand while beset by a crawling snake. Lions, elephants, cockroaches and the like are always hovering somewhere. The picture should please the many Tarzan fans, for whom it obviously was made.

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Stores Advertise for Upstate Theatre

Special to The Daily

WALCOTT, N. Y., Feb. 23 — In an effort to boost attendance, Main Street's theatres and shops, local businessmen have sponsored advertising in The Times "asking citizens if We Didn't Have Good Theatres, What Kind Of A Town Would This Be?"

The advertisement was brought about because of the installation of a new television station and the closing of the Camp Drayton theatre, which produced a serious economic situation.

The erection of the TV outlet, about 4,000 TV sets had been pur chased and were tuned to two Syracuse stations about 70 miles away.

The local theatre was built by the local newspaper which also owns the local radio station and all three are in concert to keep the town's reputation. Hous ekeeping television, it was said.

COMPO Ads Cited

The Council of Motion Picture Organizations has inserted advertising in a number of media of "The Publisher" as part of a campaign to inform local newspapers and the public alike as to what motion pictures and theatres are an integral part of the daily occurrences of a community. COMPO's ads have been pointing out theatres' music, lights, keeps all lights lit in shopping districts.

The advertising in the "Times" states that "We are happy to join the Motion Picture" and in the "Aberdeen Daily News".

The advertising in The Bridgeport "Times" reads, "We are proud to be Americans and proud of our nation's diversity.

The "Prince of Players," 20,000 Leagues Under the Sea," and many others. It is our hope that more people will recognize that a large industry is working in the interest of its public and the many places of business they affect directly and indirectly will go to the movies and let's all trade downtown.

NSS Cartoon Posters To Boost Attendance

"How to Make Them Happen: Take Them Out to the Movies!" is the campaign theme of new 30 x 40 and 40 x 60 full-color displays created by National Screen Service to stimulate attendance, it was announced by George F. Dembow, vice-president in charge of sales.

Designed with cartoon comedy art, the advertisement displays are patterned for outdoor and street displays, open for on-fort and away-from-theatre exploitation to capture passersby, both in the window and inside-store displays for specific film attractions, with contests, institutional displays by cooperative merchants seeking an eye-catching poster, and in and around the theatre itself, Dembow said. Real-life situations of familiar everyday problems are caricatured, and logically answered by "Take Them Out to the Movies" give exhibitors a display message that should do much to boost the "go to the movies" habit, he said.

Hoover on Last Lap of V. C. Tent Tour

In order to complete one of the major goals of his first year of his administration, George Hoover, international chairman of Variety Clubs, will visit five more tents within the next month.

Hoover stated at the convention held in Texas last year that it was his aim to visit and meet with the members of every tent club in the United States during his tenure of office. This last swing will accomplish that objective.

This trip, which will include Buf falo, Feb. 25; Detroit, Feb. 26; Cleve land, Feb. 28; Dayton, March 1 and St. Louis, March 2, will complete Hoover's trip to each Variety Club.

Hoover will present the results of his surveys to the international convention in Los Angeles in May.

Kodak 1954 Earnings Set New High Mark; Sales Near Record

ROCHESTER, Feb. 23—Eastman Kodak Co. pre-tax and post-tax earnings for 1954 were the best in the company's history, according to the annual statement of the organization released by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

The report pointed out that earnings before taxes were $144,968,334, an increase of 6.4 percent over the 1953 total of $133,449,168, the previous record. Net earnings were $69,821,719, an increase of 8.1 percent over the previous year's $63,171,153. Earnings amounted to $3.99 per share on the 17,402,784 shares of common stock outstanding, compared to $2.86 per share earned in 1953 on 17,400,217 shares. The 1954 net amounted to 11 per cent of sales, Cash dividends declared on common stock in 1954 amounted to $2.45 per share or $35,674,206, compared with $31,821,408 in 1953. A previously announced $3.50 per cent stock dividend will be paid March 21 to shareholders of record Feb. 7. The reported Glazer first year pre-tax dividend amount to $369,942.

Kodak's consolidated net sales for 1954 amounted to $633,457,838, almost equal to the 1953 record sales of $633, 698,918 the report revealed.

Altec Speaker Seen On L. A. Television

The story of Altec's "Voice of the Theatre" speaker system has been brought to television viewers by star Spencer Tracy. It is believed to be the first time that this element of screen presentation has been singled out for attention by a television studio.

Presented from the plants of Altec Lansing in Beverly Hills and spon sored by Altec, the program tele scrve was seen on L. A. Television, and its working relations in theatre, and it was explained, by Altec engineers, followed by a discussion of the company's history growth and activities by G. L. Carrington, president.

C. H. Schreiber Quits RKO Columbus Post

COLUMBUS, O., Feb. 21—C. Harry Schreiber, RKO Theatres city manager, has resigned, effective immediately. Schreiber is in charge of his parent's wholesale tobacco and candy business in Chesterton, Ind.

Schreiber came to Columbus in 1933 as manager of the RKO Palace. From 1944 to 1947 he was assistant district manager for the theatre in Chicago and RKO city manager in Cleveland. He returned to Columbus in 1947.

Crazy Horse Tour

Chief Ben American Horse, 84-year-old chief of the Sioux nation and the cousin of Chief Crazy Horse and his son, Delores, who was one of the winners in the Miss America Indian Beauty Pageant held in Wyoming last year, will make a 15-city tour on behalf of the initial operations of the ailing and the advance promotion of Universal-International's "Chief Crazy Horse."
Sindlinger

The Michigan Allied Meeting has elected 12-year-old Charles A. Ferris of the Springfield Theatres in Springfield, Ill., to the national board of directors of the organization. The meeting was held in Detroit.

Disesto Properties (Continued from page 1)

for Disney's Buena Vista Film Distributing Co., who planned in New York for the film "Pageant." The company also approved an advisory board which could act on association activities in place of the regular board.

Crown to A.A. (Continued from page 1)

will headquartered at New York, spending some time at the studio, with periodic European trips on production affairs.

Crown will represent the studio to the American Federation of Musicians and International Alliance of Theatrical Employees in contracts for Allied Artists, and will be the studio's liaison with the country's state-wide directors offices. He will leave by plane for New York this weekend following meetings with Brody, Harold Morris, Jack Branton and George Burrows.

Trade Bill Hearings (Continued from page 1)

latter year, the motion picture industry will continue to grow in the United States and abroad. The Commerce Committee will study the matter to determine whether it is in the public interest for the government to become involved in the trade negotiations.

Low Prices Aid All, Says Mexico Official

MEXICO CITY, Feb. 23.—Ceiling theatre admission prices that have ruled here since December, 1952, will continue, though many exhibitors continue fighting for unfreezing them so that they can charge more because of increased operating costs.

Ludmila Fernandez Bustamante, chief of the City Armaments and Civilian Protective Department, who put the ceiling prices into effect, declared in a press interview that, at present, there is no prospect of reviving it, even though the price scale, which was a 20 per cent reduction, makes 32 cents the maximum that can be charged for any picture.

The ceiling prices benefit both exhibitor and consumer, she stressed. Theatres here enjoying the most revenue in their history because admission prices are attracting more patrons, including many who never before attended motion picture theatres, she said.

Television is emphasized, offers no competition, because of the lack of quality of TV shows and the high cost of receivers, placing them beyond the reaching possibility of most people.

UK Theatres

(Continued from page 1)

and their seating capacity exceeds 4,000,000.

The “Journal” notes that the admissions rose compared with both the previous quarter and the corresponding quarter of 1954. With 15 per cent fewer the box-office grosses of theatres. Surprisingly, the smallest theatres, those seating 250 or less, showed average admissions of 5,350, while the corresponding quarter of 1953. The box-office gross for the quarter was nearly $29,000,000, or five per cent higher than during the comparable quarter and five per cent above the second quarter of 1954. (The pound is officially valued at $2.80.)

The average admission price rose from 20.5 pence to 20.6 pence. Net receipts amounted to £19,263,000, or 9.5 per cent more than the previous quarter. The exhibitors’ share therein amounted to £12,546,000, which is higher, the “Journal” comments, than any it has recorded since 1950, but, the “Journal” adds, it should be borne in mind that exhibition costs have risen considerably since that time.

Taylor Again Heads Canadian Pioneers

TORONTO, Feb. 23. — Nat A. Taylor, head of 20th Century Theatres here, was reelected president of the Canadian Theatres Pioneers for a third term at the first 1955 meeting here of the board of directors.

The executives reelected Morris Stotz of St. Louis to the vice presidency for a second year while Tom Daley of the University Theatre is first vice-president.

Committee chairman are: Membership, C. L. Deitelbeck; sick and welfare, Harold Paif; public relations, V. A. Wycoff and benevolent fund, O. R. Hanson.

Baker-Brill Claims 1st Cartoon Serial

What is said to be the first cartoon serial, “The Adventures of Felix The Cat,” produced by a single company, has been telecast for 10 episodes, each episode consisting of two adventures, has been announced for spring by Baker and Brill Associates. The series is all new. Each episode will run for 15 minutes and will follow the comic adventures of Felix around the world.

The “Adventures of Felix the Cat” will be state-righted for distributors in the United States, as well as for foreign distribution.

Phone Rates Menace Mexican Rural Radio

MEXICO CITY, Feb. 23. — The 62 per cent increase and maintenance of the 15 per cent Federal tax in telephone rates will kill most radio stations in rural Mexico, according to directors, who upon remote service from here, the National Radio Broadcasting Industry Chamber warned the Mexican government and Public Works in asking that these stations, on the ground that they are necessary for the public service, be exempted from the increase.

Telephone rates for these stations have more than sextupled during the past 12 months, it was pointed out.

S.L. Film Men Fight Daylight-Saving Bill

SALT LAKE CITY, Feb. 23. — More than 175 Salt Lake film exchange employees and branch managers appeared this morning before both houses of the Utah State Legislature to stent a defeat of a plan for daylight-saving in Utah. All wore badges saying “vote against daylight saving.”

Drive-in operators of Utah already have been campaigning against the bill. Television stations are solidly in favor of it.
On February 17th, 1955 there was placed before the CinemaScope Cameras at the Sevilla Studio, Madrid the production of ROBERT ROSSEN'S

"ALEXANDER THE GREAT"

Color by Technicolor

Shooting will continue later in Manzanares, El Molar, Rascafría, Segovia, and Malaga in Spain, and in various parts of Greece.
Officers, Directors Re-elected

Optimistic Product Report
Given to Loew’s Meeting

By MURRAY HOROWITZ

The upcoming releasing program of Loew’s-M-G-M offers reason for optimism, Howard Dietz, vice-president in charge of advertising, publicity and exploitation, informed stockholders at yesterday’s annual Loew’s meeting, held in the lounge of Loew’s State Theatre.

Dietz made the statement in response to a request by Charles C. Moskowitz, vice-president and treasurer, who acted as chairman of the meeting.

Moskowitz told the nearly 400 persons present that Loew’s earnings for the current quarter which began Nov. 25 are “not as good” as those for the same period last year, blaming the decline on the failure of some releases in the current period to live up to expectations and the comparable stronger release schedule last year.

The meeting, which lasted three hours and 40 minutes, saw the reelection of all directors and the defeat by an overwhelming majority of the one motion made by dissident stockholder James Fuller.

The 11 Loew’s directors were re-elected by a vote in excess of 4,200, (Continued on page 3)

Extend AB-PT Divestiture

From THE DAILY Bureau
WASHINGTON, Feb. 24.—The Justice Department has agreed to a proposed divestiture – Paramount Theatres another six months extension of its divestiture deadline.

The current deadline is March 3, so the new six months extension puts the deadline back to Sept. 3.

Justice officials said that AB-PT has only 43 theatres left to dispose of out of the 774 theatres it was required to sell under the original Paramount (Continued on page 3)

FCC Hit on Station
Multiple Ownership

From THE DAILY Bureau
WASHINGTON, Feb. 24.—The U.S. Court of Appeals here today knocked out the Federal Communications Commission’s multiple ownership rules, which limit the number of TV or radio stations that can be owned by one interest. A three-judge panel said the communications act did not give the commission power to fix any such arbitrary ruling. An appeal to the Supreme Court is likely.

The case, brought by the Storer (Continued on page 3)

Snaper’s Advice: Go to Presidents

Allied Theatre Owners of New Jersey recommends to its members that they should contact the presidents of the distributing companies and discuss the problems of small exhibitors. William Snaper, president of the New Jersey unit, in a bulletin, said “up to now, it has been of little avail to speak with sales managers.”

Continuing, Snaper said: “It is rumored that there is more (Continued on page 3)

Skouras Warns of Dangers in Gov’t Intervention

Views Federal Control as ‘Costly’ Victory

"Nothing can be worse for the exhibitors" than Allied’s current move to press for Federal regulation of film rentals, Spyro F. Skouras, president of 20th Century-Fox, warned here this week.

Skouras, in an interview with Morton Picture Daily, coupled his warning with a plea for harmony in the industry and a harmony which would benefit both exhibition and production-distribution.

If Allied goes to the government seeking enabling legislation, and if such legislation is won, Skouras maintains that some film companies might begin selling their films to TV and toll-TV interests, while others may go out of business.

Such a step, he went on, would be a "bad day" for the industry and another "victory" which would be a "detriment" to the exhibitors. Skouras argued that other so-called "victories" have proved detrimental to exhibitors, listing the elimination of block-bookings and the introduction of competitive bidding as a result of the divestment of theatres as having resulted in a condition which is injurious to exhibition, as a whole.

In regard to the proposed round table industry conference, Skouras already is on record in favor of the recommendation, saying that he definitely would be present at the projected meeting. In expressing his sentiments for the proposed conference, Skouras at the time called it a "constructive" move, viewing the proposal as a means of creating harmony within the industry.

$4.10 Per Share
Para. Reports
1954 Earnings
At $9,003,000

Compares with ’53 Net of $8,779,000; Dividend Set

Consolidated earnings of Paramount Pictures for the year ending June 30, 1955 are estimated at $9,003,000. These earnings, according to the company report issued yesterday by Barney Balaban, president, include net profits on sale and adjustment of investments in other companies and affiliated companies of approximately $832,000, after deducting applicable income taxes.

The estimated earnings, including such net profit on (Continued on page 3)

Cole Defends Status Of COMPO Regional Association in Texas

Special to THE DAILY
DALLAS, Feb. 24—Answering Allied States Association charges that the COMPO name had been misused by state and regional units, Col. H. A. Cole, chairman of the board for Texas Allied and co-chairman of Texas COMPO stated that Texas COMPO had established an enviable record as strictly an industry organization working not only for the industry in Texas, but all over the nation as well.

Cole recalled that Texas COMPO (Continued on page 6)

UA Brazil Office Wins Intl’ Drive

United Artists’ Ribeirao Preto branch in Brazil has won the grand cash prize in the year-long 35th anniversary international sales drive by the president. Arthur B. Kirby, it is announced by co-capains Arnold M. Picker, vice-president in charge of distribution, and Louis Lober, general (Continued on page 3)
Personal Mention

Foster M. Blake, Universal Pictures Western sales manager, will leave New York on Monday for Minneapolis, Denver and Salt Lake City.

Peter and John Perakos, of Perakos Theatres Associates, New Britain, Conn., will return this week following a cruise to South America.

Walter Lowenbarhl, Transfilm executive vice-president, left here yesterday for Europe aboard the "Cristoforo Colombo."

Mickey Alperin, of the Hartford Theatre circuit, has left here with Mrs. Alperin for a vacation in Florida.

Joe Dolgin, of the Pine Drive-in, Watertown, Conn. and Mrs. Dolgin have returned to their home in Hartford from Florida.

R. E. Warr, Westrex Corp. vice-president, has returned to New York following an extended tour of Europe.

Ralph Martin, of "Seventeen," will leave over the weekend for Miami Beach.

Suzanne Warner, British publicist, will return to London today from New York via B.O.A.C.

Fred Carpenter, British actor, will return to England today from New York via B.O.A.C. Monarch.

Jean Benoit-Lamy, French producer-director, has arrived in New York from Le Havre.

S. Hubric is scheduled to arrive here today via B.O.A.C. Monarch.

Robert Wagner will return to the Hollywood on Tuesday from New York.

A.A. Declares Dividend

HOLLYWOOD, Feb. 24. — The executive committee of Allied Artists Corp. board of directors today voted a quarterly dividend of 13 1/2 cents on the company's $5 per cent cumulative convertible preferred stock. Payment will be made March 15 to stockholders of record on March 4.

20th-Fox Dividend

A quarterly dividend of 40 cents per share on the outstanding common stock of 20th-Fox was declared yesterday, payable on March 31 to stockholders of record on March 15.

FPC Dividend

OTTAWA, Feb. 24. — Famous Players Canadian Corp., Ltd., declared a 37 1/2 cent dividend, payable on March 30 to shareholders of record on March 15.

Rita Hayworth and Dick Haymes Form Company for United Artists Release

Rita Hayworth and Dick Haymes have formed their own motion picture producing company, Crystal Bay Productions, Inc., which will release the initial two pictures through United Artists.

Arrangements entered into with Arthur B. Krim, president of United Artists, call for the financing and production of the releasing company of the first two Crystal Bay productions starring Hayworth, with Haymes acting as producer. Both Miss Hayworth and Haymes are also contemplating a story that will serve as a co-starring vehicle.

Production plans for the two films will follow immediately upon completion of Miss Hayworth's two-picture obligation to Columbia Pictures.

Film News Leader

In Reader Interest

The 38th in the series of Council of Motion Picture Organizations sponsored "Editor & Publisher," which will appear tomorrow, prints the results of a survey that newspaper study concerning film news topics has received from readers over a great metropolitan newspaper.

While interest in sports showed a slightly larger percentage of men readers and the food page a slightly larger percentage of women readers, the over-all interest in pictures was the highest of all four classifications studied.

To become crassly commercial," the ad says, "only two of the classifications are to any important degree revenue producing: food and movies. But aside from that, it should be obvious that a good movie department commands wide readership."}

UA Seeks Return Advance for Melba

United Artists has filed suit in New York Federal Court for $459,000 allegedly due from the producer of the film "Melba," according to Motion Picture Magazine.

"Melba," starring Margaret Rawlings, Horizon-American and Columbia were named as defendants.

Columbia was named because of money involved in "On the Waterfront" in which the defendants are said to be interested.

James Rebb, 87

ATLANTA, Feb. 24 — James A. Rebb, 87-year-old pioneer motion picture theater owner is dead here.

Rebb owned and operated the old Superba Theatre on Peachtree Street for a number of years during the days of silent pictures. He was also owner of the old Fairview Theatre before his retirement in 1942.

20,000 Doctors See Closed Circuit Clinic

An estimated 20,000 doctors in 65 cities across the nation and in Canada attended a closed circuit medical telecast yesterday afternoon, viewing the latest techniques in therapy and infection control presented by the Fox Television Network.

The program, sponsored by the American Academy of Ophthalmology, was viewed by the 17,113.

While the show was developed by WYETH Laboratories and presented by the Fox TV Network, it was viewed by the 17,113.

Included among those were the University of Kansas Medical Center in Kansas City, the Elks Club in Mobile, the Union League Club in Philadelphia, and, in Canada, the Royal Ontario Museum in Toronto and Queen's University in Kingston.

7,100,000 TV Sets Shipped in 1954

WASHINGTON, Feb. 24 — Over 7,100,000 television sets were shipped to dealers during 1954, an increase of nearly half a million from 1953, according to the Manufacturers Associated Reports today.

In 1953, RETMA reported that 7,141,302 television receivers moved into the hands of dealers compared with 6,704,193 sets shipped in 1953.

December shipments totaled 1,014,227 TV receivers compared with 774,379 sets shipped in November and 605,513 television receivers shipped to dealers in December, 1953.

Rackmil Adds Shares

WASHINGTON, Feb. 24 — The Securities and Exchange Commission reported during January that Milton R. Rackmil, president of Decca Records, Inc., bought in November, 1954, 21,000 shares of the company's stock and in January purchased 28,100 shares under a trust voting agreement. Beneficial ownership of these shares is disclosed. Direct holdings total 171,724.

News Roundup

Okla. Allied Board to Meet

Plans for the state convention of the Allied of Oklahoma will be considered by the association's board of directors at a meeting to be held Monday in the Biltmore Hotel, Oklahoma City. The convention is scheduled for March 20 and 21 in the Skyline Hotel, also in Oklahoma City.

'Untamed' to Miami

Twentieth-Century-Fox star Susan Hayward will head a delegation of showbusiness personalities who will attend the theatre premiere of the world premiere of "Untamed" in CinemaScope on Tuesday, at Wometco's Coral, Miami and Miracle theatr es, Miami.

Lowers Segregation Rule

Residents of Forsyth, Ga., have voted by a tally of two to one in favor of a new ordinance to use the boycott of the Forsythe. Thistle.

Okla. V.C. Plans 2 Projects

A pre-school kindergarten for mentally retarded children will be established in Oklahoma City by the Ladies Auxiliary, Variety Club, Tenn 22. The plans for the project, just completed, also call for the maintenance of a room for a year at the Will Rogers Memorial Hospital.

Paul Quinn Joins RKO Legal Dept.

Paul J. Quinn, formerly with Donovan, Lewis, Newton & Irvine, has been appointed attorney in charge of litigation for RKO Radio Pictures, Inc., the position previously held by Peter F. Fugile, who resigned to join Bell Telephone of Pennsylvania Auxiliary, Variety Club, Tenn 22. The plans for the project, just completed, also call for the maintenance of a room for a year at the Will Rogers Memorial Hospital.

New York Theatres

RADIO CITY MUSIC HALL

"JUPITER'S DARLING" in CinemaScope and Color starring Estelle WILLIAMS - Howard KELLY - Elke GROSSCHAMPION 2 - George SANDERS - and SPECTACULAR STAGE PRODUCTION
TV Film

(Continued from page 1)

cil at the Hotel Delmonico, Kaufman asserted that "we must come to a full realization as to what really constitutes home entertainment and comprehend the urgent need for closer cooperation among the various phases of television exhibition."

"People in other branches of show business are looking at films for television with the hope that we come to a full realization, there is a danger of our being replaced by an organization of the industry and films which have greater experience in the field," Kaufman said.

Films for television as an industry has grown up and is here to stay because it is economically sound, the guest speaker said. "The future holds a great promise of more television entertainment being tied up in films, but we must unite on the basic principles and standards of operations," he stated.

Sees 'Many Problems'

"There are many problems in the industry, direction, production, distribution, finance," Kaufman said. "One of the most serious problems is price-cutting, which the industry itself must face, according to the way Kaufman said, "FIlms for television as an industry has grown up and is here to stay because it is economically sound, the guest speaker said. "The future holds a great promise of more television entertainment being tied up in films, but we must unite on the basic principles and standards of operations," he stated.

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Only John Steinbeck could have written this. Only Elia Kazan could have directed it. Warner Bros. by World Pictorial Artists.

JAMES DEAN
A dynamic new star on the screen!

starring JULIE HARRIS · JAMES DEAN · RAYMOND MASSEY
most shocking
time a girl ever
brother take
mother!

WRITE IT SO RAW!

FILM IT SO REAL!

SENT THE
HERE MARCH 9TH
THEATRE, N.Y.

CINEMA SCOPE
- moves in breath-close to bring you
realism and intimacy as never before!

WARNER COLOR • STEREOPHONIC SOUND

Screen Play by PAUL OSBORN • Directed by ELIA KAZAN
MUSIC BY LEONARD ROSENMAN
PRINT BY TECHNICOLOR
**Review**

**"Wyoming Renegades" (Columbia)**

FILMED in color by Technicolor, and featuring a competent cast, "Wyoming Renegades" is a standard western production, elevated by much action, some plot twists and a modestly engaging story. This film should be adequately received by the audiences for which it was intended as it features enough riding, shooting and fighting to satisfy the most devoted fan.

Thil Carey, who should be quite familiar with saddles and spurs by now, has the leading role of an ex-bandit who wants to go straight after serving his time in jail. He returns to his hometown where the people are averse to accepting him—only his sweetheart and a stranger accept him and help him reopen his blacksmith business.

This notice is a number of his former gang casing the bank for a holdup and quickly informs the sheriff who moves the money to the jail for safekeeping. But unknown to anyone, the cohort has seen the maneuver and while the townspeople guard the bank, the gang loots the jail.

The town becomes convinced that Carey is still on the wrong side of the law. With his new found friend, Douglas Kennedy, Carey heads for the gang's hideout and tries to convince the leader, Gene Evans, to let them join. A series of incidents follow wherein Kennedy proves to be a Pinkerton detective. Carey proves to be a hero and the women of the town prove to be too much of a match for the outlaws.

In the cast include Martha Hyer and William Bishop. The film was directed by Fred F. Sears. The story Lang.

**Trade Press Will See MGM Industry Short**

**HOLLYWOOD, Feb. 24.—The half-hour M-G-M subject emphasizing the importance of the exhibitor and theatre to the community, and enlisting the support of the M-G-M pictures, will be screened for the trade press Monday morning at the studio.

The subject will be made available rent-free to exhibitors.

**8 Start, 7 Finish; 19 Films in Work**

**HOLLYWOOD, Feb. 24.—Start of production has been announced for 19 films, including completion of seven others, lifted from the over-all shooting level from a meager 18 in 19.

Started were: "Lord of the Jungle," (Allied Artists); "Pearl of the South Pacific," (Ben Bogeas, SuperScope, Technicolor, RKO Radio); "How to Be Very, Very Popular," (CinemaScope, color, and "Sir Walter Raleigh," (CinemaScope, color 20th Century-Fox); "There's Always Tomorrow," (Universal-International); "Illegal," (The Animal World, Technicolor, and "Jagged Edge," CinemaScope, WarnerColor (Warner Bros.).


**Pa. Censors Pass 'Game of Love'**

**PHILADELPHIA, Feb. 24.—After rejecting the film in its entirety three times, the Pennsylvania censors have finally passed a revised version of "The Game of Love," French picture based on a Colette novel, it was announced by Felix Bilgrey, attorney for Time-Life Film Corp. At the same time, vice-president William Shelton revealed that the scheduled first-run engagement of the film at the Lovejoy Music Hall, a downtown theatre, had been cancelled when the newspapers refused to carry advertisements mentioning the picture.

**Marcus Loew Dividend**

**OTTAWA, Feb. 24.—Marcus Loew's Theatres, Ltd., has declared a dividend of $1, payable on March 31 to shareholders of record on March 30.**

**Loew's Meet**

**HOLLYWOOD, Feb. 24.—It was announced, Fuller's motion calling for the appraisal of all Loew's properties, of the $500,000 value, was defeated by a vote of 4,032,003 to 13,145. Management, however, while those present that despite victory's defeat, it would take its purpose under advisement.

The main subjects voiced by the representatives of stockholders who dominated the floor discussion which prolonged the meeting were the following: allegations that excessive salaries were paid to executives, objections to settlements of the Louis B. Mayer and J. Robert Rubin contracts, objections to the company's pension system and expressions of disapproval as to the number of shares owned by some directors.

**Officials Answer Charges**

Rubin, present at the meeting as a director, answered allegations leveled at him, characterizing such allegations as "outrageous." Moskowitz, Joseph R. Vogel, president of Loew's Theatres, and Dietz were among the executives who answered other allegations at the meeting.

After the meeting, the board met and reselected the following officers: Schenck, president; director: vice-president; vice-presidents, Charles Reagan, Jessy T. Mills, Dore Schary, Edgar J. Manniss, Dietz, Bilgrey, and Mrstar; Charles H. Schenck, J. J. Cohn and Louis K. Sidney; and secretary, Irving H. Greenfield.

In response to a question, the earnings of Loew's were divided approximately 40 per cent from theatre operations and 30 per cent from the production-distribution operation. He announced that about 82.3 per cent of the outstanding stock was present, either by proxy or by person at the meeting, the highest representation in the history of the company.

**Navy Granted Use of MPRC's New Paint**

**HOLLYWOOD, Feb. 24.—Motion Picture Research Council board chairman Y. Frank Freeman granted the request of the U. S. Navy Motion Picture Service for the formula, developed by the Council, for a special paint for use with powerful low-level lighting units using 1,000-watt, 1,000-hour lamps for incandescent balanced color film.

The paint is said to cut set-lighting time in half.

**Schenck Present But Questions Silent**

Nicholas M. Schenck, president of Loew's, Inc., interrupted a Florida vacation to attend the company's annual meeting of stockholders here yesterday. His appearance, a rare one at such meetings, was in response to urgings of certain Loew's stockholders. However, he hardly appeared to have been necessary.

As soon as the meeting convened, Schenck announced that he was making himself available to questioners. No one, however, put a question directly to him.
In the THEATRE
Equipment & Refreshment
World...
...with RAY GALLO

ROWE SPACARB, Inc., New York, has announced a new three-flavor, 600-cup automatic drink dispenser. Tabbed the D-600 model, it is now in full production and available for immediate delivery, according to L. H. Houston, Rowe Spacarb president. The new machine contains all the special features of the company's other models, including an illuminated Fiberglas display, "Mix-a-Drink" (a device which permits the customer to mix flavors with the drink as it flows) and "Select-O-Cup" (a device designed to meet the precise individual standards for nationally advertised drinks). New features include an improved carbonator; for operation for all syrup—one-piece anodized metal syrup wells; a coin changer mounted inside the machine and a simplified cup dispenser.

Milt Sherman has been named director of advertising and sales promotion with headquarters in Chicago for the Raytone Screen Corp., Brooklyn, N. Y. The announcement was made by S. Sharpin, Raytone president, who also reports that the company's 1955 expansion program has made it advisable to maintain offices in both New York and Chicago. The company recently set up a new factory in Lombard, Ill., to manufacture its projection screens. Sherman was last employed as advertising manager of Radiant Mfg. Corp. of Chicago.

Matigraph, Inc., Chicago, has announced the appointment of W. Douglas Mathews as a newly created post of vice-president and general manager. The promotion is said to be part of an internal reorganization to achieve better supervision and control of the expanding manufacturing activities of the company. The duties of Mathews, formerly treasurer of the company, are being taken over by John J. Bollers, accounting head of the firm who will now function as secretary-treasurer.

S. O. S., Cinema Supply Corp., New York, has made improvements in its "Moy" machine for edge numbering and coding film. The machine is designed to simplify the task of checking film titles and footages. It eliminates, for instance, the necessity of using film "originals" for editing by substituting a work print which can later be matched with the original by edge numbering. At television stations, also, the problem presented by replacement of titles by commercials in films can be solved by edge coding. The new model of the Moy machine features an improved indexing system.

Klopp Engineering, Inc., Livonia, Mich., has a new coin-change maker designed to increase usage of coin-operated vending machines (such as those for drinks and candy) by making the proper coins readily available. It can be mounted on the wall or counter and stand. A hood is also available for weather protection when placed in outdoor locations. Four color changes are available for providing change for quarters, dimes and nickels.
5,000 JUNGLE BEASTS ON A RAMPAGE OF TERROR ... IN THE BIGGEST WILD ANIMAL PICTURE EVER FILMED IN INDIA!

Frank Ferrin presents

"SABAKA"

Print by TECHNICOLOR

starring and introducing
BORIS KARLOFF • NINO MARCEL

with REGINALD DENNY • VICTOR JORY

Produced, Written and Directed by FRANK FERRIN

Sensational Entertainment

backed up by Sensational Exploitation!

3 PRONGED TIE-UP SET WITH FAMED BUSTER BROWN SHOES!

Nation-wide store displays in 14,000 Brown shoe outlets covering every exchange area in the United States and Canada.

8 solid weeks of TV network plugs—reaching an audience of 16,000,000 each week, slanted for both small fry and adults—via the Buster Brown program, “SMILIN’ ED’S GANG”, which stars Nino Marcel, who makes his screen debut in “SABAKA”.

Coloring contests...with prizes contributed jointly by exhibitors and Brown outlets.

CASH IN ON THIS TERRIFIC BALLYHOO... AND BOOK IT NOW!
Schwalberg Leaving Paramount Within Four to Six Weeks

A. W. Schwalberg, who resigned last week as president of Paramount Pictures Distributing Corp., will remain with the company for the next four to six weeks in order to finalize the distribution pattern for the VistaVision feature, "Strategic Command," it was announced today.

It is reported that Schwalberg has discussed plans for associations with the Ilya Lopez and Paul Gregory productions after he leaves Paramount. Although not closed yet, it is understood that the deals would give him broad authority in the sales and distribution of the independent producers’ films. In formally announcing Schwalberg’s resignation, Paramount chief Ilya Lopez, vice-president of the company, said, “We are confident that Paramount will continue to be a dominant factor in the motion picture industry and that we will be able to give our patrons the best possible service.”

Para. Weighs Naming Weltner Sales Head

Although no decision has been made by Paramount yet on a successor to Alfred Schwaberg as head of sales and distribution, one of the possibilities being given consideration, it is learned, is that of keeping the present sales organization intact and naming George Weltner, president of Paramount International, as head of domestic distribution in addition to his present duties.

Such an arrangement would be similar to the Universal and RKO Radio setups which have Al Daff and Walter Branson, respectively, as global distribution chiefs.

Result of Tests
Find Art Films Can Aid Some ‘B’ Theatres

Hyman Says Experiment Points Up Their Values

By Murray Horowitz

Art films, if properly utilized, can be employed to boost the box-office and prestige of “B” theatres, Edward L. Hyman, vice-president of American Broadcasting, Paramount Theatres, declared here at the weekend. Hyman based his contentions on the experience of APBT affiliate circuits, particularly in Minnesota.

The APBT vice-president, who last September at the company’s annual meeting of affiliate circuit executives put the spotlight on the possibilities of art films, today stated that the experimental program of the last few months has shown that art films can be used to good effect in increasing attendance at “B” theatres.

Ecstatics

Edward Hyman

FWC, Goldwyn Must Give Profit-Loss Data

From THE DAILY Bureaus

HOLLYWOOD, Feb. 27.—Federal Judge Michael J. Roche, San Francisco, on Friday ordered Fox West Coast Theatres Corp. and National Theatres, Inc., to make available to Samuel Goldwyn for inspection certain records, including income tax records and actual house expenses for each theatre in the circuit, for the period from 1937 to 1950. The order was issued in connection with $2,750,000

Delinquency Study
May Include Films

From THE DAILY Bureaus

WASHINGTON, Feb. 27.—Senator Kefauver, (D., Tenn.) said he now thinks it very likely that his special Senate Judiciary Subcommittee on juvenile delinquency will study the impact of motion pictures on teenagers.

Kefauver made the statement here

“Blackboard Jungle”

(M-G-M)

Hollywood, Feb. 27

The screen has come of age. The use of films that satisfy the patrons of entertainment by presenting problems that threaten the well-being of society will find a champion in “Blackboard Jungle.” Here is a biting documentation of conditions that affect the youth of today and the citizen of tomorrow. The need for solving the problems that breed juvenile delinquency has never been more realistically treated.

The powerful Evan Hunter novel has been faithfully translated for the screen by Richard Brooks in his dual capacity as screenwriter and director, with all the stops pulled out on violence, dialogue, action and suspense. This is no tongue-in-cheek affair. After glimpsing the attempted rape of an attractive school teacher (Margaret Hayes) by one of the “animals” of this schoolroom jungle; listening to the plea of Glenn Ford; on his first teaching assignment, aimed at bridging race hatred by eliminating words like “Spicks, Micks and Niggers” from our vocabulary; and watching him cope with a vicious knife attack after being told to “go to hell” by Vic Morrow, a cynical classroom leader...
EDITORIAL
(Continued from page 1)
well to ponder the story told by the COMPO ad. They can better serve their readers (and thereby themselves through increased circulation) by devoting more space and attention to film and theatre news and equalizing the rates charged for film advertising, thereby inviting more of it.

The newspaper space devoted to television-radio, sports and motion picture shaders should be an invitation to reader interest in each. That is not the situation in most newspapers today.

That U.A. Hustle

UNITED ARTISTS officials, the other day, opened long enough in their laboratories of lining up and marketing new product to get a tally on what’s been accomplished during the first six weeks of 1955.
The count showed deals signed with seven different production organizations which will add a minimum of 25 films to U.A.’s schedule of future releases.

That is a rather amazing achievement in any season but, in a time when exhibitors are clamoring for pictures, it is especially good news to the world of showmen and, it should be added, reassurance, should be needed, that smoother sailing and more prosperous days have not slowed the Go-Go leadership at United Artists.

William P. Burt, 88

DENVER, Feb. 27—William Presley Burt, 88, who had a career spanning nearly 50 years and who had received three of his pictures, died here in a nursing home. Burt, who was affiliated in one way or another with all major motion picture companies, was a well-known producer and director of serials, short subjects and features, leaves a daughter, Mrs. Nellie Burt Martin, a granddaughter, Miss Jean Burt Martin, both of Ocean Drive, L. I.

Stevens Joins Collier’s

Harry Stevens has joined Collier’s advertising sales staff as special motion picture representative for Samuel Goldwyn-Fanchon & Goldwyn, was found dead in her apartment here last Thursday afternoon after having been in the health center since Monday. Miss Herne judged scripts and played for their potential as motion pictures.

Senate Ratifies Japan Film Tax Treaty

WASHINGTON, Feb. 27.—The Senate has ratified a tax treaty with Japan limiting the Japanese tax on film rentals to 15 per cent. The present tax is about double that rate.

List Panelists for Columbia Workshop

Exhibitors who will serve as panelists at M-G-M’s-Ticket-Selling Workshop at the Dealey-Hilton Hotel, Columbus, Ohio, tomorrow have been set by Mike Simons, director of customer relations.

Drive-In theatre specialists will be Jack W. Gaylard, Jr., operator of the S-T-R-I-T-E Drive-In Theatre, Troy, Ohio, and an attorney who, through a series of legal battles, has been successful in bringing an end to the Crenshaw Drive-In Theatre, Enterprise, Ala.

Conrad Brady

That RCA Gross Income Hits Record Mark

Of $940,950,000

Radio Corp. of America in 1954 did the largest volume of business in its 35-year history, with sales of products and services amounting to $940,950,000. It was the RCA 35th annual report released by Brig. Gen. David Sarnoff, chairman of the board.

This record gross income bettored by 16 per cent, and production costs by 7 per cent, to a high of $883,000,000 established by RCA in 1953, and was triple the business of the corporation only seven years ago, Sarnoff said.

Net profit in 1954, before Federal income taxes, was $33,510,000, and after taxes, $40,525,000. The corresponding figures for 1953 were $37,457,000 and $35,022,000. Earnings per share of common stock were $2.76 in 1954, compared with $2.27 in 1953.

Paid $54,953,000 in Taxes

The corporation’s Federal income taxes, social security, property taxes, and other state and local taxes totaled $5,041,000. In addition, the corporation paid excess taxes amounting to $28,626,000, making the total Federal income taxes paid, an amount equivalent to $9, $83 per common share or more than double the daily net profits, it was stated.

Net of $22,052,000 were declared by RCA for the year 1954. Holders of the preferred stock were paid $1,55,000. Holders of common stock received $18,999,000. The dividend payments represented $3,30 per share of the preferred stock and $3.15 per share of common stock.

In addition, on Dec. 3, 1954, the board of directors declared the first quarterly dividend of 25 cents per share for the common stock for 1955 in the amount of 25 cents per share payable January 24, 1955.

Current Assets $886,522,000

Total current assets of RCA at Dec. 31, 1954, were $886,522,000, compared with $349,735,000 at the end of 1953. Additions to plant and equipment for the year 1954 amounted to $34,290,000.

A table of financial results achieved by RCA in the last ten years—year by year—is as follows: Average gross income $52,800,000; earnings before Federal income taxes, $53,964,000; total profit after income taxes, $27,555,000.

Johnston to Address N.O. Parley Today

WASHINGTON, Feb. 27.—Motion Picture Association president Eric A. Johnston was due in New Orleans later today to attend the Greater New Orleans Investment Conference.

Johnston, scheduled to return Saturday night to the Near East, is slated to give the welcoming address at the conference tomorrow in New Orleans.

The conference is aimed at stimulating business and trade in the United States and American investment opportunities.

Johnston is making the welcoming address in his capacity as chairman of the National Development Advisory Board, which suggested the conference.

Blaustein, Taradash To Make 4 for Col.

From THE DAILY BUREAU

HOLLYWOOD, Feb. 27.—Producer Julian Blaustein and writer Dan Taradash, partners in Phoenix Productions, Inc., will produce four features for Columbia release under the terms of a pact consummated at the weekend.

George Skouras Better

George Skouras, president of United Artists Corporation, was reported at the weekend to be recovering from an eye operation. He is expected to be back at his post at the Eye Institute of Medical Center here in about a week.
EVERYWHERE AND EVERY DAY OUTGROSSING EVERY ATTRACTION IN WARNER BROS. HISTORY!

"Battle Cry"

CINEMASCOPE WARNERCOLOR STEREOPHONIC SOUND

WIRE FROM ALBANY:

BATTLE CRY STRAND ALBANY BROKE ALL FIRST WEEK RECORDS BAR NONE. YESTERDAY HUNDREDS TURNED AWAY. HAD TO CLOSE BOX OFFICE AT 7 P.M. ALSO CALLED POLICE TO REGULATE CROWDS.

WIRE FROM BOSTON:

OPENING DAY METROPOLITAN GREATEST IN HISTORY.

IT RUNS AND RUNS!

130 DATES—130 HOLDOVERS!

5TH WEEKS—4TH WEEKS NOW UNDER WAY!

STARRING VAN HEFLIN ALDO RAY

MONA FREEMAN NANCY OLSON JAMES WHITMORE RAYMOND MASSEY

TAB HUNTER DOROTHY MALONE ANNE FRANCIS

SCREEN PLAY BY LEON M. URIS - RAOUl WALSH

DIRECTED BY FRANCIS LEAN M. URIS - RAOUl WALSH

ORIGINAL MUSIC BY MAX STEINER
Red Hungary Favors Free World Films, USIA Reports

WASHINGTON, Feb. 27.—Comedy and musical pictures made by producers in the Free World continue to outweigh by a wide margin the heavily-laden propaganda pictures sponsored by the National Committee for Liberation in Soviet-occupied Hungary, the U. S. Information Agency reported in a press wireless dispatch to its overseas posts.

Preference of the Hungarian public for Western films is causing concern among Hungary’s Communist rulers and complaints in the Communist press, the USIA said.

“Starved” Audiences Pleased

The Communist party newspaper, “Szabad Nap,” published in Budapest, for example, admitted that when the showing of Western films was resumed two years ago, the fact that the Chinese government did not explain the films could explain the large audiences, the information agency reported. But now, says “Szabad Nap,” the films which people brought up and educated under the Communist regime are “well represented” among those streaming to the theater called the “trashy Western shows.”

The newspaper admitted that more competition of a half-dozen or more Hungarian industry to compete with Western-made films, but at the same time it emphasized that such films must not be allowed to deal with the “problems of socialism,” the agency reported.

GPE 1954 Net Profit Rises to $5,488,089

General Precision Equipment Corp. reported net sales for 1954 of $124,352,634 and profit after federal taxes and all other charges of $5,488,089, equal after preferred dividends to $6.49 per share on 797,121 average number of shares of common stock outstanding during the year. This compares with net sales in 1953 of $87,541,925 and profit after taxes of $3,436,349, or $5.09 per share on 694,897 shares of common stock outstanding at the 1953 year end.

Profit from Federal taxes (after deducting minority interest) was $11,725,089 for 1954 compared with $7,846,349 in 1953.

Link Aviation Included in Part

The sales and profits for 1954 include those of Link Aviation, Inc., only from April 30, 1954, the date of its acquisition, and the earnings per share on the common stock are calculated on the average basis, after deducting all dividends paid on the preferred and convertible preference stock. The report noted this method had been used in reporting the figures for the June 30 and Sept. 30 quarters of 1954.

In a separate tabulation, reporting 1954 sales and profits on a basis that includes Link Aviation, Inc., figures for the full year 1954, the report showed net sales of $137,996,708 and profit after taxes and charges of $6,252,284, or $7.28 per share on 894,174 shares of common stock outstanding at the 1954 year end after deducting annual dividend requirements on the preferred stocks outstanding at the end of the year.

Confident of Passage

Bergen Says Congressional Group Backs Rentals Bill

WASHINGTON, Feb. 27.—Confidence in the proposed Congressional bill to regulate film rentals, an Allied-sponsored measure, was expressed here by Frank Bergen, president of the Allied and a vice-president of the National Association.

Bergen said he plans his hopes on the support of “an influential group in Congress” and on protection of the grass roots campaign on the part of exhibitors.

Bergen said that the bill was ready for introduction in Congress but refused to make a “premature” announcement of its probable sponsor.

“Pocumtator, one of the Congressmen who are interested and will work for the bill,” he said.

Bergen ridiculed reports that the regulation bill does not stand a chance of passage because the exhibition end of the industry is split over the advisability of the bill.

Bergen said the fact that Allied and TOA have not reconciled differences of opinion on the question, Berger said he was sure that TOA would eventually “go along” with the bill.

Feels ‘Sure’ of TOA

“I feel sure that TOA will go along with the bill,” Berger said, “because we’re responsible for the smaller exhibitors in its membership and it’s the small exhibitors who are getting hurt.”

Bergen added that once the bill is introduced, a grass roots campaign of the same design as that used to win adoption of the Federal excise tax will be organized.

The North Central Allied president predicted that the bill would be the “last straw,” since the argument, Berger said, “but unless there is fast action, the bill is going in and will be passed.”

Praises Lithman

Bergen added that he had definite assurances from Al Lithman, 20th-Fox, that the agency offices around the country would work for the sponsor of a round table session, which Berger said was coming to some kind of an agreement without legislation, but unless we can get some action, we’ll go through with our plan.

Senate Group to Act on 52% Tax Bill

From THE DAILY BUREAU

WASHINGTON, Feb. 27.—The Senate Finance Committee is scheduled to act tomorrow on the House-passed bill extending the present 52 cent corporate tax rate for at least another year.

The House passed the bill on Friday, including a Democratic-sponsored proposal for a $20 per person income tax cut, effective next January 1. The corporate rate extension would total a $15 to 47 cent, scheduled for this April 1.

The Finance Committee is expected to devote considerable time to the house-passed bill, but to knock out the income tax cut, a close fight on this last item is expected on the Senate floor.

The income tax cut would add some $2,000,000,000 a year to potential consumer spending.

College Bestows Degree on Cagney

Rollins College will bestow the honorary degree of Doctor of Humanities on James Cagney at a formal convocation held today at Winter Park, Fla., before an estimated crowd of 5,000 persons.

Cagney, whose latest film is “Run for Cover,” president of the Screen Actors Guild of America’s “Searchers,” the first of three productions which John Ford will direct for Commonwealth Pictures Inc., was announced.

Makelim Buys Novel

HOLLYWOOD, Feb. 27.—Hal R.

Makelim has announced the purchase of the script for “The Heiress,” by Booth Tarkington Poole, and has scheduled production for late Spring or early Summer.

Senate Group to Act On 52% Tax Bill

U. S. Participated Officially in Five Int'l Film Festivals

WASHINGTON, Feb. 27. — The United States Government, through its accredited representatives, participated in the international film festivals and exhibitions during 1954, Theodore C. Streibert, director of the U. S. Information Agency, reported today.

These international film events were held in Argentina, Brazil, France, Germany, Italy, and U. S. participation was in response to formal invitations extended by the governments of the countries.

Sees U. S. Reputation Aid

Streibert said that a wide variety of American motion pictures shown at these overseas events reflected considerations of the United States as a whole and upon the American motion picture industry in particular.

In addition, the director pointed out that the United States government overseas assisted the organizers of a number of other international film festivals and shows in America, Europe, Italy, and other countries.

Says ‘Understanding’ Is Helped

Commenting on the growing significance of international film festivals and exhibitions, Streibert explained that these special cultural events are important since the films of the participating countries provide uniquely vivid reflections of the lives, the technical accomplishments and the aspirations of the people who make them and the people for whom they are made. When American producers enter their best products in these important international events, they can help to build understanding between people and institutions, and contribute to an important aspect of the information task—to help people abroad understand us better, he said.

See Italian Color Print Run Ending

Easing of the color print situation in Italy was reported here at the weekend by the Motion Picture Association of America, which under the influence of American companies in Italy, was strongly objected to by American film companies as being arbitrary.
Art Films

(Continued from page 1)

sible utilization of art films, acknowledged that the pictures as a whole did not spell a program of "salvation" for "B" theatres. Neither does the program complete a reorganization in such theatres, Hauman added. He declared, however, that the experiment pointed to a healthier road which should lead to expansion of "B" theatre life. And he urged that "B" theatre owners and managers join in such efforts, Hauman added. The exhibition, he pointed out, was not to be confused with a "salvation" program for "B" theatres.

Kazan and Schulberg To Make 'Arkansas'

HOLLYWOOD, Feb. 27—Elia Kazan and Budd Schulberg on Friday started their filming of "Your Arkansas Traveler," Schulberg's short-story collection, independently. They plan a summer

Schwalberg (Continued from page 1)

berg's resignation, Barney Balahan, president of Paramount Pictures, said that he was doing so "with a deep sense of regret, but in order to further the interests of the company.

'Strategic Air Command' will have its premiere at the New York Paramount Theatre which is undergoing reconstruction to permit the exhibition of VistaVision.

Blackboard Jungle (Continued from page 1)

and juvenile gang hoodlum, it poses a challenge to develop weapons of education that will re-shape the warped minds of delinquents. "Blackboard Jungle" is a symbol of hope, but it calls the public to the need for cooperation in recognizing the importance of the school teacher and makes a bid for raising his wage earnings.

It offers a golden opportunity for the exhibitor to be rewarded at the box office for fulfilling a "missionary obligation" to his community by enrolling in the campaign for a changed "B" theatre. And it should also be recognized as a contribution to the struggle of the school teacher and the school principal.

Glenn Ford is magnificent in his sympathetic heroic attempt to reason with the hot rod hooghans and win them over to respect his position as a teacher and friend.

The casting care shown in the selection of faces, some familiar to TV audiences and others completely unknown, adds to the intrigue and suspense of the situations. Sidney Poitier, a husky Negro, who ultimately responds to Ford's crusade for friendship, and Vic Morrow, the worst offerer and hope to win over the school principal when the "rat pack" he controls turn against him, are performers of scene-stealing caliber. Anne Francis impresses Ford's pregnant wife who presents him with a son, after suffering the tortures of suspicion brought on by Morrow that Glenn was carrying on a private affair with Miss Hayes. Louis Calhern typifies the attitude of the "unfortunate" teachers who earn their living in a slum-type vocational school and in the warming to the new instructors, "Don't be a hero, and don't turn your back to the class."

Pandro S. Berman's production is rich in purpose and execution. The story is a compilation of incidents and stumbling blocks thrown in Ford's path to his last fight for friendship. Ford finds himself charged by the principal, John Hoyt, with preaching intolerance. He suffers the agony of a merciless beating by the rat pack when Richard Keyler, an associate teacher, and he decide to have a drink at an end of a quarry wood day. Ford returns to his home alone and is attacked by fifty-odd of the "rat pack"; he controls them and then is instructed by the principal in the use of weapons, using the rat pack as a study in the classroom.

Integration of "Rock Around the Clock," "Invention for Guitar and Trumpet," and "Brownie of the Columbia" are high spots in the musical background furnished by Charles Wolcott, Russell Harlan's photography was a notable asset to the mood of the film.

Running time, 102 minutes. Adult classification. Release in March.

SAMUEL D. BERN.

FWC-Goldwyn (Continued from page 1)

000 anti-trust suit by Goldwyn against FWC and the McNeal and Nafly circuits.

In an accompanying order, according to the FWC's counsel, Bennett Priest, the court ordered Goldwyn to answer all interrogatories made to him by the circuits.

The suit is a close development of the Goldwyn suit to disclose its competitive bidding records, and to reveal profits on real estate operation and candy sales, and also to introduce documentary evidence in minutes books from the date of incorporation of National Theatres, Inc., National Theatres Co., and Capitol Theatres.

The court order to the circuits requiring them to disclose actual theatre operating expenses, believed to be the first of its kind ever issued, followed contention by Goldwyn that the operating expenses stated by the circuits in recent film deals were fictitious.

Judge Roche set March 18 for a hearing to consider the Goldwyn motion to set a trial date.

Delinquency Study (Continued from page 1)

close on the heels of the formation of a "National Conference on Juvenile Delinquency," composed of representatives of leading religious, veteran, and fraternal organizations interested in combating juvenile delinquency. It has been established in order that the conference could carry on its work. The Senate Subcommittee last year, under the chairmanship of Sen Hendrickson (R, N.J.), held lengthy hearings on the effect of radio and television on children and teenagers. Kefauver said this study would be continued.

'Able' (Continued from page 1)

for the event, scheduled the 7,500 public sitting area which will make the telecast from coast-to-coast and to obtain the needed advertising for the show. It is distributed in the theaters the night of the show.

According to Equity, the Able show was produced by Gilbert Miller in association with Maurice Evans and Walter Wagner. The program will run exactly two hours over five shows.

Kefauver said that the Army will continue to support the show, which will contain of vignettes from dramas and musical comedies. Ben Kranz will again be production co-ordinator for the show.

People

Robert Hess, former Universal Newsreel cameraman and White House cameraman with CBS News, has been promoted to manager of motion picture photography for CBS' news and public affairs division.

Nathan Yamin, Fall River, Mass., an attorney, has purchased farm and land buildings he owns on Union Street, Fall River, to the Beth Israel Hospital Association.

Don Fuller has established headquarters for Buena Vista Film Distributing Co. on San Francisco's Film Row.

Walter Lowndeh, executive vice-president of Transfilm, Inc., has been elected president of the Film Producers Association of New York. Hardie Wilcox, Sound Master was elected vice-president.

Herbert Kerkov ofHerbert Day, Edward Lamm, Pathescope Co., treasurer.

Edward K. O'Shea, Jr., Buffalo attorney and a member of O'Shea Paramount distribution vice-president, has been named a member of the Ways and Means Committee of the Greater Buffalo Advertising Club.

Sigmund Gottlober, director of the Film Critics Circle, of the Foreign Languages Section of New York, has been named chairman of the Foreign Language Press Division for 1955. National goal of $85,000 has been set for the campaign.

John Niemiec, manager of the Park Theatre, Fall River, Mass., is doing a special show at the Center.

Military Sees Snags

(Continued from page 1)

Deputy Assistant Secretary of Defense Swan, was aimed at cutting down competition by service theatres with private theatres in nearby towns. Under the agreement, some 55 or 57 service theatres were agreed to show films 14 days after showing in nearby private theatres, rather than as much as 21 days before the private showings hitherto. In return, the exhibitors agreed to waive any protests against the military relaxing some of the censorship, permitting adittance to service theatres. Swan was slated to clear the agreement with the Secretaries of the Air Force and Army and then meet again with the exhibitors this week. It was learned that the Secretaries indicated they felt that the Defense Department was giving up too much in the agreement, and that they indicated they wanted Swan to do some further bargaining with the industry. Swan could not be reached for comment. It could not be learned whether the new development might bring a postponement in this week's scheduled meeting with the industry.
THE SEASON'S BEST SELLER

THE FAMOUS NSS
DRIVE-IN
THEATRE
MANUAL

AVAILABLE NOW
FOR THE ASKING

Packed With
SCREEN-SELLING
IDEAS
To Bring
EXTRA PROFITS!
Weltner Heads Para. Global Distribution

One Operation

Paramount's domestic and foreign distribution and sales will be combined into a single operation under the direction of George Weltner, it was announced here yesterday by Barney Balaban, Paramount president. The naming of Weltner to head both organizations, as forecast by Morton Prince in his Daily, followed the resignation of A. W. Schwabberg as president of Paramount Film Distributing Corp., Weltner, who has been associated with Paramount for 32 years, has been president of Paramount International Films since 1945. In announcing Weltner's appointment, Balaban said that the move was "in line with Paramount's firm

Rural Theatres Vital, Adams Tells ITOO

Special to THE DAILY

COLUMBUS, O., Feb. 28—If you destroy the grass-roots theatres you will destroy the film industry, warned Horace Adams, Cleveland, president of the Independent Theatres Owners of Ohio, at the state convention here. Adams said high film rentals are threatening the existence of many small town houses. "That is one reason why Allied felt it absolutely necessary to go to the Government for relief," said Adams. He also said toll TV can destroy theatre business and called on all theatre men to contribute to the Allied anti-toll TV fund. Rube Shor, Allied States president,

KMTA Meeting to Begin EFFG Drive

The planned series of regional meetings to boost exhibitor interest and stock participation in Theatre Owners of America's sponsored Exhibitors Film Financial Group, Inc., will be launched tomorrow in Kansas City, Mo., at the convention to be held there by the Kansas-Missouri Theatre Association.

KMTA invited as one of its main speakers John Rowley, TOA vice-president and a vice-president of EFFG, who will deliver an address outlining EFFG plans and explaining the need for wide exhibitor support for EFFG.

High Court Studies Triple-Damage Tax

WASHINGTON, Feb. 28—The Supreme Court took under advisement today the question of whether plaintiffs receiving triple damages from successful antitrust cases must pay income tax on the total.
Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, has returned here from the Coast.

WALTER BRANSON, RKO Radio worldwide sales manager, and Roamer S. Woff, marketing director for the company in the United Kingdom, will return to New York today from Hollywood.

ROBERT S. BENJAMIN, United Artists board chairman, and MAX E. YOUNG, vice-president in charge of advertising-publicity, are due in New York today from Jamaica, B.W.I.

MILTON R. RACKSHEI, president of Universal Pictures, and Alfred E. Daff, executive vice-president, have returned to New York from the Coast.

DICK PERRY, sales manager of Principal Pictures here, and MRS. PERRY today are celebrating their 35th wedding anniversary.

MIKE SIMONS, M-G-M customer relations director, and EMERY AUSTIN, exploitation director, are in Columbus from New York.

AL LICHTMAN, 28th Century-Fox director of distribution, has returned to New York from Hollywood.

AL CROWN, Allied Artists vice-president, has returned to New York from Hollywood.

CHARLES M. REAGAN, Loew's-M-G-M vice-president in charge of distribution, has returned here from the Coast.

Hyman to Tour ABPT Affiliates

A month’s tour, designed in part to boost the drive to increase the attendance of school children, will be undertaken tomorrow by EDWARD L. HYMAN, vice-president of American Broadcasting - Paramount Theatres.

The campaign was explored recently by ABPT president Leonard H. Goldstein, who introduced an intermediate price scale for teenagers. Hyman, on his trip, will outline Goldstein’s program more fully to various ABPT affiliate circuit executives and invite reactions.

Hyman will visit Salt Lake City, San Francisco, Los Angeles, Phoenix, Tucson and Chicago.

Another function of the trip, Hyman explained, will be to show the affiliate circuits to fully explore the problem of attracting wider attendance of children. Hyman plans to meet with the heads of other boards before ABPT’s annual meeting of executives—scheduled for September.

Canadian Dividend

OTTAWA, Feb. 28.—Eastern Theatres, Ltd., has declared a dividend of $2, payable on Feb. 25 to shareholders.

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**People**

George C. Bowers, with Globe Ticket Co. here since 1927, has been named general manager of the company, effective today. He succeeds August C. Seebeck, who is retiring after 25 years with the company.

Henry J. Zittau has resigned as treasurer of Western Television Co. and Motion Pictures for Television to join Associated Artists productions as vice-president and treasurer.

Milt Olin, Eastern sales manager of Telefilm Enterprises, has been promoted to the post of national sales manager of the organization.

Albert M. Pickus, owner of the Stratford Theatre, Stratford, Conn., and national vice-president of Theatre Owners of America, has been elected chairman of the Civil Defense Committee of the Stratford Chamber of Commerce.

Jean Cocteau has been invited to preside over the international film jury of the Cannes Film Festival again this year.

George E. Landers, Hartford division manager for E. M. Loew's Theatres, was the host to West Point alumni in the Hartford area at Friday night's Connecticut premiere of Columbia's "The Long Gray Line" at the downtown E. M. Loew house.

"Chick" Minarik of Columbia is the new president of Albany's Local No. B-43, exchange employes. James Tunney of Universal is vice-president and Fayene Carignan of 20th Century-Fox is secretary-treasurer.

**SCREENWRITERS PRESENT THEIR ANNUAL 'BEST-WRITTEN' AWARDS**

HOLLYWOOD, Feb. 28—One thousand screenwriters tonight voted the seventh annual awards dinner Rouge.

*Manager Now Offered $1,800 for $1 Bills*

SHELBY, N.C., Feb. 28—Bidding by numismatists (rare coin collectors) has gone up to $1,800 for the two misprinted one-dollar bills which were paid in at the Shelby Theatre here by an unknown patron. Bill Butler, manager of the theatre, to date has rejected all offers, which started at $500 when he first announced his discovery. The bills have the picture of George Washington on both sides.

**Schine-U-I Again In 'Kettle' Tie-Up**

Fifty Schine Circuit theatres in five Eastern states will mark the advent of spring for the fourth consecutive year with a circuit-wide pre-release world premiere of a Universal International "Ma and Pa Kettle" picture when "Ma and Pa Kettle At Waliki" opens throughout the circuit starting on March 6, backed by the same type of all-out promotional effort which was used for this type of spring festival showing during the past three years, U-I announced.

Several new promotional devices will be added this year to the over-all campaign which each theatre manager in the circuit is being called upon to develop. They include the availability of cargos of wood roses flown in from Hawaii for local merchants to award as prizes to their customers in local promotions. U-I and Schine have also developed a theme for cooperative newspaper advertising pages.

**Level of Admission Prices Up, Says BLS**

WASHINGTON, Feb. 28.—The level of motion picture prices rose during the month preceding mid-January, the Bureau of Labor Statistics reported. It said that "increased admission prices for special features in several cities" was partly responsible for an increase in the price index for the reading and recreation category.

"**YOU'RE A KILLER, KATIE . . . A BEAUTIFUL MURDEROUS KILLER!**"

Everytime they touched they struck fire! Here is the raging heart of the men and women who fought Zulu hordes and each other...to write the flaming saga of Africa!

UNTAMED CINEMASCOPE

*color by DE LUXE from 20TH CENTURY-FOX starring TYRONE POWER, HAYWARD-EGAN*

NEXT ATTRACTION IN THE NATION'S Finest!
movies available to them without charge," Stark said here yesterday in response to a recent FCC announce-
ment calling upon all interested par-
ties to present, by May 9 in order to guide the commis-
sion on questions of law, facts and public interest.

Subscription television is contrary to
the interests of the general public and the violation of the concept of free access to educational television programs, Stark said. He emphasized that the tradition of free broadcasting
which guarantees the public the right to free
broadcasting, is threatened with extinction by the
unfair competition of well-financed sy-
dicates.

Respects Children's Views

"At a time when our nation and
our city are confronted with a tre-
cendous problem of juvenile de-
elinquency and we are trying to
strengthen the ties which bind chil-
dren to their parents, to free commer-
cial television can do irre-
replaceable harm," Stark said. "Chil-
dren are often better critics than their
parents and they stay at home and watch mediocre programs
once they are prevented from viewing
better shows because of high subscrip-
tion rates," he said.

The Council president indicated that there are
countless groups already in existence to
improve the caliber of television programs under
the present system. Commercial sponsors,
the National Association of Radio
Television Broadcasters and various
philanthropic foundations are con-
stantly working to raise the level of television, Stark asserted. He said the motion picture industry had
proved the fallacy of believing that price
charging alone brings automatic
improvements in production standards.

"Better writing, acting, directing and
producing, and not only on view-
ings, but the entire television needs today.
These can be achieved under existing
commercial and foundation sponsor-
ship," Stark added.

See Law Violation

Stark termed coin-box television a
violation of the spirit and intent of
the Communications Act of 1934, which
directed the FCC to encourage the
larger and more effective use of
broadcasting in the public interest.

"Millions of families throughout
the nation bought television sets in the
belief that the principle of free broad-
casting would be held inviolate by
the FCC," he said.

On the other hand, Stark said that he
was not opposed to all forms of
limited audience television. He ad-
mitted that approval of scrambling devices designed to
transmit police lines, medical op-
terations, and related community
services provided they are regulated by
the public's interest.

Toll-TV Radio--Television

with Pinky Herman

The annual Post Office deficit could be happily wiped out if TV
radio. (Continued from page 1)
could come up with about 100 mail-drawing programs like
"The Bob Crosby CBS Show," which has just been the talk
of the town for the past four years. Sure helped
Bob overcome his recent illness... . A wonderful idea was born
last year in Burlington, Wisconsin, and with fanfare, parades, floats
and patriotic fervor, the local citizenry was stirred by the theme
of the proceedings, namely that the citizenry of America must be sold and in turn
be relieved of the burden of America one another. Two young Bur-
nington business executives, Robert Sullivan and Robert Spitzer, who
are active participants in this vitally important and
necessary endeavor, have been touring the country (on their own
time and at their own expense) in an effort to this local event,
one that is national in scope. To us, it seems that radio and TV
executives and producers should listen to their story and help the
modern "Paul Revers" transmit their timely and inspiring message
to Mister and Missus United States.

Michael Drury has penned a brilliant profile on Jackie Gleason.
"E Phluribus Gleason," which will appear in next week's
"Collier's," the concluding piece of the two-part story set for the
April 1 issue. .. With Gleason planned to Florida, following
her program last Thursday, for a
two-week rest and Marie Griffin will pinch
hit on her Thursday-at-7:45 P.M. television
CBS program... . His "W.L. Wonderal programs from the reemergence
"Campus Reverb" is due in short order.

The big boy, of course, is the great
husband-decy-jay Jean Shepard ready for the
time and WOR producer Larry Dorf
has brought the lad to New York to star in a
new planner-chatter series (Saturdays from
4:30-6:00 P.M.)... . Telefilm
Radio Productions, Inc., has completed
production on 52 five-minute animated
film series, "Jim & Judy in Tele-Land,"
which is to be released in the month of
.. Adored, respected and cherished by his
ting artists and Tin Pan Alley song writers
for his many years of friendly help, Irving Faskow, in charge of
CBS record library, will marry pretty Evelyn Nassberg June 19.

Jimmy and Tommy Dorsey's TV'er "CB Stage Show," sub-
stituting for "The Jackie Gleason Show" while the rotund
comics takes a well-earned vacation, will feature Kate Smith
guestar on the March 12 telecast. Gleason will return for the
month when the 26th anniversary of the national singing and
dancing star of Ted Lewis' Night Club Revue, Nancy Wells,
has been scheduled for the stellar role in the forthcoming
film series, "Campus Time," to be produced by Foront Pro-
ductions. Nancy's artistry reminds us of Judy Garland... .
Dick Hayman, pianist for Fred Robbins' "Dinah," on a two-week
"Finders Keepers," has completed the score for a new musical
comedy which has so enthused F. R. he's looking for Angles.
. . . The seventh annual "Emmy" TV Awards which will be
NBChanneled Monday, March 7, 11:30-1:00 A.M. will originale at Frank Sennes' Moulon Rouge in Hollywood and be
emceed by Steve Allen while Dave Garroway will handle similar chores when the proceedings require it, from Nino's
Laure in New York.

"Omnius" this CBSunday, will present the premiere of a
new nippe on the Rogers Thayer's classic ballad poem, "Casey
at the Bat," titled " Mighty Casey," composed by William Schuman,
president of the Juilliard School of Music, with a libretto by Jeremy
Gary. Featured will be Danny Scholl, Elise Rhodes and E. G. Mar-
shall, while Samuel Krachmanick (Carlo Menotti's "Saint of Blecker
St." ) will conduct... . Trade is buzzing with the phenomenal
mail draw (160,000 letters containing 35 cents each) of four one-minute
films, "What a Difference a Day Made," "What's Next?" "In Good Temper,"
"Marge Kerr, youthful radio & TV vet, the new York area sales rep for Guild Films by veep Manny Reiner... .
Decoy has hatched onto Jerry Martin's new Coral waxing of "What a
Difference a Day Made," backed with "I'd Never Forget Myself.""Manhattan serenade" for orchestra and vocalists in thenational baritone sweepstakes derby. . . Ye scribbler is off on a two-week
cruise to S. America and the West Indies and the next two columns will be by-lined by two dear friends, Dave Garroway and Rudy Valle.
So hasta la vista, amigos.

UA-Chaplin

(Continued from page 1)

available an inducement, should it choose to use it, such as the company
employed in the past to attract man-
power, "The Man Who Knew Too Much," said Sam-
uel Goldwyn, David O. Selznick, Sir
Alexander Korda and others to its
footing.

Negotiations for acquisition of the
Chaplin shares were begun by Krim
last year during a visit to Europe
after he had been the United States
and established residence in
Switzerland. Little progress was made for several months, but in
recent days the negotiations were re-
newed over trans-Atlantic telephone.
The actual closing was effected in
Switzerland during the past week
with Arnold Picker, U. A. vice-president
in charge of foreign distribution, act-
ing for the company.

The Benjamin-Krim management
field on Feb. 15, 1951, acquired 8,000
shares representing 5/16 per cent of
U. A.'s outstanding stock at the time.
The company was in distress, lacking
product and having all the appear-
ance of having gone down for the
count.

Benjamin, Krim and Matthew Fox
received their provisional contract
a 10-year voting control as a consid-
eration for providing the company
with management. They were to re-
cieve 5,000 shares of the company's
putting the company's operations in
the black with a specified period,
which they succeeded in doing in their
first year of operation. They made
a token payment of $1 per share.

So the late Max Kravetz, who served briefly as secre-
tary of the company, claimed to have
held an option to purchase 8,000
shares of U. A. stock for $5,400,000.

Mary Pickford

(Continued from page 1)

veloped some of the great names in
the industry, and we like to think of
UA as an incubator. Many other ma-
jors have contributed to this formula
for setting up independent production units."

Shoemaker maintained that no great organization dedicated to its own
product can sell a picture on the same level as a company engaged excu-
"TOA Asks Members

To Aid Toll-TV Fight

Members of the Theatre Owners of
America are urged to support the activities of the Joint
Committee on Toll TV and the committee's solicitation
for funds, according to the latest
TOA bulletin.

Following a resolution adopted at
the TOA's mid-winter executive
board meeting in Washington last
month, the TOA bulletin lists seven
suggestions which were made from
the floor. They are:

TOA to prepare a special bulletin
immediately after the next meeting of the
toll TV committee, urging the
entire membership to subscribe at
once. All members were to be on the
alert to help make headlines in every
town with rebuttal material to be
made available from the TOA head-
quarters in New York. The local
lords and managers as quickly as pos-
sible; a clinic to train speakers in
daemonstration of the intensive and
intelligent hard-hitting group to work
at the national legislative level.

Mary Pickford
Ohio ITO

Says Ohio Censorship Not 'Big Bad Wolf' as Claimed

COLUMBUS, O., Feb. 28.—Ohio's film censorship is not the "big bad wolf" that some critics claim, said R. M. Eyman, state director of education and chief film censor. The director used a report of film censorship covering 1943 to 1944 to support his statement.

The report, compiled by the state division of censorship, showed a total of 68 film rejections in the past year, which represented a decrease of 20 to 21 films during that period. Eliminations were ordered in 1,516 films.

The division has not been reviewing films since Dec. 1, last year, when the Ohio Supreme Court ruled the censorship law was "unreasonable and unlawful." An explanation for each of the 68 films rejected was given in the Eymann report. The director said the rejected films "tended to incite crime or had obscene scenes." He indicated a steady increase of foreign films exhibited in Ohio was presenting additional censorship problems. He said that during the last fiscal year, 50 percent of films received in the state were foreign language features.

The report showed that films containing nudity and habit-forming drugs had been banned because of the increase in juvenile delinquency. Exemptions in the cases of delinquency were directly attributable to ideas received from such films.

Among the better-known of the 68 banned films were: "The Miracle," "Zh," "The Outlaw," "The Moon Is Blue," and "A Man and a Woman" ("My Life" formerly "Ecstasy"). "Kiss Tomorrow Goodbye" and "Devil in the Flesh."

Stereo Sound Now Paying Off, Lewis Tells ITO Delegates

COLUMBUS, O., Feb. 28.—Despite reported demands for higher film rentals, thereby reducing net profits, review by those who installed stereo- phonic sound have, in most cases, realized higher grosses and better yearly profits. This was stated here today by Merlin Lewis, executive vice-president of the Theatrical Equipment and Supply Manufacturers Association, at the annual convention of Independent Theatre Owners of Ohio.

Lewis pointed out that some operators of small theatres believe that they cannot afford the sound system. It might be, he said, that they have not investigated the facts closely enough to discover "that a complete stereophonic sound installation can be accomplished in the smaller theatres for as little as the price of a few tickets a day after a small down payment."

Lewis reviewed the equipment market and explained briefly the workings of VistaVision, Todd AO and other processes.

Debra Heads Tour For 'Peter' Campaign

A group of 11 film industry figures, headed by Arthur Debra, community relations director of the Motion Picture Association of America, will hit 60 key cities between March 21-25 to speak at special screenings of 20th Century-Fox's "A Man Called Peter" in CinemaScope. The showings have been arranged for clergymen, lay members of churches and opinion makers.

The previews, sponsored by the National Council of the Council of Christ in the United States, are designed to launch programs of community and religious support for the drama which will open nationally during the Easter holiday season.

Debra, who is president of RCA Drive-In Equipment, will deliver his talk on how his company can help a theatre to transform a drive-in into a high-quality theatre. Debra has been associated with RCA drive-in equipment since 1936, when he started in the business as a young man.

Weltner

Weltner

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Q. Who has details and figures on RCA Drive-In Equipment?

A. Your local independent RCA Theatre Supply Dealer has the whole story on RCA Drive-In Equipment. For a complete RCA sound and projection system... or particular equipment items... call or see your RCA Theatre Supply Dealer now!
LIGHT UP YOUR MARQUEE WITH THE STAR OF "WHITE CHRISTMAS" AND "KNOCK ON WOOD"!

DANNY KAYE IN ASSIGNMENT CHILDREN

PRESENTED BY THE UNITED NATIONS AND THE MOTION PICTURE INDUSTRY
A PARAMOUNT RELEASE

Color by TECHNICOLOR

This wonderful 20-minute featurette will do wonders for your theatre, for you and for the children of the world. Danny Kaye, with all his humor, talent, warmth and charm, was the ideal personality to be the United Nations' Ambassador-At-Large to the youngsters of India, Burma, Hong Kong, Korea and Japan. You never put on your screen a more appealing picture. And no picture ever offered you a more unique programming opportunity. Entire film rental proceeds will go toward furthering the work of UNICEF.

ALL HONORS TO DANNY...

Photoplay Magazine Achievement Award
Parents' Magazine Family Medal
California Fashion Creators Award

Foreign Press Correspondents Award
Humanitarian Award of Denver Hospital

It's an honor for all our industry to join Danny in his great work!
Agenda Highlight

N.E. Exhibitors See Toll TV Prime Threat

Financing 'Anti' Drive Seen Most Important

BOSTON, March 1—Immediate action to fight toll TV was accepted as a prime necessity at the annual meeting of Independent Theatres Inc., of New England, a unit of national Allied, today.

Emerging from the closed meeting in the Hotel Bradford, leaders and toll TV was the principal matter discussed. Election of officers was the main item on the agenda.

It was decided at the meeting, said the new president, Edward Lider of Yamin Enterprises, to make every effort to get out large exhibitor attendance at the March 16 anti-toll TV mass meeting in the Bradford, but the greatest need of all, he said, is for

(Continued on page 4)

Red Cross Drive Collections Are Urged on Theatres

An appeal to theatres to take up audience collections for the 1955 Red Cross campaign, which was opened nationally yesterday and continues through March, was made by Spyros P. Skouras, 20th Century-Fox presi-

dent, who is industry chairman for the Greater New York area in the drive for the seventh successive year.

Skouras was host at a luncheon

(Continued on page 4)

Schine Trial Ends; No Early Decision

Special to THE DAILY
BUFFALO, March 1.—The Schine criminal contempt of court trial has ended here. It has been under way in local Federal Court for several months. Judge John Knight

says he will give no decision for at least two months. He has given the Government a month to file briefs and the defense a month to file an answer. The Judge has also denied defense motions for a judgment of acquittal until he can go over the briefs and the record of the trial.

See Sales Manager’s Mulling Arbitration

The “stumbling blocks” in the proposed arbitration draft are expected to be discussed at today’s meeting here of the sales managers committee of the Motion Picture Association of America, the first meeting of distribution executives since the incon-
clusive exhibitor-distribution meeting on arbitration which was held on Feb. 17.

Last month’s negotiating meeting produced a number of “snags,” leaving both exhibition and distribution leaders hesitant in forecasting when an agreement on arbitration would be reached. Both sides, however, remained optimistic in reaching an accord in the long run.

The time factor, however, remains an important factor for, according to distribution and Theatre Owners of America sentiment, work on arbitration should be completed before the pro-

posed round table industry conference is called.

NYC Council Meets

Stark’s Toll-TV Proposal Referred for More Study

New York City Council president Abe Stark’s resolution asking the Federal Communications Commission to withhold approval of pay-as-you-

watch-television has been referred to

rules committee of the Council for further consideration. Leonard F. Stavisky, assistant to the president, said yesterday following the introduc-

tion of the resolution at an afternoon meeting.

The rules committee of the Council will consider the resolution and a number of letters, telegrams and calls from citizens already re-

ceived and will recommend whether it should be filed or opened to debate on the Council floor, Stavisky said.

Reaction thus far to Stark’s reso-

lution concerning toll-TV has been favorable, Stavisky said. Many public

spirited and interested parties have

(Continued on page 5)

Compo Calls Poll Meeting

The three Council of Motion Pic-

ture Organizations co-chairmen, Sam Piranuki, Al Lichtman and Wilbur

Snaper, have called a meeting to con-

sider plans for audience development at the Sheraton Astor Hotel here on March 16.

Attending the meeting will be mem-

bers of a recently-appointed COMPO audience development committee, the

COMPO audience poll committee and

others who have expressed interest in plans for audience development.

The meeting will be followed by a meeting of the co-chairmen to con-

sider and act upon the conclusions reached by the group.

‘Look’ Cites Schary, Downing and Crosby

Dore Schary, vice-president of Loew’s, Inc., in charge of production; Russell V. Downing, president, and managing direc-

tor of the Radio City Music Hall, Bing Crosby and Judy Gar-

land are the recipients of the top honors in the annual awards given by

the magazine “Look.”

Schary was honored with a citation for his continued lead-

ership as a Hollywood spokesman and

(Continued on page 5)

Open-Shop Move

Indepedents, Projectionists

Break in Minn.

Talks Collapse; Theatres Advertise for Operators

Special to THE DAILY
MINNEAPOLIS, March 1.—Inde-

pendent owners of approximately 50 M-G-M, “silent first” and sub-run theatres backed up their threat to go open shop with a two-column, four-inch adver-

tisement for open shop operators as negotiations for a new three-year contract with Projectionists’ Local No. 219, IATSE, collapsed.

The ad was placed in the “Tribune” today following a meeting of the inde-

pendents at which they unanimously rejected a union ultimatum that they

match the contract circuit signed with RKO theaters and Minnesota Amuse-

ment Co. two months ago. This pact granted a nine-cent-per-hour raise for each of the last two years of the three-

(Continued on page 5)

Philadelphia Digs Up

An Old Ordinance On License Fees

Special to THE DAILY
PHILADELPHIA, March 1.—A newly “discovered” two-penny license fee on theatre admissions will be the subject of a meeting here of city officials shortly.

The fee, according to city controller Foster A. Dunlap, was authorized by a 1931 ordinance but has not been en-

forced. Walter S. Pitko, commissioner

(Continued on page 5)

Utah Film Men Spur

Daylight Time Defeat

Special to THE DAILY
SALT LAKE CITY, March 1.—The motion picture industry here scored a victory over tele-

vision today when the Utah House of Representatives voted 42-10 against the adoption of daylight-saving time.

Under the direction of Clyde Blasius, of Westates Theatres, a large film industry group ap-

peared as the defeat of the bill. Television interests had strongly sup-

ported it.
Personal Mention

HOWARD DIETZ, Loew’s vice-president, left here yesterday for the Coast.

BARNEY BALABAN, president of Paramount Pictures, became a grandfather yesterday with the birth of a daughter to Jay and Judy Kaner at Mt. Sinai hospital here.

HARRY BRANID, president of Independent Theatre Owners Association and head of Brandt Theatres, has returned to New York from Florida.

MONTY SALMON, managing director of the New York branch of the Independent, has returned to New York from England and is at home in Englewood, N. J.

SEYMOUR SCHUSSEL, I.F.E., Releasing Corp. Eastern division manager, will return to New York on Friday from Cleveland and Pittsburgh.

ANATOLE DE GRUNWALD, president of Blackstone Advertising Agency, is scheduled to arrive in New York today via B.O.A.C., Monarch.

WILLIAM ZIMMERMAN, film attorney, is scheduled to leave New York for Hollywood tonight for a visit of several weeks.

WALTER GRANGER, executive of Walt Disney Productions of Australia, will leave here tonight for London via L.O.A.C.

WILLIAM J. GERMAN, president of William J. German Co., has returned here from the Coast.

20th to Map TV Plans at Meets Here

Production, promotion and merchandising plans for 20th Century-Fox’s “Boom” series, which is expected video subsidiary, will be developed in a series of meetings called by president Sydney P. Skouras in New York this week. Leading advertising agencies and TV networks.

The conferences will develop and launch the TV campaign for the over-all handling of TV films at the company’s Western Avenue studio in Hollywood, which is being geared for the new operation at a cost of several million dollars.

Sid Rogell, who has been named production chief of the new subsidiary corporation, will arrive in New York from Hollywood this morning for the special conference which will extend through next week.

Edward Lander, 70

Funeral services for Edward G. Lander, 70, who was a vice-president of the old Keith’s circuit, will be held here tomorrow at Frank Campbell’s Funeral Home. Retired since 1939, Lander was born in New York. He was married to Florence B. and two daughters, Mrs. Barbara Mayer and Mrs. Nancy Bercovitch, are here on Monday.

ITO of Ohio and NSS Honored by State for Highway-Safety Aid

Special to THE DAILY

COLUMBUS, O., March 1—Lieut. Gov. John W. Brown of Ohio today presented scrolls to Horace Adams, president of Independent Theatre Owners of Ohio, and Burton Robbins, representing National Screen Service of Cincinnati for their organization’s contributions to the State Highway Safety Campaign, at the annual ITO convention banquet here. NSS and ITO co-operated in the showing of safety films in several hundred Ohio theatres.

Abram F. Myers, Allied States general sales manager, will now be banquet toastmaster, replacing Maurice Bergmann who was unable to accept the invitation.

About 400 attended today’s M-G-M Ticket-Selling Workshop. Alden Brinham, of the Weslan theatre, Massillon, Ohio, won a briefcase as door prize. Jack Bruno, of Cooper Foundation Theatres, Pueblo, Colo., stressed the importance of special children’s shows as profit and lecture builders. “Extra activities are responsible for extra profits,” said Bruno, in stressing holiday show-off car giveaways and merchant tie-ins.

Six Panels Heard


Members of the Ohio legislature were luncheon guests of the delegates today.

Ehrlich, Publicist, Dies Here Yesterday

Joe Ehrlich, for many years identified with home office publicity departments, died yesterday at his home in West Orange, N. J., after a short illness. He had suffered a heart attack last year and was confined to his home for several months.

Formerly with 20th Century-Fox, his last post was with RKO Radio, handling publicity and promotion on the company’s short subjects.

Oregon Optometrist Claims He Has Prior Right to CinemaScope Name

ASTORIA, Ore., March 1.—A controversy over the rights to the name CinemaScope is looming here as the result of a claim by Dr. Harvey C. Rones, a local optometrist. Doctor Rones claims that he built up a name and protected it internationally in 1936. Although he called the device “cinemascope,” he did not register the name. However, he claims both prior use of the name and the principle of projecting cinemascope pictures under the name, an idea, he said, which was incorporated in his eye-training machine. Doctor Rones said that he has advertised the device under the “cinemascope” name and has used it continuously since he built the device.

The situation came to light when 20th Century-Fox wrote Doctor Rones a letter, asking him to discontinue using the name. The doctor has placed the matter in the hands of his attorneys.

Analyst Says Theatre Profits By Screen Ad

Some 10,000 theatres in the United States have profited to the tune of $10,000,000 from theatre screen advertising. The statement was made by analyst Albert S. Schildinger, whose research and survey organization recently compiled a study and analysis in that field for the Association of Theatre Screen Advertising Companies.

Of the 19,010 theatres of all types in the country, 10,000 are screen advertising and have benefited by an approximate $10,000,000 by advertising local and national products to advertise on the screen between feature presentations, Schildinger said. Releasing the text of his study during a session of the Independent Owners luncheon here yesterday, the analyst said that his report covers the circulation, knowledge and impact of theatre screen advertising in five selected cities as well as the characteristics of the audiences.

City-Characteristics Diverse

“The cities selected, Bonham, Texas; Bellevue, Kansas; Bryan, Ohio; Watertown, Maine, and Fayetteville, N. C., had varying degrees of per capita movie expenditures, telecasting ownership, number and types of theatres,” he said.

Schildinger and Company, Inc., was commissioned for the research by the Alexander Film Co. of Colorado Springs; A. V. Cauger Service, Inc., of Independence; Martin Advertising Service Co. of New Orleans; Reid H. Ray Film Industries of St. Paul, and United Film Service.

Commenting on other surveys which he is working on, Schildinger said that his organization has been studying subscription television since 1951. “Audiences are sold on the idea of no commercials in subscription television, so that the whole nature of that medium depends on which show is presented,” he said.

Tudor Sales Meet

Moe Kerman, president of Tudor Pictures, will preside at a two-day sales meeting of Tudor Midwest and Southern theatre holders beginning tomorrow at the Blackstone Hotel. Salesmen to be discussed are “Innkeepers in Paris,” “Heartbreak Ridge” and “The Adventures of Mr. Lucky.”

Brody Product Tour To Include 14 Cities

From THE DAILY Bureau

HOLLYWOOD, March 1.—Allied Artists president Steve Brody ac- ceded to a request from several sales managers Morye R. Goldstein, will tour the nation from March 17 through April 1 to introduce the company’s new product—exhibitor groups in 14 cities, Brody today announced.

“We are now ready to launch our program as a major company. The most important group participating with the studio will be available for release during the next six months. We want to talk to theatremen in the field about what we plan and discuss our future policies.”

The itinerary will be Dallas March 15; Atlanta, March 16; Charlotte, March 17; Philadelphia, March 18; New York, March 19-21; Boston, March 22; New York, March 23; Pittsburgh, March 24; Detroit, March 25; Chicago, March 26-28; Milwaukee, March 29; Kansas City, March 30; San Francisco, March 31; Los Angeles, April 1.

A AA advertising-publicity director John C. Finn will accompany Brody and Goldstein.

“Annapolis Story” and “Shotgun” will be screened at each meeting.

‘Newsweek’ Reports Industry ‘Boom’

The new “boom” in the picture business is the subject of a special report in “Newsweek’s” March 7 issue. In a survey of the new climate in Hollywood “Newsweek” reports that “nobody doubted any longer that the big slump was over.”

Among the reasons for the change in the issue, is the phrase “industry’s forecast for ‘Newsweek’” lists the new screening processes, the sprucing up of rundown picture houses, the growth of foreign market and better pictures.

“The new catchword is the ‘big picture’—which sums up the general trend to concentrate more money, care and talent into relatively fewer pictures,” “Newsweek” says. “Behind all this is the belief that the public appetite for foreign market and better pictures is on the increase.”

The new “boom” should affect the picture business, as the reports of the new screening processes, the sprucing up of rundown picture houses, the growth of foreign market and better pictures are expected to find their way into the industry. The new “boom” should affect the picture business, as the reports of the new screening processes, the sprucing up of rundown picture houses, the growth of foreign market and better pictures are expected to find their way into the industry.

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FOR YOUR SCREENINGS

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A HAPPY PICTURE FOR EASTER!

The fastest-booking holiday attraction is M-G-M's "THE GLASS SLIPPER" because it's got everything a theatre could ask for in an Easter show. A wonderful love story, a magnificent spectacle, a wealth of music, fun, dancing—all in radiant Color.

EXTRA! Free! Special Color Teaser Trailer For Your Easter Booking!

MGM proudly presents

The Glass Slipper

Starring the "Lili" girl, and it is predicted her new picture will be on the 10-Best lists, too!

LESLIE CARON
MICHAEL WILDING

with

KEENAN WYNN • ESTELLE WINWOOD
ELSA LANCHESTER • BARRY JONES

Written For the Screen by HELEN DEUTSCH • Ballets by ROLAND PETIT
Featuring BALLET de PARIS • Photographed in EASTMAN COLOR
Directed by CHARLES WALTERS • Produced by EDWIN H. KNOPF

(Available in Perspecta Stereophonic or 1-Channel Sound)
**N. E. Toll TV**

(Continued from page 1)

money to strengthen the national fight. It costs a great deal, Linder pointed out, to retain first class legal and public relations counsel and to carry out their recommendations. But such money can be regarded as an investment in the future of the exhibition segment of the industry, he stated. Also important as investments in prosperity to communities, are funds spent in improvement of the quality of film presentation in theatres, and in adding inducements of all kinds for patronage.

In addition to Linder and Albert Lourie, secretary, other officers usually elected were: Melvin B. Sader, first vice-president; Lloyd Clark, second vice-president; Julian Riffkin, secretary; Nathan Yamato, national delegate; Norman C. Glassman, chairman of the board; and on the executive committee, W. Leslie Benders, Roy Burroughs, Edwin Fidel, Henry Goudet, Leonard Goldberg, Arthur Howard, Winthrop Knox, Frank T. Lepage, Walter E. Mitchell, Daniel J. Murphy, Samuel Resnik, Theodore Rosenblatt, Andrew Tegu and Robert Viano.

**Delay Clearance Meeting with Army**

The industry committee which is discussing film clearances for military theatres with the Department of Defense has postponed a scheduled meeting for tomorrow with Deputy Assistant Secretary of Defense D. Walter Swan until March 14, it was reported here yesterday.

The reason for the postponement was not revealed, but reliable sources indicated that Army and Air Force objections to a tentative agreement reached on Feb. 16 on military clearances for 95 or 97 theatres brought about the delay.

The tentative agreement was worked out on Feb. 16 with a proviso that the distributors ratify it. It is possible that the general release copy will come from the MPA, which meets here this morning, may discuss the exhibition plan to change the rules for film showings at service houses.

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**Review**

"Untamed" (20th Century-Fox)

**Bert E. Friedlob** and William A. Bacher have applied the tried and true ingredients of successful action pictures to a South African locale in the mid-19th Century and the story of the settlement of the territory by the Dutch, as fictionalized in the popular Helga Moray novel of the same title, to provide an action-packed tale of suspense that should guarantee a good box office.

"Untamed" is a big, sprawling story with many, unusual features, and all of them salable. With Tyrone Power as the dedicated head of the Dutch commando, played by the settlers from native tribes, and with Susan Hayward, she will be a wild Irish girl whom he had met on a horse-catching journey to that country, in ardent pursuit of him, and with Richard Egan as the brutal commando who comes under her spell, the romantic phases are at white heat throughout most of the film.

When they are not flaring out into the violence of hand-to-hand combat between individuals, they are painted on the really expansive canvases of savage raids on wagon trains, a battle for a town between bandits and commandos, or in the novel brutality of a fight between Power and Egan with bull whips as weapons.

The wide open spaces of South Africa, where director Henry King staged most of his exteriors, photographing them in the majestic sweep permitted by CinemaScope, is a visual treat that audiences everywhere must appreciate. They will thrill, too, to the staging of the native attack by Zulu tribesmen on the homesteaders' wagon train, gory as it is, and the tortured spears of the savages finding their mark, at close camera range, in the Technicolored vital of the killers. Literally thousands are used in the sequence and it is staged with a fine sense of color and drama.

The story takes Miss Hayward to South Africa with her husband and child after a blight ravages Ireland, threatening impoverishment. Joining the homesteaders, her husband, played by John Justin, is killed in the attack by the Zulu tribesmen. The wagon train is rescued by Power and his commando band and Miss Hayward, unhurt, is forced to settle with her, without the formality of marriage, at a homestead site.

Eventually Power is drawn back to leadership of the commando band, rescuing the homestead. Egan takes over with Miss Hayward. In a storm, a flash floods are washed by floods and Egan loses a foot in an accident. With a child she has born to Power, Miss Hayward leaves the farm land after having accumulated a fortune by trading her possessions for gold and cattle.

There is a reunion between Miss Hayward and Power after she has established herself in the capital as a woman of wealth and influence, but it soon terminates in a lovers' quarrel. In time, Miss Hayward loses her wealth and power over her marriage, sets out for the diamond fields to recoup her fortune. En route, she is made a captive by Egan, now a bandit leader, who has captured a town on her route. Power and the commandos re-take the town and the lovers are reunited.

Proposing a large supporting cast are Agnes Moorehead, Rita Moreno, Hope Emerson, Brad Dexter, Henry O'Neil and Paul Thompson. The screen play is by Talbot Jennings, Frank Fenton and Michael Blankfort, and the adaptation by Jennings and Bacher.

"Untamed" is a motion picture on which huge amounts of money have been lavished in production and which, as a result, is endowed with an abundance of exploitable properties, as well as personalities. Sold as such, it should draw plenty of romantic-action fans.

Running time, 111 minutes. Adult classification. Release, in March.

SHERWIN KANE

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**Big House' Premiere In Detroit Tomorrow**

United Artists' "Big House, U.S.A." will have its world premiere tomorrow night at the Fox theatre in Detroit, climaxing an advance campaign featuring personal appearances by starlet Beverly Sills, who makes her screen debut in the drama, UA announced.

Mayor Albert E. Cobo will head a contingent of city officials and state prison heads attending the widely-hyped bow of the Bel-Air production at the Motor City showcase. Following the premiere, a special Miss Fare will autograph pictures for fans in an hour-long session in the lobby of the theatre.

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**Star to Victoria**

Universal-International's "Man Without A Star," starring Kirk Douglas, Jeanne Crain and Claire Trevor, will be the next attraction at the Victoria Theatre here.

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**MPEA Informed of Italian Talks**

The foreign managers meeting here yesterday were informed of the status of negotiations currently going on in Rome on the Italian color print situation.

Negotiations in Rome, it was said, are being carried on concurrently by individual film companies and Griffith Johnson, vice-president of the Motion Picture Export Association, American companies, it was stated, are attempting to limit or modify the premium rate on 35 mm. color prints into Italy other than Technicolor produced prints.

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**Goodman Joins Jacobs**

Frank Goodman, for the past eight years with the Richard Money office here, has resigned to join the Arthur P. Jacobs Co. Goodman will head up the public relations organization's Eastern offices.

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**Red Cross**

(Continued from page 1)

at the Metropolitan Club here yesterday attended by more than 100 persons. The top-ranking Red Cross officials, film and stage personalities, industry officials and service organizations.

The New York City film industry's goal is $45,000, in the city-wide quota of $57,000, the National Red Cross goal.

**Skouras in Personal Appeal**

Skouras told his audience, which included representatives of most of the metropolitan area circuits, that he would like to have the theatres in the drive and to take up audience collections. It need not be done," he said, "and much for the money to be collected to identify the theatres and the industry with the Red Cross campaign, and to help publicize awareness of it, and thereby accelerate giving."

Skouras added that William German, owner of German, Inc., who was guest at the premiere, "would provide the raw stock needed for campaign trailers to be shown in the theatres."

Among those called upon for brief addresses, most of whom expressed a personal interest in the campaign were Rita Gam, Anna Sten, Sylvia Sidney, Robert Wagner, Austin Keough, Russell Downing, German, Egan, Ernest Emerson, Harry Mandel, Robert Coyne and Emanuel Frisch.

**Red Cross Officials Heard**

Special appeals for cooperation in the drive, together with descriptions of the Red Cross work and needs, were made by E. Roland Harriman, chairman, American National Red Cross; Ellsworth Banker, Red Cross president; Leroy A. Lincoln, Greater New York campaign chairman; Adolphe Arditi, general manager, and Mrs. Helen Purcell, Red Cross worker.

"Untamed" in Triple Miami Premiere

MIAMI, March 1—Highlighted by the presence of Susan Hayward, 20th Century-Fox's CinemaScope production of "Untamed", one of the world premieres here tonight at three theatres, Debating at Wometo's Carib, Miami and Ashland theatres, the drama in which Miss Hayward stars with Tyrone Power and Richard Egan was received by several thousand invited guests who filled to capacity the three theatres.

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**AFL-CIO Merger to Affect All: Bartell**

MILWAUKEE, March 1.—The proposed merger of the American Federation of Labor and the Council of Industrial Organizations will no doubt have a tremendous general effect on employer - employee relationships, David T. Bartell, general counsel for the Colosseum of Motion Picture Salesmen of America, declared here.

"There is no satisfactory conclusion of the conversations and their specific effects are not of course, susceptible of immediately determinations," he said.

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MOTION PICTURE DAILY

Wednesday, March 2, 1955

National Pre-Selling

CATHERINE MARSHALL, author of "A Man Called Peter" (the book on which the 20th Century-Fox picture is based) wrote a very interesting story which appeared in last Sunday's "American Weekly." Mrs. Marshall told about her life with Dr. Peter Marshall and how they did their religious work. She is certain that most of the people who read this story will want to see the film.

The lead photo in "The Long Gray Line" review appearing in the current issue of "Look" shows the stunned reaction of the Army football "bench" to the forward pass executed for the first time during the Army-North Dame game of 1913. Another interesting photo of Tyne- rone Power and Maureen O'Hara as "Greenhorns" from overseas, depicts the comedy relief in the Columbia picture. A spread is devoted to the review which includes a picture of ex-Sgt. Marty Maher on whose life the "Long Gray Line" is based.

The "Woman's Home Companion" family-approved movie department last March told its readers "20,000 Leagues Under the Sea," "Bad Day at Black Rock," "The Far Country" and "The Purple Plain."

John O'Hara in Collier's March 18 issue reports that Dore Shary's "Bad Day at Black Rock" is one of the finest motion pictures ever made. O'Hara's enthusiasm for this MGM picture is eloquently delineated in the three lead columns of his picture department. O'Hara's liking for the picture must have rubbed off on Al Hirschfeld, "Collier's" artist who drew an interesting caricature of the cast of "Black Rock," highlighting Spencer Tracy. The caricature, painted in color, accompanies the O'Hara article.

Columbia's "The Long Gray Line," has been selected by Florence Somers of "Redbook" as their picture of the month for March.

"Family Circle" is sold to more than four million readers each month in supermarkets located across the nation. In a department titled "The Reel Dope," motion pictures in release are reviewed. The March issue has reviews on "Rhoda and Juliet," "Captain Lightfoot," "Battle Cry," "The Long Gray Line" and "Black Tuesday."

"Parent's" magazine, in its March issue, awards a Special Merit Medal to "Unchained," a Hall Bartlett production. "Parent's" receives its annual presentation on February 26 by Warner Brothers.

Usurisa Theiss, star of RKO's "Americano," was the cover girl on last Sunday's issue of "Parade.

Arthur P.SYNC, picture editor of "Parade," flew to Hamburg, Germany, to interview Ursula Theiss, his mother and her nine year old son. Both appeared in the same issue of the magazine.

WALTER HAAS

'Look'

(Continued from page 1)

Stark Report on Toll TV

(Continued from page 1)

his active participation in a long list of projects devoted to the public welfare.

Tribute was paid to Downing for "making the City of San Francisco the Mecca of the World's Fair" in the opening of a week-long showcase for the best film entertainment. Crosby and Miss Garland were named "Best Actor and Actress of 1954" by the magazine, Crosby by his work in "The Country Girl" and Miss Garland for her performance in "A Star Is Born."

Brien was named "Best Supporting Actor" for his role in "The Barlow Con- tessa," while Miss Sargent was called "Best Supporting Actress" for her portrayal of the unfortunate heroine of "On the Waterfront."

Six Others Honored


Presentation of the awards will be made to the winners on "The Red Skelton Show" over CBS-TV next Tuesday.

TOA, Allied Units

In K.C. 'Workshop'

Panel members for M-G-M's "Ticket-Selling Workshop" at Kansas City have been announced by Mike Simons, director of customer relations. The meeting, 10th in the Workshop series, will take place at the Continental Hotel there tomorrow.

This will be the first Workshop to be conducted as part of the program of two exhibitor organization conventions. The Kansas-Missouri Theatre Association, "The Tick," will hold its convention March 13-14, President Ed Harris of Kansas City, and the first-named and president Beverly Miller of the Allied organization have been working hand-in-hand to get the much needed convention for G-M to get maximum attendance for the jointly-sponsored Workshop.

Drive-in panel leader for the Kansas City meeting will be Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich. Small-town representa- tion will be Joe Walker, owner of Walker's Umtaht Theatre, Fruitland, Colo., making his second Workshop appearance. Repeating also will be Jack Bruno, Conrad Brady, publicity notified Stark that they are against the move to that extent (that amount) as to say, added that a newspaper columnist, Barry Gray of the "New York Post," had written the story to officially oppose the Stark resolution.

Zenith Registers Opposition

To Stark's Toll-TV Proposal

Dr. Millard C. Faught, economic consultant to Zenith, in an interview with the Phonevision, has notified New York City council majority leader Joseph Starkley of his opposition to a resolution by the Federal Communications Commission to hold up subscription television approval.

In a wire to Stark, Faught declares: "To run stations to be substituted council by Council president Abe Stark opposing subscription television is astounding electronic age example of cart before horse this wants more and better educational and cultural television programs. So do many educators, parents, cultural groups and Government officials trying subscription television as a means of low cost support for the useful programs that are beyond the means of advertisers to sponsor."

Skatron Urges NYC Council

To Hold Hearings on Toll-TV

Arthur Levey, president of the Skatron Electronics & Television Corporation, in a letter to the New York City Council, has urged the Council to hold open hearings on a resolution calling for the FCC to consider the resolution to hold up permission on subscription television.

Levey, who issued the a telegram sent yesterday, states: "I emphatically protest the published in- formation. I strongly believe that the FCC is considering the resolution to hold up permission on subscription television.

Philadelphia

(Continued from page 1)

of the Department of Licenses and Inspection, said the matter involved "administrative policy rather than de- termination of law."

He pointed out that the ordinance had not been enforced by previous administrations. Pitko was questioned whether the film industry was able to absorb the additional charge. Said he: "I want the theatres to pay the freight but if we can't we'll pass it on to the consumer."

Duplap, who made the "discovery," said that the city should have collected $1,500.00 from $15,000.00 admissions instead of the $100 that fee collected from each theatre. Dup- lap charged that responsible city de- nials and suppression of the ordinance.

Other city officials claimed that they believed the 1931 ordinance had been repealed by the Amusement Tax Act of 1937. The issue of what steps to be taken in light of the "discovery" will be discussed at a meeting of city officials.

AMPA to Present

(Continued from page 1)

accepted and is bringing all the scenery and props to New York from out-of-town meetings. The Georgians will all be decorated exactly as it would be for one of the M-G-M meetings. Those attending will assume the role of Georgia guests and the meeting will be given the Workshop treatment in brief form, Bader said.

"Now that you've got to see a Workshop to know what it is, so since we can't go out of town to the Workshop, M-G-M has graciously offered to bring the Workshop in capsule form, to an AMPA meeting," Bader explained.

A Dr. M-G-M director of exploitation, will be one of the featured panelists. He will speak briefly about his new "360" promotion idea and the campaign material for M-G-M's 1955 Motion Picture Television which is currently a Workshop upright.

Dore Schary
IT BLASTS THE SCREEN WITH MORE VIOLENCE THAN SUCH MILESTONES AS

"LITTLE CAESAR"  "PUBLIC ENEMY"

"THE KILLERS"  "BRUTE FORCE"

GET READY FOR

A HOLDOUT WITH

CRASHOUT

Produced by: Hal E. Chester
Directed by: Lewis R. Foster
Screenplay by: Hal E. Chester and Lewis R. Foster
Distributed by FILMMAKERS

WILLIAM BENDIX • ARTHUR KENNEDY • LUTHER ADLER • WILLIAM TALMAN
GENE MARSHALL
EVANS • THOMPSON • MICHAELS

also starring BEVERLY
with GLORIA TALBOT
ADAM WILLIAMS

Coming!

"MAD AT THE WORLD"

The startling truth about teen-age crime... starring
FRANK LOVEJOY • KEEFE BRASSELLE • CATHY O'DONNELL • KAREN SHARP
To Argue Legality
Of N.Y.C. 5% Tax
in Albany Today

Special to THE DAILY

ALBANY, March 2—The legality of the New York five per cent amusement tax, which was imposed by the municipality on July 1, 1954, may reach a final determination when attorneys for the city and exhibition meet in a Court of Appeals hearing tomorrow afternoon.

Assistant Corporation Counsel Stan.
(Continued on page 5)

Rowley Asks KMTA
To Support EFFG

Special to THE DAILY

KANSAS CITY, March 2—Re-
porting on the Exhibitors Film Fi-
nance Group at the convention of the Kansas-Missouri Theatre Association here today, John H. Rowley, execu-
tive vice-president of Rowley United Theatres, Dallas, and representative
(Continued on page 4)

23rd Edition of FAME Being Distributed;
Preseuts Talent Champions of the Year

The 23rd edition of Quigley Publications’ FAME, the annual audit of personalities of the screen, television and radio, is now off the press and on its way to executives and personnel in motion picture production and distribution, broadcasting companies and advertising agencies.

The strikingly colorful 220-page book includes the authoritative talent rating tables which have been an annual feature of FAME, the Top Ten Money-Making Stars of the screen, with photos; Television’s Top Ten; casts and credits of 59 Champion Pictures of the Year, chosen monthly throughout 1954; the 24 Annual Champions, ratings both for the year and in cumulative form of the producers, directors and writers of the Champion Pictures; the Top Ten Short Subjects of the year, and the Top Ten Money Making Stars of Britain. Edited by James D. Ives, the book also includes the annual evaluation of forthcoming releases.

The television and radio section, edited by Pinky Herman, includes the annual critics’ polls of personalities and programs conducted by MOTION PICTURE DAILY, in addition to special articles.
**Personal Mention**

SIMON H. FABIAN, president of Stanley Warner Corp.; SAM ROSEN, executive vice-president; and HARRY KAMIL, vice-president and general manager, were in Hartford yesterday from New York.

Anne Catasinos, secretary to Ulric Bell, executive assistant to Stanley Warner, president of 20th Century-Fox, has announced her engagement to Lt. (J.G.) Fortis N. Kardos of Washington.

Larry Germain, of the Stanley Warner Theatres New England zone, has returned to New Haven from Florida.

Ernest A. Mosk, director of the international division of Allen B. Du Mont Laboratories, has left here for Havana.

Maurice R. Goldstein, Allied Artists general sales manager, has returned here from a tour of Southwestern cities.

Roger Lewis, United Artists advertising manager, will leave here by plane today for Hollywood.

Moe Kerman, president of Tudor Pictures, has left New York for Chicago.

Sol Balano, Warner Brothers casting head, is in New York from the Coast.


Maxwell Arnow, Columbia Pictures talent executive, is here from the Coast.

Henry Ginsburg, producer, returned to the Coast from New York last night.

Mrs. Jack Palace, left for Nassau last night via B.O.A.C. Bahamanian.

**Leader Rites Today At Campbelr Parlor**

Funeral rites will be held here today morning for Edwin (Ted) Lauder, former vice-president of the Keith circuit, who died here on Monday. The services will be at the Campbell Funeral Parlor, 11st St. and Madison Ave.

Since his retirement from the amusement business, Lauder was active in the administration of the estate of the late E. F. Albee.

**Deca Dividend**

Directors of Deca Records, Inc., yesterday declared a regular quarterly dividend of 17 1/2 cents per share on the company’s capital stock payable on March 15 to stockholders of record on March 16.

**MOTION PICTURE DAILY**

Thursday, March 3, 1955

**Discuss FCC Brief Will Map Toll TV Strategy At Meeting Here Today**

Further discussion by the Joint Committee on Toll TV in preparing an active industry campaign of opposition to subscription television will take place today when exhibition representatives meet again at the Sheraton Astor Hotel here.

Convening for the second time within eight days, the JCTTV has concentrated on a definite strategy in filing a brief opposing the pending legislation by May 9, the deadline which the Federal Communications Commission has set for all interested parties, before the governmental agency enacts regulations on pay-as-you-watch television.

It is expected that the committee, which will be headed by Alfred Starr, one of the co-chairmen, will also discuss the discretion of engineering services and advice besides the continued services of Harold Wolf, all public relations counsel. The group’s legal counsel, Marcus Coln of Coln & Marks, Washington, also will be present and is expected to report on legislative progress of subscription television.

**Zenith Calls Stark’s Plan On Toll-TV A Misunderstanding**

CHICAGO, March 2—The anti-subscription television resolution introduced into the New York City Council by President Abe Stark must be based on an misunderstanding, Commissioner E. F. McDonald, Jr., president of Zenith Radio Corp., said in a wire to members of the Council and Mayor Robert F. Wagner yesterday.

“Subscription television, it authorizes a common hardship,” Motion Picture and Television Almanac, a former editor of the Chicago Tribune, added. “It interferes with the present system of sponsored television, and will not take ‘free’ programs away from anybody.

It is not possible to provide, as an addition to present programs, fine entertainment not available on sponsor television and it will deliver to the home, on the sets now owned by the public, such fine entertainment as new movies, Broadway plays, heavyweight championships, grand opera, etc., at a fraction of the cost of going outside the house to see them there directly,” Mr. Stark said.

“Nobody will have to take the service, but it will be available for those who want it,” he asserted.

**Six Pictures Start; 25 in Production**

HOLLYWOOD, March 2—Start of eight new pictures and completion of five pictures left unfinished last year due to shooting 25 to 25 for the past week.

*Starting were:* the “Gentle Wolfhound” (Columbia); “The Bar Singer” (CinemaScope, Eastman Color, Metro-Goldwyn-Mayer); “Artists And Models” (Hal Wallis, VistaVision, Technicolor, Paramount); “Desert Sands” (Bel-Air, SuperScope, Technicolor, and “The Duellist” (Metro-Goldwyn-Mayer, Jr., Prod. (United Artists); “Francis in the Navy” and “The Second Greatest Sex” (CinemaScope, Technicolor (Universal-International).

Completed: *Lord of the Jungle*, (Allied Artists)

**D. A. Bizzoco, N.S.S. Executive, Succumbs**

Daniel A. Bizzoco, St. National Securities Service executive, died yesterday at Mt. Sinai Ernest Marks for lowing a long illness. With N.S.S. for the past seven years, he had been in charge of construction and maintenance for the company.

He is survived by his wife, Rae, two daughters, Marie Ann and Annette, and his father, Frank. Services will be held tomorrow at the Walter B. Cooke Funeral Home, 1 W. 19th St., at 11 A.M.

**Loew’s 2 Drive-ins in Chi. Under Arena**

Frank Arena, manager of Loew’s Kornblatt-Theater—United Artists, has declared that the divestiture by Loew’s, has been named manager of the North and South drive-in theatres recently acquired by the circuit in Chicago. The operation will be supervised by Frank Murphy, Loew’s Great Lakes division manager. Normal of Chicago will be press contact. The drive-ins will be opened for the season Friday. They are Loew’s first drive-in operations.

**Win Min Than to Tour**

Win Min Than, Burmese player who makes her screen debut opposite Gregory Peck in United Artists’ “The Story of M.T.C.” which is due today will launch a four-week, cross-country tour. The tour includes five theatre areas, including Boston, Washington, Detroit, Chicago, Miami, Orlando, Dallas, Los Angeles and San Francisco.

**New ‘Red’ By-Law For Extras Guild**

HOLLYWOOD, March 2.—A resolution of the Southern California Theatre Owners Association, dated Feb. 18, and now being distributed to film companies and the industry in general.

“This distributors be requested to institute in the Southern California Theatre Owners Institute in a general reference to bidding as called for by the injunction in U. S. District Court, Kansas City, Kansas, in the Electric Theatre, in which no bidding system is used that does not provide equal opportunity for all and all dealers in the picture business, to submit bids, and which does not provide equal opportunity for all bidders to be present when bids are opened and to inspect bids upon opening.

Further resolved that the procedure in reference shall provide for prompt awarding of bids, and that all bid letters shall specify availability dates.

**Bankers Trust Co. in ‘Trapeze’ Financing**

HOLLYWOOD, March 2.—At a meeting held yesterday at the Bankers Trust Co., who has arrived here for story conferences on “Trapeze” which will be handled by United Artists. Harold Hecht said 60 per cent of the financing of the $2,000,000-plus budget will be supplied by the Bankers Trust Company of New York, with UA and H-L posting equal guarantees. Foreign currency making the H-L organization will yield the balance of finances necessary to make the film in Paris starting in July.

The stars Lancaster, Gina Lolobrigida, and possibly Montgomery Clift.

**Academy Mails Ballots**

HOLLYWOOD, March 2.—The Academy of Motion Picture Arts and Sciences today mailed ballots to its 1,663 active members for final voting on the awards. The ballots are returnable by midnight, March 15.
Memphis ‘Bamboo’ Ban Hassle Grows

SPECIAL TO THE DAILY

MEMPHIS, March 2—Opposition to the action of Memphis censors to banning “The Bamboo Prison” from Memphis continues.

Playwright Elmer Rice, chairman of American Civil Liberties Union’s National Council on Freedom from Censorship, wired Memphis censor chairman Lloyd T. Binford:

“If the decision is not reversed and Columbia Pictures presses the case in the courts, ACLU will be glad to assist so that this blot of censorship, which is contrary to the concept of American democracy, can be removed.”

Binford replied to the telegram from Rice: “I’m not paying any attention to it.”

Binford said if the studio did not like the ban, it could appeal to the courts.

Covington, Tenn., which ordinarily bans any film banned in Memphis, has placed its approval on “The Bamboo Prison.”

Story Analysts Join AFL Film Council

HOLLYWOOD, March 2—Screen Story Analysts, having become IATSE Local 854, has been seated as a member of the AFL Film Council at the regular weekly meeting, with Kay Lenard, who also is chairman of the Motion Picture Industry Council, representing the analysts organization, which formerly was an unaffiliated guild.

Sullivan, of Dallas, Workshop Panelist

Andrew M. Sullivan, Jr., city manager for Dixie Drive-in Theatres of Savannah, Ga., will be one of the guest panelists at M-G-M’s Dallas Ticket Selling Workshop for next Wednesday, at the Adolphus Hotel.

A feature of this meeting will be the Texas Drive-in Theatres Owners’ Association convention which is cooperating with M-G-M’s Dallas personnel in having its members attend Jack Farr is president of the association and has assured M-G-M that the first day of the drive-in convention will be devoted to M-G-M’s Workshop.

Hamid Acquires 4 SW Resort Houses

ATLANTIC CITY, March 2—George A. Hamid and his son George A. Hamid, Jr., have acquired four theatres here from Stanley Warner.

Two, the Warner and Colonial theatres, were sold outright, while leasehold control rights were acquired for the Stanley and Virginia Theatres.

People

Martin Quigley, Jr., editor of “Motion Picture Herald,” will discuss “Morality in Entertainment” at the March 16 lecture to be presented at Cathedral Girls High School here by the Catholic Apostolate of Radio, Television and Advertising.

Walter McDonald, Atlanta booker for United Artists, has been promoted to the post of head booker in the distributor’s Jacksonville office.

Manual Fingerhut, who was with Balaban & Katz in Chicago for 16 years, has been named assistant treasurer of Station WBBK, the American network outlet in Chicago.

E. E. Everett has been named manager of the State Theatre, Inman, S. C., succeeding Bob Rippy, who goes to Monroe, N. C.

George Hoffman, sales representative for National Screen Service in Florida, was guest of honor at a surprise luncheon tendered by the Variety Club of Atlanta. Charles Lester was master of ceremonies.

S. Stephen Colman has been appointed general purchasing agent of the dyestuff and chemical division of General Aniline & Film Corp.

Kathie Jones, formerly with the Paramount Theatre in St. Paul, Minn., is now with the Paramount in Atlanta.

P. J., N. J. and J. J. Nichols are the new owners of the Number One Drive-in Theatre, Apalachicola, Fla.

Name Robert Bicks Assistant to Barnes

WASHINGTON, March 2—Robert Bicks, young New York City attorney who has been serving as executive secretary of the Attorney General’s special committee studying the anti-trust laws, has been named legal assistant to anti-trust chief Stanley Barnes.

In the job, Bicks will aid Barnes in preparing cases and conducting settlement negotiations, and will also work on legislation to carry out the report of the study committee, which is expected shortly.

Sherman Estate Case Hearing Is Denied

HOLLYWOOD, March 2 — The California Supreme Court today denied a hearing in the Harry Sherman estate case involving ownership of the late producer’s California studio, now in possession of Jack Gross and Philip Krasne under a lower court ruling from which the appeal had been taken.

Next Attraction in the Nation’s Finest!
20th-TV

(Continued from page 1)

re-tooling 20th's Western Avenue lot, but it will cost the company several million dollars. TCP programs will range from 30 to 60 minutes and will be of such quality, according to two hour show, it was revealed by 20th Fox. The film company is fully prepared to produce television shows ranging from 15 minutes to two hours, it was said.

Wide Variety Planned

In addition to shows featuring well-known personalities, the newly created television company will create new characters and shows keyed to all segments of the national TV audience with special attention placed on shows for children and subjects utilizing foreign locales, 20th-Fox said. Further discussions on the operations and productions of the TCF Television will take place today among Skouras, Goldenson, Sig Rogell, Fred Kerner, Joseph Mestrovich, Charles Einfeld, Donald Henderson, Martinez, and ABC executives, including Bob Howard, John Mitchell, Shupert, Robert Levine and Durgin.

IPA 1-Day Regional

In N.Y. on Tuesday

Agenda has been completed for the one-day annual spring Eastern sea-board meeting of the International Popcorn Association which will be held here on Tuesday at the Park Sheraton Hotel, 9:30 a.m. Lee Kolen, of RKO Theatres, will be general chairman. Everyone attending will be guests of the Coca Cola Co. at luncheon.

Scheduled for the morning session will be discussions of ice cream sales, personal training, beverage machines, film tie-in campaigns and popcorn point-of-purchase displays.

Sunday Drive-In Bill

Introduced in Tenn.

NASHVILLE, Tenn., March 2—A bill now in both Houses of the Tennessee legislature and unopposed would authorize county courts to legalize Sunday films at drive-ins outside incorporated towns or cities. Another measure that would have completely eliminated the 1946 Act has been defeated. Outside of an increase of 2 to 3% sales tax on sales over 14 cents motion pictures have been licensed by the newly legislation at this session which is scheduled to adjourn not later than March 18.

Dr. Rowley Takes Mirror

(Continued from page 1)

of Theatre Owners of America, urged the delegates to support EFP, which, he said, is now ready for action. He urged the exhibitors to contribute an amount equal to one month's rental fee for independent productions.

Charles Jones, luncheon speaker, quoted "Motion Picture Herald" in urging a "golden rule" solution for the small exhibitor's gloom. He said, "It is a part of a natural weeding-out process; future failures will result from greed or lack of business acumen."

Glen Hall, drive-in owner of Cassville, Mo., speaking at the opening session today, warned against the complacency of "old timers" saying that "giggles and gimmicks can ruin the drive-in business" and that to be effective not more than five or six "stunts" should be used in the course of a single season.

Streibert Reports

USIA Program Bolstered

During Last Half of 1954

WASHINGTON, March 2—The U.S. Information Agency's motion picture program was greatly strengthened during the last half of 1954, according to a report to Congress on the agency's activities for the year, a report to Congress on the agency's activities for the year.

What is claimed to be the largest use of TV for long-range promotion has been initiated by 20th Century Fox. The company, which has announced that the new pre-sell Cinem Sara productions months in advance of national release, has been in operation since 1947.

Going into immediate effect, the policy of advance video campaigning will be effective in three ways: the film itself, background material on pictures while they are in production; and interviews with other personalities, with the leading of a picture; and by a greater number of live appearances on TV by company personalities, it was stated.

Three-Fold Purpose

The three-pronged campaign is designed to provide exhibitors with a variety of promotional material for local use, supplementing TV promotion on the national and regional levels. The over-all effect is aimed to enable showmen to reach the largest possible audiences in the home entertainment media as well as by regular channels of newspaper advertising and promotion.

The initial Cinem Sara attraction to benefit from this increased TV promotion is "Unainted," which opens March 11 at New York's Radio City Thea-

ter. An eight-minute film clip containing unsolicited scenes of five pictures from the picture is being offered free to exhibitors as a preview for video audiences. Another subject, "Aurora," describes the background of the South African location filming under the direction of George Blythe. Running time of the subject is five minutes.

An eight-minute subject is being prepared on "Sir Walter Raleigh," which is currently in production in Hollywood.

Fox Launching TV

Promotional Drive

WASHINGTON, March 2—Paramount Pictures and theatre operators will receive the cooperation of the company's new promotion director, John Mitchell, and the National Board of Review to help in their campaign. Les Streibert, who was named executive director of the board's defense program recently, has been named as director of the new promotion division.

A new promotion campaign is scheduled to have its world premiere in mid-April at New York's Paramount Theatre.

Under the USIA directive, issued by Rear Admiral B. W. Davis, Director of Information Service, all commands in the U.S. are authorized to furnish equipment displays, Air Force personnel, bands, etc., when requested by local theatre owners.

Plans for the cooperative program will be drafted at a two-day meeting starting today at Offutt Air Force Base, near Omaha, national headquarters of the Strategic Air Command. Paramount will be represented by Lt. General R. D. Post, commander of the base; Col. Reade, director of promotion and public relations, and commanding officer, in the New York office of the Air Force Information Service.

Name Serin AB-PT

Manager in Phila.

Edward L. Hyman, AB-PT vice-president, has announced the appointment of Leon Serin as city manager of Paramount's Philadelphia theatres, the Tower, Roosevelt and Naxon. Serin moves into the new slot as a promotion from his previous post as manager of the Center in Buffalo.

DAR City’s ‘Hansel’

Michael Myerberg’s "Hansel and Gretel" has been selected by the Daughters of the American Revolution to receive its "best children’s picture of the year" award, it was announced by the organization. The presentation will be made to the producer, by the DAR, at its convention in Washington on April 21.

AA Post to Miss Higgins

HOLLYWOOD, March 2—Virginia Higgins has been named casting director for Allied Artists, it was announced by executive producer Walter Mirisch. Miss Higgins previously served in various capacities for six years at the AA casting department.

USAF to Aid in

‘Cold War’ Dates

WASHINGTON, March 2—Paramount Pictures and theatre operators will receive the cooperation of the company’s new promotion director, John Mitchell, and the National Board of Review to help in their campaign.

Polaroid Patents

(Continued from page 1)

extends through 1956. A fourth Polaroid patent, covering an after-treatment for the polarizing material, was held invalid.

The court dismissed the action against original Polaroid Corp.; one of the two Marks’ patents involved in the suit was ruled invalid, the other was held not infringed by Polaroid Corp. in its operations.

The question of damages will be determined later by the court.

Attendance

(Continued from page 1)

picture industry must remain a mass entertainment medium. He went on to say that subscription prices, caused by higher film rentals and increased operating costs, are pushing up the costs of the mass entertainment medium category and something should be done about it.

Goldenson, in proposing the interest in this new medium, stressed the need to build the film-going habit with the youngsters for they, he argued, form the audience of the future. Edward L. Hyman, ABPT vice-president, acting on Goldenson’s proposal, plans to outline in a more detailed fashion Goldenson’s suggestion and others to executives, committee members, and all interested in plans for audience development.

Polaroid Patents

(Continued from page 1)

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**N.Y.C. Tax**

(Continued from page 1)

iday Buchsbaum, head of the New York City Excise Tax Department, will argue his appeal of a Brooklyn, Appellate Division ruling against a 15-cent per cubic foot charge on all cattle entering the city. The court has ruled that the charge is unconstituent, and the city is without power to collect any tax in excess of five per cent from the people.

**Appears To Be in Excess**

In reaching a conclusion, the Appellate Division conceded that the New York City law "does direct the collection of a tax which strictly speaking appears to be 15 cents per cubic foot, which is less than the five per cent limit imposed by the statute." The court, however, took judicial notice of the large volume of business and banking, the teaching practices in our schools, and the administration in the city and the state, and concluded that it was "not clear that the Legislature intended to prohibit the recognized practice of adding an additional cent to the cubic foot charge, provided the results are in a fraction of one half cent or more."

The Court of Appeals can settle the controversy, either in the lower court's decision or reverse it. Hearing the arguments will be justices Marvin Dye, William Desmond, John Van Voorhis, Stanley Fuld, Charles Frosell and Albert Connolly. Justice Adrian Burke will disqualified himself as he was New York's first Attorney General, and the Counsel at the time of the case's inception prior to his election to the bench.

**Conn. Bill Would Create Review Board**

HARTFORD, March 2—A Connecticut Republican, Senator Louis A. Lemaire, Jr., of Norwalk, has introduced a proposed measure into the current session of the Connecticut legislature here, calling for the creation of a State Board of Review, with membership appointed by the Governor, to aid local authorities in "reviewing movies and theatricals." The measure was submitted to the Judiciary Committee, proposes: "On or before July 1, 1935, qualified persons shall appoint five members of the State Board to serve as a Board of Review. Such three persons shall be appointed by the Governor, and shall serve for not less than four years or until their successors are appointed and shall become qualified."

"Said Board shall convene upon the request of the Superintendent of State Police or the Chief of Police of any city and shall have power to hear and determine all questions of the police or the Chief of Police of any city on the censorship of any moving pictures, theatricals or other public amusement offered to the public, and if said Board by a majority vote, after such review, advise the same to be indecent, immoral or that it would impair the morals or the public in general, it shall render its opinion to the Superintendent of State Police or Chief of Police requesting such review with its recommendations thereon."

Each member of the Board shall receive $20 and necessary expenses for each day he shall attend the meeting of said Board."

**Reviews**

"Man Without a Star" (Universal)

PROVIDING exhibitors with a solid piece of merchandise and affording the public a gripping, suspenseful melodrama, Universal International's "Man Without a Star" is a hard-boiled, sprawling saga of cowhands, cattle and cowtown dance hall girls. It is crammed with violence, suspense and touched off with a bit of romance. Kirk Douglas, cast as a fun-loving but fast-shooting cowboy; Jeanne Crain, who portrays a possessive and highly aggressive ranch owner, and dance hall queen Claire Trevor provide the top marquees. We can imagine a fast and hard-hand combat, plus an exciting cattle stampede which settles all of the issues in this color by Technicolor film, "Man Without a Star." The picture of the picture is Douglas' singing of his barroom ballad, and "The Moon Grew Brighter and Brighter," to the accompaniment of the cowhand's guitar. Douglas, a down-and-out cowhand, saves blameless William Campbell from the rap for a freight-car killing and they become inseparable companions. Douglas, the roving, experienced cow-tender, teaches his young raw friend how to rope, shoot and ride while working for the huge Triangle ranch in Wyoming which is owned by Miss Crain. For whiskey and laughs, he agrees to miss Trevor, a lady with a golden heart and easy virtue, who runs the local bistro.

Trouble rears its ugly head when the ranchers get into an argument over the grazing rights to the government land and the shooting begins when trying to escape for Miss Crain's herd. To protect her interests, Miss Crain hires gunsmingers, but in the process loses the services of Douglas with whom she has had a serious, but unrequited, romance. Douglas, who, in the meantime, has been in a drunken stupor, escapes, sets himself up to help the small ranchers. A cattle stampede is the climax in which Miss Crain's outfit is killed off or beaten up by Douglas. Fraser, the hired gun, is captured and released after he refuses to accept the small ranchers' gratitude, and rides off into the setting sun.

Others ably supporting the top names and turning in capable performances are Josephine Hull, Edward Keane of Alphaville, Martha Raye, Hans and Frank Chase. This picture was produced by Aaron Rosenberg and directed by King Vidor from a screenplay by Borden Chase and D. D. Beauchamp and based on a novel of Dee Finlorn. Running time, 89 minutes. Adult classification. For release in April.

**Arbitration**

(Continued from page 1)

as "minor," adding that agreement on the points was reached.

Regarding film showings at service stations, the arbitration hearing will be held on the topic today in Washington. Morey Goldstein, chairman of the two-man committee, will represent distribution at the session, to be attended by Treasury Secretary O'O'Neill and Deputy Assistant Secretary of Defense Swan.

**Final Agreement Indefinite**

In response to a query, a committee spokesman said he could not forecast when a final agreement on arbitration would be reached with distribution. He said there had been no modification of distribution's view that the proposed round-table industry would have to wait until an agreement is reached on the proposed round-table conference, the spokesman added, was not discussed at yesterday's meeting.

Attending the meeting devoted to film showing at Armed Services theatres was Robert I. Donnell and John R. Adams, members of the exhibition committee on the problem. The sales managers, it was indicated, were the ones on whose tentative plan worked out with the Department of Defense by the exhibitors, a committee, a plan against which the War Department's Office of Force raised some serious objections.

**Defense Approval Needed**

A sales managers committee spokesman, referring to today's scheduled meeting, stressed that the industry must set up a "mutually satisfactory" plan to which all parties would subscribe. He added that approval to any plan, the spokesman continued, approval first would have to be won from the Department of Defense.

Stated shortly after today's Washington meeting, in addition to Goldstein, are O'Donnell, Adams, E. D. Martin, chairman of the New York exhibitors, America; Walter Reade, Jr., chairman of the TOA board, all members of the exhibition committee, and Ken Clark of the MPAA.

**Tenn. Exhibitors OK Drive-in Screen Bill**

Tennessee exhibitors are endorsing a bill which the governor's Emergency Traffic Advisory Committee will submit to the State Legislature, calling for screens in drive-in theatres, built in the state after April 1, to be shielded from the public roads in order to lessen the chance of automobile accidents.

The ETAC bill reads: "An act to regulate the installation, operation and maintenance of outdoor motion picture屏幕s including 'drive-in': " and also require screens of such theatres to be installed and maintained in such a manner that the picture reflected therein will not be visible from the public roads and streets, and to prescribe penalties of this act."

Theatremen throughout the state are lauding the new legislation, which, it was learned here at the weekend, in the interest of the ETAC's activities. Previously, exhibitors, and operators of drive-ins, opposed the proposed legislation on the grounds that the bill called for all outdoor houses, including those in operation at present, to conform to the new regulations.
THE PRE-SELLING HAS STARTED ON

VIOLENT SATURDAY

NOW! THRILLING MORE THAN 3,000,000 READERS OF COSMOPOLITAN MAGAZINE!

NOW! HITTING THE NATION’S BEST-SELLER LISTS!

APRIL! YOU PLAY IT WHILE EVERYBODY’S READING AND TALKING ABOUT IT!

in CINEMASCOPE from 20th Century-Fox

starring VICTOR MATURE · RICHARD EGAN · STEPHEN McNALLY · LEE MARVIN
also starring WILLIAM L. HEATH

Produced by BUDDY ADLER · RICHARD FLEISCHER · SYDNEY BOEHM
Directed by RICHARD FLEISCHER
Screen Play by BUDDY ADLER · RICHARD FLEISCHER · SYDNEY BOEHM
Color by De Luxe

“It’s a pleasure to do business with 20th!”
$1.18 Per Share
Technicolor's '54 Net Profit
At $2,319,160

Even With '53 All-Time High, Says Dr. Kalmus

Net profit of Technicolor, Inc., and its subsidiary, Technicolor Motion Picture Corp., for 1954 amounted to $2,319,160, or $1.18 per share, it was revealed here yesterday by Dr. Herbert T. Kalmus, president, in his annual report to stockholders.

Dr. Kalmus said that despite the introduction of new materials, new procedures and new controls in Technicolor processes last year, earnings after income taxes were level with the first half of 1953—an all-time high. The net profit in 1952 was $2,371,235.

(Continued on page 5)

Deadline Nears
PROGRESS SLOW ON TOLL TV BRIEF

Committee Now Concerned With Data on Submission; Eyes Legal, Publicity Setup

By LESTER DINOFF

With the deadline for filing information on subscription television with the Federal Communications Commission drawing nearer, the Joint Committee on Toll TV is still "limbering" along in its efforts to prepare and gather definite data and material for submission to the FCC by May 9 as an "interested party" to pay-as-you-see-television.

Alfred Starr, co-chairman of the committee, yesterday announced, following another group meeting at the Hotel Sheraton Astor here, that "nothing definite has been set after discussions throughout the day on securing legal counsel, economists, engineering services and advice and public relations counsel."

The chairman of the executive committee of the Theatre Owners of America said that by "Monday the committee will have some announcement concerning its plans."

The main concern of the committee right now is to select experienced individuals and concerns in preparing the information to file as an interested party with the FCC by the May 9 deadline, Starr said. For the legal counsel, it is expected that the Washington law firm of Kasowitz and Marks, which already has filed one brief for (Continued on page 6)

NYC Exhibitors Caught Short by 'Breakage' Bill

New York City exhibitors apparently were caught "flatfooted" when they learned yesterday that Republican and Democratic state legislative leaders had agreed to speed the enactment of a law assuring the city its full five per cent from the amusement tax which was imposed on July 1.

The bill to make the changes in the State Enabling Act of 1947 was agreed upon by state political leaders and was introduced by the Assembly Rules Committee while exhibition lawyers were preparing their arguments for the Court of Appeals in Albany.

Under present plans, it was learned here, the bill will be rushed through the State Senate and Assembly next week and presented to Governor Harriman for signature. Exhibitors in New York cried "foul" when information on the (Continued on page 6)

Decision Reserved
On Tax Bill Appeal

Special to THE DAILY

ALBANY, N. Y., March 3.—The Assembly Rules Committee bill authorizing the 1947 State Enabling Act to specify that local laws, ordinances or resolutions imposing any of the taxes authorized thereunder can be collected "as to eliminate fractions of one cent and so that the aggregate collections of the tax shall, as far as practicable, equal the rate or percentage of tax authorized" would give the power to New York City tax collectors by legislation properly what it has been doing improperly. (Continued on page 6)

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Set Tentative 1-Year Pact For Gov't 'Post' Theatres

From THE DAILY Press

WASHINGTON, March 3.—The industry and the Defense Department agreed tentatively today to try for a one-year period a plan to give relief to small town theatres suffering from competition by defense installations.

Representatives of the Defense Department meeting here today agreed that the letter of intent should be written, containing all the specifications under which relief would be given. This letter must then be approved by each group. If approved, the plan would then go into effect.

According to a statement made by Julian Brylawski, exhibitors and letter to the Defense Department in the trial period as had the department. It is expected that the letter will be approved by the exhibitors and (Continued on page 6)

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Personal Mention

WOLFE COHEN, president of Warner International Corp., will arrive at the Yunker M. S. on the "United States" from Europe.

EDWARD L. HYMAN, American Broadcasting - Paramount Theatres vice-president, and BERNARD LEVY, his assistant, are leaving New York for an extended trip that will include Chicago, Salt Lake City, San Francisco and Los Angeles.

EDWARD J. WALTON, executive assistant to J. R. GRATZ, president of Dallas today from New York, and will leave for Hollywood tomorrow.

MARTY WOLF, Altec Service Corp., assistant sales manager, has returned to his New York duties following a six-week trip to Denver, Colorado.

HOWARD DIETZ, Loeo's Inc., vice-president, will return to New York on Monday from Hollywood.

Gordon Lightstone, Paramount Canadian general manager, was in New York yesterday from Toronto.

MIKE SIMONS, M-G-M customer relations head, will leave Kansas City today for Dallas.

JOEL LEVY, out-of-town booker for the Locw circuit, will leave New York today for a Miami vacation.

A. L. PRATTICHT, Paramount Latin American general manager, has returned from New York to Mexico City.

BILL SOUTHE of the Starlight Drive-in, Stamford, Conn., has left there for Ft. Lauderdale, Fla.

Frankovnik to Make Six for Col. Release

Columbia Pictures announced yesterday the signing of a contract for independent producer John J. (Mike) Frankovnik, head of Film Locations, Ltd., under which his company will produce six pictures a year. He will also handle the distributing company. Completion of the deal followed closely after the West Coast screening of "Rebound," which Frankovnik recently completed for Columbia.

"Rebound," starring Stewart Granger and Jean Simmons, was the second picture Frankovnik made for Columbia. The first, "Fire Over Africa," was made in Spain and Africa and "Rebound" was shot in England. The six upcoming productions will be produced and distributed контентом-continental, in England with Continental equipment, in location with continental equipment on both sides of the picture.

Plain to Capitol

United Artists' "The Purple Plain," new Technicolor drama starring Gregory Peck, will have its premiere as the next attraction at the Capitol Theatre on Broadway.

62,883 Warrants Of 'U' Still Out

A total of 62,883 warrants for the purchase of Universal Pictures common stock were outstanding as of Sept. 30, 1954, it was disclosed here yesterday in a prospectus filed by the company with the Securities and Exchange Commission.

The company also reported that the Decca Records as of Dec. 31 of 1953 constituted 71.5% of the common stock of Universal, constituting 71.98 per cent of the company's stock. Under terms of SEC regulations, Decca was called the "parent" company of Universal in the report.

As Jan. 1, the company had purchased in the open market 118,075 shares of its common stock at an aggregate cost of $2,402,470. The report did not state whether the company's purchase of its own common stock was made.

Regarding warrants, the company reported that it purchased on the open market warrants to purchase 12,800 shares of its own common stock, over an unstated period.

ITOA Picks Fabian As 'Man of Year'

Simon H. Fabian, president of Stanley Warner Corp., was guest of honor at a luncheon meeting of the Independent Theatre Owners Association held at the Sheraton Astor Hotel here yesterday. The exhibition organization presented Fabian with a plaque "for his accomplishments on behalf of exhibition during the past year." The presentation was made by ITOA president Harry Brandt.

RKO Theatres Shift Managers in Ohio

Special to THE DAILY

CINCINNATI, March 3. - The appointment of Edward McGlone to manage the RKO Palace Theatre in Cincinnati, was announced here in the wake of a special meeting of RKO Theatres executives.

It was also announced that J. Edward Jones will move from Cincinnati to replace McGlone in Cincinnati's Palace, while Robert Simons, manager of the RKO's Albee, will manage the Grand Theatre, Columbus. Robert Rehme of Cincinnati will manage the RKO-Park in Cincinnati, and Edward Beckman, formerly in military service, will be assistant manager of the Albee, Cincinnati.

Australia to Have 'Melody' Premiere

Beginning with a world premiere on April 20 at the Metro-Collins St. Theatre in Melbourne, Australia, Loew's International executives are planning to apply the full range of distribution, advertising and campaign techniques to the selling of M-G-M's "Interrupted Melody" in the international market.

The picture, in CinemaScope, color and Perspecta stereophonic sound, will be the first Hollywood film distributed, long-term build-up and the biggest overseas advertising budget that any M-G-M picture has seen in several years, the company said.

Melbourne was selected as site of the world premiere because Marjorie Lord, the star of the picture, is from Australia. The Star whose life story is told in the picture, was born near there. This is the first time that a Hollywood film from a major studio has been world-premiered in Australia.

Event will be staged for the benefit of Melbourne's Women's Hospital and will release the full Hollywood treatment.

AIM AT FAN MAGAZINES

"Escape to Burma," RKO's second Superscope release, will receive a concentrated advertising campaign in national fan magazines in early April, timed for Easter release of the Benedict Bogsuan production, which was announced by Walter B. Strook, president. All ads will be full-page, with four-color layouts predominating, he said.

News Roundup

To Beam 'Cinerama' to Reds

A review of "Cinerama Holiday" and a discussion of the Cinerama process will be the subject of a 10-minute program from America," which is broadcast regularly by Radio Free Europe to the peoples below the Iron Curtain. This particular program, directed to the population of Poland, will be broadcast next week.

Frisco V.C. Donation Heavy

Exhibitors of San Francisco contributed $11,165 pounds of copper drippings during 1954, which made a total of $2,083 donated to the Variety Club's Blind Baby Foundation.

Mack Stadium Signs Altee

The Connie Mack Stadium in Philadelphia has signed with Altee Service Corp. for installation of a public address system. It is the first such public address system to act in the sound engineering contractors.

Albany AIDS Rogers Hospital

The 1954 Will Rogers Memorial Hospital Christmas Salute in the Albany (N. Y.) exchange area yielded $2,574.34, according to Norman Jack. Rogers, chairman. Albany ranked 12th in the nation, as of March 1.

Jimmy Fund Show March 18

Mrs. Christian A. Herter, wife of the Governor of Massachusetts, has accepted the honorary chairmanship of a fashion show to be held March 18 for the benefit of the Jimmy Fund. The show is being flown to Boston from New York by Elizabeth Arden. It will be held at the Sheraton Plaza Hotel.

Jersey Drive-in Reopens

The Woodbridge Drive-in, Walter Reade theatre near Woodbridge, N. J., was reopened for its eighth season on March 17. It has been enlarged and remodeled, and now boasts a new CinemaScope screen.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"HIT THE DECK" in CinemaScope and Color starring

JOAN COLLINS and WALTER PONTI

POLLARD MARTIN REYNOLDS PIDGEON

DAME ROYAL RAYMOND MILLER TAMBLYN

At M-G-M Picture and SPECTACULAR STAGE PRESENTATION

NEW YORK TIMES
People

Margaret Truman will be one of a group of prominent figures from the world of society, fashion and entertainment who will serve as volunteer usherettes at the Actors Studio benefit world premiere of Elia Kazan's Warner Brothers production of John Steinbeck's "East of Eden" at the Astor Theatre here on March 9.

Larry Thomas has been named associate editor of "Motion Picture Magazine." He will also serve as film reviewer for the publication, as well as for "True Confessions," both organs of Fawcett Publications, Inc.

H. Austin Peterson has resigned his partnership and position as head of the Hollywood office of Ted Bates & Co. He will, however, following an extended vacation, be associated with the agency in a consultative capacity. James C. Douglass, director of radio and television for the agency, has been named manager of the Hollywood office, effective March 31.

Kirk Douglas will be guest of honor at a dinner dance to be given by the Variety Club of Albany, N. Y., in the Empire Room of the Sheraton-Ten Eyck Hotel there on March 21.

Mrs. Elizabeth Lee is the new secretary at Strickland Film Co., Atlanta.

Jack Hunt and his son are the new owners of the Trail Drive-in, Sarasota, Fla., formerly operated by Hugh Thomas, Jr. Hunt formerly was general manager of the Bargers circuit in Chicago.

Marvin Frankel, owner of the Capitol, Lincoln and Rivoli theatres in Elyria, Ohio, has been nominated to the City Council.

James Gaylord, owner of the Troy Theatre, Troy, Ala., has acquired the Cecil Drive-in from Wade Amusement Co. and will rename it the Coffee Drive-in.

U-I Employment At Record Peak

HOLLYWOOD, March 3.—With six pictures now shooting, employment at Universal-International this week reached an all time high of 2,238 employees on the payroll. The previous high employment mark was reached last June with 2,146 persons on the studio's roster.

Theatre Business Up

7% in Mexico in '54

MEXICO CITY, March 3.—The 125 theatres in service here last year had their highest grand gross, in pesos—$131,361,624—in the history of the cinema in Mexico, according to the City Amusement Supervision Department. But those eight-cent pesos amounted to but $10,561,783.15. However, that was $600,000 better than the theatres did in 1953. The peso was devaluated last Apr. 19 from 11.6 cents.

The 1952 grand gross, the times of the 11.6-cent peso (the ceilings admission prices had not gone into effect until that December) was $14,040,675.22, but in pesos, 127,988,898. During 1952, the frontline first run theatres were charging .58 cents (five pesos) whereas their charge has been .32 cents (four pesos) since the devaluation.

The overall percentage increase in theatre business here last year was seven per cent over that of 1953.

U. S. Firms to Make 15 in Mexico in '55

MEXICO CITY, March 3.—Americans will definitely make 15 pictures in Mexico this year, with five of them scheduled to start between March 7 and April 30 at the Churubusco studios here. These productions will mean $560,000 to the Mexican picture trade, a godsend because Mexican pictures have been losing.


Mexican Syndicate to Produce 26 Pictures in Mexico This Year

MEXICO CITY, March 3.—Twenty Mexican pictures will be made this year by a new syndicate of independent Mexican producers comprising Samuel Granat, Olallo Rubio, Jr., Raquel Armentog, Francisco Cabrera, Jorge Garcia Bejne, Eduardo Quevedo, Gustavo de Leon and Antonio del Castillo.

These pictures will be handled by Cineex.

Sponsors 'Star' Debut

LONDON, March 3. — Variety Club of Great Britain sponsored the premiere of "A Star Is Born" tonight at the Warner Theatre to aid the Actors' Orphanage and the Heart Fund. In addition to the picture, the event marked by the attendance of more than 60 international stars.

"I MADE A BARGAIN AND KEPT IT ... AND YOU'LL KEEP YOURS!"

Here is a spectacle of savage realism ... and untamed emotions as Cinemascope brings you the unprecedented excitement of Africa in...

UNTAMED CINEMASCOPE

color by DE LUXE from 20th CENTURY-FOX starring

TYRONE SUSAN RICHARD POWER-HAYWARD-EGAN

NEXT ATTRACTION IN THE NATION'S FINEST!
“Hit the Deck”  
(Hollywood, March 3)  

OBS of entertainment swab the old “Deck,” transforming it into a tuneful, colorful, CinemaScope treat. A dozen of Vincent Youmans’ delightful songs that inspired the production numbers for Joe Pasternak’s screen version of the hit musical play have been re-voiced to please today’s pop tune patrons. Standards like “Hallelujah,” “Sometimes I’m Happy” and “I Know That You Know” are well-spotted for nostalgic reference in this fast moving New York thin.

Producer Pasternak proves his chemistry for escapist with a formula of novelty backgrounds, costumes and musical arrangements that blends effectually with such marquee entertainers as Tony Martin, Jane Powell, Robert Sterling, Vic Danne, Ann Miller and the new hobbyhorses’ devotees, Russ Tamblyn.

Roy Rowland’s fine sense of comedy is evident throughout in his direction of Sonya Levien’s, William Ludwig’s chaste adaptation of the simple theme contained in Herbert Fields’ musical book, “Hit The Deck,” a product of Hubert Osborne’s “Shore Leave.” In addition to bridging the musical portions with some briefly amusing touches favoring Walter Pidgeon, Carrol Naish and Gene Raymond, Rowland created some scene-stealing footage for Shore-Patrolers Henry Slate and Alan King to add special comedy relief.

Kay Arness won preview audience response with her easy-styled rendition of “Ciribiribin,” the only tune without the Youmans’ label, and established herself as a comedienne in her screen debut, playing Vic Danne’s widowed sister, suspected by author Naish of being attractive to everyone in the Navy.

Tony Martin’s personable by-play with Ann Miller, who teases him about marrying some fictitious Herman, in order to inspire a marriage certificate after the former shipmates found themselves on the stronger side of the plot. The theme and action are built around the danger of Tamblyn being refused admission to the Amagility academy if he is not a sailor first. He is finally able to beat up civilian matinee idol, Gene Raymond, in his hotel apartment when suggested of making love to his sister, Jane Powell, after inviting her up on the usual “audition.”

Shore-Patrolers are called into action by Admiral Pidgeon on Raymond’s complaint. Pidgeon discovers too late that his son, Seaman Tamblyn, and daughter Jane, whom he failed to recognize as being grown up and a fine catch, are involved in the entire thing. But all ends well, Russ Tamblyn’s complaint.

Running time, 91 minutes. General classification. Release in March.

“Stranger on Horseback”  
(Goldstein-U.A.)  

NEVER falling back upon such time-honored action as aimless gunplay and fistfights and using characters throughout which appear to be real individuals, writer-director Noel McCrea was able to produce what is termed by many critics the best of his Western films, “Stranger on Horseback,” in Anscor color by Pathe, is a well-made, mature and suspenseful western story which presents Joel McCrea as a circuit court judge who sets a blanket’s legal house in order. Also on hand is the “Lady from the Bayou” number and “Hallelujah” finale; Debbie Reynolds and Russ Tamblyn’s team work in “A Kiss For Two,” an amusement park fun house novelty; and George Foley’s photography in Eastman Color are show-stopping standouts.

John M. Sweeney, Jr., delivered a notable editing job, with George Stoll supervising and conducting the music to the overall advantage of the film.


“Land of Fury”  
(Rank-Universal)  

FILMED in its entirety in the green forests and along the coast of New Zealand, this J. Arthur Rank presentation is a well-made production which Universal is incorporating into its regular release program. American audiences are familiar with the name of J. Arthur Rank through the hit film “The Land of Fury,” which starred Glyns Johns and Noel Purcell, who have the principal roles. It is a story of the settlement of the crown colony and the establishment of friendly relations between the British and Maoris.

The essential ingredients of outdoor sagas—action, suspense, intrigue and romance—are interwoven into the story, along with an unusual climax. George Brown produced the picture with the aid of director Ken Annakin, who worked with the Maori natives to the fullest advantage in capturing intriguing and colorful closeups of their dances, costumes and homes, which should appeal to most audiences, especially outdoor fans.

Hawkwors and Purcell, upon their return to Britain from New Zealand, where they established friendly relationships with Maori chieftain Inia Te Wiata, are heavily bribed by the authorities for unwittingly carrying ashore contraband—shrunken heads. Shamed and disheartened by this turn of events, the Maoris demand a release for Maori chieftain “adopts” their son who now has become a symbol of friendship between the races.

Others in the cast are Kenneth Williams, Tony Erciki and Edward Baker. The screenplay was written by William Fairchild. Running time, 82 minutes. General classification. For release in March.

“Pirates of Tripoli”  
(20th-Fox)  

A NOTHER colorful adventure story, short on credibility but long on action, is offered in this Sam Katzman production, starring Paul Henreid and Patricia Medina.

Miss Medina plays a princess in the 16th century whose kingdom is over-run by the savages hordes of the Bey of Tunis. She manages to escape and seeks the aid of Henreid, leader of a jolly band of pirates in Tripoli. When she finally convinces him of her identity, they plan to enter the palace and get the royal jewels to buy ships in Italy.

Our reluctant set of shipmates, with first Henreid captured by the tyrannical Bey and set free, then the princess caught in the ruler’s clutches. The pirate concocts a seemingly impossible plan to free the young lady and the kingdom, too. It goes without saying the plot is successful and romance ensues.

The picture runs the gamut of thriller devices including fantasy sword play, some fine sea battles, underwater fights, a torture chamber, some lengthy overhead horseback chases and numerous other feats of derring-do. This exciting melodrama is told with tongue-in-cheek most of the time and, as such, is not difficult to swallow. It provides an hour or so of unabashed relaxation.

Henreid is the essence of swashbuckling gallantry despite his buccaneer’s title and Miss Medina is a fictional princess all the way. The rest of the cast is either properly dashing, villainous or comic. Felix Feist directed energetically from a story and screenplay by Allen March.

Others in the cast include Paul Newland, John Miljan, Mark Harris, Jean Del Val, Lilian Bond, Tom Welles, Louis G. Mercier, Karl Davison, Marlene Gray, Peter Mirakos, William Fawcett, Frank Richards and George Borden. Running time, 72 minutes. General audience classification. For February release.

Toronto Tent Gives School Diplomas

TORONTO, March 3—Fourteen graduates of Variety Village Vocational College were presented with their diplomas last night at the Variety Tent No. 28 in the concert hall of the Royal York Hotel with chief sponsor Mandy Distilling, headed by John D. Fitzpatrick, Jr., as master of ceremonies.


Toronto Community Breakfast March 27

TORONTO, March 3—For this year’s Community breakfast of the Toronto Community Chest, scheduled for March 27 in the Crystal Ballroom of the King Edward Hotel, 728 Yonge St., the Winnipeg Barron of Paramount Film Service has been named toastmaster by the committee of arrangements, headed by John J. Jack Fitzpatrick, Jr.

The breakfast will follow the nine o’clock Mass in St. Michael’s Cathedral in the expected presence of James Cardinal McGuigan.
Fox Video

(Continued from page 1)

shows featuring characters popular
in many 20th Fox pictures were discussed along
with the creation of programs starring new characters
and personalities. The utilization of studio contract players was
also discussed, with some students from
stardom also coming under discussion.

The talks also centered on the pos-
sibility of lengthening of telecasts from 15 minutes to 2 hours, and the
production of spectacular shows con-
tingent on the requirements of adver-
sity and the cost. The shooting of shows during
key viewing periods and other perni-
ment information as to the selection of story material for the important chil-
dren's audience was covered in the talks.

Top Officials Attend

Leonard H. Goldenson, president of
ADP, headed a group of ABC-TV execu-
tives attending the meeting. With him were Robert E. Kintner,
ABC-TV president; Robert Weisman,
vice-president in charge of program-
ning; John Mitchell, vice-
president in charge of the network;
George Scheppler, executive vice-
charge of film syndication; Robert
Lowine, director of the TV program
department; and Donald Durling, di-
rector of sales development and re-
search.

Twentieth-Fox executives at the con-
ference were Al Lichtenhahn, director of distribution; Joseph H. Moskowitz,
vice-president and Eastern studio re-
presentative; Leonard Goldenson, head
president; Donald A. Henderson,
treasurer and secretary; and Martin
Michel, TV and radio director.

'Saturday' Stars at
Lancaster Premiere

Stars of the entertainment world headed by Victor Maturé, Stephen
McNally, Sylvia Sidney and Marg-
aret Hayes, who were topcást in "Violent Saturday," will travel to
Lancaster, Pa., for the world pre-
mire of the 20th-Century-Fox Cin-
ecope production starring Maturé.

The show business people will join
a party of newspaper, TV, radio,
magazine and other important repre-
sentatives at the launching of Buddy
Alder's initial production for 20th
Century-Fox, opening of which will
highlight a two-day junket through the
heart of Pennsylvania.

A banquet and a torchlight parade
through the heart of Lancaster will pre-
ce the initial showing at the
Colonial Theatre managed by Charles
Koerner.

Charge Partnership Viola-
tion in O.C.

OKLAHOMA CITY, March 3—J. B.
and Dovie Seals of Locket-
Tex, are seeking an injunction
in Federal court here to prevent Jack
and James, their three sisters' hus-
bands who have had a booking
firm on Film-row for the past several
years, from touching theatre partnership
funds.

The Seals in their suit also asked
dissolution of the partnership. They
allege that the Seals were involved in a
partnership last Aug. 6 to operate the
Ada Theatre at Ada, and that the
Halls of Oklahoma are also part of the
same venture, but were not to take any pay out of profits until they had paid the plain-
tiffs $3,750.

Reach Settlement
In Rappaport Suit

WASHINGTON, March 3—A private antitrust suit and injunc-
tion suit brought by I. M. Rappaport
of Baltimore against five distributors and two theatre tenants was
settled for cash today after three weeks
of trial in Federal District Court here.

The settlement was agreed to by the
parties, at the urging of Judge
Luther Youngdahl.

The suit was brought on behalf of Rappaport's 20th-Fox
Theatres against Loew's, Paramount,
Warner Brothers, United Artists and
Distributed Pictures, who were the
Stanley Warner circuits. It alleged that
the Hippodrome and Towne had been
unable to get enough first run pictures
from the distributors, which they were
denied to a conspiracy among the distributors.

The suit sought $900,000 damages and injunctive improvements to be
opened. The cash settlement agreed on today was not disclosed. The
injunction demand was dropped.

Goldwyn to Shoot
'G & D' in C'Scope

Samuel Goldwyn has selected
CinemaScope as the medium in which
his production of "Guys and Dolls"
will be photographed. 20th-City-
Fox announced here yesterday that
Goldwyn is working on the latest
designs of camera lenses developed by
Bausch & Lomb and these will be turned
over to him for a start of shooting in Hollywood in the next few
weeks (about $3,200,000).

3 Heller Dividends

CHICAGO, March 3—Directors of
Heller E. Heller & Co. have declared regular
dividends, of 75 cents per share on the
company's common and two classes of
preferred stock. The dividends are
paid directly to the holders of record on
March 18. It is the first dividend of the year.

Disney

(Continued from page 1)

Disney is subject to clarification on several fronts, including
whether it will have a sequel, and
whether it will leave New York
by plate on Saturday to obtain
the required clarification, it was
said. He presented prepared materials for
television film exploitation of Disney
theatrical product both in Italy and
France.

Cyril Edgar, Disney's London sales
manager, said he anticipated an an-
nouncement of a new contract with the
B.B.C. deal of early next week.

The five TV films involved in the
suite were designed for promotion
TV audiences here for "20,000 Leagues Under the Sea," "The Lady
and the Tramp" and "The Vanishing
Prarie." They were prepared originally
for the Disney Wednesday night
television hour in America. However,
no regular telecast hour is involved
for the films. The films are designed for
 ocasional use instead.

Schlatters

(Continued from page 1)

rangedments with Jack Schlatter, who
resigned from United Artists this week.
Schlatter will now open his own shows to
will leave immediately for Miami and
Jacksonville to supervise the satura-
tion bookings for "Snow White;"

The exploitation and advertising of all
saturation openings in each of the territories is being handled by Terry
Turner for the producer, Visual
Drama, Inc.

'Eden Premiere to
Draw Cast Members

Leading members of the cast of
Elia Kazan's Warner Bros. Cinema-
Scope production of John Steinbeck's
"East of Eden" will attend the pic-
ture's world premiere next Wednes-
day evening at the Astor Theatre there
which will be held for the benefit of
the Actors Studio.

Kazan, who will be there. Jo Van Fleet and
Richard Davolos will be present for the
opening, where they will join
Kazan and Steinbeck in the audience.

The evening's "The Robe" will be followed by an after-theatre French champagne
supper and private entertainment
among others, Marilyn
Monroe—at the Sheraton Astor Rooftop
is included in the $50-per-ticket sale.
All proceeds go to the non-profit
Actors Studio.

'Robe' and 'Glenm
In Mexico's Top 4

MEXICO CITY, March 3.—A
Mexican comedy and an American
religious theme picture were the top box
office winners here last week.

The comedy, "Taller Made Gentle-
man," starring "Canalitas" (Mario
Moreno), this country's top money-
maker, and "The Robe," a Cinema-
Scope production of an Arthur
Morse play, which grossed
$103,891 in 70 days.

Another Mexican film, "When I'm
Gone," starring "Canalitas" with
$80,175 in 42 days. Universal-International's "The Glenn Miller Story" garnered $72,350
in 63 days.
the committee on toll-TV with the FCC, will be required to prepare the legal steps in the information program.

During the Sheraton Astor meeting yesterday, the committee discussed the qualifications of a number of industry public relations experts, among them Bob Taplinger & Associates.

The committee's public relations counsel, Harold Wolff Associates, has been retained on a short-term basis and that agreement has expired.

Exhibitors and attorneys, who attended the meeting, included Starr, Julius Gordon, Willbur Snapper, Herman Levy, Marcus Cohn, Phillip Haack and Sol Stromberg.


The committee met yesterday in morning and afternoon sessions.

Isaacs Wants Hearing

On Anti-Toll TV Move

New York City Council majority leader Stanley M. Isaacs has called a meeting of the council before the council takes any position on the question.

Isaacs, replying to a telegram from Arthur Levey, president of Sklarow, expressed his doubt at the wisdom of the anti-toll TV resolution introduced by counsel President Abe Stark.

Isaacs went on to inform Levey that the Stark resolution has been referred to Council's rules committee.

"Post" Theatres

(Continued from page 1)

the distributors and be sent to the four services for their consideration.

Their approval is the only question that will be discussed.

The letter would embody the points agreed on at a February meeting. It would specify that none of the military theatres involved would show a film 14 days after it had played in the local private theatre, providing the local theatre showed it within 39 days after it opened in the key city in the local exchange area.

The point specified in the letter for the relaxation for admission to post theatres, agreed upon in February. Rules would be relaxed to permit retired military personnel to attend post theatres, to permit families of service men to attend without the presence of the service men, and to permit a service man to take a limited number of guests without the permission of his commander.

Four Navy installations have been added to the list of some 95 Army and Air Force post theatres, originally included in the Defense Department, affecting local theatres. The proposed agreement would affect only twice that many in the area of the defense installation theatres listed.

It was also agreed that additional theatres could be added to the lists.

Contributions to the Joint Committee on Toll-TV's "war chest" of $150,000 are coming in at a heavy rate. Alfred Starr, co-chairman of the anti-toll movement, was at meeting at the Sheraton Astor Hotel yesterday. "Response to our plea for money has been terrific," he said.

Tax 'Breakage' Measure

(Continued from page 1)

bill was made public yesterday. One exhibitor representative declared that the city's efforts to secure the tax were being met by a "pre-trial admission of defeat." It is an unfair and unsound method of assessing the breakage. The bill is approved without some sort of hearings, he said.

The main purpose of the bill is to prevent the collection of any tax until a full year has elapsed and the breakage can be accurately determined.

New York City's appeal of this ruling was argued yesterday afternoon before the Court of Appeals in Albany by Assistant Corporation Counsel Stanley Buchsbaum with exhibitor attorney Arthur Levey and Thomas Bress opposing him.

New York City has the support of the Conference of Mayors for this type of legislation. The same basic law which permits New York City to impose an amusement tax was upheld by the Supreme Court of the State yesterday.

New York City exhibitor leaders will meet here today to discuss strategy in combating any attempts to have a law enacted assuring the taking of five per cent from the amusement tax. The theatre leaders are expected to ask state political leaders to hold public hearings on the measure so that the merits of the bill can be argued.

ment tax, the State Enabling Act of 1947, also permits upstate cities such as Binghamton and Elmira and a number of counties to levy a sales tax and other special assessments.

Unless the law, the enabling act, is declared unconstitutional, New York City in the five per cent amusement tax suit could impair the rights of other cities to collect "breakage" and lead to their action to bring the tax up to the nearest cent.

The breakage from the five per cent amusement tax collected thus far by local theatre owners has been withheld from the City of New York by court order. A bill before the court and city exhibitor attorneys agreed that the theatremen should retain the amount of the tax when the tax was to be turned over to the City Tax Collector.

The Brooklyn Supreme Court ruled that the City of New York was without power to collect the breakage as the local levy exceeded the limit of three per cent. When this decision was handed down in January, exhibitor attorneys felt that another suit might arise from the city over the determination of the ever increasing tax breakage fund.

City Official in Warning

In a memorandum submitted to the Republican and Democratic political leaders in the state Victor F. Con- dello, the city's legislative representative estimated that an adverse decision could result. New York City receives from the amusement tax $1,000,000 a year unless the law is changed.

He emphasized that the original purpose of the tax was not unenforceable, that it was unenforceable that it was unenforceable, and that the tax has been declared unconstitutional.

New York City has long used this method in determining the amount due in sales taxation, but in this instance the power is explicitly stated in the state statute. When that decision was handed down in early February, exhibitor attorneys felt that another suit might arise from the city over the determination of the ever increasing tax breakage fund.

Appeal

(Continued from page 1)

with respect to the five per cent admission tax. Thus declared Edward C. Rafferty, attorney for RKO Thea- tre Owners, at the yesterday's hearing before the Court of Appeals which heard the appeal by the city from an Appellate Division decision. The Court of Appeals returns for decisions April 11.

The city attorney for Lowes, Charles W. Froessel, told the court that New York City is "now attempting to have this court legislate for it."

The city attorney for Lowes, Charles W. Froessel, told the court that New York City is "now attempting to have this court legislate for it."

Funds in Escrow a Problem

One of the questions raised by the judges, was the disposition of breakage money held in escrow. Would the city allow the theatre keep it, queried Judge Charles W. Froessel.

Barlow said that patrons who retained their stubs could apply for refunds. Otherwise, it would be for the courts to decide.

The city attorney added that previously decisions usually had been made that where a tax was illegally levied and the money had been collected, the money should go to the "tax authority."

16mm Film to Hold SMPTE Spotlight

Sixteen millimeter motion picture film and its many applications will be featured during the 77th semiannual convention of the Society of Motion Picture and Television Engineers to be held at the Drake Hotel in Chicago, April 16-18.

Ten or more technical sessions are planned dealing with such subjects as: sound recording, non-theatrical film (techniques, costs, problems and equipment), TV news casting and the many problems associated with accurate broadcasting between technical staff and field personnel, application of TV to medical education, color TV, and motion pictures (including film in paper on underwater cameras), and 16mm motion picture projection practices.

Du Mont Reports '54 Net of $7,597,000

Allen B. Du Mont Laboratories, Inc., reports gross income of $92,843,000 for 1954, and net earnings of $7,597,000, equivalent to $3.17 per share of the company's stock.

In its annual report to stockholders, the company pointed out that this profit includes profit of $6,727,000 after capital gains tax on the sale of television station WDTV.
Films Off Small Business Comm. Agenda

WASHINGTON, March 6.—The Senate Small Business Committee laid out its agenda for the coming year at a meeting Friday, and the motion picture industry was conspicuously missing from the list.

Committee officials said this reaffirmed earlier reports that the committee has no present plans for any major investigation or hearings on industry trade practices, a subject of committee study in recent years.

A subcommittee headed by Sen. Long (D., La.), will quietly keep an eye on the industry, it was indicated, and Long can at any time add the industry to the subcommittee's agenda if problems develop. But right now the industry is not a major subject of subcommittee interest, it was indicated.

Expect 70 to Attend

COMPO Meet to Draw Top Executives of Industry

Acceptances to attend Thursday's "audience development" meet here of the Council of Motion Picture Organizations are piling up at COMPO headquarters, with the responses ranging from company presidents and sales managers to prominent exhibitors throughout the country.

It was learned at the weekend that 25th Century-Fox president Syros P. Skouras and Paramount president Barney Balaban already have indicated their intentions to attend, barring any last-minute hitchs.

Early acceptances also have been received from Harry A. Stahl, president of the Southern California Theatre Owners Association; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres; Simon H. Fabian, president of Stan.

(Continued on page 3)

Myers Hits Troll TV

At AITO Meeting:

Shor Urges Unity

SPECIAL TO THE DAILY

KANSAS CITY, March 6.—"A stay-at-home society will react to the disadvantage of every business," it was pointed out here by Abram F. Myers, general counsel of Allied States, in pointing out the dangers of toll television to the delegates attending the convention of the Allied Independent Theatre Owners of Kansas and Missouri. Myers urged an all-out effort on the part of all exhibitors to oppose the pay-as-you-see method.

Ruthen Shor, Allied president, stressed the value of publicity in urging the theatre operators to take their messages directly to the consumer. Small exhibitors, particularly, he said, should take action now, as their only

(Continued on page 6)
Paul N. Lazarus, Jr., Columbia Pictures vice-president in charge of advertising-publicity, left here at noon, pending for a vacation in Nassau, B.W.I.

Lyne Evans, of Lynn Farrel Associates, on Friday received a Doctor of Laws degree at Florida Southern College, where he gave the convocation address on "The Intangibles of Communication."

Irvin H. Lyne, president of Filmmakers Releasing Organization, and Harry Mandell, vice-president, left Hollywood for New York, Chicago and Detroit.

William B. Zeilinger, head of M-G-M shorts and newsreel sales, will arrive in St. Louis today from Kansas City.

Fred E. DePew will leave Tucson, Ariz., tomorrow for Dallas to attend the Claude E. Pullin testimonial dinner there on Wednesday.

Johnny Green, head of the M-G-M sound effects unit, departed yesterday for Hollywood to tomorrow from New York.

Anthony Boscobone, owner of the Colonial Theatre, Camden, Conn., is a patient at the Sharon (Conn.) Hospital.

Gregory Ratoff, director, returned to New York from London on Saturday via B.O.A.C. Monarch.

Jack Shainlin, musical director, and Mrs. Shainlin, have returned to New York from Florida.

Hillery Watson, theatre sales representative for B.O.A.C., will leave New York tomorrow for Los Angeles.

Ralph Martin, of the magazine "Seventeen," returned to New York at the weekend from Miami.

Val Parnell, London exhibitor, returned to England from New York late last week via B.O.A.C.

James Stewart has returned to Hollywood following a trip to Hawaii and the Far East.

Ned Clarke, Bona Vista foreign sales manager, has returned to New York from Europe.

U.A. to Finance Wilde's 'Storm Fear' 

United Artists will finance and distribute "Storm Fear," which will be produced by Cornel Wilde's newly-formed Theodora Productions. Wilde will also star in his own picture.

The announcement with UA marks the second production venture for Theodora, which co-produced "The Big Confrontation," presently out for Allied Artists release.

Editorial

(Continued from page 1)

Attorney organization and its works.

Skouros has served the Red Cross as an industry campaign leader for seven consecutive years. He urged exhibitors to be given light only if they are to understand the reluctance to make audience collections, and the reasons for it, they added.

His appeal is not addressed to those exhibitors who annually conduct audience collections for the Red Cross but to those who have put off doing so from year to year. They are urged to "pass the hat" this month and learn for themselves the wide acceptance Red Cross solicitation has won from the public, an acceptance which extends also to those who do the Red Cross work.

Col. David Rose

In 5-Picture Deal

A three-picture deal was signed over the weekend between Columbia Pictures and David E. Rose, under terms of which the latter will make for Columbia a release of three top-budget films. First of these will be "Port of Altrude," based on the novel by Bernard Dreyer.

Rose recently completed for Columbia "The End of the Affair," film version of Graham Greene's novel starring Deborah Kerr, Van Johnson and John Mills. The film, which was produced in England, is scheduled for release this spring.

Film Council Group

To Sponsor 'Romeo'

The Federation of Motion Picture Councils of America will sponsor its first film premiere when United Artists' "Romeo and Juliet" opens at the Art Theatre in Springfield, Mass., on March 9.

Details from the benefit will be used to send delegates from the Springfield Council to the Federation's first annual convention, which will be held at the Statler Hotel in Detroit on April 14.

Arranged by the Springfield Council officers and Arthur deBra, director of community relations for the MPAA, the "Romeo" premiere is receiving city-wide support from Mayor Daniel E. Burton and the Board of Education, church organizations and scores of civic organizations.

Form WOMPI Unit

CHARLOTTE, N. C., March 6—Charlotte chapter of the Women of Motion Picture Industry will be formed here next Saturday, March 10, by women who have been employed by firms engaged in the industry here have been invited to attend at a meeting to be held at the Barrington Hotel.

Value of Publicity

Told at KMTA Meet

KANSAS CITY, March 6—The value of publicity to the drive-in operator was stressed at the closing session of the convention held by the Kansas-Missouri Theatre Association. Pearce Parkhurst, drive-in operator, pointed out that the exhibitor delegates to read every available book on publicity, as well as the trade papers serving the industry.

Additionally, Parkhurst emphasized the value of using community resources to secure resources in order to keep the theatre constantly before the public. Among these resources he included the school board, newspapers and radio-station leaders, with free stunts.

The feature of the closing day of the convention was the M-G-M Film Publicity Workshop under the direction of Mike Simon, director of customer relations, and Eunice Austin, director of exploitation.

Attendance at the closing session was 44.

See No Filming

Of House Unit Meetings

WASHINGTON, March 6—House Rules Committee members indicated there will be no attempt to approve a resolution to permit filming and broadcasting of House committee sessions.

They indicated this during and after hearing three members—Representatives Meader (R., Mich.), Keating (D., N. Y.) and Celler (D., N. Y.)—that House rules be changed to permit newsreel and television cameras to operate during these committee sessions. Speaker Rayburn (D., Tex.), ruled at the opening of this Congress that House rules bar televising and TV cameras under the committee meeting rules, and the rules committee attitude indicates that Rayburn's stand is not likely to be reversed.

'Deeds,' 'Gilda' Back

On Broadway Friday

"Mr. Deeds Goes To Town" and "Gilda," two of the most successful productions of Columbia Pictures, will be presented to a Broadway audience here on Friday. The pair will be shown as a double bill at the Globe theatre.

"Mr. Deeds Goes To Town," starring Gary Cooper and Jean Arthur, was first released in 1936. "Gilda," with Rita Hayworth and Glenn Ford, appeared 10 years later.

Dividends Declared

On 2 RCA Stocks

A quarterly dividend of 25 cents per share on the common stock of the Radio Corp. of America, payable on April 25 to holders of record March 15, 1955, was announced by David Sarouf, chairman of the board.

A dividend of 87½ cents per share also was declared on the preferred stock for the period April 1 to June 30, payable to holders of record on June 13.

News Roundup

All-Italian Program

The Film Library of the Museum of Modern Art will present "50 Years of Italian Cinema" starting March 21. Approximately 30 Italian films, many of which have never been shown in the United States, will be offered. The first will be "The Tale of Rome," produced in 1905.

Drive-in Fire in S. C.

The concession stand and all booth equipment were destroyed in a fire that swept the Sunset Drive-In Theatre in Jackson, S. C.

Heard to Speak in Albany

William Randolph Hearst, Jr., will speak of his recent experiences in Russia at a civic lunch in Albany on March 21, sponsored by the Albany Variety Club and the Albany "Times-Union." Proceeds from the S$5 lunch will go to the Variety-Albany Boys' Club Camp, Thacker.

Radio Active, Says RETMA

More than 6,000,000 radio receivers were shipped to dealers during 1954, according to the Radio-Electronics Television Manufacturers Association.

In 1953, RETMA reported, 7,243,073 radios were shipped.

Reopen Chicago Drive-In

The majority of drive-ins in the Chicago area opened over the weekend. Among them was the Twin, recently taken over by Loew's, which presented, 30,000 Outlaw. Under the screen and "Tonight's the Night" on the other.

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7 DAYS IN HAWAII

$469

(from New York), including airfare, supervision and hotel accommodations.

Fly U.S. DC-6 air tourist service all the way, with stopover on the West Coast, if you like. Only United features 2-abrest seating and wide center aisles on all planes.

UNITED AIR LINES

Fare plus tax.

COMPARE THE FARE AND YOU'LL GO BY AIR.

MOTION PICTURE DAILY

Monday, March 7, 1955
Einfeld Urges Greater Use of TV Promotion

Less than 300 exhibitors throughout the country are availing themselves of television advertising material for promotional purposes in connection with a film's presentation in a local theatre, according to Charles Einfeld, 20th Century-Fox's advertising and publicity vice-president.

Einfeld, who surveyed "television packages" for the trade press at the company's home office here at the weekend, declared that 20th Century-Fox television stations in 85 cities are regularly securing TV promotional material—20 and 60 second spots and trailers.

All company material is available to an exhibitor without charge, Einfeld said. He added that a theatre owner must, however, show the company where or when the free promotional material was used.

Mary Pickford Plans

(Continued from page 1)

of theatrical films, and that Buddy Rogers, her husband, will concentrate on television films.

Richard K. Poliner, vice-president of the Pickford organization, told "Motion Picture Daily" during the interview that attractive terms will be offered independent producers and packagers who tie in with the studio facilities of the Pickford company. He pointed out that Miss Pickford has no releasing commitments with United Artists and considers the best possible distribution terms offered by other releasing organizations for any picture in which her company becomes interested.

It was further disclosed that Poliner inspired the sale of the Pickford stock to United Artists, which trip to Europe at Miss Pickford's suggestion. He said he did not report Arthur Kober and Robert Benjamin, but relayed the possibility of sale to them as well as to others, in order to benefit the Pickford interest. Bidding for the stock will be started late this month, when sealed bids will be opened to determine the highest offer. Miss Pickford said she has a limit on how high she will go.

Review

"Yellowneck" (Republic)

A "YELLOWNECK," according to this film, was the Confederate Army's term for a desert hamlet. Outcasts are shown as they attempt to make their way through the Florida Everglades to the sea and eventually to Cuba.

Their trek is as long to the audience as it is to them, for the picture runs on interminably as the men take innumerable breaks to talk. As their conversations are neither realistic, philosophically nor even symbolic, the point of the film is never apparent. The producers undoubtedly intended it to be a study of learning, but the crowded together form numerous and successive climaxes. Between each lengthy session of dialogue, a possibility of forthcoming peril is indicated, but it's not until the last third of the film that any major event.

Of the five men involved, four perish before the end by different and lurid devices. One is shot by an arrow in a foray with some Seminoles, one is attacked by a rattlesnake, another does battle with an alligator and the fourth is drowned.

The picture's main asset is some interesting Trucolor photography of the Everglades where it was made. The small cast, consisting of unknowns, is unimpressive and wan.

The film was produced by Nat, S. Lieden, and directed by G. Fruet from the screenplay from the original story by R. John Hunt, who also directed. It is an Empire Studios Production. Running time, 83 minutes. General classification. Release date not set.

People

Robert F. Metzler, former head of the location department of the 20th Century-Fox studio, has joined NBC Film Division as production supervisor on the Coast.

Hollis D. Bradbury has been appointed manager of RCA film recording equipment. He succeeds Ralph A. Teare who recently was advanced to manager of industrial products.

H. J. Cleveland, Jr., owner of the Skyline Drive-in at Tuscaloosa, Ala., has leased the WJRD Auditorium in that city. The house has been closed since 1933.

Wanda Ramey, television personality in San Francisco, has been elected president of the San Francisco chapter of the AFL's American Federation of Television and Radio Artists. Others elected were Bill Water, vice-president; Bill Guyman, second vice-president; Bob Day, secretary, and Deane Stewart, treasurer.

Film Cash Dividends Slightly Off in Jan.

WASHINGTON, March 6—Publicly reported cash dividends by film companies in January were behind January a year ago, the Commerce Department reported.

However, Department officials said the dividends were actually up sharply if consideration was given to the fact that three companies which in January, 1954, paid almost $1,000,000 in dividends had decided to make the payments this year in February.

The Department reported that dividends reported by film companies in January amounted to $1,054,000, compared to $1,210,000 a year ago. Had it not been for the change in reporting months by the three companies, however, dividends which this January would have been almost double those a year ago.

Officials said RKO Theatres had paid a $79,000 dividend, the first since early 1953, while Allied Artists reported a first dividend of $5,800 and Film Investors reported a dividend of $70,000. This was the first reported by any company specially making films for television, according to Commerce officials.

Compo Meet

Wisc. Allied

(Continued from page 1)

Mary Warner, and Elmer Rhode, president of National Theatres.

Meanwhile, it was learned that Miss Celeste Coyne, COMPO special counsel, is on the Coast lining up studio executives for attendance at the meeting, which is expected to draw representatives from every phase of the business.

Others who already have announced their intentions of attending include Charles Reagan, Loew's-M-G-M vice-president of distribution; Charles Einfeld, 20th-Fox vice-president in charge of publicity and advertising; A. W. Schulberg, ruling president of Paramount Film Distributing Corp.; Robert J. O'Donnell, vice-president and general manager of Texas Interstate, and Mory Goldstein, Allied Artists sales manager and chairman of the sales managers committee of the Motion Picture Association of America.

Also F. H. Rickerson, Jr., NT vice-president; Harry Goldberg, S-W advertising and publicity manager; Oscar Dooh, Loew's-M-G-M executive; Gil Golden, Warner Brothers advertising manager, and Harry Mandel, RKO Theatres advertising and publicity director.

WAABI Aids V.C. Drive

The New York chapter of the Women's Association of the Allied Beverage Industries has presented to the Variety Club Foundation to Combat Alcoholism a distribution of $1,500, representing the proceeds of a party held by WAABI at the Sheraton Astor Hotel here on Dec. 7.

but that she and Goldwyn have equal opportunity to outbid each other at five per cent above the highest bid. Miss Pickford said she is required to go 10 per cent higher than that highest bid.

Miss Pickford said she would completely re-equip the studio and rename it Mary Pickford Studio.

Carolina Workshop Moved to April 4

CHARLOTTE, N. C., March 6—The dates of M-G-M's ticket-selling tour and the general meeting of the Theatre Owners Association in North and South Carolina has been changed from May 15-16 to April 4-5. The change in dates was made so that M-G-M could conduct its workshop for the Georgia Theatre Owners Association, which is to be in session on the former date. Both meetings here will be held at the Charlotte Hotel.
Wednesday
Warner Bros:
World
Premiere
at the
Astor,
N. Y.

History right from the start! $50.00 a ticket for the Premiere!
All the show-world's greats will be there to honor Elia Kazan and New York's famed Actors Studio!
Glamor corps of society leaders and screen and stage stars will be "usherettes"!
Half-hour telecast will hail the premiere!

His name was Cal - but it should have been Cain!
A motion picture of shattering power—
ELIA KAZAN’S explosive production of
JOHN STEINBECK’S greatest book!

Starring
JULIE HARRIS

JAMES DEAN
In his very first picture
“A very special star!”

RAYMOND MASSEY
With BURL IVES
RICHARD DAVALOS • JOVAN FLEET
ALBERT DEKKER • LOIS SMITH

Screen play by
PAUL OSBORN

Music by
LEONARD ROSENMAN

Directed by
ELIA KAZAN

Print by TECHNICOLOR
German Says

FRANK O. PINXONS: The government will discover in "Assignation of Childless," Danny Kaye's film contribution to UNICEF's cause, more power than the H-bomb. Government subsidy for more good-will films is indicative of the world peace and understanding. Hollywood has the brains to develop and deliver such understanding to the world through the common denominators of love and laughter. D. O. Selznick, Lucy and Desi, and now Irving Berlin considering an indeal deal with MGM, looks like all of the majors are widening the studio gates to welcome to the fold the top independent packages.

Norman Corwin is working on the screenplay of "Lust For Life," that will paint the romantic life of the Dutch artist, Vincent van Gogh, on a colorful MGM canvas...

Jane Withers comes out of retirement for one of the last pictures of Warners' "Giant," which George Stevens is directing and producing in association with the late Dames. The start of another important package: Writer F. Hugh Herbert and director Mark Robson co-producing their film version of the European stage hit, "The Little Hut." It will not be made available until a year from now. Both of American and British players...

Solly Baiano will be "beating the bushes" for sources of the Woody Brothers talent in a nationwide search...

Kirk Douglas adds a feather to his cap, signing Andre de Toth to direct "The Indian Fighter," Bryna's first United Artists feature.

Myers, Shor

means of survival in the present highly-competitive market.

Regarding rentals, Shor emphasized the need for checking on exchanges through printed forms listing companies interested in purchasing used stock and the treating of such communication as business, not as a personal favor.

There were 144 delegates registered for the Myers, Shor convention and 300 for a showing which was attributed to bad weather.

Election of officers will be held by mail this month.

Eric Johnston to Ask Trade Pact Extension

WASHINGTON, March 6—Motion Picture Association president Eric Johnston is expected to submit a statement to the Senate Finance Committee early this week urging extension of the trade pact with Mexico. He submitted a similar statement to the House Ways and Means Committee last week and was present for several weeks in the Near East as the President's personal representative and will take a leave of absence from New York to attend a conference aimed at smoothing relations in Latin America.

MPAA officials said as far as they knew, Johnston would stay for a while, spending his time here and in New York.

Hollywood

By Samuel D. Berms.

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AMF Seeks Relief From 20% Levy

Relief from the 20 per cent Federal amusement tax was requested at the hearing held by James E. Mead, President of the American Federation of Musicians, in an open letter to President Eisenhower.

Mead, in asking for relief from the levy, credited the "revival" of the motion picture industry to the 10 per cent tax reductions proposed by the Senate on theatre admissions by Congress.

My deep concern is, of course," Pedro Moron, Durbin's partner, cited in his letter, "the so-called amusement tax which has been levied at 20 per cent. This applies in all cabarets, hotels, room gardens, etc., where live musicians perform."

Petrillo also suggested formation of a United Nations orchestra.

In the THEATRE

Equipment & Refreshment World . . .

with RAY GALLO

WASHINGTON, March 6—Washingtonians turned out to see the premiere of the "Purple Plain," scheduled to arrive here today for several days of personal appearances and press and TV interviews in connection with the film.
Senate Vote Today

'Breakage' Bill Passed, 140-0
In Assembly

New York City Exhibitor
Protest Procs Fruitless

Special to THE DAILY

ALBANY, N. Y., March 7.—The New York State Assembly unani-
mously passed as the first order of business tonight a rules commit-
tee bill validating the collection by New York and other cities of the 'break-
age' on the five per cent admission tax. The measure is retroactive to
June 30, 1954.

Assemblyman William R. Macken-
tie, chairman of the Ways and Means Committee, submitted a report on the
bill. Minority leader Eugene E. Bannigan moved for advancement and then for the final vote which was 140 to
0.

The Senate deferred action on the bill until tomorrow at the request of
Sen. Fred G. Morrill, who asked time to study the measure.

D. John Phillips, executive director
(Continued on page 4)

European Openings

For 'Oasis,' First
Tri-Lingual 'Scope

"Oasis," the first European picture
filmed in CinemaScope and the initial
French and German co-production in the new entertainment medium, will
have world premieres openings this spring in principal cities of England,
France, Germany, Belgium and Swit-
zerland preceding its American debut later in the year. 20th Century-Fox, distributors of the film, announced
yesterday.

Filmed in its entirety in Morocco
(Continued on page 3)

Mrs. John New Pa.
Censor Board Chief

Special to THE DAILY

PHILADELPHIA, Mar. 7.—Mrs.
Louise Moses John of Westchester
has been named chairman of the new
Pennsylvania motion picture censor
board at $6,000 a year by Gov. George
M. Leader. She replaces Mrs. Edna
R. Carroll.

Also named as members of the board
at $5,000 a year are Mrs. Helen K.
Massock of Washington, Pa. and Mrs.
Chara S. Black of Harrisburg.

Billings Hit Record

U. A. in $1,900,000 Week

Billings of $1,900,000, reported to be the greatest seven-day total in
United Artists’ 30-year history has been announced by William J. Heine-
man, vice-president of the organization in charge of distribution.

The concluding week of the six-
month Bob Benjamin domestic sales
push, which ended March 5, topped the best previous seven-day billings by
$790,000. The former record was
$1,104,000.

The salute to Benjamin, which will
award a total of $50,000 in cash
prizes to the 32 branches competing
in the United States and Canada, was
led by co-capitains Heineman and B.
G. Crane, general sales manager.

Final standings of the exchanges, which competed in three groups of
(Continued on page 5)

New Mitchum Co.
To Make 5 for UA

Robert Mitchum has formed his
own motion picture production com-
pany, DRM Productions, which will
make five films during the next
five years for United Artists.

Mitchum starring in three, it is
announced by producer
Charles B. Krim of United Artists.

Formation of his own company marks
Mitchum’s en-
try into the
production side
of motion picture-making.

He most recently completed leading
(Continued on page 5)

Schlanger Outlines Plans

SW ‘Spring Festival’ Will
Aim at Child Patronage

Special to THE DAILY

PHILADELPHIA, March 7.—Ted Schlanger, Philadelphia zone man-
ger of Stanley Warner Theatres, has closed a series of meetings with the
32 managers in his zone, at which plans were outlined for the forthcoming
Stanley Warner ‘Spring Movie Fes-
tival.’ This celebration of the entire
Stanley Warner Theatre circuit will be held from April 3 to July 2.

In the course of these meetings,
Schlanger stressed that, despite the
improvement in grosses, attendance is
continuing to decline and that special emphasis must be made on efforts to
improve attendance. He pointed out
that certain pictures attract biggest
audiences today than ever before
which, in his estimation, indicates that
the public is getting continually more
discriminating in their tastes for mo-
tion picture entertainment. Therefore,
(Continued on page 5)

Report WB Eyeing
TV Production

Reports of preliminary talks be-
tween Warner Brothers officials
and executives of American
broadcasting-Paramount Thea-
tres on the possibility of WB
entering some phase of TV
production were current here
yesterday.

Officials of AB-PT declined
either to deny or confirm the re-
ports, which came on the heels
of AB-PT talks with 20th Cen-
tury-Fox on 20th-Fox plans to
enter TV production.

Fabian Cites New
Studio ‘Thinking’

Special to THE DAILY
HARTFORD, March 7.—S. H.
Fabian, president of Stanley Warner
Theatres, believes that "the fabulous
attendance records chalked up by
'The Long Gray Line,' 'From Here
to Eternity,' 'The Country Girl,' 'Vera
Cruz,' and 'Battle Cry' in key cities
have brought forth new thinking in
Hollywood."

He told a Hartford press luncheon
"No longer is the actor or the direc-
tor so supreme; it’s the writer or
the technician upon whom the studios
are leaning more and more. The
studio executives have finally learned
(Continued on page 5)

Roy Disney Says
Integration of
TV, Theatrical Films ‘Logical’

Disney President Assays
Co.’s Video Experience

By MURRAY HOROWITZ

The integration of the entertain-
ment media of theatrical motion pic-
tures and television was called
"feasible" and "logical" here yester-
day by Roy Disney, presi-
dent of Walt Disney Productions.

Disney, who returned from
London, was asked to ap-
prove the ex-
perience of his
company, which last March en-
tered into an agreement with
American Broadcasting Co., a subsidiary of
American Broadcasting - Paramount
(Continued on page 5)

Uncle Tom’s Cabin’
Infringement Action
Won by Universal

Special to THE DAILY
LEXINGTON, Ky., March 7.—
Universal has been granted its motion
for an interlocutory order of summary
judgment of copyright infringement in the Federal Court here, and the court
directed an injunction against the re-
production and distribution for exhib-
tion of its copyrighted feature re-
lease “Uncle Tom’s Cabin.” The cop-
right infringement suit brought in the
United States District Court for the
(Continued on page 4)

Funds Approved for 2
Senate Probe Groups

From THE DAILY Bureau
WASHINGTON, March 7.—The
Senate Rules Committee today ap-
proved the request of the anti-mo-
nopoly subcommittee of the Senate
Judiciary Committee for $250,000 for
its work this year.

The subcommittee, headed by Sen-
ator Kilgore (D., W. Va.), has in-
(Continued on page 5)
Personal Mention

F. M. BLAKE, Universal Pictures' sales manager in the South, will return to New York today from Minneapolis.

CHARLES EISENH, 20th Century-Fox vice-president, became a grandfather again on Sunday with the birth of a son to Richard and Rebecca Eisen in Los Angeles Hospital.

J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Cincinnati.

NAT LEVY, KKO Radio Eastern Southern division sales manager, left yesterday for Atlanta and New Orleans.

HARRY HOFFMANN, New England zone manager for Stanley Warner Theatres, will leave New Haven with his family next week for Florida.

HAMILTON, president of Official Films, is scheduled to arrive in New York on Monday from Nasar, B.W.I., via B.O.A.C.

HOWARD DREYFUS, M-G-M's vice-president of government relations, returned to New York yesterday on a trip to the Coast.

SID RUSSELL, production head of TCF Television, left New York last night for the Coast.

LEONARD BERG, branch manager of United World Films in Atlanta, has returned there from Tennessee.

JOE RIVKIN, Allied Executives association, is on a trip to Hollywood.

TODD TROY, owner of Todd's Pictures, Atlanta, has returned there with Miss Todd from Florida.

RALPH WINTER, film editor, returned yesterday from Hollywood.

SEC Reports Film Stock Tradings

WASHINGTON, March 7.—A Montague sold 1,300 shares of Columbia Pictures common during January and A. Schneider sold 1,000 shares according to the latest Securities and Exchange Commission report on trading in film company stocks by officers and directors.

Montague's holdings were dropped to 56,164 shares and Schneider's to 16,569 shares.

Harold E. Newcomb reported buying 100 shares of RKO Theatres Corporation stock on Thursday. He owned 225 shares. Owen D. Young sold 74 shares of American Broadcasting-Paramount Theatres common, dropping his holdings to 1,500 shares. Sam Wolf sold 1,100 shares of Allied Artists Pictures common, leaving himself with 18,000 shares, while Edward S. Mordoff bought 200 shares of preferred, his entire holding.

‘Times’ Editorial Praises ‘Children’

"Assignment: Children," Danny Kaye's United Nations film, which the United Nations is releasing, was commented on in an editorial in The New York Times yesterday. "The immediate purpose of this film is to achieve world acceptance and support of the Children's Commission proposal for an international achievement serves everyone's gratitude," according to the "Times" editor.

The editorial in part follows:

"The story of UNICEF—the United Nations Children’s Fund—is getting better and better known. It is the best-loved social agency, helping to health millions of hungry and underfed young lives in 80 countries and territories. Yet despite the great, long-term humanitarian work being achieved, millions of United States children, who are as fortunate as any in the world, are as yet unaware of UNICEF. The next step is to make the UNICEF story known here. UNICEF is justifiably proud of its achievements, and all of its major programs are sponsored by others of the major organizations of the world. It is for this reason that the story of UNICEF must peremptorily be presented to our children, and that the Special Fund for UNICEF be presented with the same emphasis as that given to the work of UNICEF and the World Health Organization which may well be a trial blazer.

The "Times" also yesterday selected "Gate of Hell" as a subject for permanent, pointing out that it was an excellent example of Japan's comeback in the post-war world.

Radio, TV Coverage For ‘Eden’ Premiere

Extensive radio and television coverage will be given "Children of Eden," the musical, for the world premiere tomorrow night of "East of Eden," Elia Kazan's CinemaScope production of the novel.

Four networks and six different programs will report details of the premiere both from the pictures, where the film will make its bow, and from the Sheraton Astor Room, where an after-theatre supper will be held.

A live telecast of the opening will be seen on WFLW from 8 to 9 P.M. President DeMille will feature on-the-spot interviews with prominent persons inside and outside the theatre.

Proceeds of the opening will be donated to the Actors Studio. The regular projection of the picture will begin on Thursday.

Wis. Allied Adopts Convention Slogan

MILWAUKEE, March 7.—The theme adopted for this year's Wisconsin Allied annual convention, March 29-30, is "Let's Look Alive in '55." It will be the start of a campaign among Wisconsin exhibitors to bring about a more vigorous "back to the theatre movement." The campaign and convention will not only stress aggressive showmanship already inherent in the theatrical industry, but means for improvements in the physical properties of the theatre.

500 Slated to Attend Dallas Workshop

Special to THE DAILY

DALLAS, March 7.—More than 500 theatremen from the Texas area are expected to attend M-G-M's Ticket Selling Workshop to be held at the new Holiday Hotel, according to the number of acceptances now on hand at branch managers. Officials of the office here will be luncheon host for the meeting.

The local gathering of exhibitors to hear M-G-M's ideas and publicity by Emery Austin, exploitation head, and six other panelists will have one of the most diversified programs offered, according to Mike Simons, customer relations director.

Six Speakers Scheduled

Panel members will include Erich J. Chum, managing director for Standard Theatres' Riverstone Theatre at Milwaukee, who will make his fourth appearance at a workshop. Andrew W. Sullivan, Jr., city manager for Dixie Drive-In Theatres, Savannah, Ga., will be the drive-in speaker; L. H. Vaughn, owner of a small theatre in Texas, will be the small-town theatre panelist. This also will mark his fourth appearance.

Low Brown, publicity advertising director for Loew-Poli New England Theatres with headquarters at New Haven, will make his second appearance in Dallas.

Another New Englander will be Joseph Jarvis, owner and operator of the Gilbert Theatre at Riverside, R.I. His third appearance is in Texas. Another New Englander will be Joseph Bugala, director of advertising and publicity for the Loew Mes-Theatres Enterprises at Greens-\n
burgh, Pa.

Funeral Rites Today For Wm. DeMille

HOLLYWOOD, March 7.—Funeral services will be held here tomorrow for William C. DeMille who died Saturday after a long illness.

DeMille, brother of Cecil B. DeMille, was in the film industry from 1914 until 1949, from which time he became a professor of drama at the University of Southern California. He was the author of numerous plays and a director for major studios.

Sherwood to Europe For ‘War and Peace’

Robert E. Sherwood is leaving for Yugoslavia tomorrow in connection with his work on the script for "War and Peace" for the Michael Todd Co. Fred Zinnemann, the director of "War and Peace," cannot leave for Yugoslavia until the exhibition there, sometime in May, of his current production "Oklahoma!" Sherwood will make another trip with Zinnemann to Yugoslavia.

Paris’ Benefit

The American premiere of Alfred Hitchcock and David Orton's "To Paris With Love" on March 28, at the Fine Arts Theatre here will be a benefit for the Union Settlement, it was announced yesterday by Harry Hirsch, president of Continental Distributing, Inc.

Expect 450 Drive-In Exhibitors at Dallas Convention Today

Special to THE DAILY

DALLAS, March 7.—More than 450 drive-in theatre owners and managers are expected to register for the third annual convention of the Texas Drive-In Theatre Owners Association beginning Tuesday afternoon. Registrations have been coming in from all sections of the four state area of the southwest, Mississippi, Oklahoma, and Texas, the association announced.

The program has been designed to cover all phases of interest in the value to drive-in owners and managers, it was said. Byrons Skouras, president of 20th Century-Fox, will head the three-day program.

Toll TV on Agenda

The subject of toll TV will be discussed by Carl D. Levy, William Price, Jr., executive director of the Texas Restaurant Association, will present ideas for local commercial operation. Recent advances in projection and sound for drive-in theatres will be discussed by Herbert Barnett, George Keller, president, Drive-In Theatre Manufacturing Co., will speak on souvenirs.

Film clinics will be held as a session for drive-in managers. Banquets and cocktail parties will round out the special program for the convention.

Wentworth Named Kodak Media Buyer

ROCHESTER, March 7.—Paul R. Wentworth has been appointed Kodak media buyer for the Michigan Kodak Co., it was announced by W. B. Potter, director of advertising.

In making the announcement, Potter said Wentworth would be in charge of market and media selection for Kodak advertising in trade papers, home journals, magazines and television.

Wentworth joined Kodak in 1946.

Col. Acquires New Home Office Bldg.

Columbia Pictures, after negotiations that have lasted a few weeks, has acquired ownership of the leasehold on the 10-story building at 711 Fifth Ave., here. After alterations estimated to cost $3,000,000, Columbia will occupy the building. The law firm of Schwartz & Frohlich represented Columbia in the negotiations.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

"HIT THE DECK"

in Cinemascope and Color starring

Larry Parks Walter Winchell Walter Miller Martin Hull, H.B. Warren Leo Carillo and Others

With Tallin Martinstyj,,

POWELL MARTIN REYNOLDS FIDGEON

Vie. Gene Ann Ross

DAMON RAYMOND MILLER TAMBLYN

As M-G-M Picture

and SPECTACULAR STAGE PRESENTATION
**People**

Sal Adorno, Jr., formerly assistant general manager of the M & D Theatres, Middletown, Conn., is completing construction of an 850-car drive-in to be known as the Middle- town. The new venture will have no affiliation with M & D. An early spring opening is planned.

Harry Waxman and his associates have purchased the Roxy and Jeff- ries theatres, in the Roxborough section of Philadelphia, from Robert Niessen and Ed Jeffries, respectively.

Robert Kunce has replaced George Barnes as manager of the Fox theatre in San Francisco. Usko Eisen- man, former assistant manager of the Parkside, moves to the Fox in the same capacity.

Mrs. Laura Kenny, past president of the Atlanta chapter of the Women of the Motion Picture Indus- try, will install the officers for the 1955-56 official year. The Atlanta chapter held its annual banquet at the Leland Hotel in the city yesterday.

Herred Burrows, a newcomer in the industry, has leased the long- closed Majestic Theatre in Lima, O., and will reopen it on Thursday.

Lester Stebbins, manager of the El Cerrito, Calif., Motor Movie, has been transferred to the Kay Vom in Napa. George Vom has been named manager of El Cerrito. Both are Blumenfeld theatres.

Charles H. Steele, purchasing ex- ecutive at Eastman Kodak in Rochester, has retired after 32 years of service with the company.

Al Morey, former Chicago sales manager for Official Films, has joined Kline Film Productions as an account executive.

**Toll TV Group Set To Launch Campaign**

The public relations firm of Robert Taplinger & Associates and the legal firm of Cohn & Marks of Washing- ton have been retained by exhibition's Joint Committee on Toll-TV, it was officially announced here yesterday. Mr. Cohn and Tap- linger will help the committee prepare its brief for submission to the Fed- eral Communications Commission as an “interested party” to subscription television.

Taplinger will initially set up an information campaign which will relay to exhibitors and the public the facts and figures about pay-as-you-see-television besides co-ordinating the activ- ities of other interested groups con- cerned with the medium, it was said.

Cohn previously aided the exhibi- tors in preparing an opposition brief to the Zenith petition asking the FCC to grant approval for subscription television without public hearings.

**EFFG Prospectus To Go to 42 States**

Exhibitors Film Finance Group, Inc., has sent its prospectus for exhibitor participation in production financing to the Secre- taries of State and theatremen in 38 states throughout the country. The prospectus, in all, will be sent to 42 states.

with an international cast headed by Cornell Borchers, Michele Morgan, Pierre Brasseur and Carl Rakatz.

Robert Kunce has been appointed managing director of the station, which will be known as "EFFG Radio," and will cover the 38 states previously mentioned.

The stations will be located in major cities and broadcast through the use of toll stations.

**‘Oasis’**

(Continued from page 1)

Robert Kunce has replaced George Barnes as manager of the Fox theatre in San Francisco. Usko Eisen- man, former assistant manager of the Parkside, moves to the Fox in the same capacity.

The big advertisers in present-day commercial television, which home owners receive at no additional charges, are against subscription tele- vision because of its planned uninter- rupted presentation to mass audiences of programs, Mack said.

**Points to Recent Boxing Bout**

Mack feels that the toll-TV system, video and audio approved by the Federal Communications Commission, “will have a rough time in fighting off the television spectacular as presented on the major networks today. Even with the sponsors of subscription television pooling their efforts and monies to form one syndicate for a top film, sports event or legitimate show, they can not raise enough money to outbid the sponsored pro- grams opposing them.” He cited as an example the last heavyweight fight in which a sponsor outbid a closed circuit firm for television and radio rights to present the bout in certain areas.

“Advertisers will band together to fight subscription television and in the process will improve programming and commercials,” Mack said. “Com- mercials, which I am most concerned with, are highly under-rated,” he said.

In one market alone, Indianapolis, the Toni commercial which Filmack pro- duced, boosted sales of that product in four test spots about 60 per cent.

One the lady... one the half-breed! Each following the gold-seeking cara- vans across the African veld... to be with her man!

**UNTAMED CINEMASCOPE**

color by De LUXE from 20th CENTURY-FOX starring

TYRONE POWER - SUSAN HAYWARD - EGAN

next attraction in the nation's finest!
of the Metropolitan Motion Picture Theatre Association; Joseph M. Geoghan, of Century Theatres, and Morton Sunshine, executive director of the Metropolitan Theatre Association, presented the industry case in opposition to the measure and the rights of legislative leaders this afternoon.

Emanuel Frisch, president of the Independent Motion Picture Theatre Owners of America and chairman of the Ways and Means Committee declared that "the entire 5 per cent admission tax imposed by the City of New York is discriminatory in its effect and that the exhibitors are now suffering under the burden of this tax.

Exhibitor Group in Albany To Protest Tax Measure

A group of local exhibitor representatives, which included Morton Sunshine of ITOA, D. John Phillips of Metropolitan Motion Picture Theatre Association, Jerry Chalkey of Century Theatres, and a group of theatre managers from upstate New York, headed by Charles Smukowitz of Sterling, N. Y., appeared before the Ways and Means Committee yesterday to seek permission from the state committee to present their views at a later date. A proposed amendment to the Enabling Act of 1947 was revealed by Harry Brant, president of the Independent Theatre Owners of America.

Major opposition to this proposed legislation, which was introduced by the State Assembly Rules Committee last week, is the unusual feature of retroactivity to June 30, 1954, it was learned yesterday. The tax, attributed to RKO-Keith-Orpheum Theatres, doubted, without having seen the bill that "it can be made retroactive." The measure contains the provision that the tax was to be enacted and submitted to the New York governor some 20 years ago.

The law, which would take effect immediately, stated: "The amendment made by this act shall be in effect from the same date and for the same time and for the same purposes as if enacted on June 30, 1954, and any local law, ordinance, or other local or state law covering the same subject matter in so far as it is inconsistent with this law shall be amended to conform to the provisions of this law."

The bill's "declaration of legislative intent" provides that the authority to impose the taxes was intended to include the power to employ the customary methods of dealing with fractions of a cent so as to eliminate any need for attempting to collect such fractions individually and to establish the maximum charge which in the aggregate would equal the amount of the tax authorized. This intent was understood by the State Tax Commission, which, under the mandate of the Enabling Act of 1947, was required to prepare model local laws and regulations for the assistance of local officials.

The measure continues that the State Tax Commission prepared model laws for the sales tax, the use tax, the restaurant sales tax and the consumer ability tax which contain a provision permitting the administration of the tax to prescribe a method or a schedule designed to this result.

Cities presently imposing admissions or amusement taxes have followed a similar procedure, reads the measure. The bill also contains a provision regarding any fraction less than one-half cent and by charging one cent for any fraction of one-half cent or more, the proposed law states.

"Prior to the enactment of the amendment to the Enabling Act by the City of New York, it was invalid on the grounds that it was not authorized by the Enabling Act. If this ruling should be affirmed on the appeal, which was heard last Thursday in the Court of Appeals in Albany, it would mean that despite the decision by the court that an excess of five per cent, the admission tax would result in collections in the aggregate amounting to less than four and one-half per cent."

Warnings of Revenue Cut

If it should be held by the Court of Appeals that the use of schedules in the city of New York under the Enabling Act of 1947 is not authorized by the state, it would mean that the New York City would face a reduction in revenue to cities and counties, including New York City, according to the measure. The bill orders that "the revenue resulting from a two per cent sales tax would be more than one per cent. Such reductions would have a serious adverse affect on the finances of many localities."

Assistant Corporation Counsel Lincoln Buchbaum, who made the same points in his appeal arguments in the Court of Appeals last Friday in the case of the City of New York's appeal from an adverse Appellate Division ruling on the collection of the motion picture revenue tax, said that the admission impost, without this legislation might be 4.1 per cent, a decrease of five per cent as allowed.

Thomas Bress, Loew's Theatre attorney, in answer to a question by one of the six sitting justices, stated that the city and the state could assess a tax, but not levy, without "breakage," would probably be around 4.5 per cent. He added that after the bill is now collecting nearer six per cent.

Bress estimated that the "breakage" is around 17 per cent of the total tax, but he conceded, in response to another question by the judicial Bench, that this involved only "major" fractions. Buchbaum contended that the "minor fractions" not collected "balance off" the major collections, and that with an independent judgment to "wash it out" for individual patrons. The latter, in rotating their patronage at theatres, get fraction breaks and suffer fraction penalties. Buchbaum said.

The proposed legislation caught the exhibitor's New York City Tax Commission by surprise. The municipal shock, local exhibitors felt that by pressuring legislators, the measure might be defeated arguments are heard in open hearings.

Buchbaum yesterday declared that he was "assured" that the bill would be "vetoed" but that "if the measure is defeated from a two per cent sales tax would be more than one per cent. Such reductions would have a serious adverse affect on the finances of many localities."

Print Destruction Ordered

The court's order not only directed the defendants and all persons, firms or corporations associated with the defendants to deliver up on oath, for presentation to the Clerk of the court, all positive prints, negatives and trailers of the infringing film, but also directed the defendants to the United States Marshals of the Federal Courts in Lexington, Ky., St. Paul, Minneapolis, Philadelphia, to destroy the positive prints, negatives and trailers of "Uncle Tom's Cabin," previouly impounded by these marshals under a pre-seizure order issued by the Federal Court in Kentucky after the action began in September, 1952.

Universe's counsel were Judge Ford and attorneys L. Frank and the New York law firm of Sargoy & Stein.

"Broken" World Pictures

PRODUCER Vincent M. Fennelly has brought to the entertainment screen with manifest care and professional sincerity the story of John Brown, the fighting Abolitionist whose struggle to abolish slavery by force of arms, resulted in his execution for treason and murder two months later. The producer has assigned the difficult portrayal of the controversial historical figure to his star and the role of acting in the role but looks very much like the published likenesses of the original, and he has given exhibitors such additional marquee personalities as Debra Paget and Jeffrey Hunter to work with in ad copy and publicity.

Expertly scripted by Daniel B. Ullman and directed with both force and conviction by Charles Marquis Warren, the picture greatly portrays Brown's efforts to implement his ideas back in the 1850's period, and of course the ending is tragic. It sums up as a strong presentation of a dark chapter in the history of American history, a production of considerable inroads.

At the time when the picture opens, John Brown, whose life has been devoted to the purpose of doing away with slavery, is in Kansas, still a territory, campaigning for votes to bring Kansas into the Union a free state. He is opposed by pro-slavery forces who put Lawrence, Kansas, to the torch, killing five citizens, and he takes the law in his own hands and kills five of the pro-slavery gang in retaliation. After Kansas is admitted as a free state, Brown returns to New England, raises enough funds to finance and arm 1,300 men, and seizes the government arsenal at Harper's Ferry, Va., taking hostages whose lives he hopes to barter for his nation's agreement to pass on to the American territories. After he is captured and, when he refuses to yield, they attack the arsenal, taking him prisoner and trying him for murder and treason, executing him by hanging.

The script depicts Brown as a stern parent and disciplinarian, a dictatorial personality attributing his authority to the Bible and sacrificing self and family to his purpose. It neither condones nor glorifies him, but it makes its message very real, very sincere. It is the vein of today's entertainment demand is for public test to tell.


WILLIAM R. WEAVER

‘Uncle Tom’

(Continued from page 1)

Eastern District of Kentucky in September, 1952, by Universal Pictures, as copyright owner of "Uncle Tom's Cabin," for violation of E. Underwood, Sr., and his Trans-World Distributing Corp., charged them with having made a directed negative and a positive print of "Uncle Tom's Cabin" in 1950, and with thereafter distributing these prints for exhibition. The case involves the pictures throughout the United States.

Universal's motion for summary judgment was based on the contention that its copyright had been infringed by defendants, and for an injunction, but leaving open for trial the question of the amount of Universal's damages for copyright infringements before Judge Ford. When defendants' counsel conceded in open court that there were no facts as to damage to be tried in the case, save only those issues which related to the amount of Universal's damages, Judge Ford issued an order granting interlocutory summary judgment to Universal to the effect that its copyright in the picture was infringed by the defendants, and directing an injunction prohibiting further infringements of such copyright by defendants.

Print Destruction Ordered

The court's order not only directed the defendants and all persons, firms or corporations associated with the defendants to deliver up on oath, for presentation to the Clerk of the court, all positive prints, negatives and trailers of the infringing film, but also directed the defendants to the United States Marshals of the Federal Courts in Lexington, Ky., St. Paul, Minneapolis, Philadelphia, to destroy the positive prints, negatives and trailers of "Uncle Tom's Cabin," previously impounded by these marshals under a pre-seizure order issued by the Federal Court in Kentucky after the action began in September, 1952.

Universe's counsel were Ben L. Kessinger of the Lexington law firm of Harbison, Kessinger, Lisle & Bush, and Edward A. Sargoy and John F. Woll of the New York law firm of Sargoy & Stein.

Foreign Language Press Polling Starts

Balloting has begun on the 14th annual vote by the editors of 70 foreign language newspapers in the metropolitan area to select the best films of 1954.

According to Sigmund Gutthofer, executive director of the Film Critics Circle, Foreign Language Press, 24 daily and 46 weekly papers are represented in the survey. In addition to American-made films, the best imports from Europe, as well as the best films from Latin America, China, India and the rest of Asia, are included.

Winners in all categories will be announced publicly over a special radio broadcast on television station, on Sunday afternoon, March 13, from 3:30 to 3:30 P.M.

Eckler to Anasco

Dr. Leopold Eckler has been elected vice-president of General Aniline & Film Corp, and general manager of the company's Anasco division.
**Television -- Radio**

By DAVE GARBOWAY

(Contributing Columnist for Pinky Herman, who is on vacation)

**Eighteen Years ago, I jauntily set out from New York for Pittsburgh to take my first job as a radio announcer.**

Until I came back here three years ago, I spent a good part of those fifteen years hoping to get back to New York, recording shows so that I could spend a couple of hours in the Big Town, schooling myself on my vacations so that I could see the bright lights.

I don't know what Pinky Herman, whose space I am appropriating here, plans to do on his vacation. But I know that I'd be do- ing if I were him... I'd vacation in New York.

I've been back for three years now... and, you know, I saw more of New York in a week-end than in my first three years I've been back. Well-H, not quite, but almost.

**I'm a fellow who has got to get bed early (the easiest way to do that is to have to get up at four a.m.), so my night life is pretty well shot.**

Once in a while on a week-end, if I get turned out from the week-end grind, I actually called on a date with a pretty girl. But when you're in the habit of getting up at four a.m., by midnight, even on the week-ends, you're yawning in her face. Most pretty girls have something better to do than to go out with a guy who is constantly patting her mouth and murmuring, "Not the company, you know, just the hour." It's a little hard on me too. I have a tough enough time getting through the week without spending my week-ends lining up a new crop of pretty girls to replace the ones I've yawned at.

When I first came back to New York I saw few plays, fewer movies and scarcely ever got to a night club. I see a few plays now... reviewing them for "Today"... but most of my relaxation is watching television and listening to records.

When I used to spend my vacations in New York, I'd hit every good restaurant in town in the time allotted me. Now, I don't even eat anymore. My daily repasts consist of a cup of coffee in an all-night restaurant for breakfast, a sandwich and No-Cal for lunch and a bowl of soup for dinner. I'm too tired most evenings for anything more. And, the funny thing is, I don't lose any weight.

I went out to the old man who was attending his one-hundredth birthday. He attributed his longevity to the fact that he didn't drink, didn't go out at night, ate lightly, didn't smoke and didn't run around with women. The only trouble was... he couldn't figure who was the boy who couldn't remember his birthday.

As I said, I don't know what Pinky is doing on his vacation... but on my next one, I'm going to celebrate it... right here in New York, I hope. And I'll pretend that it's the only chance I'll have to see the town for a whole year, till my next vacation. Come to think about it, that's just about the truth.

**Correction**

In the review of the 20th Century-Fox's "Untamed," published March 2, Motion Picture Daily inadvertently identified the color process used for the production as Technicolor, whereas actually they are by De-Luxe.
in the current issue...

LOOK SALUTES THE MOTION PICTURE INDUSTRY

LOOK, whose every-issue features on movies and movie personalities keep some 20,000,000 readers posted on the latest and best productions from Hollywood, presents the winners of the 14th Annual LOOK Motion Picture Achievement Awards in the March 22 issue, on sale everywhere today.

The LOOK Awards, which focus the attention of millions of moviegoers on the top performances and achievements of the industry each year, add new prestige to the movies and increase the public’s desire to see motion pictures and movie personalities.

The 14th Annual

LOOK MOTION PICTURE ACHIEVEMENT AWARDS

Be sure to get the current issue of LOOK and read the Achievement Awards story, beginning on Page 100. It’s the kind of editorial coverage that has built for LOOK one of the largest magazine audiences ever assembled . . . and made LOOK an outstanding medium for motion picture advertising.

LOOK...HOLLYWOOD’S BEST AMBASSADOR

SEE RED SKELTON present
THE LOOK AWARDS
to Hollywood’s Top Performers on the
RED SKELTON SHOW
CBS-TV, 9:30 PM, EST, TONIGHT

In delayed broadcast cities, consult local newspapers for date and time.
**Showed Loss in ’53, ’54 Net Profit $829,900 for RKO Theatres**

Before Deducting Special Items Net Was $1,704,100

Net income of RKO Theatres Corp., for 1954, after special items, was $829,900 compared with a loss of $296,600 in 1953, it was announced in the company’s annual report to stockholders issued by Albert A. List, chairman of the board, and S. A. Schwartz, president.

Before deducting the special items, the net was $1,704,100, as compared with $909,200 in 1953, allowing for Federal income taxes which would have been payable on such income. The company listed the special items as losses on the disposal of theatre assets (Continued on page 5)

**Schedule Top Talent For ANTA Show on Theatre TV Mar. 28**

Helen Hayes, Ezio Pinza, Menasha Skalska, Lema Horne and Harry Belafonte will be among the headliners in the ANTA “Album” show, to be telecast on March 28 to 38 cities from the stage of the Adelphi Theatre here.

Other Broadway stars who already have committed themselves to be on hand to participate in the performance (Continued on page 4)

**Davis Reports on Global Trip: Rank Empire Still Growing**

By PETER BURNUP

LONDON, March 8—John Davis, managing director of the J. Arthur Rank Organization, recently returned from a round-the-world trip, told the press here today that the journey of the “Great Britain” was one long song of success everywhere he went, with the exception of America.

Davis reported that he had checked on Rank’s interests in Ceylon, Singapore, Indonesia, Australia and New Zealand. Rank is building 10 new theatre complexes in Malaysia with local associates there, he said.

In Australia, Rank pictures are now being produced three times the amount of revenue they did three years ago, Davis reported. Greater Union Theatres, in which Rank holds a half interest, will have their largest income and will realize the greatest profit in the history of the circuit, he said.

With Australian associates Rank is building a factory there to produce television sets designed by his Cinema-television company. Rank has joined a syndicate comprising newspapers, (Continued on page 5)

**‘Bad Bill,’ Says Morritt Charges N.Y. Tax Measure ‘Singles Out’ Film Industry**

ALBANY, N. Y., March 8—Terminating the Assembly Rules Committee’s measure validating the collection by New York City, Bingh.”

Seven Made Offers ‘Guys & Dolls’ Distribution Goes to M-G-M

20% Fee Set; Same as In Former RKO Pacts

Contracts for the distribution by Metro-Goldwyn-Mayer of Samuel Goldwyn’s forthcoming production of “Guys and Dolls” were signed yesterday, following several weeks of negotiations, Nicholas M. Schenck, M-G-M president, announced.

Goldwyn’s pictures for more than a year past were distributed by RKO Radio Pictures. It was learned that the same 20 per cent distribution charge which featured Goldwyn’s leasing deals with RKO Radio is perpetuated in the new agreement with M-G-M.

The Goldwyn organization also retains the right to approve all exhibition contracts for the picture, as it did (Continued on page 4)

**COMPO Will Hear Studio Proposals In N. Y. Tomorrow**

Services for Milstein In Hollywood Today

LONDON, March 8—Funeral services will be held tomorrow at Grove’s Mortuary for J. J. Milstein, 57, who died Monday in Santa Monica following a long illness. His widow and a daughter survive.

Milstein, most recently special representative in Hollywood for Columbia, was a veteran of the industry, having opened a motion picture theatre in Denver in 1914. Four years later he entered distribu-
Gov't Gives Its Data To 16mm Defendants

HOLLYWOOD, March 8.—Beating its deadline by 48 hours, the Government today delivered to defendants in the DeMille anti-trust case the bulk of the documentary evidence it will use to support its main charges when it goes to trial in May. The documents, numbering in excess of 3,000 and contained in a box-angle filing-case sent by 12:30 p.m. from Washington, where the case was prepared, and consists mainly of photostatic copies from many sources. The defendants have not been disclosed, but the Government is known to have been gathering documentary evidence on each exhibitor organization over a long period of time.

PPCITO Inclusion Noted

Recent inclusion of the defendant Pacific Coast Conference of Independent Theatre Owners as a co-conspirator in the case is believed to have been done for the purpose of making the case that all organizational records available to the Government for use as evidence.

Documents given to the defendants to permit them to have been delivered Thursday, with the defendants allowed 90 days in which to respond. The 16mm documents will be delivered before the deadline expires, and it is understood still other documentary material can be introduced at a later date.

Concession People Close Meet

The Eastern Seaboard Division of the International Popcorn Association, representing all segments of the concession business of the industry, completed a one-day meeting at the Hotel Park Sheraton here yesterday.

The discussions centered on the preferred method of concession catering. Effective use in these meetings of the “cafeteria” style of catering vied with those of the “station” method in spirited debate. A consideration of the “cafeteria” style declared that its drive-in grossed 60 per cent of a 70-cent admission of which 30 was profit on this style of catering. In other words, he said, for every $1.00 taken in admissions, $500 was spent for refreshments.

Coca-Cola Co. was host at the luncheon yesterday, while Pepsi-Cola Co. held a cocktail party last night.

Johnston Again Asks Trade Pact Extension

WASHINGTON, March 8—Motion Picture Association president John Johnston, Jr., urged the Senate Finance Committee to pass President Eisenhower's request for a three-year extension of the reciprocal trade provision in the Trade Act.

Johnston sent finance committee chairman Byrd (D., Va.) a letter with chairman's urging in the year to House Ways and Means Committee chairman Cooper (D., Tex.) in support anti-legislation.

Int'l News Bureau For 'Commandments'

HOLLYWOOD, March 8.—A full-scale international news bureau, staffed and operated on the lines established by Paramount Pictures to handle news and information concerning Cecil B. DeMille's "Ten Commandments," will give news coverage of the film in VistaVision and Technicolor.

The news bureau is at full operating strength now, a full year and a half before planned release of "The Ten Commandments," to give newsmen a comprehensive view of the scope and depth of the publicity campaign, according to Jerry Pelikan, Paramount publicity director. The emphasis, he said, is on the advertising, publicity and exploitation, to comply with the "world-wide interest in and appeal of the movie." Wide Scope Planned

The entire news bureau will function as an adjunct to the Paramount Studio publicity department here, with specialized experts handling each assignment. Additional material will be slanted directly at all types of publications.

The news bureau will be under the over-all supervision of Tctte Car, head of Paramount Studio publicity, and will be under the immediate direction of John Johnston, Jr., Paramount’s executive assistant in charge of public relations.

Operating under Arthur are: Albert Deacon, Paramount International News, who spent several months with the DeMille unit during Egyptian location last fall; Jack Hirschberg, publicist on the Paramount staff; Harry Mines, former drama editor of the Los Angeles Times, as Daily News and all other photographers. Working closely with the special unit will be additional specialists from the Paramount Studio publicity staff.

Salesmen Pact Talks Still Deadlocked

CINCINNATI, Mar. 8.—Committees representing the Colosseum of Motion Picture Salesmen and distributors resumed their talks here today after a three-week recess. The committees held initial meeting in Chicago five days from Feb. 7 through Feb. 12.

David Bartell, general counsel for COMPS reported no progress in the negotiations. Distributors were reported to have rejected COMPS' proposals which include increase in salary and expense allowance and make it a counter-offer to continue to force the present agreement for an additional two years.

Preston Root, 73

ROCHESTER, March 8.—Preston Root, former export sales manager at Eastman Kodak Co., died at Derham’s 73. He was a native of Nashville, Tenn. Root became associated with the firm in 1919 and was branch manager in Chicago. He was made export manager of the company in 1937, and retired in 1946.

Morgan Back With N.O. Citation

Oscar A. Morgan, Paramount short subjects, newsreel and special features sales manager, arrived back in New York yesterday after a one-month tour of Southern branches, bringing with him a citation bestowed by New Orleans Mayor Lesser S., Morgan in recognition of Paramount News contributions to civic and international causes.

The award to Morgan is one of a small number of citations that have been made by the Louisiana metropolitan area in the past years' record years. Recipients are President Eisenhower, former President Truman and Bobbie Hope. Morgan was attending the International House conferences in New Orleans held by government financial experts and business leaders of the U.S. and Latin America.

PICKER HEADERS

ROGERS UNIT

The appointment of Eugene Picker as head of the recently created Motion Pictures and Radio Department, charged with the fund-raising and finance committee of the Will Rogers Memorial Hospital was announced here yesterday.

The appointment came in conjunction with a luncheon at "21," given by members of the committee, headed by chairman, John B. Schwartz. At the luncheon, A. Montague, hospital president, lauded Schwartz, his "great leadership and consecrated service" and presented him with a monogrammed bronze desk set.

In accepting the momento, Schwartz suggested that Picker keep intact the "wonderful crew that has been serving the hospital so well on the fund-raising and finance committee." Schwartz also announced that the fifth annual Christmas salute now nearing completion will set a high mark when all returns are in. It has already passed $140,000, he added.


Morgan Back With N.O. Citation

Oscar A. Morgan, Paramount short subjects, newsreel and special features sales manager, arrived back in New York yesterday after a one-month tour of Southern branches, bringing with him a citation bestowed by New Orleans Mayor Lesser S., Morgan in recognition of Paramount News contributions to civic and international causes.

The award to Morgan is one of a small number of citations that have been made by the Louisiana metropolitan area in the past years' record years. Recipients are President Eisenhower, former President Truman and Bobbie Hope. Morgan was attending the International House conferences in New Orleans held by government financial experts and business leaders of the U.S. and Latin America.
A "HIT" CAST IN A "HIT" SHOW WITH "HIT" MUSIC AND HAPPINESS!

Hi-Jinks At The Hall!

Leave it to Leo who’s made many top-rollicking Navy musicals (for instance, “Anchors Aweigh,” “On The Town,” etc.) to come up with another wonderful entertainment. It’s in CinemaScope and Color! And it’s tops in the gobs-and-gals-musical division. A great audience attraction. A 21-gun salute to your fun-seeking patrons!

(Available in Magnetic Stereophonic, Perapenta Stereophonic or 1-Channel Sound)
under its former deals with RKO Radio.

With Goldwyn having paid $1,000,-
000 for the screen rights to the Jo So-
mer's novel, the musical comedy, considerable trade interest was centered on the distribution ar-
rangements for the picture, which was filmed before the CinemaScope cameras next Monday with Joseph Mankiewicz, who will direct the adaptation, directing.

Top Cast Engaged

The production budget is said to be
$5,000,000 and the cast includes Mar-
lon Brand, Jean Simmons, Frank Shaf-
ter, and Vivien Leigh. As with the other two pictures, the film is a joint venture, with Waverly under the supervision of Frank Loesser. Goldwyn will produce it at his own studio with his own finances.

In addition to M-G-M, interest in distri-
buting the Goldwyn picture was reported at various times by 20th Century-Fox, Paramount, United Art-
ists, Columbia, Buena Vista and Al-
hed Artists.

Goldwyn, old Goldwyn Picture Corp, was merged in 1924 with Metro Pictures, and later with Louis B. Mayer Picture Corp, to form Metro-Goldwyn-Mayer. Goldwyn had left the company named for him to be-
come an independent producer before the merger, of course.

Goldwyn is credited with having introduced the Leo the Lion, M-G-M trademark, to the exhibitions, with the release of Goldwyn Pictures in 1917. The pres-
cut M-G-M studios in Culver City, Calif, originally were known as the Goldwyn Studios.

Schenck Expresses Pleasure

with the closing of the distribution deal, Schenck made the following statement: "We are pleased that an important independent producer like Samuel Goldwyn has shown such confi-
dence in our organization as to en-
trust his greatest production effort to our distribution efforts. It is a signifi-
cant step for us in our new policy of joining with the leading independent producers in the marketing of out-
standing films."

CEA Officers

(Continued from page 1)

posed by R. C. Freeman of Hall in the bal-
ing.

CEA's membership records for the past year show a reduction of 598 theatres, due largely to the with-
drawal from the Association of J. Ar-
thur Rank's theatres, which paid $11,000 annually in dues. Organiza-
tion officials are hopeful that in the interest of exhibitor unity, the Rank theatres may be induced to return soon.

Compo to Hear

(Continued from page 1)

popularize new talent personalities of all studios.

Recently, it was forecast that to-
morrow's meeting, to be attended by approximately 70 industry executives, will contain the largest theatre repre-
sentation of any industry meeting in recent years. In addition to the rep-
resentation of national and regional exhibitors, representatives of independent and major circuits are due to be on hand for the one-day meeting.

Reviews

“Ma and Pa Kettle at Waikiki”

(Universal)

EVEN those patrons who are not “Kettle” fans should get more than the usual share of laughs from this edition of the “Ma and Pa” series because it is a very funny film. The Kettris pay their annual visit to the nation's top vacation spots via a Hawaiian, Hong, Clark and Edwood Ulman, have provided an amusing story and some hilarious lines.

Pa has been writing his wealthy cousin in Honolulu of his alleged success in the management of a pineapple plantation, he plants Pa, for Pa to help him. Ma and daughter Rosie ac-
company him and the results are exactly what one would expect.

He inadvertently speeds up the work of the factory employees and then proceeds to cause a terrible fire in pineapple plant. Mean-
while, Ma is being social with Honolulu society and almost destroys its structure.

The story of the film is a piece to try to buy into the bank and thinking Pa Kettle is an industrial giant, uses a group of hidden treasure to kidnap him to another island. There he meets the Hawaiian counterpart of his own family—lazy father, hardworking mother and a brow of childlike vision. They eventually help Ma, who comes in search of him, to subdue the kidnappers in their own unique way.

Percy Kilbride and Marjorie Main play the leading roles with their cus-
tomary flair. This is one of the situations, he try to sell at Gallatin, face or female, and the other, well, they create one of the better Kettle clambakes.

Running time, 79 minutes. General classification. For April release.

“Rage at Dawn”

(Holt-RKO Radio)

OUTDOOR action fans should enjoy this Nat Holt Production for RKO release because “Rage at Dawn,” filmed in color by Technicolor, is an adventurous saga about the underworld. Set in 1850’s when the famed bank and train robbers, the notorious Reno brothers, ran rampage through the Midwest. Loaded with absorbing situations, gun-
play and suspense, this picture’s box office value is enhanced by a top-notch cast of well-known and unknown screen talents. The story is a result of “Born To Carry a Gun” by Harold C. Phelan, and is produced by Dan Block. The story is made by Dan Block, and has recently got away with $30,000 in a train job. Scott, in order to bring the outlaws to justice, meets falls in love with Miss Powers, sister to the outlaws.

After a number of situations that includes a hold-up at Galax, face or female, and the other, well, they create one of the better Kettle clambakes.

Running time, 87 minutes. General classification. For release in March.

Firemen

(Continued from page 1)

General Municipal Law to provide fire and police commissioners the right to detail personnel, not to ex-
ceed three, to each and every place of amusement or entertainment to which the public is invited, whenever ma-
achinery or scenery are large in size and one or more persons participate in the actual performance of a play, show or other type of entertainment with the owners or operators of such places to pay for the time during which the men are detailed.

In another provision of the measure, theatres would have to have "as many additional members of fire or police departments as deemed nec-
 essary" to the operation for detail, in any place in which any play or show is witnessed by 6,000 or more persons, in a 24-hour period.

Industry spokesmen characterized the measure as "far worse" than the Fino-Chiappone Bill of some years ago.

‘Eden’ Premiere

(Continued from page 1)

as Warner Brothers unveils Elia-
Kazan's CinemaScope production of John Steinbeck's "East of Eden." Pro-
ceds from the $50-a-ticket openings will be donated to the Actors Studio.

Coverage of the premiere will be by a vast television audience, Martin Burrows, host of "Mike Believe Ball-
room" fame, will be on a special half-hour program on WPIX direct from the theatre, starting at 8:30 P.M. The after-theatre party, to be held at the Sherman Astor Roof, will be cov-
ered by radio, TV and press. NBC's "Tonight" telecast, radio coverage of the event has been scheduled on the Tex and Jinx McCrory program.

Margaret Truman, Marilyn Monroe, Marlene Dietrich, Celeste Holm, Mrs. William Rhinelander Stewart, Mrs. Alfred Gwynne Vanderbilt and several other prominent young women will serve as ushers to greet the ticket holders at the theatre. Miss

ANTA Show

(Continued from page 1)

include Ruth Draper, Hermanone Gru-
gold, Billy De Wolfe and Julie
Wolson.

Evidently, Joseph Heidt, the CARE official who is setting up the joint CARE-ANTA theatre telecast benefit, reported initial sales of $40,000 within 10 days in 16 of the 38 cities. The re-
mainder of the cities, Heidt explained, will begin the ticket sales this week.

Four-Wall Deals Made

In lining up television-equipped theatres in 38 cities across the nation, CARE made four-wall deals with the radio and television houses and handling the sale of tickets through local committees for the evening of March 29, it was explained.

Heidt also disclosed the line-up of talent for the preliminary shows in various Eastern cities, designed to fill the time before the late curtain time of 10:30 (EDT) with entertain-
ment. In Boston, the CARE official further stated the city will be on hand at the Loe's State to act as master of ceremonies, with Boris Goldovsky ar-
ranging the entertainment. In Wash-
ington, at the Loew's Capitol a con-
cert will be rendered by Willard Warfield and the Howard University Choir, while in Chicago, the show will be the Musicares Band, and the feature will be Magda Gaber.

Reports Ticket Sales Good

Heidt stated that he does not expect the ticket sale rate to hit its peak until the final week before the show. He estimated the "era of good" on the basis of initial sales. This is a run-down of ticket sales as reported by the committees ranging in price from $4 to $10.

Albany, N. Y., $1,300; Buffalo, $1,600; Boston, $4,200; Cincinnati, $3,100; Des Moines, $1,000; Dallas, $2,500; Hollywood, $1,600; Jackson-
ville, Fla., $1,300; Miami, $2,100; Memphis, $2,000; Philadelphia, $1,500; Pa-

d, $1,500; Philadelphia, $1,500; San Francisco, $2,500; Toledo, $600 and Atlanta, $1,500.

60-City Preview of ‘Man Called Peter’

Twentieth Century-Fox has an-
nounced that a national television view-

screenings of "A Man Called Peter" in CinemaScope for clergy-
men, lay members of churches and especially in community opinion makers.

Screenings, to be held in 60 key cities between March 21 and 25, have been arranged in cooperation with the National Council of the Churches of Christ in the U.S.A. and its many denominational affiliates.

Designed to initiate important civic and religious support for the romantic drama "Man Called Peter" in the Easter hol-
day season, the programs will be hosted by executives of the National Council of the Churches of Christ and industry figures will tour the nation to speak at showings of the Samuel G. Engel production, the company said.

Moorse will also be one of the en-
tertainers at the after-theatre party, which will have Abe Burrows as MC with several "surprise" guests promised.

Mrs. Everett Harriman will be chairlady of the premiere.

Wednesday, March 9, 1955
C. Harry Schreiber, who resigned as manager of the RKO Palace in Columbus, Ohio, will manage his partners’ wholesale grocery and tobacco business in Eastern Maryland. He has been succeeded by Edward Mc- Gline, former manager of the RKO Palace in Cincinnati, who is a long-time assistant of the company’s president, Robert Horton, Jr., who previously was assistant manager of the RKO Albee in Cincinnati, replaces Force in Columbus.

Doris Honea, formerly with Exhibitor Service in Atlanta, is now a secretary at Buena Vista there.

Eugene Pleshette, managing director of the Brookfield Park Theatre, has been elected president of the Knights Before Christmas, a group of philanthropists, women, professional men and public officials who work among handicapped and underprivileged children.

Marjorie E. Lenox has been appointed director of the international division of Allen B. Du Mont Laboratories. She formerly was with Sylvana Electric Products, Inc.

Dimitri Tzikman will go to Ireland in May to an effort to bring back the Pageant of St. Patrick, a highlight of the An Taoistol Festival, for presentation at the Hollywood Bowl.

Jack Ralph, formerly with the Canadian Government Film Board, has become identified with a new company, the J. Arthur Rank Screen Availability Company, Canada, Ltd., for the handling of theatre commercial short subjects and trailers.

**RKO Theatres Now Has 83 Houses**

At the end of 1954, RKO Theatres Corp. had 85 theatres, of which 81 were company-operated and four were owned; others, according to the annual report to stockholders. Of the 83, 45 were company-owned, 19 were held under lease arrangement, 20 were leased and the company had a 50 per cent interest in companies which owned five theatres in fee and leased six more. In addition, RKO had a half-interest in two Canadian theatres owned in fee which were leased to others. Under the terms of the con- sent decree, RKO still must dispose of a minority stock interest in one company by March, 1956. The company is in a position to acquire additional theatre, four-wall or drive-in, with the approval of the court.

**RKO Theatres Net $829,900**

(Continued from page 1)

properties — $104,200 in 1954 and $2,425,800 the previous year — and consequently, there was a net operating loss of $1,000,000 in 1954, an increase in the reserve for taxes and contingencies of $1,000,000. Operating income in 1954 amounted to $20,814,000, against $23,675,600 in 1953. It was pointed out that the operating income was $3,500,000 less than the operation of fewer theatres, but that on a comparable basis, income was higher and expenses were lower.

RKO plans to install equipment for new media amounted to $600,000 last year, while the replacement cost approximated $1,950,000 in 1953.

In regard to the company’s working capital position, the report stated that “our position remains strong with a net working capital of $8,143,000 against $10,171,000 last year, in spite of expenditures aggregating more than $5,000,000 consisting of approximately $4,000,000 in common stock, $1,075,000 for the prepayment of debt and $6,500,000 for the dividend.”

It was explained that during the past year the board adopted resolu- tions approving the retirement of 837 shares of common stock, acquired by the corporation at an average cost of less than $60. The proposal will be submitted to the stockholders. If they approve, steps will be taken to reduce the issued capital stock from 60,000 shares to 55,900, which in- cludes 88,400 shares held by the cor- poration under its stock option plan, in which the executive committee has so retired will have the status of authorized but un- issued shares of common stock.

Stockholders will meet April 8.

**Tax Bill**

(Continued from page 1)

ders such a burden, and “family pa- trons suffer under it.”

The motion picture industry, com- mented the president, has always been active in the cause of civic, charitable, community and patriotic projects. “It and its people are heroes,” he said, “why pick on them,” he asked.

The reprimand from Senate action on the measure was granted by Mortitz’s patriarchal stance. The measure, he was first passed by the Assembly on a short roll call and then the vote was taken when the veteran sena- tor and a friend of the industry learned of the nature of the legislation.

**Will Meet with Mahoney**

D. John Philips, executive director of the Metropolitan Motion Picture Theatres Association of New York, and Charles A. Smakwitz, Stanley Warner zone manager in Newark, N. J., scheduled meetings with Senate majority leader Walter J. Mahoney, Buffalo Republican, and Assembly Speaker Thomas C. B. Howard, Seneca County Republican, to make a brief pre- sentation of the industry’s case in the hope of averting Senate adoption of the bill. Chairman of the Committee on State Greenland was not considered so excellent, as there had been a bi- partisan agreement among legislative leaders for enactment this week, it was reported.

Smakwitz, former SW zone mana- ger here, and a long-time friend of Mortitz, credited the Brooklyn senator with “providing an opportunity for the industry to present its arguments against the bill.”

Sen. Mortitz pointed out that the measure was introduced on March 1 and has been sitting on the calendar for six days long, both in both houses, although not on the printed calendar of either. He, however, did not predict the bill’s ul- timate fate.

**Crafts’ Earnings Unchanged in Jan.**

HOLLYWOOD, March 8 — Cali- fornia Department of Industrial Rela- tions statistics revealed that earnings of crafts workers in studios remained virtually stationary in January, compared with $130.93 in December. Work weeks averaged 43.4 and 43.8, respect- ively.

**Rank Empire**

(Continued from page 1)

theatres and electrical industries, which has applied for a commercial television license in Melbourne. He described the current of the Australian theatre development movement in Australia, Davis said.

He reported that the Rank release “Genevieve” promises to gross more in New Zealand than any other film exhibited there, including “Gone with the Wind.” In the past, a go-getting British film did $8,000 to $10,000 there, but the market now yields $20,000 to $25,000, Davis said.

The Rank overseas interests now include 133 Australian theatres; 121 in New Zealand; 72 in Ceylon and 22 in Malaya, with the 10 now under construction not in- cluded in the latter figure.

Davis said that while last year, British box office champion, the Rank released “Doctor in the House,” has played only about 20 engagements in American territory. Pictures, which is distributing it there, is now talking about the film getting 6,000 to 7,000 engagements.

He also disclosed that 20th Century- Fox is not renewing its lease on the 33rd Street Arch Odeon here. The lease, which expires on the end of this month, is for one year with renewal options, but 20th-Fox will not exercise the latter.

**Now Expect 600 at Dallas Workshop**

With 373 exhibitors in attendance at M-G-M’s Ticket-Selling Workshop at Columbus, March 1, and 441 show- men on hand at Kansas City on March 3, estimated attendance at Dal- las has grown to a possible 600 based on acceptances at hand at the Dallas workshop. At the time of the meeting of the Workshop series at the Adolphus Hotel today Invita- tions were extended by the working theatre men and the audience figures announced by M-G-M do not include the invited industry people who often occupied the rear seats to watch their curiosity. Total exhibitor att-endance for the 10 Workshops held so far aggregates 9,728.

When small-town patrolman Bob Walker, Umatia Theatre, Fruitland, Col.

**National Pre-Selling**

UA’s “Summertime” Fashion Tie-Up With “Cosmopolitan”

UNITED ARTISTS has arranged with “Cosmopolitan” magazine for what promises to be a neat promotion in the interests of the forthcoming UA release of “Sum- mertime.” The May issue of “Cosmo- politan” will be used as a basis for publicizing fashions inspired by clothes worn by Katharine Hepburn in “Summertime.”

Eight fashion manufacturers are cooperating: Kay Windsor Frocks, Sportswear, Catalina Swim Suits, Ernest Dress, Sport-Kraft, White Stag Sports Wear and Helena Rubinstein. Each of these concerns is planning its space in the “Cosmopolitan” section and the magazine will devote eight pages of editorial matter to the subject.

Promotion kits have been sent to all the dealers of the eight fashion manufacturers with an opportunity to tie in with the local dealers for window and floor displays, fashion shows, and cooperative newspaper ads. Full details can be obtained from Lige Brien at United Artists headquarters, or from David Porter at “Cosmopolitan” magazine.

UA’s “Chief Crazy Horse” is ad- vertised in a实验ish in the current issue of “Collier’s.” A consider- able amount of space is devoted to the theatre which will play “Chief Crazy Horse” from March 15 through April.

“Life’s” current issue devotes four pages to a personality story of James Dean, star of John Stein- beck’s “East of Eden.” This Warner production will have its world pre- miere here today at the Astor Theatre.

In the same issue is a striking color ad on UA’s “Man Without a Star.”

A full-color front-cover caricature by Kapralik of the stars of M-G-M’s “Man Without a Star” is also included in the issue. The ad was planned in March and 27 issue of “Pictorial Review.”

A striking two-page ad on UA’s “Chief Crazy Horse,” and a color page ad on 20th Century-Fox’s “A Man Called Peter” appear in the current issue of “Look.”

A two-page spread in full color appearing in the March issue of “Seven- Days” devoted matter to the subject of M-G-M’s “Hit the Deck.” Dresses worn by the stars of “Hit the Deck” at the workshop received at the Elegance Fashions. M-G-M’s table of contents ad in the issue calls attention to the two-page spread.

WALTER HASS

recently told of a promotion stunt in which every woman patron of his theatre received an orchid, every man, an orchid from one of the orchids through the courtesy of Flowers of Hawaii, Los Angeles firm, which awarded the blossoms direct from the islands to the Work- ship.
The 269 smartest exhibitors in the United States have already set their bookings for

**ON THE WATERFRONT**
Nominated for 12 Academy Awards

and

**THE CAINE MUTINY**
Nominated for 7 Academy Awards

...and more exhibitors are getting smart every day...

...the Columbia way!
House Group Okays
4-Year Statute
Of Limitations
On Trust Suits

Bill Provides Uniform Rule on Private Cases

By J. A. OTTEN
WASHINGTON, March 9.—A House Judiciary sub-committee today unanimously approved a bill providing a uniform four-year federal statute of limitations for private treble damage anti-trust suits.

This has been a hot issue in the film industry, with exhibitors urging a five or six year Federal time limit, and (Continued on page 4)

UA to Launch Sales
Conclaves March 18

United Artists' '55 sales conventions will be launched in Los Angeles on March 18, it was announced by William J. Heineman, vice-president in charge of distribution.

The annual sessions, bringing together all division and district leaders as well as key personnel from each of United Artists' 32 branches in the United States and Canada, will be presided over jointly by Heineman, vice-president, Max E. Youngstein and (Continued on page 4)

Premiere and Party
On B'way for 'Eden'

In one of the most elaborate and impressive openings in recent Broadway history, Warner Brothers last night opened at the Warner Theatre in New York for the world premiere of Elia Kazan's CinemaScope production of the John Steinbeck novel, "East of Eden."

The formal opening, which included (Continued on page 3)

N. Cal. Theatres and
Janitors Union Sign

Special to THE DAILY
SAN FRANCISCO, March 9.—A joint agreement at the San Francisco Theatre Owners Union of America's representative, Piusiaksi, his Florida convalescing from an illness.

The meeting will concentrate upon the effects of increasing theatre attendance which, some industry observers believe, is slightly over 46,000 weekly at this time.

The meeting will be opened with a talk by Robert W. Coyle, COMPO special counsel, who will outline the background of the meeting and the topics to be discussed.

While everybody is expected to (Continued on page 5)

Senate Delays
NY Tax Vote

Special to THE DAILY
ALBANY, N. Y., March 9.—Exhibitor forces have been given additional time in which to present arguments against the Assembly Rules Committee bill validating the collection of "major fractions" by New York City, Binghamton and Elmira on the five per cent state income tax.

The New York State Senate has delayed action on the bill until next week.

It is expected that the Upper House will consider the measure, which was passed unanimously by the Assembly, on Monday night.

D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association, and Charles A. (Continued on page 4)
**Personal Mention**

A FRED E. DAFF, Universal Pictures executive vice-president, will leave New York today for the Coast.

JEAN THIEVES, director of Pathé Theatres in Paris and LUCIEN NACHBAUM, manager of the Pathé circuit, will arrive in New York from France today aboard the "Libere." 

SIDNEY KRAMER, RKO Pathé general manager, ALAN HART- MAN, his assistant, will leave New York today for Toronto.

JOE RYKIN, executive assistant to HAROLD MIRISH, Allied Artists vice-president, has left Hollywood for a tour of company exchanges.

ROBERT DOWLING, president of City Investing Corp., will return to New York tomorrow from London via B.O.A.C.

TOM LAW, equipment manager for the J. Arthur Rank Organization, will return to London from New York today via B.O.A.C. and the "Monarch."

JOSEPH RUTTENBERG, M-G-M cameraman, sailed from New York for Europe yesterday on the "United States."

HOWARD SCERKLLING, M-G-M studio publicity head, is scheduled to arrive here on Monday from Hollywood.

EDWARD MANNIX, M-G-M studio executive, will arrive in New York Monday from the Coast.

DEAN MARTIN and JERRY LEWIS will arrive here tomorrow from the Coast.

MIKE SIMONS, M-G-M customer relations head, will return to New York today from Dallas.

ROSALIND RUSSELL arrived here yesterday from Hollywood.

HOPP EMMONS has arrived in New York from Hollywood.

**Three Wolfe Novels To Gregory, Goldman**

HOLLYWOOD, March 9.—Paul Gregory today announced that he and William P. Goldman have purchased the stage and screen rights to three Wolfe novels: "42nd Street," "The Man Who Wasn't There" and "The Boot." The terms were not disclosed.

Ted Turner, president of the Cinerama Corp., has purchased the rights to "Taboo." The terms were not disclosed.

**Roxy Theatre to Mark 28th Birthday with ‘Little People’ in Theatres**

The management of the Roxy Theatre here will celebrate the Broadway showcase's 28th anniversary on Tuesday by honoring the "Little people" behind the scenes of the motion picture theatres with a "Roxy's golden birthday" yesterday by William M. Moclair, managing director of the Roxy.

Ushers, doormen, cashiers, projectionists, stagehands, electricians and janitors all have been invited to an invitation to join in the celebration. Passes which have been issued to them will be honored by the Roxy any time on Tuesday so the recipients may take advantage of their time off. Moclair said that the theatre would be decorated in a big birthday banner where a scroll will be on display for the guests to sign. The Roxy's neighbors have planned window displays to mark the anniversary.

**Conn. Exhibitors’ File Trust Act**

HARTFORD, March 9—Allerging violation of the Sherman and Clayton anti-trust laws, Baruch S. LeWitt and Margaret L. Glackin, owners of the Roxy Theatre, New London, Conn., have brought suit for $1,000,000 against eight of the leading film distributors.

In an action brought by the law firms of George S. Ryan and W. Milton Rockefeller, both of Millen & Millen, of Manchester, N. H., papers were served on the following defendants at their New York offices: B.O.A.C. Distributing Corp., Paramount Film Distributing Corp., Loew's, Inc., 20th Century-Fox Film Corp., R.K.O. Pictures Inc., United Artists Corp., Universal Film Exchanges, Inc., and Columbia Pictures Corp.

**Charge Loss of Good Will**

The plaintiffs seek trial by jury and $75,000 for alleged damage to the Roxy through alleged restraint of trade and alleged violation of Federal laws. An additional $250,000 is asked for the alleged good will and public patroon loss.

The suit is returnable in New Hampshire Federal Court.

Others implicated in the alleged conspiracy are Warner Bros. Circuit Management Corp., the Connecticut Theatrical Corp. Ltd., of New Britain, operator of the Palace Theatre in that city. These, however, have not been named as defendants. Operating solely within Connecticut, they are outside the jurisdiction of the New Hampshire Federal Court.

**Long Runs Force Pitts. Re-Shuffling**

PITTSBURGH, March 9.—The extended run of "Battle Cry" which looks like four weeks at the Stanley, plus the anticipated lengthy runs of "Country Girl" and "East of Eden" on "Cowichan," and "Unchained" from the Stanley bookout chart. The Elroy Hirsch starker in the "Girl" is now coming into 15 neighborhood houses first-run.

**Ed Grainger Sets 6-Film Schedule**

HOLLYWOOD, March 9.—A total of six grade "A" films budgeted at over $1,200,000 will be produced by Edmund Grainger Productions, Inc., Grainger and his brother Otto, today.

The independent producer will produce a total of three films budgeted at over $600,000 in 1955, he said. Two of the films are for distribution by RKO and discussions between RKO and Edmund Grainger are now going on for re-rounded.

The decision to increase his production schedule for next year came after Edmund Grainger had tremendous interest and demand on the part of exhibitors in U. S. and abroad for top product. "This really is the era of the independent producer," Grainger said, and that it is a healthy situation for everybody in Hollywood.

**‘Pancha Villa’ First**

First Edmund Grainger production to go before the cameras will be "The Treasure of Pancha Villa," to be filmed in Sarcascope and color starting April 11 in Mexico City's Churubusco Studios. "Great Day in the Morning," novel by Robert Hardy Andrews, will be produced with filming slated to begin June 15 in Sarcascope and color. Third of Grainger's big films for 1955 will be "Oh, Pardi Land," the James Street best-seller.

**AB-PT Dividends**

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced that the board of directors have declared dividends of 25 cents per share on the company's preferred stock and 5 cents per share on the outstanding common stock of the corporation, payable May 30, 1955, holders of record on March 25, 1955.

**London Film Critics Pick ‘Animal Farm’**

Louis de Rochemont's "Animal Farm," Technicolor animated cartoon feature based on George Orwell's best-seller, has been selected by the London Film critics as "best film" of the London film critics.

It was announced here. The film, produced for Louis de Rochemont by Warner Bros. and Ealing Studios, was given the same number of votes (31) as "Carmen Jones." However, by a show of hands the "Animal Farm" was selected as first choice.

"Animal Farm," which recently completed a third week with the premiere run at the Paris Theatre in New York, is scheduled for release in the United States late in June.

**UK Producers Move To Televised Films Direct to Theatres**

By PETER BURNUP

LONDON, March 9.—Additional information about the proceedings of the British Film Producers Assn., to obtain licenses for the televising of films to theatres here on an experimental basis, was requested yesterday by the Government's Television Advisory Committee following the holding of a joint meeting in London.

BFPA's technical advisers now are studying the matter further before the association can recommend to the government that the licenses be granted.

'Experienced' Nature Stressed

BFPA's director-general, Sir Henry French, emphasizes the experimental nature of the Association's suggestion. It derives, he says, from a memorandum prepared in behalf of the whole trade here in April, 1954, and reports of the real possibility of piping films to theatres from a central point, instead of having to consider the local printing. "The idea," adds Sir Henry, "is to set up a small pilot scheme in a selected area for supplying cinema picture the matter will be included among the points to be included in their normal programs. We want to test it out to see whether it is technically possible, what the audience reaction will be.

He does not think that the experiment will be "something terrific" from a financial viewpoint at the moment, but it would be money well spent to give producers the answer to a question in their minds, "It would obviously be a very important milestone in the long road we have been travelling for seven years on the whole subject."
Drive-In Convention Today

 Hundreds at Testimonial For Ezell Golden Jubilee

 Special to THE DAILY

DALLAS, March 9.—More than 500 persons representing all branches of the industry, as well as business and civic leaders of this area, turned out to honor Claude C. Ezell, head of the Ezell & Associates drive-in circuit in Texas, and honorary president of the Texas Drive-In Theatre Owners Assn., on the occasion of his golden jubilee anniversary in show business at a testimonial dinner in the Baker Hotel here tonight.

A double date of 36 distinguished guests heard tributes paid to the veteran showmen by such speakers as Ned E. Depinet, former president of RKO Pictures and former head of the industry’s Council of Motion Picture Organizations; Robert J. O’Donnell, managing head of Interstate Circuit; William C. Gehring, general sales manager of 20th Century-Fox, who represented Spyros P. Skouras, 20th-Fox president, who was unable to be present; John Rowley, president of Rowley United Theatres; Judge William McCraw of Dallas, and George Hoover, international chief banker of Variety Clubs.

Gehring will deliver the keynote address. Other speakers will include George Keller of the Drive-In Theatre Mfg. Co., Kansas City, who will talk about his company’s exhibit; Dr. Frank M. Tiller of Lamar Tech, who will discuss new research developments on drive-ins; Carl D. Levy, whose subject is subscription television; August Schnitt and William Price, concessions, and Herbert Barnett of International Projector Corp. on “Technical Advancements in Projection and Sound for Drive-In Theatres.”

On Friday there will be film clinics, one conducted for small town drive-in owners by J. B. Beeson, and one for large towns by Ed Green. The convention will close with an open forum, followed by a banquet Friday evening.

40,000 to Attend Annual Convention Of IRE, March 21

Some 40,000 engineers and scientists from throughout the world are expected to attend the 43rd annual convention of the Institute of Radio Engineers which will be held here March 21-24 at the Waldorf Astoria Hotel, the Belmont Plaza Hotel and the Kingsbridge Armory.

The 1955 conclude and engineering show will have 704 exhibits and will highlight 53 technical sessions and symposiums, among them being stereo-phonionic and high fidelity sound, color television and electronics.

During the convention, five leading engineers will be honored by the IRE at the organization’s annual banquet on March 23 at the Waldorf-Astoria. Receiving awards are: Harold T. Friis of Bell Telephone Laboratories, Arthur V. Loughren of Hazeline Corp., Bernard Salzberg of the Naval Research Laboratory, Harold B. Law of RCA Laboratories Division, and Blanchard D. Smith, Jr., of Melpar, Inc.

East of Eden’

Continued from page 1

a private after-theatre supper and entertainment at the Sheraton Astor Roof, was held for the benefit of Aca Studios, nonprofit organization for the advancement of the dramatic arts. The event was covered by both radio and television.

Jack L. Warner, executive producer, drew in from the coast especially to be present at the premiere. Warner, producer-director of the firm, and Steinbeck, author of the novel on which the picture is based, joined members of the cast and crew at a party held by Raymond Massey, who co-stars in the film with Julie Harris and James Dean, and Richard Davalos best pal Van Fleet, who play leading featured roles, were among the first-nighters.

Marilyn Monroe Sings

Immediately following the premiere, $500 ticket purchasers went to the Sheraton-Astor Roof where the private after-theatre supper and “stars-in-person” entertainment began about midnight. Abe Burrows, acting as master of ceremonies, introduced Marilyn Monroe, who sang “Diamonds Are a Girl’s Best Friend,” accompanied on the piano by Jule Styne, composer of the song.

Steve Allen’s “Tonight” program, on WRCA-TV, was telecast directly from the Sheraton-Astor Roof and Tex and Jim McCravy broadcast their regular WRCA radio show from the party.

Martin, Starr Warn Georgians of Toll TV

 ATLANTA, March 9.—Warnings that the adoption of toll TV would work a hardship both on the exhibitor and on the owners of television sets now in use were voiced here by E. D. Martin, president of Theatre Owners of America, and Alfred Starr, former president of the T.O.A.

Speaking at the annual meeting of Motion Picture Theatre Owners of Georgia, Martin and Starr took the position that should subscription television be authorized and adopted, low-income families would have only inferior entertainment, since a few large syndicates would acquire the best TV programs for use on the pay-as-you-watch medium.

Such a situation, they added, would violate the spirit and intent of the Communications Act of 1934, which provided for broadcasting in the public interest.

Over 100 exhibitors attended the meeting, which was held at the Atlanta Variety Club.

Skouras Gets ‘Peter’ Award From Council

Spyros P. Skouras, president of 20th Century-Fox, was presented with an award for “A Man Called Peter” by Dr. Daniel A. Poling of the “Christian Herald” and the Protestant Motion Picture Council which has selected the film as “The Picture of the Month” for April.

The text of the plaque presented reads: “Christian Herald in association with the Protestant Motion Picture Council presents its April 1955 Picture of the Month Award to 20th Century-Fox Film Corporation for its production of ‘A Man Called Peter.’”
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Motion to Universal Studying the TV Market

**Universal Studying the TV Market**

(Continued from page 1)

participate in the general discussion, the broad outlines of the attendance problem are expected to be given in view of the currentSlim business and the potential damage to theatre attendance continues to be the industry's No. 1 problem.

The increase in revenue which film companies are experiencing following tax relief, the development of new projection techniques and the production of a succession of unusual features, is making many of us to believe that our business at long last is heading back toward its former prosperity. But as the months passed without any material improvement in theatre attendance the conviction was growing that the very foundations of our industry are in peril and that heroic measures must be taken without further delay if this industry is to survive.

**Decline Outlined**

"It is to focus attention on this problem that this memorandum has been prepared. In the following pages an attempt will be made to outline the extent of the decline in attendance and a list will be given of measures that have been suggested for improving attendance."

"It is hoped that mention of these suggestions will inspire other recommendations. Certainly no one measure will cure the condition the industry is now in. Many-sided and complex, the problem calls for as many remedial activities as the intellectual resources of this industry can muster."

**Several Remedies Suggested**

Among subjects to be discussed are the nation-wide audience poll planned for next autumn by COMPO; a survey to determine how best to improve the industry's current marketing methods, with special attention being paid, to advertised merchandise, television programming, admission prices, motion of teen-age audiences and the physical conditions of theatres; a number of short introducing new talent to the public; contests to discover new talent; special admission prices for teenagers; special presentation of his pictures for community opinion makers; an industry television show; a traveling motion picture festival similar to those held in foreign countries, and further efforts to improve the industry's press relations. Other suggestions are to be suggested by those present.

Those who have signified their intention of attending the meeting are the following:

- Walter Branson, RKO Pictures; Sol A. Schwartz, Harry Mandel, RKO Theatres, Sam Rosen, RKO; Mickey Deans, Warner Management Corp.; Ben Kalmenson, Charles Tischler, Leo Goldner, Golden Pictures, Inc.

Many from Out of Town


**All Sections Represented**


**Dividend Declared**

The board also declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on March 30, to stockholders of record at the close of business on March 21, 1955.

**Houston Exhibitor Maps 'U' Program**

Houston exhibitor Jack Farr of Texas, owner of two shares of Universal stock, said the company, called for a six-point program to be adopted by the company in a letter read at the stockholders meeting here yesterday.

The program called upon the company to make 20 pictures in 1955, to guarantee a 10 per cent net profit to exhibitors on pictures they were to receive, to increase the salary of executives above $25,000 to the number of pictures the company produced, to provide an incentive conference with exhibitors, with groups of theatre-owners brought to New York at the company’s expense. It also called for the opening of an exchange in Houston and Detroit, to be known as the “Remedies Group,” and a motion picture, “From Here to Eternity” and “On the Waterfront,” made in the convenient way. Whenever a new picture was right on the picture, he added, “we’ll adopt it.”

Other highlights of the meeting were:

- An expression of assurance by Schmel in that industry round-table conferences have been held in the past and will be held in the future.

**The number of warrants to purchase Universal common stock currently outstanding is just under 49,000 and that 102,000 warrants were exercised within the past year.**

- Universal is not interested in any co-production deals, according to Rackmil, as a “ward off groups seeking to ‘milk’ the company.”

- The board will take under advisement a stockholders’s suggestion of Decca again offering a stock exchange to Universal stockholders.

- Objections by some stockholders that directors do not hold sufficient stock in the corporation.

The largest stockholder representation in the history of Universal was at the meeting, with 961,762 shares being voted.

**Rackmil Recalled Universal President**

Milton R. Rackmil was recalled president of Universal Pictures and N. J. Blumberg, chairman of the board, here yesterday at a board of directors meeting following the annual stockholders meeting.

Others recalled were: Alfred E. Pug, executive vice-president; Adolph Schmel, vice-president, general counsel and secretary; Eugene F. Walsh, treasurer and assistant secretary; Charles J. Feldman, David A. Lipton, Edward Mahl, John J. O’Connor, Bertram G. F. Miles, controller and assistant treasurer; George Douglas and Charles H. Stineford, assistant treasurers and Morris Davis and Anthony Petiti, assistant secretaries.

**One of 10 Best**

—Nat. Board of Rev.
D. of J. Anti-Trust
Division Alert for
Network Violations

From THE DAILY Bureau

WASHINGTON, March 9.—The Justice Department's anti-trust divi-
sion promised Congress that “it has been
on the alert” for information in-
dicating network television's full
emergence in anti-trust law violations.

The statement was contained in a
letter from Deputy Attorney Gener-al
Magowan (D., Wash.) that was
still before the Senate Commerce
Committee, commenting on two
staff reports released earlier deal-
ing with anti-trust charges.

Commerce Committee chairman
Magowan said he was still
awaiting a reply from the Federal
Communications Commission on the
staff reports, and that these
comments are due March 18.
He added the Commerce Committee
would hold hearings soon after that,
with the FCC as the first witnesses.

PUBLIC INTEREST' PARAMOUNT

Rogers' letter declared the depart-
ment believes that "in a free society
access to a medium of communica-
tion as influential as television must be
limited by adequate anti-trust and
anti-monopoly power to keep
organization in check.

Consequently, all government agen-
cies with jurisdiction in this
field must be alert to any possible
encroachment upon the broad-
caster's ability to compete.

Six Pictures Start:
27 in Production

HOLLYWOOD, March 9.—A
slight increase in production again
this week brought the total number
of pictures in work up to 27. Six new
pictures were started and four pic-
tures were completed.

Started were: "Phoeniux Junction,' Cen-
tral American; "Queens Durward," Cin-
emaScope, color (Metro-Goldwyn-
Mayer); "The Texas Legionnaires,' Truc-
olor, and CineScope; "The Boy and the
Bullet," King Bros., Cine-
maScope, Eastman Color (RKO);
"The Left Hand of God," CinemaScope,
color (20th Century-
Fox).

Completed were: "The Vagabond
King," VistaVision, Technicolor
(Paramount); "A Foreign
Adventure," Trucolor (Republic); "Desert Sands," Bel-Air, SuperScope, Techni-
color (United Artists); "The Private
War of Major Benson," Technicolor
(Universal-International).

See 6% Rate for UK
Production Loans

SPECIAL TO THE DAILY

LONDON, March 9.—It is
understood here that following the
recent increase in the bank rate the National Film Finance
Corporation proposes to in-
crease the rate of 6% charged to
producer-borrowers.

"We shall probably charge
up to 8 percent," said David
Kingsley, the corporation's man-
aging-director.

"The Stranger's Hand"

(1953)

T
he splendor of Venice here forms a beautiful background for an interest-
ing story by Graham Greene produced by John Stafford and Peter Moore
in association with Greene. It is a tale of a small boy and his father, of the
younger's efforts to locate his dad, who has mysteriously disappeared. The
character studies are definitely above the average, and the performances, by
an international cast, are excellent.

Trevor Howard stars as the father (although appearing briefly) who is to
meet his son whom he hasn't seen in three years. When he doesn't,
the boy begins his own childlike search with the aid of a hotel receptionist
who has become attached to him.

Howard had been kidnapped by an enemy agent when he recognized an old
friend with the agency. The motivation behind these circumstances is never
clarified; however, the position of the spy, other than that he is an Italian
doctor who apparently is not overjoyed with his work. He's a rather pitable
villian.

With the aid of the police, the girl, his American boy friend and a bit of
confidence, the child discovers his father just as he is about to be taken away
on a foreign ship.

It's not the story in "The Stranger's Hand" that's important, but rather the
unique touches that give it its quality. Venice not only provides a colorful
background showing details of life in the city of canals, but also is integrated
into the story cleverly and excitingly. Newcomer Richard O'Sullivan plays the
boy and generally reacts in thought and deed the way one would expect
someone his age to.

Alida Valli and Richard Basehart are her helymates and Eduardo Ciannelli
plays the doctor. All the acting is good, a factor which makes the picture
particularly superior to that which came before it. As in the previous film,
and otherwise. The screenplay was done jointly by Guy Elmes and Georgio
Bassani.

Running time, 86 minutes. General classification. For March release.

"Too Young for Love"

(1953)

A
adolescent love affair which results in an illegitimate child is a
potentially explosive subject, and it has been handled with taste and
insight in this English-dubbed IFE import from Italy. In fact, it may be
that the theme has been handled with too much restraint and ununder-
stated so as not to detract from the dramatic and emotional impact. This, coupled
with the fact that the denouement (the young mother dies in childbirth)
sidesteps the major issue, makes it seem unlikely that "Too Young for Love"
will create the same interest among American audiences as it did in its
home country.

The film, however, does feature some fine performances by its principal
players. These include Marina Vlady, as the fullblown 15-year-old girl,
dughter of a good-hearted petty thief and jail-bird, Aldo Fabrizi; Pierre
Michel Baccar as the unscrupulous father who seduces her (almost, it would
seem, without knowing it); and Feresaud Gravat and Xenia Valderi, as the
boy's self-centered, well-to-do parents whose lack of understanding, according
to the screenwriters, result in his seeking "love and affection" outside his
home.

The story is set in a small provincial town whose atmosphere has been
nicely captured by director Lionello De Felice. A good deal of comedy is
thrown in, which works remarkably well, and a touch of pathos, to
completed the couple's meeting and hesitant friendship, and those involving
Fabrizi and his various get-rich-quick schemes. The final portion is honestly
affected and the young boy's change of heart—they decide to adopt the baby—
welcome, if a little pat.

Felice, Franco Brusati and Vittorio Nino Novascota collaborated on the
screenplay and dialogue, based on the stage comedy, "Mother Nature," by
Andre Langlois and Jean Giraudoux, and on the play, "Un Piagnore," by
Niccolo Thedodi. The American language dubbing job is good.

Running time, 88 minutes. Adult classification. Release date not set.

New Haven Kills
Censorship Bill

HARTFORD, March 9.—The
Board of Aldermen in Connecticut's
second largest city—New Haven—has killed a proposed motion picture cen-
sorship ordinance by a roll call vote of
19 to 9.

Introduced by Martin J. Griffin,
president of the St. Francis Holy
Name Society, the ordinance would
have prohibited the showing of those films failing to carry the stamp of approval of the Motion
Picture Association.

'Marty' to Sutton

United Artists. "Marty," the new
Harold Hecht-Burt Lancaster motion
picture production, will have its world
premiere at the Sutton Theatre in New York.

N. J. Allied to Hold
Legislative Meet

New Jersey Allied will hold its an-
ual legislative meet at the Stacy-
Trent Hotel, Trenton, on Monday,
March 14. Many members and offi-
cials of the legislative and executive
branches of the state government have
accepted luncheon invitations. A tenta-
tive agenda will center around local
problems as well as national, such as
the recent increase in tax and film
prices.

Invitational Screening

Unusual Films will hold an invi-
tational screening of "View of My-
ning." Biblical film made by students
of Bob Jones University, at the John-
ny Vitko Theatre here tomorrow.

The picture is of feature length
and in color.

U.K. Reports Fewer
First-Feature Quota
Defaults for '53-'54

From THE DAILY Bureau

LONDON, March 9.—Increased
censorship of films here disclosed in the just issued Board of
Trade survey for the quota year 1953-
1954.

This shows that after allowing for relief permitted in the statute, the
average prescribed first feature quota quita was 25.2 per cent against the standard quota of 30 per
cent. Taken as a whole, the country's quota claims show that the films to a
extent of 29.4 per cent of their pro-
grams against 28 per cent recorded in the previous year.

MAJORS MUST PLAY 30%

The major circuits are not allowed quota relief and must play, accord-
ingly, the full 30 per cent quota. Odeon and Gaumont-British, in fact, play films for Associated
British Cinemas 35 per cent.

Of the 4,210 theatres concerned, 734 failed to meet their quota compared
with 691 in the preceding September 30, 1953, and 1,043 in the year ending
Sept. 30, 1952. This year is the lowest number of defaults since the present
quota Act came into operation. In the first year of the Act no fewer than 2,335
defaults were recorded.

According to the survey, the comments in its survey that of the 734 theatres
now failing defaulting many failed to achieve their quota by a narrow margin only.

TNT Closed Circuit
Based in 41 Cities

A coast-to-coast closed-circuit TV
network for business meetings is now
based in 41 principal cities throughout
the United States, it was announced by
Fawcette Lindsay, general sales
manager of TNT Tele-Sessions.

This is said to be the first perma-
nently established and solely owned
network, specifically built for large scale business meetings in hotels, theatres
or auditoriums of a company's choos-
ing. The network is made up of a
single purchase of closed-circuit pro-
tection equipment made to date, according to Mr. Lindsay.

Owned by TNT Tele-Sessions and
operated under contract to TNT by
the RCA Service Co., the equipment
was built to TNT's closed-circuit
specifications by the General Precision
Equipment Corp.

Picture Size Varies

The TNT picture size offered by this
manager ranges from the average of 7 x 9 feet to 15 x 20 feet, depending on size of audiences,
was it said.

There are 41 cities follows: Al-
bany, Atlanta, Baltimore, Birmingham,
Boston, Buffalo, Charlotte, Cleveland, Columbus, Dallas, Dayton, Denver,
Des Moines, Detroit, Houston, Jack-
son and Portland, Los Angeles, Louis-
ville, Memphis, Milwaukee, Min-
neapolis, Newark, New Orleans, New
York City, Oklahoma City, Omaha,
Philadelphia, Pittsburgh, Portland,
Oregon: Richmond, Rochester, St.
Louis, Salt Lake City, San Francisco,
Seattle, Traverse, Toledo and Wash-
ington, D. C.

A supplemental pool of TNT equip-
ment is available in the event addi-
tional cities are desired, Lindsay said.
ON Audience-Building Projects

'GO AHEAD' SIGNAL IS GIVEN TO COMPO

Wide Variety of Plans Offered to Boost Attendance in Various Age Categories

By MURRAY HOROWITZ

The "go-ahead" signal on various audience-building projects ranging from an audience poll to a teen-age booster plan was given to the Council of Motion Picture Organizations at yesterday's meeting here, attended by some 70 industry leaders representing exhibition and distribution.

The meeting, held at the Sheraton Astor Hotel, also endorsed the "Filmorama" project of Elmer Rhoden, National Theatre President, calling for a traveling exhibit of short subjects designed to intensify public interest in films.

On the national audience poll project, the appointment of two national campaign co-chairmen and the selection of the other five regional directors, was suggested as the first step to bring the project to completion.

The teen-age booster program was outlined by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, long an advocate of the industry taking steps to attract and retain the younger audience. The plan, (Continued on page 5)

Rank Forms Canada
Screen Advtg. Firm

Special to THE DAILY

TORONTO, March 10.—Formation of the J. Arthur Rank Screen Advertising Services of Canada, Ltd., was announced here by Leonard W. Brockington, head of the Rank interests and president of the new firm. Scheduled to start operations by next fall, the organization will produce advertising films in 35mm Eastman color for companies which will then receive "certificates of exhibition," backed by a detailed system of checking in theatres and accurate data on attendance figures.

The first of the new productions (Continued on page 5)

Miller Resigns His
CFI Executive Post

Arthur J. Miller, managing director of Consolidated Film Industries Laboratory, a subsidiary of Republic Pictures, has resigned after 25 years of service. He also resigned as officer and director of Republic.

His future plans were not announced, but it was stated that he was not leaving the industry.
Personal Mention

E DWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, Inc., and his wife, Gertrude Hyman, his assistant, are in Los Angeles from New York.

MELVIN H. HEYMANN, M-G-M home office publicity and advertising office manager, this week announced the engagement of his daughter, IRENE JOAN, to HARRIS ROBERT LOVICH. Both are students at Syracuse University.

HERBERT J. YATES, president of Republic pictures, S., member of the board, will leave here Sunday for Hollywood via United Airlines.

LAWRENCE LIPSISKI, assistant to JOSEPH MCCONTYLL, president of Columbia Pictures International, has returned to New York from London.

HARRY MERSAY, 20th Century-Fox pictures president, will leave New York with Mrs. Mersay today for a Florida vacation.

DONALD HENDERSON, 20th Century-Fox treasurer, is in Hollywood from New York for a two-week visit.

ROGER LEWIS, United Artists advertising manager, will return to New York today from Hollywood.

FRANK BRIEN, projectionist at the M-G-M studios, has returned to Hollywood from New York.

WILLIAM SHELDON, Times Film Corp. vice-president, has arrived in Hollywood from New York.

ROBERT ALDRICH, producer, will return to the Coast from New York over the weekend.

Mala Powers has arrived in New York from Hollywood, Fla.

TV Opposes Longer Daylight Saving

The proposed extension of daylight saving time by New York City from the last Sunday in September, as heretofore, until the last Sunday in October, was opposed by television and legitimate theatre interests at a hearing at City Hall yesterday.

Gotham's motion picture exhibitors, however, remained away from the hearing, feeling that the extra month of D.S.T. will have too little effect on attendance to warrant a protest by them. Councilman Edward Cunningham (D., Bronx), who presided at the hearing ex officio, said the City Council would pass the measure.

The television spectators claimed the extra month of D.S.T. would cost their companies $2,000,000 and would force advertisers to delay the start of winter programming or to adjust their time schedules to the needs of out-of-station stations.

Senate Democrats Offer Tax Proposals

WASHINGTON, March 10.—Most Senate Democrats have lined up behind a new proposal to reduce the tax on income as a way of offsetting revenue loss from a proposed individual income tax cut.

It is suggested that: the present 32 per cent corporate tax rate be extended to July 1, 1957, rather than April 1, 1956, as proposed by the Administration; last year's dividend tax relief and accelerated depreciation tax relief be repealed; and present law's tax breaks, including deductions for reserves for certain future expenditures be repealed retroactively.

Such a proposal, however, is not acceptable to the Democratic leadership, but, however, it is expected to get almost solid Republican opposition, and this week the Senate Committee chairman Bryant of Virginia and Senator George of Georgia—indicated that they would oppose.

Meanwhile, the House Ways and Means Committee scheduled hearings for tomorrow on legislation to repeal the revenue-reserve provisions of the Treasury Committee Humphrey will testify—the only witness to be heard, on the tax-cutting program (D., Tenn.), said any firm could suggest alternatives to the committee in writing before March 24.

RKO Board Meets Described 'Routine'

HOLLYWOOD, March 10.—Board meetings of RKO Pictures and RKO Radio Pictures here today were described as "routine" by company executives, James R. Grainger, president, and president.

Board members attending the meeting for RKO Pictures were Noah Dietrich, J. Miller Walker and E. L. Walton. Board members attending the meeting for RKO Radio were Dietrich, Walker, and A. Simpson of Houston.

C. J. Teylin, vice-president in charge of studio operations, attended the meeting.

More Screenings By Fox for 'Peter'

Six additional screenings of the CinemaScope production, "A Man Called Peter," have been scheduled by 20th Century-Fox to requests of clergyman and church lay figures. Sponsored by the National Council of Churches of Christ in the United States and the Protestant Motion Picture Council, the screenings will be featured by Billy Graham's Arthur De Braga, community relations director of the Motion Picture Association of America, and the Rev. Dan Conner, executive director of The Protestant Council, in which they will outline methods of cooperation between theaters of Christ in the filmization of Catherine Marshall's novel.

The screening that will go to guests attending the screenings will be given special background material, including heralds, on the Samuel G. Engel production for release in church and civic group meetings.

Stories Many; Money Scare, Says Aldrich

There are plenty of great properties still awaiting to be made into motion pictures, but there is a growing fear that people around in the business and to make the picture a commercial success, according to Robert Aldrich, who will produce one more Spillane story, "My Gun Is Quick," for Saville Pictures in 1957.

Aldrich, who will produce one more Spillane story, "My Gun Is Quick," for Saville Pictures in 1957, is found that a prime source of film material could be found in stories about the evils of narcotics and in some instances, new police stories are not acceptable to the studio.

Sees Audiences 'Realistic'

Audiences are more realistic these days than formerly, and some stories about narcotics, such as the "Man With the Golden Arm," would make good films, the producer opined. He said, however, that it is very difficult to secure approval for such narcotics films from the U. S. Government.

Commenting on the expansion of the long-running television programs such as "Marty" and "Patterns" into feature motion pictures, Aldrich said that while TV is one of the prime sources of material for films, the idea of an hour-long dramatic show into a film isn't always a good idea as "something in the way of the script is lost." Also, Aldrich said, it is questionable that the feature film adapted from a TV play might make money, added that such a film has been exhibited to a large audience.

Praises Spillane Films

Aldrich estimated that Saville's first two Spillane films, "I, the Jury" and "Long Walk Home," would gross about $4,000,000 throughout the world. He reported that "Kiss Me Deadly," which stars Ralph Meeker and Gaby Rogers, cost about $365,000 to make in black and white and for an aspect ratio of 1.85:1.

Commenting on his future production plans, Aldrich said that he hopes to make two more films this year besides "My Gun Is Quick," which will start in December.

Mrs. Hallack Aide to Mort Blumenthon

HOLLYWOOD, March 10.—Margaret Hallack has been named assistant to Mort Blumenthon, Warner Bros. vice-president in charge of advertising and publicity.

A member of the Warner publicity staff for the past 10 years, Mrs. Hallack was in the newspaper publishing business in Montana before joining the studio.

News Roundup

Appropriate Title

The Princeton Theatre, Princeton, N. J., suffered an $18,000 fire which started just before show time. The picture was "Smoke Signals."

Stay of Execution

Although work on Toronto's civic square will start shortly, the famous Players' Sheen Theatre which occupies a part of the large downtown triangle was not completed until 1957. Four buildings on the project will still remain standing for the time being, as shea's has a seating capacity of the 

Early Ore. Openings

A majority of drive-in theatres in Oregon are opening earlier than usual this year. Among the early birds are the Eugene at Eugene and the Sky-

Raze Vancouver House

Workman has completed the razing of the Liberty Theatre in Vancouver, Wash., which was an Ever- late. The site will be used for a mercantile building.

Orlando Life to Screen

The life of the international press agent, Guido Orlando, will be filmed in Europe by Abner Greshler in association with British producer Alexander Salikoff. It will be titled "Confessions of a Scoundrel."

Revises Territory

The Western Massachusetts towns of Williamstown, Lee, and Chester have been added to the 20th Century-Fox Albany territory. The accounts formerly handled out of Boston.

Wife to Globe

"The Wayward Wife," starring Gina Lolobrigida in her American language starring role, will premiere at the Globe Theatre here during the Easter holidays.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

3rd Spectacular Stage Presentation

In Concert/Show and Color starring

Judy Garland, Dean Martin, Jimmy Dorsey, Tilly Losch, Ritz, Robert Goulet

THE HAND DECK

in Concert/Show and Color starring

June Knight, Tony Randall, Don Ameche, Walter Pidgeon, Don Ameche, Alex Nicol, Val Doonican, Gene Krupa, Billy May, Nancy Kwan

POWELL, MARTIN REYNOLDS, PIGGOTT, Lynam

Theatrical Presentation July 1958

Damae, Goldie, Ann Miller, Taggart

Spectacular Stage Presentation
People

Bill Wilson, who owns the Tiger Drive-in, Tiger, Ga., will open another outdoor theatre shortly in Commerce, Ga.

Kosta Lambros, who recently took over the Avon, a Chicago neighborhood house which has been closed for the past two years, will concentrate on the showing of Greek pictures.

Vincent A. Francis has been named sales manager for the ABC television network's Western division. He has been general sales manager of Allied KGO-TV and KGO in San Francisco.

John M. Jones, III is the new owner of the Cloud Theatre, St. Cloud, Fla., having purchased the house from R. E. Beck.

Steve Brody, Allied Artists president, and Morey Goldstein, vice-president and general sales manager, will launch their 14-city tour in Dallas on Tuesday. They will be accompanied by John C. Flinn, director of advertising and publicity.

Al C. Hartshorn was unable to attend the induction ceremonies in Toronto at which he was to be made a member of the Famous Players 25-Year Club. So Dan Krendel, ceremonial director and Harold Pfeifer, Steve Hartshorn's private secretary at Hamilton, Ont., where he is a patient. He has been ill since 1952.

Charles Maestri, general manager of Lippert Theatres, reports the purchase of the Moonlight Drive-in at Fresno, Cal.

WB to Distribute 'The Lone Ranger'

BURBANK, March 10.—Jack L. Warner, executive producer, announced completion of a deal with Jack D. Warner which will bring "The Lone Ranger" to the screen as a major Warner Brothers presentation.

"The Lone Ranger" is in its 22nd year and reaches an estimated audience of 90,000,000 persons weekly through its syndication as a King Features comic strip, television and radio. Warner, a Los Angeles and Texas industrialist, recently acquired all rights to the program for a reported $3,000,000.

Snaper and Starr to Hub Toll TV Meet

BOSTON, March 10. — William Snaper, head of New Jersey Allied and member of the COMPO triumvirate, will share the platform with Alfred Starr of Nashville, TOA leader, at the initial mass meeting of exhibitors called by the New England Joint Committee on Toll TV. Edward W. Lider, president of Independent Exhibitors, Inc., to New England, and Frank C. Lydon, executive secretary of Allied Theatres of New England, will be cochairmen. The meeting is scheduled for Wednesday in the Bradford Hotel's Empire Room.

'Go Ahead' Signal Is Given to Compo

Aimed specially for the 15 to 30 years-of-age audience, calls for an intermediate price scale for teen-agers, the production of pictures which appeal to youngsters and the need for the build-up of young talent with whom members of the younger audience can identify.

Following some floor discussion of the project, Goldenson consented to serve on the committee to be appointed to work out a program to put his project into effect.

The meeting, presided over by William Snaper, COMPO co-chairman, and Pat McGee, in the absence due to illness of COMPO co-chairman Albert Ricketson, president of Fox International Theatres, tell of their efforts to build the film-going habit in young people.

Ricketson, approving Goldenson's plan, said that this circuit in Denver introduced successfully junior admission cards allowing teen-agers into theatres at reduced admissions.

Leon Back of Baltimore, speaking about possible tie-ups for the Goldenson project, told of a Coca-Cola project in his city under which the soft drink firm would conduct tours of theatres for youngsters, interesting them in the operation of theatres.

The one-day meeting, opened by COMPO special counsel Robert V. Hawn, also heard a report by market analyst Albert E. Sindlinger, the contents of which were not made public.

Ricketson, one of the first speakers, outlined the program devised by the COMPO committee making arrangements for the audience poll, adding that Fox International had conducted such a poll successfully in the past. Part of the poll program, it was announced, calls for an industry TV show at which awards in the various proposed categories would be given.

The present plan for voting in theatres on the audience poll between Nov. 26 and Dec. 7, was then outlined by Alice N. Gorm, chairman of the COMPO audience poll committee. The public, she explained, according to present plans, will vote in five categories, the best picture, the best male star, the best female star, the most promising actress and the most promising actor.

The audience poll project, taken up at the morning session of the closed meeting, drew comment from the floor from various representatives, according to COMPO information director Charles McCarthy, who relayed the content of the meeting to the press following its adjournment in the afternoon. Speaking on the subject, according to McCarthy, were Sol Schwartz, chief of RKO Theatres; Ralph Russell and Paul Lyday, of the COMPO poll committee; Jerry Pickman, Paramount vice-president in charge of advertising, publicity and exploitation; Al Schwaberg, retiring Paramount distribution director; Col. H. A. Broidy, Allied leader; Harry Goldberg, advertising and publicity director of Stanley Warner.

In regard to the "Fiflorama" project, it was explained that yesterday's action did not go beyond endorse-
Reade Says Present Releasing Schedules Hurting Attendance

By LESTER DINOFF

The present distribution system of releasing product is one of the basic causes for the decline in attendance at theatres throughout the country, especially in small town situations, according to Julius Reade, Jr., chairman of the board of directors of the Theatre Owners of America.

Theatres in many towns which used to get their bill "three or four times per week" are now changing their programs "once or twice each week" because of a shortage of product and a lack on the part of distribution in providing theatres with complete, big and good films, Reade declared.

"Feast or Famine"

"It is either feast or famine," the exhibitor stated. "The distributors should rearrange their releasing schedules so the complete product will be available throughout the year, not in spurts or holiday periods." Reade said. "There has been no new product put into release since Washington's Birthday and there will be nothing until Easter." the TOA leader declared.

"In order to boost attendance at theatres, the distributors should give exhibitors a glimpse in a steady stream," Reade said.

These sentiments about the decline in attendance at theatres throughout the country have also been voiced by Julius Gordon, president of the Jefferson Amusement Co. and East Texas Theatres.

"Theatre attendance throughout the Southwest and other parts of the country is not on par with the rising population," Gordon said here recently. The Texas exhibitor revealed that attendance figures in 1954 at his 72 conventional and drive-in theatres, as compared to 1952 statistics, were 14 to 16 per cent off.

Cites Two Reasons

The two main reasons for the drop in theatre attendance, according to Gordon, are due to the increasing television saturation of the territory and an inability to have a continuity of run on the same films in a theatre.

While not as many patrons are coming into theatres these days, Gordon stated that, "in large high and haven't fallen off, mainly because of the advanced admission prices and the relief from the Federal tax."

Devising Film Music Not Easy, Says Green

Devising music for motion pictures is a highly complicated and technical job, according to Johnny Green, M-G-M music head, who stated that it is more satisfying to work with stereophonic sound as optical sound, a process which was invented by a Canadian, Green, who returned to the Coast this week, said that "stereophonic sound is the present ultimate in receiving realism in sound which is acceptable to the human ear."

There are basically four types of musical jobs a composer can handle, he added. The four types are films which have original scores, standard scores, operatic and out-and-out comedies, he said.

Asides & Interludes

by Al Steen

RESUMPTIONS of this column can be attributed to, or blamed on, the following letter from an exhibitor:

"Dear Asides:

'I've been patiently waiting for another appearance of 'Asides & Interludes,' but after all there is a limit to one's patience. I have a particularly vexing situation at the moment. Whenever a member of my theatre staff violated a rule of conduct, I used to punish him by saying, 'Go to the office and read the latest Asides & Interludes.' You have no idea how the efficiency of the staff improved; at least, for a while. But now they getting lax again, so won't you please resume 'Asides & Interludes'?"

Well, thank you. As a rule we don't print unsigned letters, but in your case we'll make an exception. After all, a well-trained staff is an asset to any theatre. For example, we were much perturbed the other evening when we overheard a man, entering a theatre with his wife, say to the usher, "My wife would like to be down in front." And the usher flippantly replied, "She must love Christian Dior." Such a reply is very good for the competition. On the other hand, some ushers go to the extreme. At the same theatre on the same night, when the house was packed to capacity, we heard a chap ask the usher if he and his girl could get standing room. And the usher said, "Yes, but they aren't together."

From the Paramount publicity department came this piece of deathless prose: "Silvana Mangano, the sultry star of Paramount's upcoming film 'Mambo,' is being honored with a new song written especially for her, "The Silvana Mangano Mambo.' This stroke of genius should be followed by others. Think of the popularity of such songs as the You Have Hungry Eyes."

And speaking of tvt, if television subscription should become a reality, it's possible that such a conversation as this between a he and she teen-ager may be heard:

HE: Let's go over to your house and have dinner with me. Then we'll stay in and watch subscription television.

SHE: No, we can't.

HE: Why not?

SHE: Daddy hasn't paid the telephone bill.

We were at one of those stiff, formal receptions recently and one of the male guests, a baritone, was itching to have somebody ask him to sing. He finally got his wish and when he had finished, he asked a sweet old lady what she thought of his voice. Her reply agreed with our opinion. She said, You would have been a big hit in silent pictures."

"At a recent industry cocktail party, two old-timers kept touching their glasses all evening and saying 'Slouch.' Someone asked who they were and a very witty (?) guest replied, "Just a couple of old show mutes."

We doubt this very much. But the cashier of a Bronx theatre says she got a phone call in the booth the other night and was asked when that picture about false teeth was going to play there. "I don't know of any picture about false teeth," said the gal. And the voice on the phone replied, "What about that picture 'The Bridges of Tokyo-Ri'?"

Saturday Junket To Pa. Cancelled

Unexpected difficulties have led to cancellation of the planned two-day junket to the Pennsylvania Dutch country on April 11 and 12, which was to have been the world premiere in Lancaster of 20th Century-Fox's "Violent Saturday," the company announced.

Other plans are currently being drawn to introduce the drama, which stars Victor Mature, Richard Egan and Stephen McNally and is slated for April release.

Canada Film Imports Increased in 1954

OTTAWA, March 10.—Canada imports of films increased to $7,961,- 000 during the first 11 months of 1954, it was reported, with $6,946,000 in the corresponding period of 1953, the Canadian Government reports.

However, the report indicates that film imports have been rising steadily in the latter months of 1954, with these increasing to $7,930,000 in November last against $706,000 in October, $650,000 in September and $624,- 000 in November a year earlier.

Compo Ad Plugs Film Sections of Daily Newspapers

The 39th in the series of Council of Motion Picture Organization ads in "Editor & Publisher," which will appear tomorrow, shows how Beloit, Wisc., merchants joined with a local theatre circuit in promoting a special 12-page supplement to the Beloit "Daily News" to stimulate their own business. The ad emphasizes the point made, however, that the paper's prominent display of the mer- chants, and other local retail business profit from the proximity of busy moviegoers.

The theme of the section was that a lot of good pictures were coming to Beloit and that the people ought to get out and see them. There were inserted usual feature and human interest stories on picture personalities and production activities. "But what impressed us most," the ad says, "was the advertisements of the merchants. First of all it looked as if every retail establishment in Beloit was represented in the section's advertising. Since the theatres carried their own ads and the textialized the quality of the coming attractions, the section kicked off the theatres' new season in impressive style.

Sees Two-Fold Advantage

That the newspaper profited from this effort was the second reason the merchants and theatres going without saying," the ad continues. "We like to think that the paper's greatest profit came from this proof that the prosperity of a community's business establishments is linked with the success of the local motion picture theatres."

A good motion picture page, the ad concludes, offers (1) it increases the readership of the paper, and (2) helps community's retail business.

Still Seek Chicago Showing of 'Salt'

Special to THE DAILY

CHICAGO, March 10.—R. J. Stevens of Askow & Stevens, Chicago law firm representing Independent Producers Assn. officers in their suit of "The Salt of the Earth," said that no "stone would be left unturned" in an effort to show the film shown in a local theatre.

The picture has been presented to private groups via 16mm film, but efforts extended by the Chicago Moving Picture Operators' Local No. 110 have skirted it in so far as regular booking of the film is concerned.

"Communist," Union Said

Members of the union have declared their unwillingness to "forward the cause of a movie which fosters Communist aims." Stevens stated he is pronouncing to his clients that "the film is unjustified in imposing ideas as to what citizens can or cannot see."

While the censor board has at no time raised objections to the film, the local union headquarters is working the film on the union edit.

Speaking for the American Legion in Chicago, Commandant Irving Breakstone said, "The film...whatever the American Legion looks upon "The Salt of the Earth" as subversive and as such we're heartily supporting the steps taken by the union."
Motion Picture Daily

Friday, March 11, 1955

Ontario

(Continued from page 1)
on all tickets over that value that was cut by 20 per cent. The average sale gave exemption to tickets under 12 cents with a graduated impost from two cents to 12 cents on admissions up to 99 cents and 12½ per cent over that. The tax on a 50-cent ticket has been six cents while for a 75-cent admission it was nine cents.

The Ontario Exhibitors Tax Committee had asked for exemption up to 50 cents and for the rest of the tickets against television competition, but Premier Forse gave relief to all in the percentage slice.

Para. Readies

(Continued from page 1)

Paramount purchased a lot for TV production. Sources say that the stages now are being made ready, he indicated that no decision has been reached as yet on the base to be chosen for the project outside TV producers or both will utilize the facilities.

House Group to Vote

On 2 Tax Measures

WASHINGTON, March 10. — House Ways and Means Committee chairman Cooper (D., Tenn.) said his committee would meet “as soon as practicable” to vote on a proposal to repeal two provisions which the state's tax law which seem likely to lose the Treasury far more revenue than had been anticipated.

He predicted, moreover, that Congress would “act promptly” to repeal these two provisions retroactively. One provision would permit companies that get paid in a lump sum for services to be performed over several years to defer the payment of income taxes. The other provision would permit firms to deduct from their 1954 income reserves which are set up to take care of certain types of expenses in 1955 and later years.

Democrats earlier had charged that these provisions were being used by corporations to get tax windfalls never intended by Congress. Treasury Secretary Humphrey asked Congress to repeal these provisions, and now Cooper and Rep. Reed of New York, ranking Republican on the committee, have introduced identical bills to repeal these provisions retroactively. Both Cooper and Reed said Congress could consider later whether it wanted to enact a more restricted version of these two provisions.

Salesmen, Employers

At Impasse in Cinci.

CINCINNATI, March 10. — The distributors and Colosseum of Motion Picture of the Local 147 Committee reached an impasse here today. Commissioner James H. Mack- rey, of the Department of Mediation and Conciliation Service, working out of the Cincinnati field office, was assigned to attempt to assist the committee in these negotiations. The initial effort today proved fruitless.

The committee and commission will meet in a joint session Friday at 9:30 A.M. in a further effort to renew an agreement.

Minneapolis Projectionists

(Continued from page 1)
cal 219, IATSE. Strike action is expected to be taken by the union members.

Collapse of negotiations resulted over disagreement on whether or not to include five drive-in theatres in the settlement. The union officials refused to discuss the two of the approximately 170 theatres in Minneapolis and its suburbs to be struck by the local.

On the decision, it was explained, would not be made until about an hour before strike time.

Culminate 3-Month Row

The bitter three-month wrangle between the independents and the union which ended at the noon and again today when Ted Mann, representing the exhibitors, agreed with union negotiators on a compromise pay rise of eight cents per hour for each of the last two years of a three-year contract. This represents an increase of a cent and a half from the exhibitors' previous offer and a drop of a cent from the union's demand.

The previous day union negotiators then insisted that discussions include five drive-in theatres, heretofore excluded from contract discussions pending the settlement of the four-way dispute. Mann said that three of the drive-ins have withdrawn from the independent union and he could not negotiate for them.

The union committee then told Mann he would have to submit the final proposal to the union, today, but after the conclusion of the meeting it informed the press that negotiations had collapsed and that a strike would be called.

Drive-in Owners Confirm

The union and the independents resumed negotiations again this afternoon. But again, trouble collapsed over the drive-in question when two of the drive-in owners appeared and verified Mann's claim that they were not members of the independent exhibitor negotiations.

N.Y. Theatre-Liquor

Bill 1s Attacked

BUFFALO, March 10. — Liquor licenses for theatres drew the fire of the Erie County Restaurant-Liquor Dealers Association in an interview with the Hotel Tournai. Association members unanimously passed a resolution yesterday against the Baker's bill to let theatres sell liquor and beer. Martin A. Gavin, former state senator, called the proposed bill “the worst piece of vicious bill.” Senator Baker a Buff-a-lodian.

Addressing the meeting, Gavin said: “We have enough drunks as it is. This would give the drys the strength to return prohibition. There are too many taverns now. We are in favor of better liquor licenses.”

Gavin said bars in theatres would increase juvenile delinquency and warned that liquor is no moral blame for juvenile delinquency,” he contended, “but delinquent parents are. No license in the United States wants to serve a juvenile.”

Name McGreah Head

Of Houston Labs

HOLLYWOOD, March 10—E. B. “Mike” McGreag has been named president of the Houston Color Film Laboratories, Inc., of Burbank, producers of polychrome motion picture film.

For 26 years, McGreag has been associated with the picture business in Hollywood, joining M-G-M in 1929. In 1934 he went with Warner Bros. and in the following 19 years headed the camera department, still lab, special effects, miniatures, and painting department. He was subsequently made manager of all photo graphic departments.

McConnaughey Okayed

WASHINGTON, March 10.—The Senate Commerce Committee approved an application of George C. McConnaughey to be a member of the Federal Communications Commission until July 1, 1957. McConnaughey has been acting as chairman of the com- mission under a recess appointment.

Filmmakers

(Continued from page 1)

Bug,” which Collier Young will produce beginning June 15, and “The Secret Agent,” for Europe and this country beginning on Aug. 1, the film executives revealed.

“Moderate budget films produced under today’s conditions, using clever exploitation and promotional devices, can make more money for exhibitors than those of the old, budgeted super-special productions,” Levin contended. The Filmmaker executive said he has had discussions with the previous successes of company product, such as “Private Hell 36,” and “Crashdown.”

Leading exhibitors throughout the New England territory have stated that Filmaker product and other films of the same category have enabled them to make more money, because better deals were worked out, Levin and Manson said.

“Up to Exhibitor”

Levin said that Filmmaker would continue to broaden its production program if exhibitors would set their sights a little higher on their terms.

“$50,000 exhibitors can make a good profit on each deal,” he added. “Additional $50,000 will be the big difference before exhibitors can even break even with their production. The film is reasonable profit and providing more quality and quantity product, Levin said. “The big determining factor in production is the exhibitors, whether or not we can continue to give them good, sound, exploitable product at a market price which the market sorely needs, which depends on them,” the sales executives said.

Rank Forms

(Continued from page 1)

will be a magazine-type film series titled “Tips,” with three advertisers to be featured in each edition. Other types of series are in preparation.

Lightman Adds 2

Drive-in Theatres

MEMPHIS, March 10. — M. A. Lightman, Sr., and Associates have bought the Bellevue Drive-in Theatre and Santer Drive-in Theatre here from a Los Angeles company and Asso- ciates, it was announced today by M. A. Lightman, Jr., of the Malco organization, and they are for sale to G. H. Hunter, and Associates, which they would take over operation of the theatres tonight.

The Lightmans now operate eight theatres in Memphis, including five indoor theatres and are interested in the Frayer Drive-in Theatre, Malco Theatres, Inc., and 12 theatres in the Memphis trade area.

Issues Tax Pamphlet

WASHINGTON, March 10.—The National Retail Merchants Association has issued a pamphlet designed to help small firms take advantage of tax law changes voted by Congress last year. The pamphlet is entitled “good records aid income tax reporting.”
Springtime is Kettletime!

AND

BOX-OFFICES BURST INTO BLOOM!

"Ma" and "Pa" GO NATIVE...
in hula-hula land!

He's a pineapple king...she's his hula queen...and their hilarious antics drive Waikiki wacky!

Ma and Pa Kettle at Waikiki

LORI NELSON · BYRON PALMER
AND HILO HATTIE

Directed by LEE SHOLEM · Screenplay by JACK HENLEY, HARRY CLARK AND ELWOOD ULLMAN · Produced by LEONARD GOLDSTEIN

ANOTHER PICTURE WITH THAT UNIVERSAL APPEAL!
Free and Toll TV In Competition

By Sherine Kane

The NBC network estimates the audience which witnessed its telecast of "Peter Pan" last week at 65,000,000. It was lavishly — and deservedly so— praised by the critics and appreciated by the public. Now the network has about decided to repeat the performance at Christmas-time and to establish it as an annual NBC Christmas show.

The undeniable success of the telecast, which was available in color as well as in black and white, is being studied by many TV executives in its possible application to subscription television. That exercise is giving them heart.

What they ask, can subscription TV offer which will be better? How often can subscription TV equal it? At what price? And how many will buy it while we can offer as good or better entertainment without charge? Are some of the questions they are asking—and answering.

Of course, a "Peter Pan" is not on TV every day. Nor will something as good be on subscription TV every day. However, the appearance of "Peter Pan"—a first of its kind—is a milestone in free entertainment. The same network and other networks will emulate it more and more, eventually achieving a new standard of entertainment in free TV.

 Obviously, the prospect of a competitive battle between free TV and subscription TV holds little solace, but does hold some valuable guidance, for motion picture and theatre interests.

If the "Peter Pan" telecast is to be a criterion of free TV's future offerings designed to hold its audience despite attractions which may be offered by subscription TV, if and when it is sanctioned by the Federal Communications Commission, then film producers and ex-

New TOA Convention Dates: Oct. 6-9

Theatre Owners of America has advanced the dates of its annual convention in Los Angeles to Oct. 6-9. The conclusion previously had been scheduled for Oct. 23-27. The meetings will be held in the Hotel Biltmore.

Negotiations are under way between TOA and two private organizations whereby the trade show will be conducted by an outside group. The Theatre Equipment Supply and Manufacturers Association of theatre trade this year will be held with the Allied States Association convention in Chicago.

MPAA 'Strong' For Discretionary Damages Measure

From THE DAILY Bureau

WASHINGTON, March 13—Motion Picture Association vice-president Kenneth Clark declared the association is "stronger than ever" for legislation to give Federal judges discretion to award less than treble damages in private anti-trust suits.

At present, judges must award three times the damages whenever a defendant is found guilty. Several years ago, MPAA urged the House Judiciary Committee to enact legislation for discretionary damages but the bill died. Last week, House Judiciary Committee chairman Celler (D., N.Y.),

Terre Haute Case To Trial; Consent Decree Collapses

From THE DAILY Bureau

WASHINGTON, March 13—Consent decree negotiations have collapsed in the government's Terre Haute anti-trust suit and the case will now almost certainly go to trial, probably in late spring.

This was authoritarianly learned here over the weekend. The government has charged five theatre companies with a conspiracy to monopolize first-run exhibition in Terre Haute, Ind. Defendants are the Alliance Theatre Corp. of Chicago, Fourth Avenue Amusement Co. of Louisville, the Amini Theatre, Terre Haute Amusement, Inc., and Tri-Theatres Corp. of all Indiana.

The case was set for trial on March 21, but consentthree negotiations have been going on for many months. These negotiations had almost reached agreement. It was learned, but collapsed at the last moment. At the

Schary Is Honored On Coast by NCCJ

From THE DAILY Bureau

HOLLYWOOD, March 13—Dore Schary, vice-president of Loew's, Inc., was the honored guest at last night's seventh annual brotherhood testimonial dinner of the National Conference of Christians and Jews at the Ambassador Hotel. He received a bronze plaque for his service in "promotion of good human relations among all

New Committee Name

Anti-Toll TV Drive Moves On Research, 'P.R.' Fronts

The anti-toll TV campaign moved the appointment of Dr. Dallas Smythe, director of the Institute of Communications at the University of Illinois, to study the impact and implications of subscription television

The appointment of Walsh, an account executive, was announced by Robert L. Samburg and Associates, retained by the committee to handle its public relations.

The committee, at the same time, announced that it will henceforth be known as the Committee Against Pay-As-You-See TV, rather than the Joint Committee on Toll TV. The change was made, it was stated, in order to

Split on Regionals

McGee, Allied Have Different 'Compo' Ideas

Claims Colorado Compo Registered Corporation

The hassle over the alleged misuse of the name "COMPO" appeared to be heading for still further confusion at the weekend when efforts to clarify the issue were made from two sources.

Pat McGee, leader in the Rocky Mountain Council of Motion Picture Organizations, stated in New York that his organization was a registered Colorado corporation and indicated that despite protests over the use of the name, nothing would be done to change its corporate title.

"There is no copyright on the name 'COMPO,'" McGee said.

In a weekend bulletin headed "Setting the Record Straight In Regard to the Misuse of the Name COMPO," Allied, from its Washington headquarters, delved deeper into the controversy. The situation is wrapped up in the bulletin as follows:

"At a recent meeting in St. Louis,

Texas Drive-in Asn. Elects Weisenburg

Special to THE DAILY

DALLAS, March 13 — Charles Weisenburg, president of Weisenburg Theatres, Dallas, was elected president of the Texas Drive-in Theatre Owners Association at the closing session of the organization's third annual convention, which drew exhibitors from Louisiana, Mississippi and Oklahoma in addition to Texas.

Three vice-presidents of the association were elected: Edward Josephs, of Josephs Theatres, Austin; J. L. Durst, Fredericksburg exhibitor, and

MPAA Annual Meet Later in March

The annual meeting of the Motion Picture Theatre Owners of America will be held here at MPAA headquarters later this month, at a date yet to be selected.

Election of officers will be a major topic on the agenda.

(Continued on page 2)
Decca Paid $17.20 Per Share for ‘U’

Decca Records, which has built up its acquisition of Universal Pictures stock to the point where it controls the picture company’s outstanding stock, reported that it paid an average of $17.20 per share for its Universal stock. The annual report to Decca stockholders, issued here at the weekend, noted that as of Dec. 31, 1954, the closing price of Universal common on the New York Stock Exchange was $31 per share.

Decca president Milton R. Rackmil, who also is president of Universal, reviewed the high earnings of Universal for the 1954 fiscal year. Declared Rackmil: “The course of the entertainment industry during the year has been one of great managerial anxiety in the motion picture industry, an understandable—and important—part of the entertainment world. Competitive entertainment media have only served to stimulate the motion picture industry to become more valuable and more profitable endeavors, be declared. The year 1955 promises to be another good year,” he stated, adding that “economic prospects in the entertainment world are, in general, good.”
Nothing that has yet been written so clearly spotlights the tremendous boxoffice appeal of 20th’s perfect Easter entertainment!

see following pages

A Man Called Peter

starring

Richard TODD · Jean PETERS

Color by De Luxe

CINEmaScope

Produced by

SAMUEL G. ENGEL · HENRY KOSTER

Screen Play by

ELEANORE GRIFFIN

from the book by

CATHERINE MARSHALL
THE GREATEST MERCHANDISE HISTORY IS PRE-SELLING

Hollywood, Feb. 27—Remember the good old days when pictures used to touch the heart as well as the head, and we could all have an old-fashioned cry? We used to call those pictures three-handkerchief films. I saw one the other day that I call a six-handkerchief picture—"A Man Called Peter," which will reach your theatres around Easter time.

It's the story of a remarkable man, Dr. Peter Marshall, who was chaplain of the U.S. Senate for five years. He was a Scottish emigrant boy who gave his life to God without losing his ambition, his humaneness, and his sense of humor. He was pastor of the New York Ave. Presbyterian Church in Washington, D.C., where Abraham Lincoln used to worship.

Peter Marshall found there a congregation of some rock-ribbed people who wanted no innovations. They didn't care whether the church was half-filled or not. But Dr. Marshall didn't like talking to empty benches, and the place was soon jammed with young people who liked his fresh, healthy approach to religion. He spoke the name of Jesus Christ with authority and reverence, as though talking about a good friend. Marshall died in 1949 at the age of 66.

We've had some fine religious pictures—"Song of Bernadette," "Bells of St. Mary's," "Going My Way," all dealing with the Catholic religion. After each film my readers would ask if there wasn't a Protestant story that could be put on the screen. Not that they disliked the others, but the great Protestant majority wanted a picture of their own.

"A Man Called Peter" answers that longing.

The country generally didn't know too much about Marshall until after his death. His wife, Catherine, had never written anything but schoolgirl compositions; but she wanted the world to know what a great man her husband was. She wrote his story, which became a best seller and still is.

The first writer that 20th Century-Fox assigned to the screenplay gave up after six months. Then Eleanor Griff who got an Oscar for writing "Boys' Town," spent a year on the story. She not only retained the religious fervor...
He Spoke from the Heart

He had an almost psychic power which is shown dramatically in a sequence which gives us the sermon he delivered to the midshipmen at Annapolis. This is a scene I don't believe you will ever forget. The U.S. Navy turned over the chapel at Annapolis for the scene, and the event is faithfully recreated on the screen.

When Marshall faced that roomful of youthful faces he couldn't give the sermon he had prepared. He spoke from his heart and told of a simple incident out of his own personal knowledge about death. It was the story of a mother whose young son had a fatal illness.

The boy looked into his mother's face and asked the question: "Mother, what is it like to die? Does it hurt?"

She fled from the room and asked for guidance. On her return she answered: "When you were a tiny boy you used to play so hard all day that when night came you'd be too tired to undress. So you'd tumble into your mother's bed and fall asleep. But in the morning, much to your surprise, you woke up to find yourself in your own bed in your own room.

"You were there because someone loved you and had taken care of you. Your father had come with his big strong arms and carried you away. Death is like that. We wake up one morning to find ourselves in the other room—our own room where we belong because the Lord Jesus loved us."

Read this telegram from the woman who loved him!

Dear Sam Engel:

"I hereby set new stars in your crown and lay a laurel wreath at your feet. Peter's spirit and personality come through with complete integrity. The picture has my wholehearted approval and unrestrained backing. May it become a milestone in motion picture history and in the spiritual life of the nation."

Catherine Marshall

"It's a pleasure to do business with 20th!"
CLAIMS INSUFFICIENT PROGRAM CHANGES HURTING EXHIBITION

By LESTER DINOFF

Exhibitors throughout the United States are faced with two big problems—insufficient program changes and the necessity of giving current product lengthy runs far beyond the picture’s earning capacity, according to Bernard Jaco, vice-president and charge of sales for I.F.E. Releasing Corp.

Jaco, who recently returned from an 11-week tour of all the exchange territories, declared that the exhibitor’s dilemma is based on a shortage of product.

“There are fewer admissions this year because theatres are not changing their programs often enough and are forced to hold a film beyond its earning capacity,” the I.F.E. distribution head said.

Weekends the Big Problem

The problem is especially acute in the presentation of films on weekends, according to Jaco, who revealed that while touring the country, meeting circuit and independent theatremen and distribution officials of all companies, he found that many theatres were forced to carry on the same program over the weekend into the following week instead of breaking up their exhibition programs like they do in the midweek.

“This double weekend situation is causing exhibitors to lose audiences because a new show, which would commence on Sundays, would usually attract people by word-of-mouth advertising and build up early week business,” Jaco said.

The other important finding after talking to people in the exhibition end of the industry “is that the public is tired of seeing the same faces in one film after another,” Jaco stated. “We need more diversification in pictures and a better talent development program to attract our audience.”

“There is nothing wrong with our business which can’t be settled if all releases are done without personality clashes,” Jaco said.

Has Three in English

Commenting on the I.F.E. releasing program Jaco has been urging for national language pictures have been set for national distribution during April. The first three films are “Too Young For Love” and “City Stands Trial.”

In addition to these films, “Love in the City” will be set for pre-release engagements in several key cities during the month of April, he said.

Fox, Journalists

(Continued from page 1)

Fox plans to expand its English advertising campaign to an extensive national magazine advertising campaign.

Arranged with “Life,” “Saturday Evening Post,” “This Week,” “Parade,” “Seventeen” and “Pictorial Review,” conferences will be held tomorrow in Boston, Philadelphia, Chicago, Atlanta and Detroit, followed by conclaves Wednesday in Washington and Detroit. A Thursday meeting has been scheduled for San Francisco and one on Friday in Los Angeles.

Executives of the Atlanta “Journal” and “American.” Also participating at the Atlanta meeting.

Plans Will Fit Each City

At each session representatives of the publications will outline plans to localize national advertising throughout each city where the promotions will hold initially during the Easter season. The magazine advertising campaign on the filiation of Catherine Marshall’s novel is the largest scheduled by 20th-Century-Fox on any CinemaScope production.

Terre Haute Case

(Continued from page 1)

present, the parties have agreed to go to trial on the case. The parties will be postponed from the March 21 date. Best guess right now is that the case will go to trial sometime in May.

Texas Drive-in Assn.

(Continued from page 1)

G. S. Hill, of Leon Drive-in Theatre, Athens, Don Douglas, of Rowley United Theatres, Dallas, was named secretary, while the post of treasurer went to Tim Ferguson, of Down Drive-in Theatre, Grand Prairie.

MPAA

(Continued from page 1)

said he did not expect action on a discretionary damages bill any time soon, adding that “the motion picture people were the ones who were for it originally.”

Clark said today that he felt Mr. Celler has somehow been misinformed. “I can’t see Celler being stronger than ever,” Clark said. “Every day that passes exposes additional racketeering and chicanery resulting from the large damaging that can be done to the motion picture industry.”

Notes D. of J. Report

Noting reports that the Attorney General’s special anti-trust study committee is going to favor discretionary damages, Clark said he hoped this recommendation would induce Congress to enact such legislation this year.

Despite the MPAA attitude and the Attorney General committee report, however, chances right now don’t look too bright for the bill. Celler is reportedly personally opposed to the measure, and could easily block committee action on it.

Aldrich to Produce "Big Knife" for UA

“The Big Knife,” Clifford Odets’ stage hit, has been brought to the screen by producer-director Robert Aldrich, with Jack Palance, Ida Lupino, Shelley Winters, Everett Sloane and Wendell Corey starred, it is announced by Arthur B. Krim, president of United Artists. The film will be the behind-the-scenes drama of Hollywood. Aldrich will produce and direct “The Big Knife” from a screen play by James Poe, scheduled to start production April 7 at the John Sutherland Studios in Hollywood, “The Big Knife” will be presented by The Associates & Aldrich Co., Inc.

The production-distribution agreement with United Artists was concluded at the New York home office, following Aldrich’s delivery of the completed print of “The Big Knife,” to be released by the company.

The Big Knife”, originally was presented on Broadway in 1949 with the late John Garfield starred.

NBC Signs Edwards To 5-Year Contract

HOLLYWOOD, March 13—High Edwards has signed an exclusive personal services contract with NBC for five years, it has been announced by Thomas A. McCarthy, NBC’s vice-president in charge of talent. The contract provides that NBC must guarantee Edwards that the “This Is Your Life” telecasts 52 weeks a year for the next four years.

The pact also gives NBC the right of first refusal on future Edwards properties.

Edwards owns “Place the Face,” “Truth or Consequences,” “Funny Bones” and “This Is Your Life.”

‘Mambo’ March 30

Silvana Mangano’s “Mambo” and Howard Hawks’ “The Country Girls,” which is now in its 13th week at the Broadway showcase.

People

Norman E. Sproill, former army public relations officer, has been appointed advertising manager for Durwood Theatres in Kansas City. Sproill formerly was with Universal Studios and Paramount.

J. P. Harrison of the Campus Theatre, Denton, Texas, celebrated his 50th year in show business on Friday. He was the honored guest at a civic occasion.

Dave Berger has been appointed director for the Brooklyn Paramount Theatre by managing director Eugene Pleshette.

Ernest Sands, who has been transferred from Warner Brothers’ Cleveland management to manager of the New York exchange, was guest of honor at a farewell dinner in Cleveland. More than 100 industry representatives attended, District manager Bill Mansell was toastmaster, Marshall Fine was present with a bond.

Carl N. Brewster, formerly program director for Los Angeles’ station KFVD, has been named promotion director of Polaris Pictures of Hollywood.

Kirk Douglas will serve coffee and doughnuts to early patrons at Loew’s Capitol Theatre in Washington on Thursday. He will make three personal appearances at the Capitol on that day in connection with the opening of Universal’s “Man Without a Star.”

Jack Shaindlin, director, conducted the recording of the “Cinerama Holiday” symphony orchestra and chorus in the Recordery, Shaindlin used an orchestra of eighty men for the score. The recording has been compiled as a Mercury album which is now in the hands of all Stanley Theatres playing “Cinerama Holiday,” and in music stores.

Goldstein and Broyd Schedule 4 Meetings

HOLLYWOOD, March 13—Allied Artists vice-president and general sales manager Mory R. Goldstein will hold four regional sales meetings in course of his nationwide tour with president Steve Broyd and advertising-publicity director John C. Flinn. Goldstein will hold a sales session at Atlanta, March 18, Detroit March 25, Chicago March 17, and San Francisco, April 1.

The national-wide tour was announced by Broyd two weeks ago as appropriate at this time in view of Allied Artists’ new high-budget policy having come into full effect, and for the purpose of acquainting exhibitors at first hand with big-scale product such as “Annapolis Story” and others which will be screened for exhibitor groups.
Foreign Films Score Heavily in Japan; Curbs Start in April

Special to THE DAILY
TOKYO, March 7 (By Air Mail)—Further controls over the importation and exhibition of American and European films will be initiated shortly by the Finance Ministry of Japan. The measures are being taken to prevent a further drain of the foreign currency reserves and are scheduled to start in April, the beginning of the 1955 fiscal year.

Importation of films will be cut by at least 20 per cent and there will be a cut in the allocations of foreign currency which American and European film companies are allowed to transmit abroad in addition to the income of foreign film companies.

141 of 200 from U.S.

During 1954 some 200 films were imported into Japan of which 141 were from America, and some $5,500,000 was allowed to be sent abroad by the film companies, with the rest of the profits being frozen in Japan (now totally frozen, $6,000,000).

It is expected that the limitation of incomes of American and European film companies will be a virtual ceasing for their film distribution charges as well as curtailing the number of prints and the period of showings.

The Ministry of Finance regulations are necessary, as imported films are now receiving more than 70 per cent of the income derived from performances, and sometimes as much as 80 per cent, while Japanese pictures get a much smaller percentage.

Expect No Change in Wage Law Coverage

From THE DAILY BUSINESS
WASHINGTON, March 13.—The Eisenhower Administration has decided to soften-peg its previously announced drive for broader coverage of the Federal social security program. Instead, the Administration will concentrate on trying to get Congress to boost the maximum payment for workers already covered.

This will be good news for small exhibitors, since theaters are now being exempt from the law and would be one of the targets of a drive to expand coverage.

Earlier this year, President Eisenhower and Labor Secretary Mitchell urged Congress to boost the minimum wage and also to expand coverage. This will still be the public program of the Administration, and Mitchell will probably testify to this effect when hearings are held later on the subject before the House or Senate labor committees.

But the Administration will work behind the scenes only for the higher minimum and not for expanded coverage. This means that the President's old allies in Congress will not be pleased, but Congress this year will enlarge on minimum wage coverage. There never was any great enthusiasm on Capitol Hill for an expanded coverage, and the only chance the proposal had was if the Administration kept pushing for it.

Plain Bow Set

"The Purple Plain" will have its American premiere at the Chicago Theatre in Chicago on March 25.

Mc Gee and allied and Comp

(Continued from page 1)

Allied's board of directors adopted and released a resolution denouncing as false and misleading the name COMPO by any group or individual seeking to form a regional group with its headquarters in Chicago to side the public relations field to which National COMPO is restricted.

The resolution was based upon a front letter bearing the name of Pat McGee which had been circulated among exhibitors in the Rocky Mountain area. McGee is allegedly membership in Rocky Mountain Council of Motion Picture Organizations. In the body of the resolution, the Allied directors said: COMPO. One paragraph reads as follows:

"We have been in contact with film company sales managers who express confidence in personally to the point that they promise to review any unhappy veal on the edge or by exhibitions if he think he needs aid. This is your avenue to go beyond the total film grosses, if you are not happy with your present treatment.

"This project is at war with the principles on which COMPO was founded and the spirit and effort to create COMPO (as distinguished from those who now call upon it), were carried on, in that organization should not invade the field as usurp the functions of the exist exhibitor organizations.

"Following the above purposes, COMPO's by-laws (Art. I Sec. 3) contains the following provision:

"Nothing in the foregoing shall be considered to authorize the Council to represent the members in matters pertaining to the licensing of motion picture film or to trade practices.

"The Allied resolution not only repudiated McGee's COMPO by McGee but it also requested Allied's representative on the triumvirate to initiate action to COMPO to terminate the misuse of its name. What, if any, action has been taken by the triumvirate in response to the resolution is not known. Those who objected to COMPO's participation in the IN-TV fight, or who are opposed to COMPO's plans for a conference on the state of the industry, if they want to keep the jewels of their organization, had better take note of what is now going on in Denver.

"Following the release of Allied's resolution a letter was received from Kyle Rorex, executive director of Texas COMPO enclosing a release which in the attached in the above-mentioned announcement, this began as follows:

"Answering National Allied charges that the COMPO name had been misused by State and Regional Groups, Col. H. A. A., stated today that Texas COMPO has established an 

"Allied wrote Rorex an explanation of the reasons for and limitations upon the resolution, pointing out that when he charged Allied with attack their state and regional units he shot the mark. Allied further informed Rorex that:

"The time was present when the matter was discussed and he pointed out the difference between the COMPO under discussion and Texas COMPO.

"He was present when the resolution was adopted and made no objection. He certainly did not think there was any reflection on Texas COMPO and it is surprising to say the least, to find his name in a statement. "Answering National Allied.""

"Rorex did not acknowledge the letter and he did not alter his release. As a result, Allied has been embarrassed by trade paper stories indicating a split between it and one of its affiliated organizations. Expose this, and the fact that Rorex's attack on Texas COMPO when the resolution did not apply to it, the Rorex incident is unimportant.

Italy Film Earnings Increased in Jan.

Box office earnings for first-run films in 15 key Italian cities during January, 1955, totaled 1,879,000,000 lire as compared to 1,480,000,000 lire earned in January, 1954, it was revealed today by Italian Film Export, which released the findings of a recent analysis.

Of the total grosses reported in Italy, Italian films earned 40,10 per cent of the receipts, which represented a huge jump over the 19,52 per cent reported on 28,98 percentage of the total earnings in January, the report showed.

In the month of January, 1954, Italian pictures in January of this year were mainly due to a few black-and-white and Technicolor features which were in competition with American CinemaScope and Technicolor product, IFE said.

The biggest film grosses among the Italian films for January were American pictures which earned 50,78 per cent of the total receipts, a drop from the 63,79 per cent figure of January, 1954, the report said. French films, including L'Amour and Allied, and Comp

Italy Lifts Color Print Prohibition

The Italian government has officially banned the import of color prints, the Motion Picture Export Association was informed here at the weekend.

The ban, which caused a log-jam in the release of American product in Italy soon after it was imposed at the beginning of the year, was finally lifted after a series of negotiations.

Griffith Johnson, vice-president of Motion Picture Export Association, which took active role in negotiations, is due here from Italy today to render a detailed report at the board meeting.

In the meantime, the Italian government has agreed upon the method for reducing or eliminating the American company on the issue of processing color prints other than Technicolor in Italy.

Italo-French co-productions, earned 2,12 per cent, English films grossed 1,32 per cent and others earned 0,46 per cent of the total first-run grosses in Italy, the analysis revealed.

In the THEATRE

Equipment & Refreshment

World...

• with RAY GALLOW

"SUPERAMA" is the name of a new seamless projection screen with a silver surface announced by Allied Research Laboratories. The screen is electronically welded into one uniform surface through a controlled thermal process, whereby no seams can be detected in the fabric, according to the manufacturer. The fabric is packed for shipment in welded cradles on a special 5-in. aluminum roller, with an elevating slide and erecting platform. It is available in "Super-Wite" matte white surface at a lower cost than the "Super-Flux" silver surface.

Lawrence Metal Products, Inc., makers of lobby posts and velour drapes for theaters, has opened a newly constructed, one-story building at 60 Prospect Avenue, at Mer- ry-Lo Avenue, Lynbrook, N. Y., under the name of Benjamin Lawrence, president, said that the move was made without the loss of any of its office or factory personnel. The company also makes sand runners, smokers and railings of chrome, brass, aluminum and stainless steel.

Paul R. "Pete" Wontworth has been named media buyer for the Eastman Kodak Co., Rochester, N. Y., according to an announcement from W. B. Potter, director of advertising, Wontworth succeeds B. N. Franklin, who is media selection for Kodak advertising in trade papers, newspapers, general magazines and broadcast.

Activaire Devices, Inc., New York, has named "conditioner" to humidify, heat or cool air in a small area, such as the box-office. It is designed to create a comfort zone, making the first few degrees colder. Completely portable and compact in size, it may be used anywhere that an outlet is available. It is finished in gray hammertone.

Hollis D. Bradbury has been named manager, RCA Film-Recording Equipment, according to an announcement from J. F. O'Brien, manager, Theatre and Industrial Equipment Marketing, Engineering Products Division, RCA. Bradbury succeeds Ralph A. Sears, who recently was advanced to manage RCA Industrial Products. Bradbury will coordinate all planning, promotion and sales for RCA film-recording equipment designed for use by motion picture studios and for RCA's motion picture recording studios in New York and Hollywood.

Electric pizza ovens made by the Harris Supply Corp., have been approved by Underwriter's Laboratory, Inc., reportedly devoted to baking pizza exclusively to receive such approval, says the company.
THE PICTURE IS LIGHT... GIVE IT ALL YOU CAN "with "NATIONAL" CARBONS

THE NEED FOR MORE and better projection light began with the first "flicker" and grew as the industry grew. From the very beginning, "National" carbons have satisfied projectionists' demands for brighter, whiter light and slower, steadier burning.

SINCE "NICKELOREON" DAYS, the brightness of "National" projector carbons has been increased more than 1000 per cent! And, today, with giant screens becoming almost universal, arc-carbon progress continues to meet the challenge.

FOR EXAMPLE, the new "Suprex" 8mm carbon, latest in a long series of recently improved "National" carbons, provides 15% more light and a higher color temperature than its predecessor — at no increase in cost! Yes, the picture is light...and with "National" carbons you are sure of getting it in fullest measure.

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation • 30 East 42nd Street, New York 17, N.Y.
Sales Offices: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco
IN CANADA: Union Carbide Canada Limited, Toronto
Plans Underway
Para. Stages
1st of Meets
On Exposition

Freeman to Address Big Studio Gathering Today

By WILLIAM R. WEAVER
HOLLYWOOD, March 14.—The first in a series of studio mass meet-
ings to be held for the purpose of acquainting Hollywood personnel with plans for establishing a Paramount Motion Picture Exposition will be held tomorrow noon at the Paramount lot with Y. Frank Freeman, Para-
mount vice-president and studio head, addressing all employees.

Similar meetings will be held at all studios subsequently.

The Motion Picture Exposition, which is being sponsored by all Holly-
wood unions, associations and organizations, is to be financed by
(Continued on page 7)

Extend Kalmenson Contract to '59

From THE DAILY Bureau
WASHINGTON, March 14.—An extension to 1959 of the employment
contract of Benjamin Kalmenson, Warner Brothers vice-president and
general sales manager, was disclosed here today in a WB filing with the
Securities and Exchange Commission.

The agreement, according to the WB statement, calls for the extension
of Kalmenson's employment as general
sales manager from June 30, 1956,
(Continued on page 7)

TOA Convention
To Span a Weekend
For the first time, a national exhibitor association convention will cover a full weekend and
wind up on a Sunday with the Theatre Owners of America's annual claque will be
held at the Beverly Wilshire Hotel in
Los Angeles on Oct. 6-9. In-
ability to obtain early or mid-
week dates was given for
the reason for off-beat schedule.

Approximately 175 exhibit
booths will be available for the
trade show which will be
handled by an outside organi-
zation. Sessions may be held in
the Farmers Theatre next door
to the hotel, and it is possible
that the TOA will acquire the
Biltmore Hotel for the wrap-up banquet.

Salesmen's Talks
In 'Crucial' Stage

With negotiations apparently dead-
locked on a new contract between the
theatre and the salesmen, David Bar-
tell, general counsel of the Colosseum,
yesterday accused the distributor of
indulging in the "trangulation of a
salesman." The contract talks now are
in a stand (crack) stage. Bartell
said in New York where the negoti-
ations are continuing after previous
sessions in Chicago and Cincinnati.

Bartell said that it was the "think-
king of top management to limit the
salaries of film salesmen to $800 per
week," having rejected the salesman's
proposal for an increase in salary and
expenses.

Declaring that the film industry is
enjoying its highest profits in its his-
tory, Bartell said the distributors were
"helating the efforts of its salesmen,
(Continued on page 4)

First Official Word
FCC LETTER HINTS
TOLL-TV HEARINGS

Cited by the Chairman as 'One Example'
Of Huge Workload Facing Commission

From THE DAILY Bureau
WASHINGTON, March 14.—The first official notification that the
Federal Communications Commission might hold public hearings on
toll-TV came today in a letter to the House Appropriations Committee.

FCC Chairman George McCon-
naughey, requesting additional funds
for hire more employees, cited the toll-
TV case as one example of an ever-
increasing FCC workload making the
additional employees necessary.

Many difficult cases still are ahead
of us and the work will continue to
be heavy," he declared. "One example:
although so-called subscription TV
has already caused us considerable
trouble, hearings and subsequent
studies will continue to require a great
dead of staff time.

The FCC has called for written
comments on toll-TV, and has offi-
cially given no indication whether or
not it will hold public hearings on
the subject after it gets the written
comment or will decide the case on
the basis of the written comment. The
executive committee against toll-TV
has been insisting on public hearings.

Military Clearance
Draft Submitted

From THE DAILY Bureau
WASHINGTON, March 14.—The motion picture industry has submitted to the
Pentagon its letter draft of the
proposed agreement to limit competi-
tion between military and private
theatres.

E. D. Martin, president of the
(Continued on page 4)

To Governor for Signature

N. Y. Tax Bill Passes Senate

Special to THE DAILY
ALBANY, March 14.—The Senate tonight passed unanimously and
without debate, the Assembly Rules
Committee bill validating collection
by New York City, Binghman
and Elmira of major breakage on
the five per cent admissions tax.
The Assembly took similar action
on March 7. The Senate approval that
night was blocked by an objection
from Sen. Fred G. Moritt, Brooklyn.
The measure against which industry
representatives waged a vigorous but
 futile fight now goes to Gov. Averell
 Harriman for action.

He is expected to approve it soon,

in view of the reported bi-partisan
agreement among legislative leaders
to enact the bill. The measure would
take effect immediately, but would be
repealable to June 30, 1954.

It is presumed that Governor Harriman approves the measure, at-
torneys for New York City exhibitors
(Continued on page 4)

Stars, Officials to
Attend 'Peter' Bow

An array of Hollywood and Broad-
way stars, officials of the National
Foundation for Infantile Paralysis, New York notables and many others
are scheduled to attend the opening
of 20th Century-Fox's "A Man Called
Peter" at the Roxy Theatre here on
March 31.

The opening will be a benefit per-
(Continued on page 4)

High Court Refuses
Lardner Suit Review

THE DAILY Bureau
WASHINGTON, March 14.—
The Supreme Court today re-
 fuse to reconsider its earlier re-
 fused to reconsider its earlier
ruling in a suit by Ring Lardner, Jr., to review
a lower court decision against his
damage suit against 20th Century-Fox Film Corp. The
suit resulted when Fox fired Lardner after his refusal to
answer certain questions of the House Un-American Activities
Committee.
Personal Mention

ARTHUR M. LOEW, head of Loew's International, is in Hollywood from New York.

Sir Carol Reed, director; LAM O'Brien, writer, and James Hill, producer, are in New York from Hollywood today on their way to England.

ASHU KUSHNEN, United Artists exploitation manager, will leave here today for Chicago, Indianapolis and Minneapolis.

HELMAN KASS, Universal Pictures Eastern exploitation CA, was in Philadelphia yesterday from New York.


WILLIAM B. ZOLLNER, head of M-G-M short and newsreel sales, will leave here tomorrow for Detroit.

Sti FABIAN, president of Stanley Warner Theatres, and Mrs. Fabian, are in Miami Beach from New York.

Bryan Michie, London talent agent, is scheduled to arrive here today from London by BOAC.

ILYA LOPERT, president of Lopert Films, will arrive in New York by plane today from Europe.

SAM ZIMBALIST, producer, will leave New York today for Jamaica, B.W.I., by BOAC.

Mrs. Darryl F. Zanuck has left New York by plane to join her husband in Europe.

Irving Mack, president of Filmac Corp., and Mrs. Mack are in Miami from Chicago.

Irving H. Ludwig, Buena Vista sales manager, left here yesterday for Cleveland.

SAG Okays Pact for Filmed Commercials

HOLLYWOOD, March 14.—The membership of the Screen Actors Guild, in a mail referendum, has voted 2,600 to 43 in approval of a recently-completed contact covering actors, singers, announcers and puppets in filmed television commercials, the Guild announced here today.

The organization now is preparing to open negotiations with the producers of TV entertainment films.

Fritz Hugh Thomas, 53

HUNTSVILLE, Ala., March 14.—Fritz Hugh Thomas, 53, general manager of the Lyceum Amusement Co., was stricken with a heart attack and died in a hospital in Sarasota, Fla. Survivors include a son, F. H. Thomas, Jr., of Chicago.

Theatre Liquor Bill For Legitimate Only

BUFFALO, Mar. 14.—State Senator Stanley J. Baurer defends his theatre liquor bill against those who charge, are "based on ignorance of the proposed law."

Baurer's bill now on committee of the House would allow legitimate theatres—not motion picture houses—to sell alcoholic beverages during intermission, and for one-half hour before and after performances, he says.

Baurer declared he believed the Erie County Restaurant and Bar Dealers' Association, whose members the other day unanimously resolved themselves opposed to the bill, had the impression such a measure would affect film houses too.

Fears a Precedent

Association president Joseph P. Kross admitted some members may have had that impression, but he declared personally was against the bill anyway. If live drama theatres get liquor licenses, he charged, the movie house will have to compete, and will have precedent for their request.

TNT Sets TV Plans For Marciano Bout

The Rocky Marciano-Dan Cockell heavyweight championship fight scheduled for May 16 will be covered coast-to-coast via closed circuit television by Theatre Network Televi- sion, a company whose president, D. Norris, is president of the International Boxing Club; Nathan L. Halpern, TNT president, and promoter Jimmy Murray.

The title bout will originate from Kezar Stadium in San Francisco and will be telecast to a chain of 40 stations projected in theatres around the country. The entire state of California will be blacked out.

The last Marciano title defense, at the Yankee Stadium here, was presented by TNT in theatres in 71 cities.

English, Upstate N.Y. Exhibitor, Dies

ALBANY, March 14.—Funeral services were held in Hancock yesterday for Harvey English, 55, of the Capitol in that village and operator of theatres in five other New York and Pennsylvania communities.

He died on March 10 of heart disease, a recently-broken wrist being reported here as a possible contributing cause.

A graduate of Syracuse University, English served as a school principal before entering the exhibition field 25 years ago, and was born in northern Pennsylvania as well as on the New York side of the border. and the Catskill Mountain. English was mayor of Hancock for sev- eral terms. A delegation from Film Row attended the funeral services.

Sobottka Killed

SEATTLE, March 14.—Herbert B. Sobottka, 51, executive manager of the John Hancock Theatres, was killed in an auto accident yesterday morning in the Seattle area.

C'Scope Policy Up At European Meet

LONDON, March 14.—Cinema- Scope policy will be a prominent item on the agenda of the Union Internationale de L'Exposition Cinematographique in Paris on April 21 and 22. At the A.A.V.'s presi- dency, W. F. Fuller, and treasurer, E. J. Hinge, will attend this meeting.

CEA's technical adviser, Dr. Leslie Koenig, has been informed that 20th-Fox CinemaScope subjects were available in America but that they were not available in this country. They were also informed that an official en- quiry on the matter had recently been received from American exploita- tions but that no reply had yet been received.

CEA's officers were instructed to seek interviews with MGM, Warner Brothers and 20th Century-Fox.

Kodak People Share Record Dividend

ROCHESTER, N.Y., March 14.—Employees of Eastman Kodak Co., in the United States shared today an estimated $28,500,000 wage dividend, the largest ever distributed by the Eastman Kodak Co.

Eligible persons receive $287.55 for each $1,000 earned at Kodak during the five years 1949-53. The wage dividend plan, begun 43 years ago, recognizes the part Kodak people have played in the success of the company, it was stated.

A year ago the total dividend pay- ment in the United States was approxi- mately $24,900,000, at $275.75 per $1,000 earned at Kodak during the period 1949-53. This was the previous record payment.

Cambridge Planning Florida Production

MIAMI, March 14.—James L. Nis- bet, executive producer of Cambridge Productions of Florida, has announced that his company has purchased Pen- nant Films, Inc., of Chicago. The company was capitalized for $1,000,000 in 1949.

Cambridge plans to finance independent productions as well as to produce from three to six feature films annually in addition to the number of various television properties for syndication.

Plans for a modern studio were completed in Hollywood recently by Ettie Feld, art director and designer. Discussions have been under way for some time concerning a south Florida location for the proposed studio.

Phila. Bans Pupils From Seeing 'Jungle'

PHILADELPHIA, March 14.—"Blackboard Jungle," MGM's picture on juvenile delinquency, is hitting tough sledding here before its opening at the Aragon on March 20.

The Board of Education has re- fused to allow school children to see the picture under school supervision. They have rejected an offer by Ed Gellner, Loew's press and publicity representa- tive, to show the film before screening.

N.Y. Firemen Bill Clarified

Special to THE DAILY

ALBANY, N.Y., March 14.—Clarification of the bill introduced by Senator R. Marro's bill calling for the use of firemen and policemen in theatres re- moved the duties of members of the two municipal departments.

Policemen would be detailed to any police station for cooperation for the purpose of escorting employees carrying checks, currency, specie or money for payroll purposes. This section could cover cert- ain situations in the film industry, but the bill was not drafted with mo- tion picture houses specifically in mind.

Fireman for Theatres

That portion of the measure dealing with firemen, however, has direct application to theatres of various types. It states that the commissioner or other head of any paid fire department of a municipal corporation "may detail to excess two members of the uniform fire department to each and every place of amusement or entertainment to which the public is admitted on which machinery or scenery are in use and one or more persons participate in the actual perform- ance of a dramatic, musical or other type of entertainment."

The commissioner or department head may further "detail as many additional members of such department as he may deem necessary for duty in any place of amusement or enter- tainment in which the play, show, or other performance is witnessed by 6,000 or more persons in any 24-hour period."

Duties Outlined

"It shall be the duty of all members of such department detailed to such duty," heads the bill, "to guard against fire, to take charge and con- trol the place of amusement or entertainment, during each public performance therein, in guarding and protecting the occupants against all fire acting."

Payments would be made to properly designated officials, who would receive money to pay for fire or police protection funds or retirement systems, where "actuarially sound" funds and systems are maintained.

The measure, which exempts char- itable performances, would take effect immediately. Referrel was to the Senate Committee on Affairs of Cities.
To ALL The Wonderful People
Who Made Another EMMY Award
For THIS IS YOUR LIFE Possible---

All the boys and girls who work hard and long on this labor of love,

Axel Gruenberg
Mort Lewis
Jan Boehme
Alice Keyser

and Sue Clark

Paul Phillips
Dick Gottlieb
Don Malmberg
Lynne Voeth

The NBC Technicians and Crew, Von Dexter for the wonderful musical scores, Bob Warren for his fine presentation of Hazel Bishop and Procter & Gamble's Prell commercials; and to the real stars of THIS IS YOUR LIFE, the principal subjects from all walks of American life—To all of you, my most sincere thanks.

Gratefully,

Ralph Edwards

*1953 THIS IS YOUR LIFE
*1950 TRUTH OR CONSEQUENCES

ACADEMY OF TELEVISION ARTS AND SCIENCES
People

Henry Pardo, formerly with Lockwood & Gordon Theatres in Maine and New Hampshire, has been named manager of the Marketplace Drive-in, Bolton Notch, Conn., succeeding Sol Karp, who has moved to an independent exhibition with Mike Masselli of Hartford. Karp and Masselli have leased the Baltic Theatre, Baltic, Conn., from Edward Lorch of Norwich.

Ray Lathrop will manage both the Grove Theatre, Lindsay, Cal., and the Sunset Theatre, Cal., replacing Charles Pease and Archie Clark, respectively. Both houses are owned by Westland Theatres of San Francisco.

Paul Whitman has been appointed vice-president in charge of music for Fred Astaire Dance Studios, it was announced by Charles Casanave, executive vice-president.

Albert Pickus, owner of the Stratford Theatre, Stratford, Conn., and vice-president of Theatre Owners of America, has been invited to an atomic test at Yucca Flats next month by national CD director Victor Peterson. Pickus is director of Civil Defense in Stratford.

George Schaefer, distributor of "Day of Triumph," yesterday accepted a brochure from "Christian Herald," which cited the picture as its "Picture of the Month," award for May.

Donald Menasco, doorman at the Fox Theatre in San Francisco, has been appointed assistant manager of the Parkside in that city.

Douglas Skene, veteran cameraman, has resigned from Associated Screen News to become limited to join Douglas Productions, Ltd., Toronto, a company producing television and other films headed by David Price.

Edgar Smith, who has been with Florida State Teachers for the last 25 years, has been appointed city manager of the Polk and Lake Theatres in Lakeland, Fla.

Tom Sawyer has been named manager of the Tampa Theatre, Tampa, Fla.

Kingsley Acquires 'Court Martial'

Kingsley International Pictures has concluded a deal for the United States and Canadian distribution rights to Anthony Asquith's latest British production, "Court Martial," starring David Niven and Margaret Leighton. It has been announced by Edward L. Kingsley, company president. The British picture was produced by Ronal Films from the play "Carcassonne, V.C." by Dorothy and Campbell Crispin.

Review

"Revenge of the Creature"

(Universal Pictures)

A 3-D entry is offered in this Universal release, concerning the horrors of a pre-historic half-man, half-fish, that runs (and swims) amok in the only 3-D feature of any significance this year and smart showmen may capitalize on its uniqueness to revive interest in the medium.

Whether the public will be receptive to 3-D again remains to be seen.

This sequel to "The Creature of the Black Lagoon" used 3-D effects sparingly, but, for example, an extra note of horror was felt when scaly hands reached out from the screen, seemingly tripping the nose of the viewer.

The theatre owner can decide whether these few moments of novelty justify exhibition in the 3-D medium, for Universal also will release this picture in the 2-D medium.

While the picture does contain a number of weaknesses, there appear to be sufficient suspense and horror ingredients to register in most situations, especially if its exhibition is geared to a proper exploitation campaign.

The puppet creature, for they study the creature, at Ocean Harbor, too, attractive Lori Naron arrives as an ichthyology student. The two supply the romantic element, for they study the creature by day and find their mutual interest goes beyond the creature. The half-man, half-fish, however, remains the primary source of interest, especially after he escapes his underwater imprisonment. The escape triggers many suspenseful moments, heightened by the creature's capture of the young lady scientist, who finally is rescued.

Others in the cast include John Bromfield, Robert B. Williams, Nestor Paiva, Grandon Rhodes, Dave Willock and Charles Cane. William Alland did the screenplay, which was directed from a screenplay by Martin Berkeley, based on a story by Alland.

Running time, 82 minutes. General classification. For May release.

MURRAY HOROWITZ

Salesmen's Talks

(Continued from page 1)

Stiffening their enthusiasm and destroying their efficiency by failing and refusing to accord their requests consideration commensurate with their importance to the industry."

The placing of a $100 limit on the sale of incidental items, a salesmen awash in the decimation of its sales force and the exodus of high calibre, "hard-hitting" personnel to other fields of endeavour, Bartell said. He added that the Colosseum did not intend to sit back and let the salesmen be "strangled.

Confirmation to FCC for McConnaughy

WASHINGTON, March 14.—The Senate confirmed the nomination of George McConnaughy as a member of the Federal Communications Commission through July, 1957. The President has designated McConnaughy to serve as FCC chairman. He has been serving in that capacity under a recess appointment.

Anti-Trust Subpoenas

WASHINGTON, March 14.—The House today gave the judiciary committee power to issue subpoenas in any anti-trust investigation it carries on. Chairman Celler (D., N. Y.) has said the committee will be one of the committee's targets later in the session.

New Liebhman Pact

Max Liebhman, producer-director of NBC-TV, Saturday and Sunday "Spectaculars" has signed a new exclusive five-year contract with the National Broadcasting Co., it was announced by Thomas A. McAvity, vice-president of the NBC television network.

Military Clearance

(Continued from page 1)

nate Owners of America, sent the letter today to Deputy Assistant Secretary to Defense Swan. The letter contains the industry's understanding of the plan which industry and Pentagon officials agreed, at a recent meeting, on to try out for a one-year test period.

Swan must clear the letter with the Treasury Department where any agreement goes into effect. There's no deadline for doing this.

N. Y. Tax Bill

(Continued from page 1)

for the City of New York would file a supplement to the bill with the Court of Appeals. That tribunal heard arguments on March 3 in the appeal by New York City from a 3-2 Appellate Division decision invaliding collection of major breakage. Assistant corporation counsel Stanley Buchalma suggested to the high court that both sides be given the opportunity to file supplemental briefs dealing with the effect of the bill on the court case.

TV Set Production Down in January

WASHINGTON, March 14.—Television set production in January was down from December but above January, a year ago. Of the production this January, 17,095 sets, or almost 18 per cent, had UHF facilities.

‘Peter’ Bow

(Continued from page 1)

formance for the March of Dimes and many people who knew Peter Marshall are in the "Church of the Presidents" and the U. S. Senate also are expected to attend. Among those due at the pres- ident’s dinner were headed by the mayor of Glasgow, representing the city where Peter Marshall was born. Colonel "Foe" Merchant, vice-commanding manager, meanwhile, stated that the forthcoming series of 60-city showings of the picture to over 100,000 clerks and church leaders and civic opinion-makers constitutes “the greatest sampling of a motion picture in the history of the film business.

Pa. Allied Meet

(Continued from page 1)

The Steara-Hanna Co-Operative Theatre Owners will host a cocktail party in the Variety Club of Hotel William Penn on Monday. A dinner dance at the Pahl's night club will close the two-day convention on Tuesday following election of officers and a closed forum with counsel Abram F. Myers earlier that day.

Republic Holders To Meet April 5

Four directors will be up for re-election at Republic Pictures annual stockholders meeting, slated to be held here on April 5, according to a management proxy statement.

Nominated by management were the following directors: John Petri, Jr., William S. Schuetz, Edwin Van Pelt and Douglas T. Yates.

The proxy stated that $387,273 was paid to management directors and officers for the fiscal year ended Oct. 30, 1954. Herbert J. Yates, president and director, was listed as having a remuneration for the fiscal year of $5,000. The figure was added, includes $100,000 accrued remuneration for the fiscal year, payment of which is deferred pursuant to the terms of his 1950 employment agreement. Richard W. Altschuler, director and vice-president, was listed as having received a remuneration of $40,210 for the fiscal year.

Fast ‘Eden’ Pace In Initial 2 Dates

In its first two special pre-release engagements, Elia Kazan's production of John Steinbeck's novel "East of Eden" is maintaining the same pace for Warner Bros., as the company's current release "Room at the Top".

At the Astor Theatre in New York, where the film was world premied, "East of Eden" grossed $40,713 in its first four days, with a $59,000 first week gross anticipated.

At the Michigan Theatre in Detroit, the picture is reported to have rolled up $26,443 in its first three days, with an estimated $50,000 for the week.
YOUR GUIDE TO EASTER BOXOFFICE!

Here's everything you need for your Easter Campaign! A stunning, new, studio-produced Easter Greeting Trailer in gorgeous Color Tint...the new talking Header for Merchant Screen Ads...exciting, money-making promotions including some terrific merchant tie-in ideas...and three brand new, full color Easter Displays for theatres and outside sales! It's a prize package...so get it now from your N.S.S. Exchange and capitalize on the biggest holiday of the spring season!
**Television--Radio**

*By RUDY VALLEE* (Continued from page 1)

"are doing themselves as well as our pictures a great disservice by selling CinemaScope to the public in other than its optimum form. It is impossible to present the panorama and sweeping vistas in other than its full-scale proportions, and in reducing the magnitude of the medium by means of 2-D trailers the impact of Cinema-Scope cannot help but be vitiated," he noted.

"The public should understand whose theatres are equipped for CinemaScope limit themselves and their selling with 2-D trailers when exciting and wonderful CinemaScope pictures are available on each picture."

"This situation can and should be corrected immediately. Projectionists can easily change lenses during a program of standard films. While they are showing a regular picture on one of their two projection machines, they can set up the CinemaScope trailer on the other one.

"So, the public in theatre programming all the way down the line should be standard operating procedure. An exhibitor should be as concerned with the type and quality of trailers which he throws on his screen as the feature pictures themselves."

**Points to Public Acceptance**

The public is quick to appreciate quality. A picture's acceptance and patronage of CinemaScope pictures, has written a dramatic page in our industry's history during the past 18 months. Hollywood raised the business resulting from the introduction and merchandising of CinemaScope pictures must not be permitted to go by the boards. There is too much at stake.

"Constant vigilance must be maintained to see that the level of theatre entertainment is the highest of all entertainment media. To accomplish this, exhibitors and all agencies of showmanship must be utilized. It was showmanship that made the movies great. It can become even greater if we do not forget this," he concludes.

**Settle Electric, Other K.C. Suits**

KANSAS CITY, Kan., March 14. — The Electric Theatre anti-trust suit and nine other anti-trust suits in this area have been settled under a "package" arrangement.

The amount involved was not disclosed, but the settlement makes Kansas City, Kan., a first-run city. The agreement provides that the product of all major companies will be available on a day and date basis with theatres in Kansas City, Mo.

W. D. Fulton, a partner in the Brookside Theatre, Kansas City, Mo., who was made privy to the settlement a few years ago in an anti-trust case, started six of the suits.

All of the majors were defending their position in each case. Although Unit versal and 20th Century-Fox had made a settlement with the Electric Theatre Co. before the first of the suits went to trial. Other suits included in the settlement were those brought by Midwest Enterprises which operated the Electric Theatre from 1935 to 1938; Dr. Nathan Zoglin, owner of the Ritz Theatre, Kansas City, Mo.; and Gilbert Carter, owner of Liberty Theatre, Sedalia, Mo.
Motion Picture Daily

Exposition

(Continued from page 1)

$1,000,000 worth of debentures, offered for sale in $100 units bearing 5 percent interest. No funds are to be expended until $820,000 or more has been subscribed.

The Motion Picture Exposition, to be open to the public every day in the year from 10:00 A.M. to 11:00 P.M. at an undetermined admission price, will be located at the intersection of Sunset Boulevard and Bronson Avenue, site of the original Warner Brothers studio, which will be entirely remodelled for the exposition.

16mm to Highlight SMPTE Meet

The 77th semi-annual convention of the Society of Motion Picture and Television Engineers at The Drake in Chicago, April 18-22 will feature the production and distribution of 16mm non-theatrical motion pictures for educational and industrial use. To date, more than a dozen papers on these questions have been received, with the promise of more to come.

To aid those engaged in the production of commercials and educational motion pictures who do not have access to the know-how and extensive fabricating facilities available on major studio lots for the creation of sets, props and special effects, Herbert Meyer of the Motion Picture Research Council in Hollywood will discuss "Selected Set Construction Techniques."

Worn TV Producers On Film Copyright

By SAMUEL D. BERNs

Hollywood, March 14.—Producers and distributors of television films have been alerted to the fact that a considerable number of TV films are being produced bearing a notice of copyright, for which the claims to copyright seem not to have been registered with the Library of Congress copyright office, according to letters received here from Richard S. MacCartery, chief of the Reference Division, in Washington.

Statute Quoted

Under the statute, "copyright in a film reproduced in copies for sale or distribution is secured when it is published for the first time, if at that time it bears the statutory notice of copyright. Once a work has been so published the copyright claimant is obligated to deposit copies and to register his claim to copyright with the copyright office. When copies are not deposited promptly after publication with notice, the Register of Copyrights is authorized to demand such copies, and failure to comply with such demand will not only result in voiding of the copyright, but may also result in the imposition of a substantial fine."

It was pointed out in the letter.

Cost of Print a Factor

In questioning a distributor and a producer of TV films with regard to the foregoing practice, it was reported that producers and story departments generally accept a verbal statement of copyright from the author, and that producers are "lax" in supplying the copyright office with prints in the belief that the cost of a print is too great a contribution to make to the archives. The distributor said there is no reason not to offer a print to the Library of Congress providing they agree to make a purchase at cost.

Production Going Up; 29 in Work

Hollywood, March 14.—Production continued its upward climb this week for a total of 29 pictures before the cameras. Four new pictures were started and two others were completed.

Started were: "Women's Reformatory," (Afield Artists); "Hell's Horizon," (Gravis Productions, Independent); "Gays and Dolls," Goldwyn, Cinemascope, Technicolor (Metro-Goldwyn-Mayer); "A Many Splendored Thing," Goldwyn, Technicolor, color (20th Century-Fox).

Completed were: "It's Always Fair Weather," Cinemascope, color (Metro-Goldwyn-Mayer); "The Sporlers," Technicolor (Universal-International).

Rhoden to Speak

Hollywood, March 14.—National Theatres president Elmer C. Rhoden will be the guest speaker at Wednesday's evening meeting of the Motion Picture Industry Council here.

Rhoden will address the group on public relations.

Kalmenson

(Continued from page 1)

to Dec. 31, 1959. The former date was the expiration of his contracted employment under a 1951 agreement. The SEC was informed that his compensation and weekly allowance shall continue at the same weekly rate as long as he remains general sales manager. His rate under the 1951 contract was listed as $1,750 per week, plus $250 per week for entertainment and other expenses. The new agreement also continued and extended the 1951 provision concerning his employment as advisor at a weekly rate of $500 for five years after ceasing to function in the capacity of general sales manager.

Texas State-Wide Debuts for 'Cover'

"Run For Cover," Paramount's first Western in VistaVision, and starring James Cagney, Viveca Lindfors and John Derek, will have a world premiere on a state-wide basis in Texas, April 5-9. The first opening will be held at the Paramount Theatre, Austin, April 5.

The second will attend the opening at Austin and also at four other key Texas situations. These are: the Majestic Theatre, San Antonio, April 6; Majestic, Houston, April 7; Majestic, Dallas, April 8, and Worth, Fort Worth, April 9. There also will be two additional premiere openings: the Waco Theatre, Waco, April 8, and the Plaza Theatre, El Paso, April 9.

names MGM's HIT THE DECK April Picture of the Month

it aboard all movie marquees with a 21 GUN SALUTE

In Color and

Cinemascope

starring

JANE POWELL • TONY MARTIN • DEBBIE REYNOLDS • WALTER PIDGEON • VIC DAMONE • GENE RAYMOND • ANN MILLER • RUSS TAMBLYN

Directed by Roy Rowland
Produced by Joe Pasternak
An M-G-M Picture

seventeen
A GREAT WESTERN

in the tradition of “Red River” and “High Noon”

The public likes its westerns BIG these days. Here, to satisfy them, is a BIG adventure story—starring a BIG boxoffice favorite—with the kind of high pitched excitement that pays off!

LEONARD GOLDSTEIN PRODUCTIONS PRESENTS

JOEL McCREA in

STRANGER ON HORSEBACK

THE STRANGER
The town gave him 12 hours to live!

THE WILDCAT
When she couldn’t outshoot a man—she used other weapons!

THE KILLER
A kid who liked to play...with lives!

The LAND BARON
He owned the town—lock, stock and gun-barrel!

THE COLONEL
He liked his cigars fit for him—and his killings done for him!

IN ANSCO COLOR BY PATHE

CO-STARRING MIROSLAVA • KEVIN MccARTHY • JOHN McINTIRE
EMILE MEYER • NANCY GATES • JOHN CARRADINE Screenplay by HERB MEADOW and DON MARTIN • Story by LOUIS L’AMOUR • Produced by ROBERT GOLDSTEIN Directed by JACQUES TOURNEUR
Exhibitors in Dallas
Hear Broydie Outline
AA Product Plans

N. J. Allied Pledges
Anti-Toll TV Funds

Kramer Sells Two
To Astor Pictures

Progress Report Reveals
90 FROM UA OVER
THREE-YEAR SPAN

Bill to Boost
N.Y. Film Tax

15% Ahead in 1954
'Scope Introduction Builds
French Theatre Business

By LESTER DIONOFF

THEATRES IN OMAHA, Friday, March 15.—More than 100 exhibitors of the area, whose
spokesman for the occasion was Robert
J. O'Donnell, general manager of the Interstate
Circuit, today heard Steve Broydie, president of Allied Art-
ists, outline the steps by which UA is building what Broydie characterized
as a "new source of major product."

The meeting with exhibitors was the first of a cross-country series which Broydie has planned. He is ac-
companied by Morey R. Goldstein, vice-president, and John C. Flink, advertising-publicity director.

Broydie told the exhibitors: "I am not asking you to invest your money in our company; I am asking you to
invest your playing time. We are building a power house to keep your marqueses lit with box-office attrac-
tions.

3-City Debut for
'Man Called Peter'
Marking the first international world premiere of any 20th Century-Fox Cinemascope production, "A
Man Called Peter" will have simulta-
neous openings in Glasgow, New
York and London on March 31, in
debuts highlighting the Easter holiday season, it was announced.

The three-country introduction is designed to rank among the most glittering accoulsed a motion picture, with
government leaders, stars of the en-
tertainment world and prominent
(Continued on page 6)

Bill extending D.S.T.
In Gotham Passed

New York's City Council yest-
(Continued on page 7)

For Majors in 1954

Expenditures in 1954 by the nine
major film companies for national ad-
vertising, exclusive of local, radio and
television, increased 15 per cent over the
total for 1953, according to figures
submitted by the magazine "Circuits."
The figures submitted by the publica-
tion are based upon a survey by Pub-
liser's Information Bureau, Inc.
Expenditures for 1954 totaled $3-
(Continued on page 7)

All The News
That Is News

MOTION PICTURE
DAILY

NEW YORK, U.S.A., WEDNESDAY, MARCH 16, 1955

VOL. 77, NO. 52

TEN CENTS

More Than EDC
See Wide Area
For Allied's
Meet with TOA

Many Aspects of Mutual
Interest May Come Up

The joint meeting between commit-
tees representing Allied, States Assoc-
atious Owners of Amer-
ica, proposed originally for the pur-
pose of discussing Allied's Emergency Defense Committee projects, may
delve into other aspects of mutual
interest.

The meeting, it was reported, may
explore all areas in which Allied and
TOA are not in disagreement and
may even include a preliminary discus-
sion of the often-suggested merger of
the two organizations.

The sessions currently are awaiting
the return of Ruben Shor, Allied pres-
(Continued on page 6)

N. J. Allied Pledges
Anti-Toll TV Funds

Allied Theatres of New Jersey has
subscribed a "substantial" amount of
money to the fund to combat subscrip-
tion television, Wilbur Snapper, pres-
dent of the unit, said here yesterday
following a meeting at the Garden
Trenton on Monday. Snapper declined to
tame the exact amount of money
pledged. He said that the New Jersey
unit had advanced the money from its
es and that the members would
reimburse the organization individu-
al.

The Monday meeting was the an-
ual session with state legislative
(Continued on page 6)

Kramer Sells Two
To Astor Pictures

Stanley Kramer has sold the
rights and negatives of "Cham-
pion" and "Home of the Brave"
to R. M. Savini's Astor Pictures
Corp. for an amount reported to
have been in excess of $175,000.

The pictures were Kramer's first two for United Artists dis-
tribution, both having been re-
 leased in 1949. It is reported
that Kramer is seeking to liqui-
date completely his older pic-
tures, with "The Man" and "Cyrano de Bergerac" possibly to be offered at a later date.

15% Ahead in 1954
'Scope Introduction Builds
French Theatre Business

By LESTER DINOFF

Theatre business throughout France has been increasing steadily since 1952
and reached a high in the 1954 fall-to-winter season receipts were about
15 per cent ahead of the 1953 comparable period, according to Jean Thevenot,
general manager of Societe Nouvelle Pathé Theatres, and Lucien Nach-
baur, managing director of the French Pathé circuit.

Speaking at a trade press confer-
ence here yesterday at the Paris Thea-
te, Thavenot and Nachbaur stated that the increased business and the
doubled receipts commenced with the
introduction of Cinemascope and stereoproduction in France.

"There are roughly 500 theatres
throughout France equipped for Cine-
(Continued on page 7)
Personal Mention

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Boston from New York.

ROBERT WOLFF, chairman and managing director of RKO Radio Pictures, has returned to New York following completion of a cross-country business trip.

HILARY WATSON, theatre sales representative in London for B.O.A.C., has returned to England from New York via one of the company's Monarchs.

JESSE CIRNICH, Buena Vista sales manager, returned to New York following an extended tour of Europe.

FRANK A. UNGANO, financial manager of United Artists, has returned to New York following a visit to Hollywood.

BYRON ADAMS, branch manager for United Artists in Atlanta, is the father of a son born there to Mrs. Adams last week.


LILLIAN LANG, fashion director of "Photoplay," has returned to New York from Florida.

GIANNI HECHT, head of Document Film, will arrive here tomorrow from Italy.

PHIL GRAND, Universal Pictures publicity director, is in Albany from New York.

To Honor Kirsch
In Chi. Apr. 19

CHICAGO, March 15.—A testimonial banquet honoring Jack Kirsch, president of Allied Theatres of Illinois and chief bargainer of the Variety Club here, for "his services to the community and to the state of Israel," will be tendered on April 19.

Shariatsky will be Jack Benny, who will receive the first Israel "Oscar," the Eliezer Kaplan Award, heads the list of support of Israel's program for economic development through the Israel bond program. Of 65 people, five are expected to attend and to buy a $1,000 or more Israel bond. Jack Rosé, secretary-treasurer of Indiana-Illinois Theatres, Inc., will represent the exhibitors in the testimonial. The goal set for Chicago is $3,000,000 for the year.

N. J. Allied Seeking More Children Films

The dearth of suitable product for children shows and remedies to correct the situation were discussed by Allied Theatres of New Jersey at a membership meeting in Trenton, presided over by William Snider. Held here yesterday, this lack of "kid" pictures has reflected considerably in grosses, Snider said, adding that the distributors claim that they have prints of the desired pictures.

Snider said that New Jersey Allied probably has enough distribution enough playdates for a popular picture to make it profitable and available to all circuit managers.

He added that he would ask the Council of Motion Picture Organizations to make a check with all distributors for the first run with strict juvenile appeal would be available.

ABPC Adopts Perspecta Sound

Associated British Pictures Corp., has become the fifth major company to adopt Perspecta stereophonic sound, according to cable news reports from London by Associated Press, Inc., in New York. This follows the recent announcement that Universal-International will use Perspecta. Other major companies also using Perspecta are M-G-M, Paramount and Warners. In addition, optical track system for stereophonic sound is used by other independent producers.

RKO will install equipment for recording in Perspecta in its Elstree Studio in the near future. This will make RKO the first of the important studios of Great Britain, the other being M-G-M's British studio, where it is already in operation.

Production is Heavy

In the British exhibiting field, Perspecta continues with city and suburban installations in theatres in England, Northern Ireland, Eire and Scotland. It was said that RKO and GB Kalee companies are in full production of Perspecta units to fill the many current orders.

RKO to Reissue 5
By Mid-Summer

RKO will re-issue five top features—each with a built-in promotion angle—during the spring and summer months. It was announced by Walter Branson, World-Wide Sales Manager. Immediately following the Academy Awards on March 30 "The Two of Us," the seven-Oscar winner, will be available for key city dates.

RKO also has decided to re-release "Berlin Express." The film which will go into release in the middle of April, stars Robert Ryan, Merle Oberon and Paul Lukas. The racy yarn with an audience heroine star, "Bringing Up Baby," is set for distribution at the beginning of May.

In mid-May, "I Remember Mama," with Irene Dunne, Oscar Homolka and Barbara Bel Geddes in release, "The Big Street" is scheduled for distribution at the beginning of June.

Charles Moss Accepts Group Chairmanship
For UJA Campaign

Charles B. Moss, of the R. S. Moss Corp., and executive director of the Criterion Theatre here, again has accepted the chairmanship of the United Jewish Appeal's amusement division. Appreciation for purchasing agents' group, it was announced yesterday by Monroe Goldwater, UJA president.

Moss has been credited with having been largely responsible for guiding the 1954 drive of the purchasing agents' group which netted UJA a sum in excess of $61,000, Goldwater said.

The group, consisting of purchasing agents of the various major companies, operates within the framework of the overall amusement division of the campaign.

The financial objective of the city-wide campaign, explained, "is to raise the New York area's share of the national UJA goal of just under $100,000,000 to support the work of local branches, the United Fund, the Joint Distribution Committee (including ORT), and the New York Association for the Blind, which, on a local level, means $2,289,968 required this year by the National Jewish Welfare Board and $1,624,380 by the American Jewish Congress."

Charles Moss

Name 'SOS' Agent
For Vistarama

HOLLYWOOD, March 15—S.O.S. Cinema Supply Corp, of New York has been granted exclusive agency rights for the Vistarama sound system, a new process of photography throughout the Eastern half of the U. S., with a non-exclusive arrangement in the remainder of the country. It was announced here today by Carl W. Dudley, Vistarama president.

The new distributor has shop facilities for mounting Vistarama on any type of 16mm., or 35mm. professional camera, it was stated.
Hottest Picture Of The Year! Give It The Works!

**SOCK NOVEL!**
Hide-up book store windows with displays of stills! Regular edition and Pocketbook!

**SOCK TRAILERS!**
Teaser and regular trailers pack a wallop! Run them far ahead of playdate!

**SOCK RECORD!**
"Rock Around The Clock" theme song is hot for tie-ups and lobby use!

**SOCK AD CAMPAIGN!**
Use extra space. Here are samples of TNT ad series!

**SOCK RADIO! TV!**
Plan saturation campaign with terrific radio transcriptions and TV spots!

**SOCK POSTERS!**
In New York 10 trucks covered the city, especially the school areas. Pictorial 24-sheet also available!

**SOCK STANDEE!**
40 x 80 lobby flash that's ticket-selling! Use it weeks in advance!

**SOCK HERALD!**
4-page tabloid sizzling with mass appeal!

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**M-G-M presents**

"**BLACKBOARD JUNGLE**"

Starring

GLENN FORD
ANNE FRANCIS • LOUIS CALHERN
with MARGARET HAYES

Screen Play by RICHARD BROOKS
Based on the Novel by EVAN HUNTER

Directed by RICHARD BROOKS • PRODUCED BY PANDRO S. BERMAN

(Available in Perspecta Stereophonic or 1-Channel Sound)
Meet fellow passengers in the smartly decorated "Starlight Lounge." As you see new faces and make new friends, relax in the deep-cushioned sofas and order your favorite drink. Choose champagne, bourbon, scotch, cocktails with TWA's compliments, naturally.

Fly the finest... FLY TWA
TRANS WORLD AIRLINES
U.S.A.-EUROPE-AFRICA-ASIA
DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA's great new SUPER-G Constellations
NON-STOP TO LOS ANGELES

LARGEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

> Created by Lockheed especially for TWA!
> Powered by Curtiss-Wright's newest Turbo-compound engines!
> Interior by Henry Dreyfuss, world-famous designer!

First to fly NON-STOP coast to coast, TWA now sets new standards of speed and luxury in transcontinental air travel with the great incomparable Super-G Constellation.

Never before have so many new features been introduced in one giant airliner. Not just one, but four cabins—three beautifully appointed lavatories, rich wood-paneled interiors, adjustable reading lights, handy baggage racks... Teco lounge chairs—roomiest in transcontinental service, glare-free picture windows—much more.

Your only regret will be the briefness of your stay aboard. For in just a few hours the four mighty Curtiss-Wright Turbo-compound engines bridge the distance between New York and Los Angeles.

Plan to enjoy it all at no extra fare on your next trip. Make your reservations today. Daily service begins April 1.

Sleep away the miles in a wide, full-length berth that's even roomier than rail berths! In the morning, awaken to a piping-hot breakfast served right in bed by your attentive TWA hostess. It's the only air sleeper service between New York and California.

Finest food in flight! Mealtime finds you lingering over each tempting course of a complete de luxe dinner. And any time at all you can enjoy your favorite drink, delicious snacks or tempting cakes from TWA's galley—all at no extra cost.

For immediate reservations
SEE YOUR TRAVEL AGENT OR CALL TWA:
Lexington 2-7100
Or visit one of TWA's conveniently located ticket offices:
East Side Airlines Terminal Building, 1st Ave. and 30th St.,
60 East 42nd Street • Sheraton-Astor Hotel Lobby
624 and 620 Fifth Ave. • Hotel Statler • 67 Broad Street
120 Broadway • Brooklyn: 200 Livingston St.
Newark, New Jersey: 15 Commerce St., Mitchell 3-7630
White Plains—35 Mamaroneck Ave.—White Plains 8-7382

TWA's Nose that knows the weather! Equipped for radar to see the weather a hundred miles ahead, the nose on TWA's Super-G helps pilots plot a course around and above surface storms. No other plane in coast-to-coast service has this unique feature.
N. Y. Tax

(Continued from page 1)

a vote until the sponsor moves it and
a debate, if asked, is held.

Mr. Morton, friend of the industry, com-
mented, “I cannot understand why
motion pictures should be picked out
for additional taxes. It is not the pro-
duction of the picture industry that
is unfair to propose payment by the in-
dustry of thousands of dollars more. I
intend to oppose this bill vigorously. I
don’t think it will pass.”

License System Profitable

Apparently, the proposal did not
originate with the State Education
Department, who hold the picture di-
vision would be affected. The state,
which already nets a substantial sum
yearly from the film license system,
would receive additional income—the
reason given for the measure.

A companion bill, introduced by
Assemblyman Leo P. O’Connor, Re-
publican, was referred to the As-
sembly education committee. Both
acts would take effect July 1.

Allied-TOA

(Continued from page 1)

ient, from an Arizona vacation. Shor
had asked that the meeting be held
up until after he completed his holi-
day, which will be in early April.

TOA’s recent call by its board of
directors that the projected round-
table industry conference take up the
issue of film rentals was pointed to as
one strong area of mutual agree-
ment, although it was acknowledged
that the idea covers the project of
Allied’s EDC.

‘Man Called Peter’

(Continued from page 1)

religions, civic and business
personages in attendance.

The Samu Co. filmed production
starring Richard Todd and Jean
Peters will bow at the La Scala The-
atre, Glasgow, amid a citywide cele-
bation honoring the memory of Dr.
Peter Marshall, who was born and
spent his early years in Glasgow be-
fore coming to America to gain in-
ternational prominence as Chaplain
of the United States Senate.

Ala. Theatre Receipts
Off 4% in October

ATLANTA, March 15.—Theatre
receipts throughout Alabama for Oc-
tober were 4.5 per cent lower in com-
parison with September, 1954, ac-
cording to a University of Alabama
Bureau of Business Research survey
based on sales tax returns.

The box office totals during Oc-
tober, however, were up 5.8 per cent
in comparison with October, 1953, the
survey revealed.

CinemaScope Aids France

maScope presentation,” the for-

Abbey film officials said, speaking
through an interpreter, the studio’s
Louis J. and Lillian Gerhard, president
and vice-president, respectively, of
the French distribution agency, or-

national pictures, in the city. “Paris,
with its 600,000,000 francs, is the
largest market for American films in
Europe,” he said.

Expect to Start May 16

The French exhibitors have come
to the United States in connection
with the introduction of Cinema to
France. They are converting a 1,700-
seat theatre in Paris, the Empire, to
Cinema and to begin exhibition of
‘This Is Cinema, which has been ad-
vertised to the French public.

‘The Pathé’

Thonet said in agreement with Nachbaur.

U. S. Films Second

in French Grosses

American films in France are sec-
ond best in total box office grosses,

Commenting on television and its
effect on theatre business, Thonet
and Nachbaur declared that “televi-
sion is not widely seen throughout
France and, therefore, theatres are not
affected. However, television is help-
ing theatres by the publicity given to
films currently being exhibited.”

Pathé, which recently completed its
feature, ‘Fortune Carries,’ is interested in dis-
tributing American product in France.

50% of Space Sold
For SMPTE Meet

CHICAGO, March 15.—Brochures
on the seventy-seventh semi-annual
convention of the Society of Motion
Picture Engineers will be available
been out for only a week and already
50 per cent of the space has been
reserved by various manufacturers.

The convention is to be held at the
Drahe Hotel here on April
28-22. James L. Wassell, regional
manager of motion picture service
for Asco, who is chairman of the
local arrangements committee, said
the first time exhibit space has
so rapidly been reserved.

The indications are that there
will be at least 500 registrations. Among
the companies who have registered
for this convention will be Bell &
Howell, Precision Laboratory, New
York; Westrex, Hollywood; East
Screen; Camex Equipment Co., New
York; Pathé Laboratory, from the
East coast; Roosevelt, from the
West Coast; Motion Picture Print-
ing & Equipment Co., Chicago; S.O.S,
New York.

Thus far 50 papers have been sub-
mitted for the program sessions, which
Wassell announced is 22 per cent
ahead of last year’s schedule. The
Society last held its convention in
New York, 1952.

4-Year Statute of
Limitations Bill Now
Has Full Approval

WASHINGTON, March 15.—The
full House Judiciary Committee ap-
proved a four-year Federal statute of
limitations for private treble damage
anti-trust suits.

At the same time, a strong move-
ment was revealed in the commit-
tee for legislation to give Federal judges
powers to go beyond the limits of treble
damages in those suits. Rep. Walter
(D., Pa.) led a drive to add such a
 provision as an amendment to the
statute now before the committee.

Walter later introduced in the
House a separate bill to give judges
powers to go beyond the limits of treble
damages in these anti-trust suits.

After much discussion, it was
agreed the discretionary damage fea-
ture would not be pressed as an
amendment to this bill but that there
would be separate hearings on the
discretionary damages proposal later
in the session.

Two Hot Issues

Both the uniform statute of limita-
tions and the discretionary dis-
agreements on this proposal, and it
was expected there would be a new
statute in the next Congress.

Second Bill Blocked

Meanwhile, Rep. Patman (D., Tex.)
blocked the house approval of anoth-
ber bill to boost from $5,000 to
$10,000 the maximum anti-trust fine.

The house should have doubled the
fine, aumento the 1924 anti-trust law,
but a Rep. ammendment would have
tripled them.

The House was considering a bill
to increase the fine to $10,000, and
the Rep. amendment sought to in-
crease the fine to $30,000. Both bills
were blocked.

N. J. Allied

(Continued from page 1)

leaders who were guests of the New
Jersey unit at a luncheon in the Stac-
ytown Hotel. Snapper said that while
toll TV was not discussed formally,
the industry expressed the opinion
that the has been opposed to a prac-
tice of charging a fee for “free air.”

Hackett VC Guest

Buddy Hackett will be the special
guest of the National Club of New
York at its second luncheon meet-
ing of 1955, to be held at Toots Shor’s
on March 29.
UA Product

(Continued from page 1)

of picture talent that has ever been assembled under one roof in our industry." He referred to contractual agreements, already included in the production units ranging from Harold Hecht-Burt Lancaster to Joseph L. Mankiewicz to Frank Sinatra.

Taking cognizance of exhibitor complaints of a product shortage, Max E. Youngstein, vice-president, interjected that the estimated number of films turned out, represents 30 pictures per year, which will be augmented. He went on to say that and others to come not only insures a line-up of product, but a lift in the bulk of releases as compared to previous years.

Expanding on Youngstein's statement, William H. Krim, vice-president in charge of distribution, said that exhibitors can look forward to a "constitutively unique UA's initial three pictures," which will be "Pictorial theatre non-exclusive fea-
tures," as well as a "Seventeen," which will be released in May. "Pictorial theatre non-exclusive fea-
tures," as well as a "Seventeen," which will be released in May.

UA Has Financed 'Practically All' Of the $40,000,000 Invested in Films

"Practically all" of the $40,000,000 invested in the United Artists releasing program for 1955 has been financed by UA, it was disclosed here yesterday by President Arthur B. Krim.

Financing of a similar magnitude was forecast by Krim for future years, in answer to a question, at a trade press conference. Full financing, he was quoted, will be secured for most of the recently concluded deals with independent production units.

In addition, Krim declared, hundreds of thousands of dollars have been saved in pre-production costs for various units releasing through UA.

The 1955 releasing program, Krim explained, consists of 48 pictures, to be released at the rate of four a month. He said he could not disclose later the names of the pictures, explaining that conditions prevailing then will govern the releases.

UA Producer-Stars

On Non-Executive Basis

"Command Bow" signed up by United Artists as independent production units will turn out "extra pictures that would never have seen the light," as was maintained here yesterday by UA president Arthur B. Krim.

UA, he said, has no plans to enter the film business, though it will do deals with such stars as Joan Crawford, Kirk Douglas, Harvey Fonda, Frank Sinatra and Robert Mitchum, pointed out that these deals are on a non-exclusive basis, allowing these stars to work in other pictures besides those contracted to UA releases.

Says Some Will Have Partners

The UA president explained that neither UA nor the stars expect that they will become, full-fledged producers. But, where the stars go, will have producers as partners in the venture, others will have business associates, others will take part in the planning of the work, while others may carry the business burdens themselves.

Referring to the list of production units already under contract, Krim said they have the "stamp" of "diversity," he also feel, that this is a commercially-mixed group of picture-makers. Exhibitors, he went on, "have something here to count on in the next few years."" 

In response to a question, Krim said that UA has no plans to enter the television field, though it will continue signing in pre-production financing, as well as distribution and regular financing, represents the "objects" of UA's management.

Krim, joined by Benjamin, said they felt that the accent in today's market, as well as the future, will be on "quality" or higher-budgeted pictures, although the low-budgeted picture of about $300,000 should not be eliminated. These latter pictures, they added, are sought by exhibitors, too. "We have been, and continued, pointing out that at times there is no correlation between the great power of a picture and its cost," Krim declared any comment on the toll TV issue. In response to a query regarding the study conducted by the management group from Charles Chaplin, Krim said there are no plans to take it out of the treasury. UA, he went on, answering another question, has no plans at present to make any public issue of its stock.

The UA president said that he plans...

UA National Pre-Selling

"BATTLE CRY" is the featured review in the April issue of the "Woman's Home Companion." Attractive photos made on the production sets fill a full page and illustrate the Warner picture, which is recommended to "Companion" readers.

"A Man Called Peter" has been selected as one of the highlights of the month for April by Florence Sonners.

"Artists and Models," the Martin and Lewis picture, receives a plug in the current issue of "Life," Shirley MacLaine, who plays the dancing girl lead in the picture, is profiled in the issue. Three pages are devoted to this rising star, who will also be seen in Alfred Hitchcock's "The Trouble With Harry."

In the same issue is an eye-catching color page ad on "A Man Called Peter."

"Underwater," receives a plug in the March issue of "Seventeen." A two-page spread is devoted to Perez Prado, the mambo king, who is featured in a color photo of Hughes picture starring Jane Russell.

The star of UA's "Gentlemen Marry Brunettes," Jane Russell, gave an interesting interview to "Dust" article as to the adoption of foreign children by American married couples. The article appeared in last Sunday's issue.

A new ador Columbia's "Long Gray Line," appeared in the same issue of "Parade."

The front cover of "Pictorial Review". March 27 issue will have a Kajaralik caricature in full color spotlighting the stars of 20th Century-Fox's "A Man Called Peter."

In last week's "Pre-Selling" column the picture was listed for this "Pictorial Review" front cover.

M-G-M's "Hit the Deck" is advertised on the table of contents page in the issue of "Collier's" appearing on the newsstands tomorrow.

Columbia's "The Long Gray Line" receives notable attention in the March issue of six national magazines. The periodicals are "Family Circle," "Seventeen," "Parents," "Coronet," "Blue Book" and "Vogue." as being on its way "non-stop to an Academy Award of 1955," while "Parents" selects it as the "Magical" idea of the Month for March.

"Seventeen" editor, Tyrone Power-Maureen O'Hara starrer as its picture of the month for March, while "Vogue," later in its "people are talking about..." section, "Blue Book" selected "Gray Line" for its picture of the month, "Family Circle" chose the production as the month's best.


An attractive ad on U.T.'s "Captain Lightfoot" appears in the March issue of "McCall's.

WALTER HAAS
Never before in my forty years in the motion picture industry have I been so sure, so excited, so thrilled about a motion picture as I am about Stanley Kramer's **NOT AS A STRANGER**.

I am confident that my reaction will be shared by everyone who sees the film. Because of my confidence, I have asked United Artists to have a special screening of **NOT AS A STRANGER** at its Sales Convention in Los Angeles on Friday, March 18, and in Chicago on Friday, April 1.

The film, which will be shown, and the national and local campaigns, which will be presented, will hit new highs in the motion picture industry in size and in results.

*George J. Schaefer*

GEORGE J. SCHAEFER
At First Session
Starr Stresses Speed in Fight On Toll TV
Cites Necessity for Quick Action at Hub Meeting
Special to THE DAILY
BOSTON, March 16.—New England exhibitors appeared to be enthusiastic over the picture of the entire pay-as-you-see-TV situation given them at the New England Joint Tax Committee on Toll TV's initial mass meeting here today by Alfred Storr, co-chairman of the National Committee Against Pay-As-You-See-TV. Nearly 400 attended the meeting in the Bradford Hotel.

Need for speed in financing replies by engineering, economic and legal experts was questioned. (Continued on page 6)

Siegel-Metro Pact Near Finalization
From THE DAILY Bureau
HOLLYWOOD, March 16.—Terms of a contract under which Sol C. Siegel will become the fourth independent producer associated with M-G-M will be announced with the signing of a pact which is in the final stages of negotiation, the studio today confirmed.

Other independents identified with M-G-M are David O. Selznick, Samuel Goldwyn and Deuel.

New Sponsor for 'Peter' Premiere
The March of Dimes has consented to relinquish the March 31 benefit performance of 20th Century-Fox's "A Man Called Peter" at the Roxy Theatre to the newly-organized Highland Fund of North America, and the Caledonian Hospital of Brooklyn. The fund group has been formed to raise funds for the rehabilitation of the Scottish Highlanders.
The change in sponsorship was made (Continued on page 7)

Equivalent to $1.08 Per Share
Universal's 13-Week Net Reported as $1,136,928

Universal Pictures and subsidiary for the 13-week period ending Jan. 29 of $1,136,928 after providing $1,015,000 for Federal taxes on income. Harryman Signs Bill Giving Municipalities 'Breakage' on Tax
Special to THE DAILY
ALBANY, March 16.—Gov. Averell Harriman today signed the Assembly Rules Committee bill permitting localities to receive the major "breakage" on the five per cent admission tax. The new law, retroactive to June 30, 1954, validates collections on such a basis made by New York Binghampton and Elmira. A statement issued today in connection with the Governor's approval said: "This bill was introduced in the (Continued on page 7)

To Use Sindlinger Survey in Taxi Fight
The report being prepared by market analyst Albert E. Sindlinger on the effect of the New York City five per cent amusement tax on the local industry, which is expected to be completed by next week, will be used by exhibitors in their continued fight to have the State Enabling Act of 1947 or the local "nuisance" levy removed, according to Emanuel Frisch, president of Metropolitan Motion Picture Theatres Association.

Sindlinger reported, Frisch said (Continued on page 7)

Again Weigh Dropping of Trade Shows
Attendance by exhibitors at trade screenings has reached a low point and again distributors are weighing the question of whether to discontinue them completely. Sales executives say that in the exchange cities, the showings sometimes are tied in with the screenings for the branch office staffs and in most cases few exhibitors, especially independents, show up.

Circuit buyers and bookers are the best patrons of the trade shows, sales heads say, but even they don't attend as frequently as it was expected they would when the screenings became a standard practice some years ago.

A checkup by one distributor revealed that a total of 22 exhibitors attended screenings of a picture recently in 18 exchanges. At the balance of the branches, no exhibitors attended. It has become the practice, it was said, to set a screening date, announce it and then hold it primarily for the office staff, with exhibitors welcome if they want to come in.

Meanwhile, it is reported that serious consideration is being given to dispense with the exhibitor showings altogether.

Connoy Resigns
Fox Division Post
James M. Connolly, 20th Century-Fox North-East division sales manager, has resigned from the company effective on Saturday, it was announced yesterday. Connolly is joining John Donnelly & Son, advertising firm, where he will occupy the position of executive assistant to the vice-president.
The four offices in the North-East division—Albany, Boston, Buffalo and New Haven—will be temporarily supervised by Glenn Norris, Eastern sales manager.

License Bill Help to Industry, Moritt Told
Special to THE DAILY
ALBANY, March 16.—The O'Connor-Nunnell bill proposing an increase from three to four dollars per thousand feet and each fraction thereof for a film license fee designed to increase the total cost to the motion picture industry of censorship, but rather to decrease it, by cutting the...
Cooper Theatres in Oklahoma City Offer New Parking Service; Relieves Problem

OKLAHOMA CITY, March 16.—A discount parking service has been adopted by the downtown Cooper Foundation Theatres, the Century and Harbor, to be successful, according to Gordon Leonard, Criterion manager.

He said a patron could park in any station, then go to the theatre and turn in his parking ticket. The cashier, then stamps the ticket and sells the Admission ticket and the parking ticket in one.

The two theatres honor any parking ticket, giving the patron the choice of downtown parking places.

The new system, Leonard explained, requires no bookkeeping. He said it will be a interim of time, and that a person of type plan eliminated any film rental and tax charges being tired to the parking rebate.

Gordon said the discount is sufficient for the patron to take care of his own parking costs.

13 More Weeks for NT Incentive Plan

HOLLYWOOD, March 16.—Although the 13-week experimental test of National Theatres ‘incentive plan,” inaugurated by President Rhoden on his taking office, did not yield the expected results, the test will continue for an additional 13 weeks, the management today informed NT personnel in the circuit’s weekly publication, “Showman.”

Excluding the disappointing results read in part:

“...in analyzing product played it made an admittance of attractive-looking ‘hits’ turned out to be much less attractive when spread out before the buying public, the corporate board installed by Rhoden is an all-over system which enables a successful manager to go in and less product there is Evidence sacrificing his salary level, and to build up business with the knowledge that the increase in gross of sales be reflected to his permanent salary rather than on the basis of the single theatre’s gain.”

Tolls TV Group in Washington Today

Exhibition’s Committee Against Pay-As-You-See TV will meet today at the Washington offices of Cohn & Marks, the group’s legal counsel, to discuss further moves in opposing subscription television, according to Robert S. Taplinger & Associates, public relations counsel.

Expected to attend the Washington meeting are: Abram F. Myers, Philip Harling, Wilbur Snapper, Dr. Dallas Smythe, Trummen Rehbusch, Taplinger and Don Walsh.

Helen Steinberg Dies

Helen Steinberg, in the legal department of Loew’s Theatres here for the last 25 years, died suddenly yesterdav. Miss Steinberg lived at the Hotel Ansonia, Max Steinberg, a resident of Frenchtown, N. J., a brother, survives.

Funeral services will be held at the Park West Funeral Chapel on Friday at 2:30 P.M.

Quigley, Jr., Speaker

Martin Quigley, Jr., editor of “Motion Picture Herald,” gave a talk last night here to the members of Carta, an organization of Catholics in the motion picture industry, employed in the fields of advertising, radio and television.

The subject of the Quigley talk was “Morality in Entertainment.”

5 ‘Oasis’ Premieres Set for Germany

Simultaneous world premieres of 20th Century-Fox’s “Oasis” tomorrow in the principal cities of Germany will usher in the first European motion picture and the first tri-lingual production filmed in CinemaScope into world-wide theatrical exhibition. The film is being released in German, French and English language versions.

Starring an international cast headed by Doris Montgomery, Pierre Brasseur, and Carl Tunberg, the film’s production will bow in gala programs at the Dephi Theatre, Berlin; City, London; Grand, Frankfurt; Passage, Frankfurt; and the Metrop Schwan, Munich.

Eddie Martin, 20th Century-Fox vice-president in charge of production, is expected to head a delegation of international film executives, pressmen and film publicists from the entertainment world at the Berlin premiere of the romantic adventure drama.

Treas. Department To Cite Gene Autry

WASHINGTON, March 16.—The Treasury Department will cite Gene Autry on Friday for his contributions to the savings bond sales program.

The National Director of the Savings Bond Division, will give Autry the President’s Prayer Parish Medal for his services rendered to many past contributions. Autry recently donated a short film for theatre and television use, encouraging school children to buy savings stamps and bonds.

Thinks Congress Will Grant FCC Power

WASHINGTON, March 16.—Senate commerce committee chairman Magnuson (D., Wash.) predicted Congress would restore the Federal Communications Commission’s authority to limit the number of television or radio stations any one firm can control.

The Court of Appeals for the District of Columbia recently ruled that the Commission had exceeded its legal authority by issuing such limits.

See No Hearings on Treble Damages Bill Until After Report

WASHINGTON, March 16.—Rep. Walter (D., Pa.) said he didn’t expect hearings on his disbarment committee, that the Attorney General’s anti-trust study committee reports late this month.

Walter said a successful fight in the House Judiciary Committee yesterday to add a pending anti-trust bill a provision giving Federal judges discretion away less than treble damages in private anti-trust cases. The committee agreed to consider the matter in the late spring and Walter then introduced a special bill to accomplish it.

The film distributors are backing such legislation, but exhibitors are expected to oppose it, as they have in the past. The report of Attorney General Vice-President is present, the anti-trust damages are understood. At present treble damages are mandatory whenever the verdict goes against the plaintiff.

Courts Could Still Act

Walter pointed out that even if his bill were enacted, the courts could still award treble damages whenever the verdict was deliberate, but would hold that a less clear case, the firm innocently ran afoul of the anti-trust laws.

The Pennsylvania Democra also pointed out that if he had succeeded yesterday in knocking out the bill altogether, a common proviso which would have specifically re-enacted the treble damage provision of present law. Knocking out this section, Walter charged, would have been a change in law as it has always been, without any re-enforcing of this principle by new legislation at this time.

Missouri Exhibitors Slate Two Meetings

ST. LOUIS, March 16.—The 1955 annual meeting of the Missouri Illi-nois Theatre Owners, an affiliate of the Theatre Owners of America, will be held at Hotel, Nov. 25 and 26. MITO officers and directors made their decision at a meeting at the Hotel last week. According to Lester K. Krop, president of the Missouri-Illinois group.

The third annual joint meeting of MTO with the Kansas-Missouri Theatre Association, also an affiliate of TOA, will be held at Arrowhead Lodge, Lake of the Ozarks, May 10, 11, and 12.

Levine Aiding Scout Drive in New York

Martin Levine, general manager of Brande Theatres, has accepted the position of chairman of the independent and circuit theatre’s committee for the 1955 finance campaign of the Greater New York Council, Boy Scouts of America.

Levine is a past president of the Cinema Lodge of B’nai B’rith and is a member of the board of directors of the Variety Club.

MOTION PICTURE DAILY, Thursday, March 17, 1955

2

AND
RIGHT ON
TOP OF
WARNERS’
SMASH
N.Y. ASTOR WORLD PREMIERE
THE MICHIGAN, DETROIT
ZOOMS AHEAD
OF
‘BATTLE
CRY’!!!
Drama in a diner
cause-and-effect in an eye-span

TODAY wide-angle, big-screen entertainment compresses whole chains of events into the sight span of the human eye ... offers, thereby, greater scope for producer and director—better entertainment for the audience. This has meant new problems, of course ... new problems in production, processing and projection ... problems which the Eastman Technical Service for Motion Picture Film is daily helping the industry to solve. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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

Adolph Zukor will be interviewed by Ralph Edwards on NBC-TV’s “This Week in the thirties,” 1955″ on Sunday night, March 27.

Ben Colman has been named Eastern sales manager and S. L. Adler has been appointed senior account executive of Screen Gems television subsidiary of Columbia Pictures.

W. Parkman Rankin, manager of "This Week" Magazine's motion picture cover department, has been advanced to the publication's administrative staff.

Don Jacques, film consultant, has opened a film production cost control organization here.

F. H. Hathaway is closing his two independent theatres, the Ritz, Struthers, and the Bell at Campbell, both in Ohio, to devote his full time to his Midway Drive-in at North Kansas City. He has reopened the four-wall houses in the fall.

Edwin Elkins, new president of the Collectors Club of New York and secretary of the Association of Stamp Exhibitions, will be the guest speaker at the Cinema Stamp Collectors' meeting here on March 25.

**Review**

"Treasure of Ruby Hills"

(Allied Artists) Hollywood, March 16

A PART from the presence in the top role of Zachary Scott, who hasn't been generally mentioned with Westerns, this production by William F. Scott of a story about Soledad, Calif., in 1877 conforms closely to pattern. It has as much killing as has become the death rate in Soledad pretty high for the duration of the script, and it has less riding than most prairie pictures, although the male population of the town shows an inclination to be a principal pursuit. On the other side, it has more principal characters—no less than three main villains, not counting an elderly outlaw who goes straight just in time to get plugged—than most Westerns, big or little. Whether this is good or bad for the show is a matter of opinion. The script is by a man called Quine and it is long, large, the film figures to make its rounds of the exhibition circuit without leaving memorable impression of either kind.

The direction is by Frank McDonald, one of the most dependable craftsmen in the industry, and it is richly supported and furnished by production values. In Scott plays the honest son of a dead outlaw whose, the belated reformer mentioned above, tries to keep him from riding into Soledad, where another pal's been murdered, and where law hasn’t arrived yet in 1877. Scott is something of what foggily shown in the script to be bent upon running the reigning bad men out of Soledad and taking over control (beneficiary) by right of his control of the water supply (the treasure of Ruby Hills as per the title). It takes, a lot of shouting, killin', talkin' and explainin' to get it done, but he does it, by craky, in 71 minutes flat. His cast associates include Carole Mathews, Barton MacLane, Dick Foran, Lola Albritton, Gordon Jones, Raymond Hatton, Lon Van Cleef, Steve Darrell and Rick Vallin. Running time 71 minutes. General classification "A".

William R. Weaver

B.B.C. Books Eight Disney Promotional Films for Telecast

By PETER BURNUP

LONDON, March 16.—Following negotiations between Roy Disney and the British Broadcasting Corporation, McGivern and Cecil Madsen of the BBC on the other, the latter has bought the right of the "Disneyland" TV films which figure in the weekly Disney Hour in the U. S.

Amount of the booking fee has not been disclosed.

First subject — "Photographers on the Vanishing Prairie"—will be put into the air April 12 and open the program on the West End premiere of "The Vanishing Prairie." A second Vanishing Prairie TV film will go out when the picture starts its general release.

**Starr**

(Continued from page 1)

FCC before the May 9 deadline was stressed by Starr. After that, he said, there would be no more for intensive public relations work with emphasis on the cost to the average family of buying competitively priced devices while keeping them serviced. He also pointed to the strong possibility that the most popular TV programs might be preempted for political class into the subscribers' pay group.

Starr stuck closely to the point that TV stations are still being forced by TV contracts to use all NBC's films see as public property used free by TV transmitters and not to be employed for the benefit of "boxoffice in the home" system.

After showing the 16mm. film "Zenith Presents Phonewise," Starr carefully refrained of its arguments, giving his audience useful ammunition for local phases of the battle.

**Points to Palm Springs**

After describing details of the Tele- meter and Skitaron systems, he said, "I told you you could use only the slot machine system would really work." He explained the Telemeter tests in Palm Springs where, he said, was done to show that telecasting of features simultaneously with their showing at a first-run theatre could make it possible out of "circuit" investments profit able, too, to the exhibitor. Telemeter, he added, is now 60 per cent controlled by Paramount.

Starr emphasized the stake of advertising agencies in the fight against toll cards, which he believed to be the effect of this new inducement to families to stay at home, on transportation systems, restaurants and civic organizations. "The only way," he said, should be lined up on the side of exhibitors.

**TV Bid Deluge**

(Continued from page 1)

of the major film companies were even considering at this stage the sale of old feature films to TV.

WB to Produce TV Show for ABC

Warner Brothers, under the special supervision of Jair Elkins, President, Warners, will produce a weekly hour TV show for the American Broadcasting Co., a subsidiary of American Broadcasting-Paramount Theatres, it was disclosed here yesterday.

The deal, although not yet signed, was said to call for a series of TV films, shows which will be telecast beginning next fall.

**Hold Services for George Poli, 58**

NEW HAVEN, Mar. 16—Funeral services were held yesterday here for George Poli, 58, theatrical booking agent, who died Sunday. He was the nephew of the late Sylvester Z. Poli, founder of the large Poli Theatres Corp.

In the days of vaudeville, George Poli booked acts for his uncle's chain in New York and New York. After his uncle's death in 1939, he went into a partnership booking George Poli shows around the country. He went into booking on his own in 1949.

Survivors include his widow, Marguerite, and George Poli, Rego Park, N. Y.; his parents, and sister.
**TENT TALK**

*News from Variety Clubs*

**DES MOINES** — The Variety Club of Des Moines inaugurated its first bulletin for members aiming for a better-informed club and to cement good fellowship among the local industry. Featured this month in the February issue is the Inaugural Banquet and Ball at which time officers were installed and the annual Gold Glove Tournament, all the proceeds of which went to the Eastern Seal Treatment Center for use in the physical therapy department for crippled children.

**NEW YORK** — The Variety Club Foundation to Combat Epilepsy will publish a journal for distribution at the Second Annual Heart Award Dinner, which will be held on Thursday, No. 35 at the Waldorf-Astoria. This charity here on May 2. Recipient of the Heart Award will be Richard F. Walsh, president of IA/TSE. A Journal Committee is being organized under the joint chairmanship of Edward L. Fahnle, former Chief Barker and present Chairman; Herman Gelber, president of Projectionists Local 300, and Tom Murlin, business agent of Stage Employees Local No. 4.

**BOSTON** — For the benefit of the Jimmy Fund of the Variety Club, a fashion show in behalf of the Sheraton Plaza Hotel here by Elizabeth Arden. Honorary chairman of the event is Mrs. Christian A. Hertog, wife of the Governor of Massachusetts. On the sponsoring committee are the wives of Mayor John H. Hynes, Lt. Gov. David P. Gale, Attorney General George Fingold, Motor Vehicle Registrar Raphael F. King, and Ambassador to Uruguay Thomas Pappas.

**ATLANTA** — The Atlanta Variety Club Supper Club, a Special Tent No. 21 group formed to help finance the club's charities, held its first meeting last week and presented Cliff Wilson of ARC Theatrical Enterprises with an automobile.

**SAN FRANCISCO** — Women of Variety Tent No. 32 are sponsoring a home-cooked Chuck Wagon Dinner at the Lakeside Plaza Auditorium here on April 24. Mrs. J. Early Hening, president, is asking the cooperation of everyone in the industry, as all proceeds will be contributed to the Blind Babies Foundation, a major project of the Variety Clubs of Northern California.

**OKLAHOMA CITY** — The Variety Tent No. 22 benefit showing of Long Gray Line, the recent film released by the Oklahoma County Council for Mentally Retarded Children will be allocated the balance ($18,875). Columbus furnished the film, so Robert Francis, one of the picture's stars, to boost the benefit, and Howard C. Felter donated his time and the services of his staff for the event.

**License Bill**

(Continued from page 1)

charge on seals for "copies." So Sen. Fred G. Morrill, Brooklyn Democrat, who requested that the measure be "starred" on advancement to third reading, said last night he had been informed. The sponsor's measure "ambiguous and therefore poorly drafted," Senator Morrill stated he would support it, if convinced the result would be beneficial to the motion picture industry. He warned that "where a bill is badly drawn and legislative intent is cloudy, the courts may do the legislating." The possibility of a clarifying amendment was raised.

Described to Senator Morrill as a measure originating within the motion picture industry, it had been widely interpreted as meaning that the fee for "copies" would be increased from two to four dollars. However, the change in language was said today to mean that four dollars would be paid for a total "copy" and not per thousand feet. The cost for licensing "copies" would be reduced, according to this explanation.

What attitude the State Education Department, the motion picture division, has on the proposed measure is not public knowledge. The legislative action on the bill, if the result in a decreased revenue, remained a question.

**New Sponsor**

(Continued from page 1)

because of the special interest of the Scottish organizations in the life of Peter Marshall, born in Glasgow and a tenant of the U. S. Senate, whose life story is told in the "Canyon Crossroads" production.

Recognizing the need for funds for the March of Dimes, 20th Century Fox will offer another of its forthcoming pictures to the polio organization as a benefit performance late this year.

**Review**

"Canyon Crossroads" (Joyce-United Artists)

The search for riches at times does funny things to people and in this William Joyce production, "Canyon Crossroads," uranium is the cause of cold-blooded murder, mixed in with a dash of romance amidst the Colorado countryside. Striking it rich in the black-and-white story about uranium hunting is Richard Basehart and Phyllis Kirk, who are thrown together in the hunt for wealth and security. Audiences, especially those who love outdoor action films with gunplay, a dash of romance and a happy ending, should enjoy this well-written story which has some fair exploitation angles.

Basehart is staked to a uranium prospecting outfit by Russell Collins, who makes sure that all the "copies" are cleared of the mine through a high powered stolen gunplay. What a shot at by the son of Miss Kirk, along on the expedition. Basehart, Miss Kirk and Alan Wells, are unaware that a Navajo Indian guide, a modern-day counterpart of a classic, has played them false. When Elliot, the party trailed into the wilds of Colorado, luck is with Basehart as they discover uranium in abundance in a territory believed by the Atomic Energy Commission to be devoid of the mineral.

Their best partner, Charles Waggenheim, starts the violence rolling in high gear by sealing Basehart and Miss Kirk in the uranium mine and blowing up the entrance with dynamite and then shooting Wells in cold blood. Basehart, with Elliot and while he is on his way back to town for help is shot at by Elliott who spots him while flying about the countryside in a helicopter. The tables turn in favor of Basehart when his Navajo family comes to his aid.

Others lost are Richard Hale, Tommie Cook and William Pullen who ably support the principal in the original script and screenplay written by Emmett Murphy and Leonard Heideman and directed by Atl Werker.

Time running, 80 minutes. General classification. February release. L. D.

**NYC Houses to Hold Breakage Fund Until Court Rules on Issue**

The breakage from the five per cent fund which was collected but held by New York City exhibitors since last July, will continue to be in abeyance until the current suit is handed down in mid-April by the Court of Appeals in Albany, according to Stanley Buchsbaum, Assistant Corporation Counsel for the City of New York.

The New York State Assembly and Senate unanimously passed, without debate, an Assembly Rules Committee bill validating the collection of breakage by New York City, Buffalo, Elmira and Elmiran on the five per cent admissions tax. This bill was signed yesterday by Gov. Avrett Harriman, who subsequently introduced in the Senate bill, the subject of a new suit by the exhibitors, is expected to continue to a supplemental brief which they will also file, that the passage of the Assembly Rules Committee measure was unconstitutional.

**Broydi, in Atlanta, Praised by Martin**

ATLANTA, March 16 — E. D. Martin, Georgia circuit operator and president of Theatre Owners of America, responding to addresses by Steve Brody, who is attending the gathering in Atlanta, and other members of his party making a national tour, said:

"As a pledge—and I am sure I speak for all exhibitors in this room—that AA will have our full support now. Many of best consistent-profit pictures have censored from AA, but we always had the small-town exhibitor at heart."

Broydi and his party will meet exhibitors in the Charlotte area tomorrow.

**Sindlinger Survey**

(Continued from page 1)

last week that he expects to complete the report by next week or as soon thereafter as possible. Themayors theatres send in their questionnaires.

The survey of New York City business by Sindlinger will be based on statistics gathered from theatres from July 1 to Dec. 30, 1954, and will seek to substantiate exhibitor statements that the five per cent admissions tax is harming the industry which has seasonal high spots, especially in the summertime.

Opposition to Continue

Frish said that New York City theatremen will continue to oppose the recent amendment to the Embalming Act, passed by the State Senate and Assembly unanimously, which validates collection of the major breakage on the five per cent amusement tax the group fears is unconstitutional. Also, the exhibitor leader said, efforts will continue in trying to have the New York City impost removed.

**Harriman**

(Continued from page 1)

Assembly March 1, and was passed by the Assembly on March 7 and by the Senate on March 14. It was received in the Governor's office March 8 and signed the same day. The bill was sponsored by the City of New York and approved by the State Conference of Mayors, the mayors of Amsterdam, Jamestown, Schenectady and Buffalo; the city manager of Elmira, the State Comptroller and the Department of Taxation and Finance.

"$3,000 a Day"

"It is estimated that the 'breakage' amounts to about $3,000 a day in additional revenue to New York City, and to lesser amounts in other communities where the legislation is applicable. Prior to enactment of the law the 'breakage' was retained by theatre owners."

Exhibitors, especially in New York City, made a strong stand against enactment of the legislation.
MORE THAN 64,000,000 MAGAZINE READERS WILL KNOW THAT COLUMBIA'S "TIGHT SPOT" IS THE SLEEPER OF THE YEAR!

SHE: "Is that blood?"
HE: "Two bullets through the chest, ma'am. Just routine."

THE WORD IS OUT!
No longer a mystery, "Tight Spot" is the "sleeper" of the year. Bob Mitchum as a crooked cop, Ginger Rogers as a wide-awake gal. And that "Get out of that shower!"

SHE: "Lay one fat hand on my person, you cop, and the D.A. will hear about it!"

HE: "Get out of that shower!"

GINGER ROGERS · EDWARD G. ROBINSON · BRIAN KEITH
"TIGHT SPOT"
Screen Play by WILLIAM BOWERS · Produced by LEWIS J. RACHMIL · Directed by PHIL KARLSON

Full page ads will appear in LOOK, SATURDAY EVENING POST, TRUE, INSIDE DETECTIVE, FRONT PAGE DETECTIVE, MOTION PICTURE, PHOTOPLAY, SILVER SCREEN and MOVIE WORLD!

the "sleeper" of the year from that wide-awake Columbia!

GINGER ROGERS · EDWARD G. ROBINSON · BRIAN KEITH
"TIGHT SPOT"
Session Next Week
Quebec TOA May Organize Buying Group

Starr to Discuss TOA Affiliation at Meeting

Special to THE DAILY
MONTREAL, March 17.—The formation of a buying and booking office will be one of the main topics for discussion at the first annual meeting of Theatres Owners Association of Quebec on Tuesday and Wednesday at the Mount Royal Hotel here.

Alfred Starr, chairman of the executive council of the Theatre Owners of America, will deliver a major address during the convention, speaking on mutual industry problems and conditions and possibly subscription television.

Preliminary details may also be worked out between Starr and the Quebec TOA leaders over a proposed (Continued on page 3)

UA Opens Coast Sales Meet Today

The first of United Artists' 1955 sales convention sessions to map distribution and promotion plans opens today at the Ambassador Hotel in Los Angeles under the leadership of vice-president William J. Heineman and vice-president Max E. Youngstein.

General sales manager B. G. Kranze and Francis M. Winikus, national director of advertising, publicity and exploitation, are also present at the

(Continued on page 3)

License Bill Will Die In N. Y. Assembly, Brind Predicts

Special to THE DAILY
ALBANY, March 17.—Dr. Charles A. Brind, Jr., counselor to the State Education Department, said today that the department is not directly concerned with the question of whether the O'Connor-Nunn bill would increase or decrease the revenue from film licensing, but that he believes the budget division would be indicating that he thought the measure is, or will be, dead in the Assembly—it is "starred" on third reading in the Senate—Dr. Brind stated that the Education Department did not originate the proposal, nor was the reaction of that department sought.

Should the bill pass both houses of the legislature, Dr. Brind will file a memorandum in opposition to it with Gov. Averell Harriman. He pointed out that the motion picture licensing (Continued on page 6)

RCA Says Zenith Delays Patent Suit

Radio Corp. of America yesterday charged Zenith Radio Corp. with deliberately attempting to delay its nine-year-old patent and antitrust suit against RCA, General Electric and Western Electric in the Delaware District Court.

The charge was contained in a brief (Continued on page 6)

Para. Releasing 4 VistaVision Shorts

Four special two-reel VistaVision Technicolor subjects filmed in various parts of the world will be put into release by Paramount Pictures during the next six months.

These, plus "VistaVisio Visits Norway," currently in release as the first in the company's new series of two-reel shorts in the new production and screen presentation process, will continue in release through 1955. They (Continued on page 6)

Preparing FCC Brief
Toll-TV Group Discusses Plans to Oppose Medium

WASHINGTON, March 17.—A general discussion of additional plans for fighting subscription television took place here today at a meeting of key participants in the exhibitors joint committee against toll-TV.

The meeting discussed points to be covered in the exhibitors' brief to be submitted to the Federal Communications Commission, an economic study to be carried on by the committee's expert consultant, and the campaign to enlist the support of groups outside the industry.

Dallas Smythe, University of Illinois economist retained by the group, gave a preliminary rundown of his plans for making an economic study of toll-TV. The study will center around the high cost of subscription television to the average TV set-owner, working on the assumption (Continued on page 6)

34,364,000 TV Sets
In U. S. on Feb. 1

Television installations in the U. S. increased 548,000 during January to reach a total of 34,364,000 as of Feb. 1, according to an estimate released by Hugh M. Beville, Jr., director of research and planning for the National Broadcasting Co.

Approximately 20 per cent of these TV sets are in post-freeze TV areas as compared with 11 per cent a year ago, Beville said. He pointed out that about 53 per cent of the sets sold in the past year went into post-freeze TV areas.

New Firm to Help Solve UHF Problems

W. R. G. Baker, vice-president of General Electric Co., and Ely Lundau, president of National Telefilm Associates, will reveal plans here tomorrow of a new corporate formation specifically to assist in the solution of "many of the financial and managerial problems plaguing UHF television broadcasters," it was announced yesterday.

Plans will be revealed at a luncheon to be attended by press representatives at the 21 Club.

Who's to Make Next Arbitration Move

Once again, it's a case of "Telephone, telephone, who's got a telephone?" in the status quo of the arbitration situation. According to exhibitor members of the joint drafting committee, exhibition is waiting for the distribution side to call a meeting for the purpose of mapping future steps in the establishment of an industry system.

On the other hand, distribution spokesmen say that they are waiting for the exhibitors to make the next move. Meanwhile, Allied leaders are reported to be anxious for the arbitration issue to be settled so that both branches of the industry can set up the proposed industry roundtable on trade practices.

For the Big Bout
TNT to Rent 50 Large TV Mobile Units

Equipment Fee for Event To Range from $100-$500

By MURRAY HOROWITZ

Fifty large-screen television equipment will be available for rental at "reasonable terms" to exhibitors for the upcoming Rocky Marciano-Douglas Cockett heavyweight championship fight, it was announced here yesterday by Nathan L. Halpert, TNT president.

Halpert said the rental fee would range from $100 to $500, adding that the cost of temporary placements usually does not run high.

The equipment to be rented, Halpert explained, is General Precision large-screen, bought by TNT some time ago and which has been used successfully time and again. He said that TNT expects to serve conventional theatres, both large and small.

Mature to Make 5 For UA Release

Victor Mature has formed an independent motion picture production company that will make six films for United Artists' release over a five-year period, with the actor starring in at least three of them, it was announced by Arthur B. Krim, president of United Artists.

Formation of his own company (Continued on page 6)

MPAA Annual Meet Re-Set for March 31

The annual meetings of the Motion Picture Association of America and the Motion Picture Export Association, originally scheduled for this week, have been re-scheduled for March 31 due to the absence from New York of a number of the directors of the two organizations. Another postponement may be necessary.

The annual report of Eric Johnston, president, will be presented at the meeting, directors and officers will be re-elected and committees appointed for the ensuing year.
**Personal Mention**

**Donald A. Henderson,** 20th Century-Fox treasurer and secretary, and Otto Kozee, chief counsel to the film company, will return to New York today from Hollywood.

**Edward L. Walton,** assistant to James R. Grainger, RKO Radio president; and J. Miller Walker, RKO Radio secretary, have returned to New York from the Coast.

**E. J. Mannix,** M-G-M studio executive, and studio publicity head, is here by plane yesterday for the Coast.

**Edmund Grainger,** producer, and **George Sherman,** director, returned to Hollywood yesterday from Mexico City.

**Jaqueline Mighelman,** of the United Artists publicity department, will be married here on Sunday to Monte Swartz.

**Isadora M. Rappaport,** owner of the Hippodrome and Town theatres in Baltimore, has left there for a vacation in Nassau, B.W.I.

**Jack Whittle,** owner of the Avenue Theatre, Baltimore, and chief booker of the city Variety Club has left there for Florida.

**Patricia Medena** will leave here tomorrow for London via E.O.A. Monarch.

**Joseph Pasterskak,** producer, is in Miami from Hollywood, on route to the West Indies.

**Robert Bassler,** producer, will arrive in New York on Sunday from London.

**Spencer Tracy** will leave New York today by plane for England.

### Dual Celebration Set At Movielab Mar. 30

Ceremonies celebrating the 25th anniversary of Movielab Film Laboratories, Inc., and at the same time marking the dedication of its expanded technical and office facilities here as “Movielab Building,” will be held at the company’s headquarters on March 30.

Following the ceremonies, City Council president Abe Stark will join other public officials and prominent members of the industry at a luncheon at Toots Shor’s Restaurant to honor Saul Jaffe, Movielab president, for his technical contributions to the industry.

**‘Stranger’ Bow Set**

United Artists’ “Stranger on Horseback” will have its world premiere at the Liberty Theatre in Portland, Ore., on April 1.

**Gottschalk Has New ‘Ultra Panatar’ Lens**

From THE DAILY BUREAU

HOLLYWOOD, March 17.—Robert Gottschalk, president of the Panavision Corp., has announced the availability of a new “Ultra Panatar” lens, priced at under $500 per pair, weighing less than five pounds and designed to be mounted directly on to the prime lens of any projector, eliminating the need for bracket mounts.

Gottschalk said the “ultra panatar” lens incorporates a new technique of focusing, and added, “the new low price on the ultra panatar will make possible the use of such a lens in America to take advantage of the benefits of CinemaScope.”

**Dember Copy Chief For Columbia**

Appointment of Lester Dember as copy chief for Columbia’s advertising department was announced yesterday. In his new post Dember will work directly under the supervision of Howard R. LeSueur, director of advertising, and not under a head man.

He will assume the duties formerly held by John Cunningham, who resigned recently.

Dember joins Columbia from the advertising agency of Buchanan & Co., with the last four years as copy chief for the past 11 years, copy chief for the past 11 years. Prior to joining Buchanan Dember was a copy chief for the advertising department of Warner Brothers.

**Tells New Exhibitors To Use Trade Papers**

That the trade papers are constantly presenting new ticket selling ideas in their new sections and special sections devoted to showmanship and promotion, as well as reporting highlights of M-G-M’s “Ticket Selling Ideas,” is borne out by exhibitors attending the Workshops by Mike Simons, customer relations head.

Simons, for some time now, has recommended that exhibitors read the trade papers when discovering what comes to the industry are not entirely aware of the trade publications available to them.

**Art Club Exhibit Of Trotta’s Work**

A collection of original artwork by Vincent Trotta, industry art director, is on exhibit at the Art Directors Club, 115 East 43rd Street, New York City, through March 31.

The work consists of portraits and sketches made in Korea and Turkey and includes several industry executives. The exhibit, which is open to the public, has added to some landscapes, for which Trotta is well known.

**Krim to Europe**

Arthur B. Krim, President of United Artists, will sail for Europe tomorrow aboard the “Ile de France” in connection with UA’s production activities abroad.

**Six-Day-Week Basis For 13 St. L. Houses**

ST. LOUIS, March 17—At least 13 theatres in the St. Louis area have gone on a six-day basis and more are expected to follow suit as a result of a new contract among the theatre operators and the Moving Picture Machine UNION. The move provides for one-man operation in a number of theatres.

**Peter to Have 350 Easter Engagements**

Easter holiday engagements of 20th Century-Fox’s “A Man Called Peter” in key cities of the United States and Canada will total 350 in one of the largest cross-the-union bookings of any CinemaScope production, the company announced.

Meanwhile to facilitate international coverage of the premiere opening of “A Man Called Peter” in Glasgow, Scotland, on March 31, 20th Century has announced the arrival of a delegation of journalists from London for the event.

The press group, to include American and British correspondents, editors and writers and members of the theatre press, will be transported to Scotland’s capital city to join local government and civic dignitaries at the debut of the CinemaScope production.

The opening, to be held at the LaScala Theatre, also will receive full coverage from the Glasgow press, as well as from photographers, radio and newspaper relays for global reporting.

**Albany to Welcome Douglas With Party**

Mayor Erastus Corning of Albany, N.Y., has officially proclaimed Monday and Tuesday as "Kirk Douglas Days," honoring the New York actor with a homecoming celebration when he visits that city in conjunction with his latest film, “Man Without A Star.” It was announced here by Universal-International.

Douglas, a native of Amsterdam, N.Y., will be tendered a Variety Club dinner Monday which will be attended by Douglas’ mother, school teachers, home town newspaper editors and other friends as well as Gov. Averell Harriman and other state notables.

The following day, he will be honored by the State Legislature and meet with the press. Trade press representatives from here have been invited by Universal to take part in the two-day festivities.

**News Roundup**

**Waterfront’ Back on B’way**

Columbia Pictures’ “On the Waterfront” today will begin a special return Broadway engagement at the Globe Theatre. Last summer the film played for 20 weeks and days at the Astor Theatre.

**Glee Club to See ‘Holiday’**

The Dartmouth Glee Club of 52 voices will attend the 5 P.M. performance of “Holiday” on March 27 at the Warner Theatre here. In the Louis de Rochemont production, they sing college songs and appear in the New England harvest festival sequence.

**De Wilde to Speak at Benefit**

Brandon De Wilde, child actor, will deliver the first public reading of “The Children’s Bill of Rights” at a tribute to the thousands of children who have died of childhood nephrosis. The tribute, sponsored by the Nephrosis Foundation of New York and New Jersey, will be held at Town Hall here on Thursday evening.

**Italian Program at Museum**

The Film Library of the Museum of Modern Art will launch its “50 Years of Italian Cinema” retrospective program on Monday with a special invitational preview of a new Italian motion picture, “Value of Dreams.” This film was produced especially for the celebration of the Italian film industry’s 50th anniversary by Dr. Mario Avila, president of Cineteca Italiana, Italy’s film library.

**Issue Data Book**

A data book on closed circuit television control and design by Leonard Spindel, to be published next month. The publication will list data on projection equipment, projectors and controls, as well as other information on the new medium.

**Account to Brandt**

Leon L. Brandt Associates has been retained to handle the promotion and supervise distribution of Jose Kuhn’s “Rebellion of the Hanged” in the United States.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

**‘HIT THE DECK’**

A CinemaScope Production starring

Walter Pidgeon

and Spectacular Stage Presentation

**NEW YORK TIMES**

**STAGE**
Quebec

(Continued from page 1)

affiliation between both organizations
and international exchanges which
for which Starr has pressed for some
time.

Other agenda subjects at the Cana-
dian exhibitor meeting will be the elec-
tion of officers and directors and a dis-
cussion of ways and means to have age
groups lowered at theatres for certain
shows.

E. N. Taber, president, and J. H. St.
rauss, member of the executive
committee of the Quebec TOA, at-
tended the mid-winter board meeting
of TOA in Washington in February
and, it was reported then, instituted
initial discussion on an affiliation of
both groups. An alliance between
Quebec TOA and the U. S. exhibitor
group would enable the Canadian as-
sociation to benefit from TOA's help,
law advice, research activities and
exchange of ideas and problems.

Long a Starr Objective

Starr has long advocated the need for
all exhibitor groups throughout the
world to merge into one large
international organization. In late
January, he reported that progress
was being made along those lines.
He reported at that time that he had
been in communication with John
Davis, managing director of the J.
Arthur Rank Organization, on the
proposed world-wide organization.
Starr also recommended to the
TOA convention last October that a
world-wide exhibition framework be
formed by which mutual industry
problems and needs could be discussed.

Review

"Run for Cover"

Hollywood, March 17

A STORY filled with human interest, intrigue and suspense, set against
highly impressive, eye-filling backgrounds, with James Cagney in the
kind of role that has established him as an all-time favorite add up to a world-
wide box-office attraction.

Winston Miller's screenplay, from a story by Harriet Frank, Jr., and
Irving Ravetch, receives every possible advantage through Nicholas Ray's
direction, in spite of its anti-climactic construction, to effect a Western of
stirring pace. There is no question Thomas can list this one among the
more important credits in his prolific career of producing "commercial" pictures. It is in VistaVision, with color by Technicolor.

A change of type-casting for the supporting leads makes the film still the
more interesting. John Derek plays a wild-minded youth, streaked with
selfish desires which establish the connotation of the film's title. Viveca
Lindfors, a noted Swedish actress of the old world costumes as they portray
Swedish immigrant settlers in New Mexico.

The story gets off to an intriguing start as Cagney, looking for a town in
which to settle, meets Derek and both are mistaken for train robbers. They
are almost killed when ambushed by a ruthless sheriff and a posse. Derek,
suffering a permanent leg injury, and bullet-bruised Cagney are given a
chance to recuperate at the Hershel town. Cagney and Miss Lindfors
are attracted to each other during this period of his divorce and the loss of a young son. Cagney, whose son would have been the
parentless Derek's age by now, takes a personal interest in the youth and
helps him to set on the right path by making him his deputy when he accepts
the town's offer of becoming sheriff.

Cagney's efforts fail as Derek on several occasions places him in the posi-
tion of covering up for the youth's mistake of working with a band of out-
laws. During a Sunday morning church service, the gang rides through
town for a daring bank robbery. Gentry (Grant Withers) exposes Cagney
as a former cell-mate, then makes off with the loot. Cagney admits serving
a jail sentence for a crime of which he has been absolved, to last
Derek and the posse set out to retrieve the stolen money after running into
dangerous Comanche territory. They find the outlaws massacred by the Indians but the money is
in one of the saddle packs untouched. Cagney starts his new life anew with Miss
Lindfors and as deputy, he returns the money to the town.

Scenic wonders of New Mexico are impressively reproduced by VistaVision
and Technicolor to make an important asset of the film.

Running time, 93 minutes. General classification. Release in March.

SAMUEL D. BERNS

Brody Asks Playing Time for AA Films

CHARLOTTE, March 17—Urging
that theatres give "playing time
instead of lip service," Steve Brody,
general counsel for Artists, and
Carolina exhibitors here today that
the "future of his company depends
on your theatre screens.

"We can only make progress on
your screens and not through lip
service," Brody said.

Theatre owners, representing 300
theatres, heard the film executive say:
"We are going to make big pictures
as we think the market is right for
them.

Moe Goldstein, vice-president and
general manager of Allied Artists,
addressed the meeting.

A similar conclave will be held in
Philadelphia tomorrow.

WB West Field Post To Robert Quinn

Mort Blumenstock, Warner Broth-
ers vice-president in charge of ad-
vertising and publicity, yesterday an-
nounced the appointment of Robert L.
Quinn as Western field representative,
with headquarters in Denver.

Quinn goes to the Denver assign-
ment from the position of Western
division ad man and advertising di-
rector for Stanley Warner Theatres,
which he has held for the past two
years.

Quinn headquartered for six years in
Denver as field representative for
Paramount. Prior to that, he was a
theatre executive in Colorado.

M-G-M WORKSHOP

AT

AMPA LUNCHEON

HARRY BRANDT
Chairman and Master of Ceremonies

The feature attraction at AMPA's meeting sched-
uled for noon Wednesday, March 23, in
the Georgia Room of the Piccadilly Hotel will be a
fasimile of M-G-M's Ticket Selling Workshop,
under the direction of Mike Simons.

We've been told that you've got to see a Workshop
to know what it is, and since we can't go out
of town to the Workshop, M-G-M has graciously
agreed to bring the Workshop, in capsule form
to the AMPA meeting.

Tables may be obtained from

CY EICHMAN or HANS BARNSTYN

Phone 2 1288

Plaza 3 2434

Seating capacity limited to 200 — come early

Tickets for members are $2.50 and for non-members $4

UA Meeting

(Continued from page 1)

three-day series of meetings bringing
together Western division sales per-
sonnel from 10 branches, headed by
division manager James R. Velda.

Other key deals participating in the product forum are
West Coast district manager Ralph
Ward, Midwest districtmanager V.
J. Lee, branch operations supervisor
J. K. Chapman and Arthur Reiman,
Western and Canadian contract man-
agers.

Ten Branch Heads Attend

Branch managers on hand for the
conferences, which will detail the
company's distribution activities for the
coming period, are the 
A ABC of Kansas City, Bad Athens of Denver,
Richard Carnegie of Los Angeles,
D. J. Edele of St. Louis, C. Frank
Harris of San Francisco, Joe Imholb
of Milwaukee, W. W. McKendrick
of Salt Lake City, D. V. McClosak
of Omaha, A. J. Sullivan of Missoula
and Abbott Swartz of Minneapolis.

The Los Angeles conclude, which
winds up March 29, will be followed
by a convention at the Blackstone
Hotel in Chicago, April 1-3. The get-
togethers are United Artists' first
national-wide sales event since the
35th Anniversary conference held
last April and May.

Two Groups Hit 'Blackboard' Scene

Two organizations have lodged
complaints over the forthcoming
release of "Blackboard Jungle," citing
one sequence as objection-
able and stating that the film as a
whole is "anti-public schools," an
M-G-M representative disclosed here
yesterday.

The Legion of Decency in Philadel-
phia has notified M-G-M of its ob-
tection to a scene in "Blackboard
Jungle" in which a girl dressed in a
nude costume is ripped off, the film
company official said. This sequence,
used in trailers, has received objections also from a number of television
stations as well, he said.

The Institute of Public Opinion has
told film reviewers by post card, it
was stated, that the film is regarded as "an anti-public school"
production and has asked them to
so state in their reviews of the film.

"Blackboard" has a Production Code seal and has been given a "B" classification by the National
Legion of Decency.

'Cinerama Holiday'

Gross Report Due

A summary of the first month's
boxoffice performance of "Cinerama
Holiday," second release in the new
medium, and probable future trends,
together with an interpretation of the
Cinerama kind of show for the present
and the future, will be given to trade
people tomorrow, by Harry Goldberg, Stanley Warner
advertising and publicity director.

The conference will be held at the
office of Lynn Farnold, Warner Public-
ity representative.

Joints Travel Firm

Seymour Moses, who spent eight
years in various managerial assign-
ments for M-G-M in Europe, has
joined the staff of the international
travel firm of Paul Tausig & Son.
Universal-International presents

KIRK DOUGLAS
JEANNE CRAIN
CLAIRE TREvor

MAN WITHOUT

Co-starring WILLIAM CAMPBELL with RICHARD BOONE • MARA CORDAY • MYRNA HANSEN
Directed by KING VIDOR • Screenplay by BORDEN CHASE and D. D. BEAUCHAMP • Produced by AARON ROSENBERG

PRE-SOLD
NATIONAL MAGAZINES
BIG COLOR ADS
including LIFE and LOOK
readership over 33,000,000!

PRE-SOLD
NATIONAL TV SELLING!
KIRK DOUGLAS guest star on
NBC's GEORGE GOBEL SHOW
(March 5th) reached into more than
13,000,000 homes!
His home was his saddle, his only friend a six-gun and his country the wild, free range...

until the night he met her...

kissed her wanton lips and sold himself in the strangest bargain a woman ever made with a man!

A STAR
COLOR BY Technicolor

... and PRE-SOLD locally through extensive radio, newspaper and exploitation campaigns in all these first engagements:

NEW YORK, VICTORIA; ... CHICAGO, WOODS; ... PHILADELPHIA, GOLDMAN
WASHINGTON, CAPITOL; ... PITTSBURGH, FULTON; ... BUFFALO, LAFAYETTE
DETROIT, PALMS; ... ALBANY, STRAND; ... INDIANAPOLIS, INDIANA
BOSTON, MEMORIAL; ... DALLAS, MAJESTIC; ... ATLANTA, LOEW'S
**Paramount**

*(Continued from page 1)*

will be followed next year by an additional release lineup of similar special subjects filmed by VistaVision cameras.

The VistaVision two-reeler release schedule was announced yesterday by Oscar A. Morgan, Paramount short subjects and special features sales manager, who listed the titles and order of release for this fall as follows:

**‘Norway’ on the First**

“VistaVision Visits Norway” (now in release), produced by Jack Eaton; “VistaVision Exhibits Mexico” (April release), produced by Carl Dudly; “VistaVision Visits the Sun Trial” (May release), produced by Jack Eaton; “VistaVision Visits Hawaii” (June release), produced by Carl Dudly, and “VistaVision Visits Japan” (July or August release), produced by Fitzpatrick.

**Toll-TV Committee**

*(Continued from page 1)*

that all TV will eventually be on a pay-as-you-see basis as toll-TV drives free TV out of existence. The study will go into installation costs, program costs and other items.

Smythe will also study the possible effect on Federal, state and local revenues from decreased theatre admission tax receipts if theatre attendance slumps after pay-as-you-see TV starts, and the possibility that the government units will have to levy a tax on toll-TV programs.

The Smythe study will be incorporated in the brief to be submitted to the Commission by May 9 and will also be given wide independent circulation.

Marcus Colan, attorney for the joint committee, at whose office the meeting was held, discussed the possible answers to give to the various questions asked by the FCC, and the meeting pretty well worked out these items. Colan is to prepare a rough draft of the brief, which will be gone over at another meeting of the group here, in about two weeks.

The meeting also discussed plans for getting the cooperation of still other groups through the newly organized “Organizations for Free TV.” It was indicated that a special effort would be made to get the aid of veterans groups, on the ground that toll-TV would cut into free entertainment available for hospitalized veterans. Several veterans organizations have already shown interest, it is understood. Downing and the business booster groups will also be lined up for the drive against toll-TV.

Attending the meeting were Alfred Starr and Traumen Rennbach, chairman of the joint committee; Philip F. Haring, committee treasurer; Abram F. Myers, general counsel of Allied States Association; Robert L. Harling, committee member; Robert S. Taplinger and Donald Walsh of Robert S. Taplinger and Associates, publicity consultants; Smythe, and Colan.

**Review**

*Tight Spot*

*(Columbia)*

Hollywood, March 17

THE screen is very much alive with this fast-paced, crispy-dialogued suspense action thriller. There’s no question about this one coming in for big payoff, with a powerful story that measures up to the caliber of its stars.

Ginger Rogers has a field day in delivering a sparkling concept of a deep-smart-cracking gal, hardened to the ways of life; while Edward G. Robinson and Brian Keith furnish superior performances in copings with roles as U.S. government attorney and detective lieutenant respectively.

The screenplay by William Bowers, based on the stage play, "Dead Picture," by Leonard Kaminer, has a tendency to get talky in spots, but Miss Rogers plays each line to the hilt for the desired effect, relieving any concern in that direction.

Much of the film’s success can be attributed to Phil Karlson’s direction. There are moments when the audience will have to laugh, such as Brian Keith’s satirical reports, “Draguet” style; and other spots where Karlson’s bid for climactic punch can result in a situation that should freeze the roots of your hair.

Most of the action takes place in a heavily guarded hotel suite where Edward G. Robinson tries to get Miss Rogers to trade the balance of a prison term for her freedom if she will supply certain evidence which would help deport an undesirable underworld character. Keith argues with Robinson’s approach and is left to try to change with a prison matron, Katherine Anderson, to win her over.

Miss Rogers is warily softening for Keith, who has charge of bringing her from the hotel suite after several other important government witnesses were killed. One of mobster Lorne Greene’s henchmen tries to get rid of Miss Rogers from an outside window-ledge, but is killed in an exchange of bullets from Keith’s gun. Miss Rogers suffers an arm wound but the matron is seriously wounded and dies later in the hospital. Keith leaves the hotel to go home and change his blood-stained shirt, and we learn he is on the payroll of the mobster, with instructions that he keep Miss Rogers from testifying or there will be consequences.

The heroic sacrifice by the matron in keeping her fatal wounds secret so that Miss Rogers could be treated stirs her to dispel any fears of giving Robinson the assistance he needs at Greene’s trial. While waiting to be moved to the court house, she becomes a target again for another of the hoodlums when Keith unlocks a bathroom window to allow the hood to cuter.

Keith suffers the realization that he loves Miss Rogers more than himself and is killed as he prevents the hood from carrying out Greene’s order to get Miss Rogers to talk.

When Miss Rogers is questioned on the witness stand regarding the nature of her profession, she puts an end to Greene’s crime career with the reply, “Gangbustah!”

Producer Lewis J. Rachmil earns a gold stripe for developing this choice bit of screen fare, which Columbia can consider a proud entry among this year’s important playdates.

Running time, 56 minutes. Adult classification. For release in March.

S. D. E.

**TNT to Rent**

*(Continued from page 1)*

in addition to drive-ins with the equipment.

Halpern, at the same time, expressed confidence that the May 17 event, to be telecast exclusively into theatres from Keezer Stadium, San Francisco, the largest cable network in the history of the medium. The previous record was set last September from the New-Charley Brown telecast which was telecast to 71 cities.

**Potential Outlets at 150**

Halpern pointed out that TNT’s 50 mobile units will boost the potential television outlets to approximately 150. He also stressed that for the first time both the New York and New England territory will be free to accept a major telecast, adding that previously New England at least had been blacked out.

The TNT president, stating that he had received a large number of inquiries from exhibitors regarding the bon, added that he has just begun discussions with the state to state TNT terms for the bon at this time.

**RCA-Zenith**

*(Continued from page 1)*

filed with the United States Supreme Court by Aladell E. Stevenson and John T. Cahill, counsel for RCA, in support of a petition by the Motion Picture Association of America, requesting the order disposition of the case.

The brief asserted that Zenith was using a Chicago to a New York telecast to obtain this delay, and to avoid the decisions of the Delaware court in which Zenith first brought suit.

The brief is in minimizing competing, conflicting and duplicative litigation far transcends this case; these facts and parties,” the RCA brief said. “Too many litigants are finding it difficult to get one trial within the Federal judicial system with two long sprawling proceedings in the same controversy.”

RCA stated that simply because Zenith found the Delaware court’s decisions distasteful, it “should not be permitted to shop around with succeeding courts in a vain attempt to obtain a more agreeable result. The Federal judicial system can and will result if a litigant can scurry from one District Court to another to argue incessantly the same points over and over again.”

**License Bill**

*(Continued from page 1)*

system nets the state much revenue, and would continue to do so, if the pending measure were enacted.

Dr. Brind suggested that the question of whether the pull would yield more or less money should be directed to Dr. Hugh M. Flick, director of the motion picture division--at the New York office.

**Mature-UA**

*(Continued from page 1)*

marks Mature’s entry into the production side of the film industry. On this screen, his most recent stirring appearances have been in "Violent Saturday," "Chief Crazy Horse," "Callan" and "The Gladiators" and "The Egyptian."
EDITORIAL

U. A. Policies and Product Supply

By Sherwin Kane

THE most recent in the series of "progress reports" to the trade press by United Artists top executives provided an opportunity last week for pointing up the considerable contribution this company has made to an increased product supply at a time when exhibitors of all classifications are complaining of product scarcity.

In reporting that U. A. has made deals which will insure the delivery of a minimum of 90 pictures this year by the end of the next three years, additional deals are in work and more will be made in the future, Arthur Krim, U. A.'s president, pointed out that deals made with top-ranking stars are a plus contribution to the industry's product supply.

They call for pictures that would not otherwise have been made. The same stars will, in addition, be making the pictures regularly scheduled for them by major studios and/or other producers.

United Artists expects to release 48 pictures this year. As distribution chief William J. Heineman told the press conference, many of the pictures on the release list are of the "program" type—"Because exhibitors have shown there is a need for that kind of picture."

However, aware that in today's market the "big" pictures command the biggest rewards, the U. A. policy is to continue "lifting" the quality within its sizable schedule (and, thereby, the potential gross of its product for exhibitors) without abandoning the "program" pictures.

Krim made the claim, and from all indications he would not have to try too much difficulty in substantiating it, that United Artists today represents as strong a group of film talent as ever has been found in a single organization in the industry.

With resources on that scale, together with the policy mentioned (Continued on page 2)

See Newsreel Censor-free

Va., Md., Take Active Steps

Freeing newsreels from state censorship took another step forward at the weekend as Virginia voluntarily dropped the need for a state seal on newsreels and Maryland moved to consider a bill to exempt newsreels from censorship.

The development in Virginia thus leaves Maryland the last state clinging to the practice of newsreel censorship, although the outlook is bright at the present time that Maryland, too, will fall in line.

Meanwhile, there were other censorship developments in Pennsylvania and Maryland.

In Pennsylvania, the legislative committee soon will consider measures authorizing the board of censors to disapprove any motion picture which is considered obscene or which "incites to crime or violence." Similar measures have been introduced in both (Continued on page 5)

U. A. Goal: Date in Every Theatre

From THE DAILY Press

HOLLYWOOD, March 20—United Artists' "Blueprint for Tomorrow," a new selling program announced at placing UA releases in every theatre in the United States and Canada this year, was outlined here today by distribution vice-president William J. Heineman at the closing session of the company's three-day sales convention.

In setting the goal with UA's division, district and branch personnel in attendance at the Ambassador Hotel here, Heineman cited the progress made by the company in the past 12 months and described the product to (Continued on page 5)

Levy Fox Hub Mgr.
Replacing Feloney

Special to THE DAILY

BOSTON, March 20—John A. Feloney, branch manager of 20th Century-Fox, has resigned, to establish a buying and booking organization. Details will be completed following a month's vacation, he said.

Feloney's resignation followed that of James M. Connolly, Northeast division manager, who has joined Donnelly & Sons, advertising firm. Both men have been with Fox in New England for 20 years.

Feloney's replacement is AI Levy, who comes in from the Pittsburgh exchange as branch manager here.

"Marty"

(Hecht-Lancaster—United Artists)

ADDY CHAEYFSKY'S prize-winning television play, "Marty," is a motion picture of distinction, produced by Hecht-Lancaster Productions, which everyone will thoroughly enjoy because of its warmth, human, family-life appeal. This is a picture to gratify all types of people in all kinds of theatres, and likely will run in most of them as this United Artists release combines the finest in story telling, just plain experiences which occur in every-day life. Because of its tender, story, which will draw sympathy and chuckles from audiences, "Marty" has been selected to represent the United States achievements in motion picture production in competition at the Cannes Film Festival in France next month.

Absorbing throughout its entirety, Chayefsky's creation is heart-warming and sensitive in presenting the story of a mild-mannered man who has neither the handsomeness nor the zing which more shallow fellows use to impress the representatives of the opposite sex and who, at times, finds it hard to maintain his good nature. "Marty" will command the attention of theatre-goers as the quality of the performances turned in by Ernest Borgnine, who will be recognized as the sadistic sergeant of

Called 'Astonishing'

VistaVision Refinements To Be Shown

Curved-Aperture System Key to Illusion of Depth

By WILLIAM R. WEAVER

HOLLYWOOD, March 20—Foremost among the VistaVision refinements that Paramount "probably" will include in its press demonstration in New York on Tuesday, although originally scheduled for its first New York showing April 20th, is Loren L. Ryder's so far un-named and unannounced curved-aperture method for attaining optimum depth-of-field perception with the present double-frame VistaVision projection prints and projectors, lenses and screens.

The method, which will be used publicly for the first time on the principal first-run engagements of "Strategic Air Command," achieves in astonishingly simple fashion an im-

Delay Opening Of "Oklahoma!"

"Oklahoma!," the first production in the Todd-AO process, will have its world premiere in July at the Rivoli here, instead of in May as originally planned, it was learned here at the weekend.

The reason for the delay was explained to be two-fold; one, that the picture took longer to complete than forecast, and two, that it was considered smarter to open in the summer than late May or June.

The Rivoli, meanwhile, has closed (Continued on page 4)

Five Minn. Drive-ins

Sign Union Pact

Special to THE DAILY

MINNEAPOLIS, March 20—Independent owners of five Minneapolis drive-in theatres and representatives of Projectionists Local No. 219, IATSE, reached a quick agreement on a new three-year contract here at the weekend.

The new pact provides for a year of old contract status quo followed by increases of five cents an hour for (Continued on page 4)
**Personal Mention**

FRANK H. RICKETSON, Jr., president of Fox International Theatres, has returned to Denver from here.

MARTIN DAVIS, Eastern publicity director for Samuel Goldwyn Prod., left here for the Coast yesterday for a week of conferences on “Guys and Dolls.”

DOMINIC J. CAPANO, S.O.S. Cineme, will return to New York from Philadelphia via B.O.A.C. Monarch.

A. S. PRATT, engineer for the J. Arthur Rank Organisation, will return to New York from London via B.O.A.C.

Foster M. Blake, Universal Pictures Western sales manager, will leave here today on a trip to the Midwest.

NAT FELMAN, Stanley Warner executive, has left New York for a Florida vacation.

ARTHUR L. MAYER is scheduled to leave here today for Europe.

**Scottish Group Plans ‘Peter’ Premiere**

Plans for the New York premiere of 20th Century-Fox’s “A Man Called Peter” and a national campaign for the CinemaScope production among American citizens of Scottish descent were formulated at a meeting held at the 20th Century-Fox home office with executives of North American and the California branch of the Scottish Society; James J. Whyte and Col. William Walsh of the Scottish Fund and representatives of the hospital.

Meanwhile, exhibitors representing over 2,000 domestic theatres attended a two-day one-day CinemaScope national magazine merchandise meetings for “A Man Called Peter” in nine key cities. Plans were set for grass-roots promotion drives.

The conferences, held at 20th Century-Fox offices in Los Angeles, Chicago, Boston, Philadelphia; Cleveland, Detroit, Atlanta, Washington, San Francisco and Los Angeles, are to be followed by a letter of invitation to 1,000 clubs and a $50,000 national advertising campaign on the CinemaScope production.

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**Editorial**

(Continued from page 1)

above, U.A. would appear to be in a position to demonstrate during the next three years whether “quality with quantity” can be made as commercially rewarding as has been the policy of ‘fewer but bigger’ for some other companies.

Should that prove to be the case, U.A. will have earned the gratitude of the exhibition branch of the industry, which is so earnestly concerned with enlarging its sources of supply.

With no intention whatever of disparaging exhibitor efforts, U.A. has contributed far more to expansion of supply in the past year than has all of exhibition’s projects combined.

It would appear from this that the quickest and surest way for exhibitors to attain their desired increase in production is to supply is to fairly support the extension capable of providing for them.

**Color Production Rises, Walcott Says**

At least 55 per cent of the total number of motion picture releases in the United States during 1955 thus far have been produced in color, according to James L. Walton, executive vice-president of Pathé Laboratories, a subsidiary of Chesapeake Industries.

Commenting on the over-all production of black-and-white and color films, Walcott said that “1954 figures reveal that black-and-white production was about 100 pictures less than the number turned out in 1953, while color revealed statistics on film production. The statistics showed that in 1946, black-and-white and white films were made as compared to 30 color productions, using only eight per cent of all films manufactured; in 1947, 30 black-and-white, 41 color, 12 percent; 1948, 321 black-and-white, 63 color, 16 per cent; 1949, 309 black-and-white, 52 color, 14 per cent; 1950, 308 black-and-white, 75 color, 19 per cent; 1951, 371 black-and-white, 103 color; 1952, 372 black-and-white, 124 color, 30 per cent. In 1953, 213 black-and-white films and 173 color films were produced.

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**Brody Addresses 110 in Philadelphia**

PHILADELPHIA, March 20.—Proof that brotherly love can thrive in the television industry as well as in Philadelphia, was provided on Friday by 110 exhibitors, representing 425 theatres, who gathered at the Cock-Eye Club to hear Mr. Brody, president of Allied Artists, and his party, now on a nation-wide speaking tour.

Declaring that John Huston’s next three productions will be made exclusively for A.A., Brody told, “If you were to name the 10 most creative talents in the industry, you would have to include: John Huston, William Wyler and Billy Wilder and I think it is they because we believe that in the making of truly top pictures, the most important ingredients are the story and the creative talent.”

**Rodgers a Speaker**

William F. Rodgers, who attended from New York, said, “Allied Artists is the most progressive company in the industry...and why should the complimans bear me out on this.”

The AA party spent the weekend in New York and will leave here tomorrow for Pittsburgh.

**N.Y. Senate Passes Noonan License Bill**

SPECIAL TO THE DAILY

ALBANY, March 20.—The State Senate late last week passed the Noonan bill changing the fees for original and copies of films licensed for motion picture theatre purposes.

The Sunset Education Department. The Lower House had previously advanced it to third reading.

The companion O’Connor measure is “starred” on the third-reading calendar in the Senate. The state budget division, it is reported, was apparently unaware that such a bill had been introduced. The division will file a motion to reconsider the bill, which should the Senate also adopt the legislation, whose effective date is fixed at July 1.

Butterly’ in Tokyo

The world premiere of “Madame Butterfly,” Curnine Gallone’s Technicolor film, based on the original English-language version of Puccini’s opera, was held at Tokyo’s first Italian Film Week on April 13. “Butterly,” the initial Italian-Japanese coproduction, is scheduled for general release in Italy on April 22 and is expected for American re-release later this year.

**British Showman Dead**

LONDON, March 20.—Herbert C. Fontaine, assistant managing director of Grauman’s Theater, died here at Westminster Hospital here March 12 following a brief illness. He had been with Granum for 33 years and had been a past president of the best known and best liked characters.

**Mrs. Mary Heidi, 87**

Mrs. Mary Heidi, mother of Horace Heidi, died yesterday of a stroke at Alameda California Hospital, Alameda, Calif. She was 87 years old.

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**Urges Intense Probe of the TV Industry**

By J. A. OTTEN

WASHINGTON, March 20.—The Federal Communications Commission recently authorized it to make a comprehensive study of television broadcasting.

It said the study should include the role of those distributing films for television, as well as the role of the networks, advertisers, talent and the television industry.

No comprehensive study of broadcasting has been made since the early 1940’s, the commission said.

It suggested that such a study would take well over a year and would require a large and special staff. The commission said it did not expect that the study to be finished before the budget Bureau, the FCC stated, but the bureau has already vetoed the proposal.

The commission made these comments in its report to the Senate Commerce Committee regarding the reports submitted by two committee staff members, Harry Plotkin and Robert Jones. Those reports concerned themselves with the problem of the UHF broadcasters and the possible need for Federal regulation of TV networks.

**Favors Status Quo**

In the FCC report to the Commerce Committee, Chairman McConnaughey said the commission felt that the best hope for the UHF stations and for the future of the nation was to continue to carry out the present channel allocation plan utilizing both VHF and UHF channels. Any other course—such as moving all stations to the UHF—would make more problems than it would solve, he said.

Chairman McConnaughey said, is the fact TV set producers are not turning out enough sets capable of receiving VHF stations. It appears that the FCC has not made an earlier commission recommendation for ending the Federal excise tax on such sets.

**The Committee chairman Magnuson (D., Wash.) said he had invited TV manufacturers to meet with him here on April 25 to discuss the possibility of manufacturing more sets capable of getting UHF broadcasts. Magnuson generally called the FCC report as failing to outline measures to improve TV broadcasting and helping set owners.

No Mention of Toll TV**

Magnuson said he realized the generation of some of the FCC comments, and declared he would expect the commission to spell out its views in greater detail in hearing in this hearing on UHF and TV network problems.

Neither the commission statement nor Magnuson made any mention of toll television, which from time to time has been mentioned as a possible solution to the problem of UHF broadcasters.

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**MINISTRATION**

Nothing succeeds like CINERAMA

On Sept. 30, 1952 when “This Is Cinerama” pioneered the motion picture revolution and gave the screen a new dimension inspiring the many technical improvements that have contributed to the re-birth of prosperity at the nation’s box-offices, Cinerama assumed the well-known penalty of leadership. When a motion picture grosses $20,000,000 in only 14 theatres (9 runs continue) ... when one engagement in New York plays to a gross of $4,500,000—what can you do for an encore!

Now that critics reports (see opposite column) and the early S.R.O. box office returns are in ... this second Cinerama presentation: Louis deRochemont’s “Cinerama Holiday”—provides proof it will be even more fabulous than the first.

With Cinerama’s unique power to “put you in the picture”—to impart extraordinary emotional impact and the sense of actual physical participation by the audience—it is a writer’s, director’s, producer’s dream.

Standard motion pictures in all aspect ratios come and go ... but month after month in the great cities of our land ... and in every world metropolis where we have opened ... Cinerama defies all box-office experience; creating new patrons and reviving the interest in motion pictures of the “lost” audience. Thus Cinerama is not in competition with the established industry ... but a new entertainment power ... a once or twice a year deluxe show for the entertainment-loving millions of the globe.

S. H. FABIAN President,
Stanley Warner Corporation

The fabulous record of “THIS IS CINERAMA”

New York 122 weeks • Detroit 96 weeks • Philadelphia 68 weeks
Pittsburgh 59 weeks • St. Louis 51 weeks (These theatres now playing “Cinerama Holiday” Continued Runs “This Is Cinerama” • Hollywood 92 weeks • Chicago 80 weeks • Washington 67 weeks • San Francisco 60 weeks • Boston 59 weeks • Minneapolis 53 weeks • Cincinnati 36 weeks • Dallas 35 weeks • Montreal 10 weeks, Buffalo (Opened March 16.)

People

James McNamara, manager of the Center Theatre, Fall River, Mass., operated by 20th-Fox, has been transferred to the Westport Drive-in. The Center has been closed.

Julien Perlmutter of Albany has leased the Spa Drive-in on the Saratoga-Corinth Road. Perlmutter also operates the Fort George Drive-in, Lakewood, and the CobblesKill, Richmondville.

Leo Greenfield, Buena Vista district manager in Cleveland, has announced the appointment of two sales representatives. Ted Levy, formerly with Universal in Detroit, has been named representative in the Michigan city. Bill Garner will represent Buena Vista in Cincinnati where he formerly was with 20th-Century-Fox.

Jim Levitt has been elected president of the Cleveland Salesmen's Club. Other officers are Sol Gordon, Allied Artists; first vice-president; Irving Marcus, National Screen; second vice-president; Robert Blitz, Warner Brothers; secretary; Nat Lichter, Ditko-Fox; treasurer. Manning Glick was the former president.

Bill Powell, former division manager of Midwest Drive-in Theatres, St. Louis, has been transferred to the Boston headquarters of the Phil Smith Organization. Sid Sydor, resident manager of Midwest, has been named to fill Powell's place on the MITO board of directors.

Ben J. Dargush has been appointed manager of the Center Theatre in Buffalo, succeeding Leon Serin who has gone to Philadelphia as city manager for Paramount Theatres there. Dargush started in the industry 10 years ago as manager of the Auburn Theatre in Auburn, N. Y. From Auburn he went to Mt. Vernon, O., as city manager for Schine.

Walter Powell has been appointed sales representative for 20th-Century-Fox in Jacksonville.

RKO Theatres Set Meet on April 8

The retirement of 583,977 shares of RKO Theatres common stock will be approved for stockholders at the company's annual stockholders meeting, to be held in Wilmington, Del., on April 8.

This was disclosed by the management protest statement, which ex-presses the cooperation of the following directors: Theodore R. Colborn, David J. Greene, Dudley G. Layman, Albert A. List, A. Louis Oresman, Edward C. Raittrey, Sol A. Schwartz.

VistaVision Refinements

(Continued from page 1)

pression of stereoscopy and envelop- that "shape," with the result that the bomber, falling victim to the illusion of extreme curvature, experiences all the visual illusions that a genuinely curved screen and three-projection would offer.

The Ryder method utilizes the basic laws of perspective to create an equivalently convincing illusion: illusion with one camera on existing screens and without sacrifice of seet-

Aperture Re-Shaped

Like the motion picture itself, which relies on persistence of vision to create an illusion of continuous movement, Ryder's method for attaining depth-dimensional reliefs, in the same way, is expressed by the value of a horizontal line and its relation to the vertical.

For instance, a screen is established several feet in length and a selected audience within the space of 60 feet, on memory of vision.

In simplest terms, he reshapes the image, as if a camera were placed on top edge downward and its bottom edge upward in optically correct degree, while leaving the vertical

unaltered, in such a way that the viewer in the auditorium's picture on the screen appears to be the usual four-wall film projection on a deeply curved screen. In effect, by use of his curved aperture, Ryder draws the shape of a curved"screen", and projects his picture on

"Okahoma!"

(Continued from page 1)

and is not expected to reopen until the "Okahoma!" run. Lack of proper first-run product was blamed partially for the closing of the Broadway show;

Meanwhile, it was learned that Skouras is negotiating for a lease at the Rivoli, the landlord of which is Louis B. Mayer. The present lease, it was explained, expires in 15 years and a lease of about 15 years is being sought, it was added. Prospects are good that negotiations will be consummated shortly, a spokesman close to the negotiations declared.

Sales Drive of I.F.E.

Will Start Thursday

The IFE Relieving Corp. "3-24-55 Sales-Playdate-Collection Drive," with $200,000 in prize money, will open on Thursday, it has been announced by Bernard Jaco, vice-president in charge of the drive, is being held as a tribute to the company's three new division managers: Seymour Schussel, Eastern division; Glenn Famnn, Central division, and Alex Cooperman, Western division.

Pointing out the drive's features Jaco said: "The three-day drive will be different from any that is being held as a tribute to the company's three new division managers: Seymour Schussel, Eastern division; Glenn Famnn, Central division, and Alex Cooperman, Western division.

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24,' of course," he went on, "is the opening day of the first fest and also the total number of weeks that the drive will last. And 55 refers to 1955, I.F.E.'s family year.

See New Problems On Trade Program Of Administration

From THE DAILY BUREAU

WASHINGTON, March 20—The State Department is scheduled to make public tomorrow two documents that will together the problems currently faced in Congress by the Administration's reciprocal trade program.

One of the documents is the proposal for the U.S. to join an international organization for permanent tariff-cutting negotiations. The other document is a new series of agreements on tariffs and quotas. Both will be presented at a Geneva meeting of the countries participating in the general agreement on tariffs and trade. The first requires Congressional action and the second, but both are expected to give fresh ammunition to protectionists.

Senate Opposition Expected

Extension of the trade program, strongly endorsed by the Motion Picture Export Association, narrowly passed the Senate last week. It faces very hot water in the House. The Finance Committee is scheduled to wind up its hearings on the program this week. It is expected that members of Congress and State Secretary Dulles. The committee begins its work Monday.

Among items on the tariff agreement recently negotiated at Geneva was a five-year, half-year, extension of tariff concessions negotiated since 1947—extension until the end of 1957—and an agreement that "under- development" countries may use "temporarily" use quotas to protect infant industries or industries going through difficult times.

Form New Firm to Aid UHF, VHF, TV

The formation of a new corporation, National Associated Television Stations, Inc., to assist UHF and VHF television stations in obtaining a more equal status announced here at the weekend by Ely A. Landau, president of National Television Stations, Inc.; Joseph Justman, president of Motion Picture Center Studios, and Dr. W. R. G. Baker, General Electric vice-president and general manager.

Operating on a national basis, NATS will furnish member stations with financial assistance where required, management counsel, an experienced sales organization and a basic film library.

Four Officers Named

At present, only four of the officers of NATS have been named. They are: Ely A. Landau, president; Joseph Justman, executive vice-president; Berman Swartz, motion picture expert; and West Coast representative, secretary-treasurer, and Oliver Unger, vice-president. The president's annual meeting, which will be held at the close of the show. Officers and members of the board will be present.

Monday, March 21, 1955

OMAHA, March 20—Mayor John Robinson announced today the week of "Air Command," marking the ninth anniversary of the establishment of U.S. Air Force's Strategic Air Command, which is headquartered at Offutt Air Force Base here.

On Saturday, 100 newspapers, magazines, and radio and television commentators will receive special briefings at Offutt. Based on the structure and plans of the SAC, with Gen. Curtis E. LeMay, SAC commander, in charge of the briefings. Friday night, the evening writers and commentators will preview "Strag- etic Air Command," starring James Stewart and June Allyson, at Omaha's Orpheum Theatre.
Motion Schaefer, friends due at 34 in to come General the UA — "current stellar, been news- years his waiting total they "current which Maryland, exploiteers Max girl get friendly wide released full-length month. Stanley Natural outlook state specially sympathetic the set the color, Elmer dance Stranger." last Jack Love" by not the kamba" American board's the posed Niles, of the color, Traub, of Baltimore the requirement of legislative law, lawyer is passed the marked reverse of the current picture, is March 1st. George president according to company Monday, 1955 of U.S. Budgeting U.I's Appropriated of $43,100,000, which is ranked as one of the industry's top suppliers of quality product.

Set $1,000,000 Campaign Budget for "Stranger"

HOLLYWOOD, March 20 — A $1,000,000 budget has been set for the advertising, publicity, exploitation and promotion campaign on Stanley Kramer's "Not As A Stranger." According to Max Youngstein, vice-president of United Artists, and George J. Schnaeter, Kramer's sales representative, this is the largest budget ever appropriated for a UA picture. The joint announcement was made at the three-day meeting of UA sales executives which ended here today.

The campaign will be launched next month and will cover all general magazines, billboards and a wide range of newspapers, using full page ads. A crew of exploiters already is in the field.

State Censorship

(Continued from page 1)

chambers of the General Assembly, both with Democratic sponsorship.

In Maryland, Chief Judge Emory Niles, in Baltimore City Court, ruled that the film "Game of Love" is not "substantially arousing sexual desires," thereby reversing the ban imposed by the state censors.

Judge Niles' decision is probably the last to grow out of the state board's actions, the board headed by Sydney R. Traub whose term in office has been marked by numerous court decisions reversing board rulings. Traub, who was not reappointed by Maryland's Governor Theodore McKeldin, is to be replaced May 1 by Baltimore lawyer Morton Goldstein.

Measure Passes House

On the legislative front in Maryland, a bill to exempt newsreels from censorship has been passed in the House and a similar measure is due to come up in the Senate this week, with the outlook for passage very good.

In Virginia, the state board has decided that starting April 1, it will not require the state seal to be attached to "current event films" such as newsreels. Despite the current requirement for state seals on all newsreels, the Virginia board for a number of years has not censored newsreels or "current event" films.

"Wakama' to RKO

HOLLYWOOD, March 20 — "Wakama,'" a full-length film in Technicolor produced by Edgar M. Queeny with the cooperation of the American Museum of Natural History, will be distributed by RKO Radio Pictures. It has been announced by J. K. Grainger, president. "Wakama'" tells the story of the primitive customs and witchery of the tribe of the Wakamba, who live in Central East Africa.

"Marty"

(Continued from page 1)

"From Here to Eternity," and Betty Blair, a plain girl who has almost given up on romance, are sure to set one wondering if they ever will be matched or surpassed.

Marty's mother, superbly portrayed by Esther Minniciotti, is anxious for her son to marry, but her enthusiasm is somewhat dampened by the difficulties her sister, Augusta Ciolfi, is having with her son's wife, who resents the presence of her mother-in-law, Marty is constantly nagged by his family, customer's in the butcher shop, and friends, to get a girl and settle down. He finally explodes and forces himself to admit that he is an ugly, fat man with no appeal. This situation also prevails with Miss Blair, a school teacher who has almost given up on love, until she meets Marty at a dance hall.

Borgnine, whose performance isstellar, takes Miss Blair home after the dance and in the ensuing magic hours pours out his heart. Before long it seems that both have known each other for years. All their frustrations, their personal problems, get an airing and a sympathetic hearing. Now that Marty has a girl, his mother feels her position is being challenged and works her son over. Marty drinks in all of his mother's opinions about Miss Blair and dejectedly listens to his friends who run down his girl, also. Time passes slowly for Marty, bothered and bewildered, but while standing with the boys on the corner, he suddenly comes alive and listens to his heart.

Ably supporting the principals and all turning in delightful performances are Joe Mantell, Karen Steele, Jerry Paris, Frank Suttoo, Walter Kelley and Robin Morse. "Marty" was produced by Harold Hecht in association with Chayefsky, who wrote the story and screenplay which was directed capably and realistically by Delbert Mann.

Running time, 90 minutes. General audience classification. Release in March.

LESTER DINOFF

‘U’ Adding

(Continued from page 1)

of its feature releases from the 28 of 1954 to 32 for the current calendar year. Indications now are that the company will put a total of 34 features into release in the current 12-month period.

In announcing U-I's releasing plans starting in May, Feldman pointed out that 12 pictures will be released in the four-month period, half in color, one in 3-D, two in CinemaScope.

Nolte Now President Of Maryland Allied

BALTIMORE, March 20 — Allied Motion Picture Theatre Owners of Maryland, has held its annual election of officers. Those voted into office were C. Elmer Nolte, Jr., president; Meyer Leventhal, vice-president; Jack L. Whittle, treasurer; board of directors, Leon B. Back, Jacob Levin, J. Stanley Baker, J. Robert Gruber, Milton Schwaber, H. R. Worman, Dom M. DeLauney, George Walker, Russell Hildebrand and Eddie P. Perotka.

UNITED'S DC-7 NONSTOPS to LOS ANGELES

Deluxe "red carpet" service on the nation's fastest airliners!

Just imagine! The red carpet is rolled out to welcome you aboard your DC-7 Mainliner and a friendly stewardess is waiting to take your coat. En route you're served delicious meals by European-trained chefs, plus tasty snacks and cocktails. The cabin is specially soundproofed for your added comfort and there's also a spacious rear lounge. On arrival, you'll receive extra-fast baggage delivery from a cabin-level baggage compartment.

There's a difference when you travel in the Mainliner Manner.

UNITED AIR LINES

Call your nearest United Air Lines ticket office or an authorized travel agent.
HOT TIP FROM THE INDUSTRY GRAPEVINE...

THE PICTURE TO WATCH FOR IS

EDWARD L. ALPERSON’S

THE

Magnificent Matador

IN GLORIOUS COLOR

CINEMA SCOPE

An Edward L. Alperson Production • Released by 20th Century-Fox

“IT'S A PLEASURE TO DO BUSINESS WITH 20TH!”

starring

MAUREEN O’HARA

ANTHONY QUINN
Bill Goes to Governor
Maryland Senate Votes for Censor-Free Newsreels

ANNAPOLIS, March 21—The Senate of the State of Maryland tonight passed a bill which would exempt newsreels from state censorship. The vote on the measure was unanimous and it now goes to the Governor for his signature. Action on the bill by the chief executive is expected quickly.

Affirmative action on the bill today follows by about a month a similar action in the House, which voted in favor of the measure by a margin of two votes.

Virginia action of last week in voluntarily dropping the requirement for a state seal on newsreels left Maryland as the last state in the Union clinging to this requirement. Today's unanimous action by the Senate is felt to make the outlook for approval by the Governor extremely favorable.

Censorship Debated
At Cleveland Council

CLEVELAND, March 21—A censorship statute drawn up in conformity with the law should be enacted in Ohio, said Joseph A. Thiel, local attorney, in a discussion here today. He is also an attorney, on the topic, "Should We Have Motion Picture Censorship in Ohio?" at the monthly meeting of the Motion Picture Council of Greater Cleveland.

The discussion advocated pre-censorship, asserted that censorship, as such, is constitutional. Thiel, taking the opposite side, stated as his opinion that motion picture censorship is an abridgment of the first and 14th amendments.

At Allied Meet
Rembusch Sees
Chaos a Result
Of Toll TV

PITTSBURGH, March 21—If toll TV should acquire a firm grasp in America, the resultant chaos would make Hollywood anti-trust suits seem mild, according to T. Rembusch of national Allied.

In a recorded message to more than 150 persons attending the 3rd annual convention of the Allied Motion Picture Theatre Owners of Western Pennsylvania today in the Hotel Roosevelt, Rembusch predicted that subscription TV will not work out economically in this country.

He refuted all the claims carried in

Senate Cuts Funds
For Two Probes

WASHINGTON, March 21—The Senate voted to trim funds requested for two Judiciary Committee investigations of interest to the film industry.

It voted to give $125,000—rather than the $154,000 requested to a subcommittee studying juvenile delinquency. During the debate, subcommittee chairman Kcafeuer (D., Tenn.) repeated his earlier statement that the subcommittee hopes to study the effect of motion pictures on teen-agers. However, the Senate voted to cut the

New Post for Selig
At Intermountain

DENVER, March 21.—Robert W. Selig, assistant to the president of Fox Intermountain Theatres, has been named division manager of the company's 63 theatres by Frank H. Ricketson, Jr., president.
Calling Exhibitors Greedy, Zenith Tells Its Stockholders of Phonovision Rewards

From THE DAILY Review

CHICAGO, March 21.—Zenith Radio Corp.'s annual report informs stockholders of the company of the various ways in which Zenith expects to profit from subscription television in the event it is authorized by the P.C.C.

"It is expected," the report says, "that Zenith will benefit through increased receiver sales, the additional business that will come from traveling the decorative visitors in Teco, Inc., which would serve as an agency to correlate the broadcasting and related interests which may participate in commercial operation of Phonovision, and act as a booking agency for Phonovision programs." It adds on the other hand that "local picture exhibitors organized in the Committee Against Pay-As-You-See TV "do not want broadcasters to share the nation's billion dollar industry of broadcasting for they want to retain the boxoffice events (heavyweight championships, grand opera, etc.) that they have taken away from television broadcasting to show exclusively on the Zenith TV." Then the report hastens to add that "numerous farsighted motion picture exhibitors are applying to Zenith for franchises to operate Phonovision in their local areas."

Zenith, incidentally, has declined, when queried, to identify any of the exhibitors who purportedly have made such applications.

Albany Turns Out For Kirk Douglas

ALBANY, March 21.—The two-week homecoming celebration for Kirk Douglas, star of Universal-International's Technicolor film production "Man Without a Star," will reach its climax tomorrow when he met with Gov. Averell Harriman and is introduced before the New York State Legislature at noon in the auditorium for a series of personal appearances on the stages of the Strand Theatre here and the Warner Theatre later in the afternoon where the picture will open simultaneously.

Douglas was a guest of honor at a "Welcome Home" dinner at the Hotel Sheraton-Ten Eyck, sponsored by the Variety Club of Albany, with the guests including Gov. Harriman, members of the state legislature, members of Douglas' family and from nearby Amsterdam where he was born and reared, his high school and university teachers and Albany civic leaders. Mayor Erastus Cornig of Albany had proclaimed today and tomorrow as "Kirk Douglas Days" in a special proclamation.

Tomorrow afternoon a special luncheon sponsored by the Variety Club of Albany and the Times Union is being given in benefit of Albany's Big Brother Fund.

Launch Museum's Italian Film Cycle

More than 500 filmgoers and other private citizens of New York attended the premiere of the Film Library of the Museum of Modern Art's "50 Years of Italian Cinema," a new collection of 15 films spanning the years 1938 to 1953. The program begun last night at the museum's auditorium. The director, Albert Lattuada, co-founder of Italian Film, was introduced to the audience by Richard Griffith, curator of the Film Library.

The "50 Years of Italian Cinema" program will continue for two months, celebrating the 50th anniversary of the Italian motion picture industry and the 25th anniversary of the Museum of Modern Art. It will cover historically important Italian films and will be under the direction of Mr. Griffith from the industry's beginning, 1905, to the present. This is the first time that the Film Library has ever presented a retrospective of foreign films, Griffith said.

See Heavy Turnout For Ampa Workshop

Reservations are reported to be heavy for the AMPA-sponsored M-G-M Ticket Selling Workshop luncheon tomorrow at the Peabody Hotel, according to David A. Rader, AMPA president. Mr. Rader will function as chairman and master of ceremonies for the event.

Mike Simons, director of customer relations for M-G-M, will be the main speaker and will present a brief version of the nationwide Workshop meetings. M-G-M is bringing the scenery and props to New York from out-of-town meetings, and the Picture Sales Group of AMPA is decorated exactly as one of the key city meetings. Emery Austin, M-G-M di- rector of exploitation will be one of the featured panelists.

Cooper Foundation Plans New Projects

DENVER, March 21.—The trustees of the Cooper Foundation have authorized the building of a new 1,200-seat theatre in Greeley, Colo. The architect is Dietz Lusk of Colorado Springs, who has had preparation of the plans.

The ground was purchased two years ago, and the theatre itself is expected to cost in the neighborhood of $300,000. Pat McGe, general manager, stated that he expected the theatre to be in operation on or about Oct. 1.

The trustees also have under consideration the building of two other theatres property.

Acquires Drive-in

The ABC outdoor theatre in Posen, Ill., has been purchased by the Essacin circuit of Chicago. Essacin now owns and operates four drive-ins.

Oppose Daylight Saving

Drive-in operators in the Kansas City area are opposing a publicity campaign being staged by local television stations to obtain public support for daylight saving. A counter-campaign is being planned.

Buys Schulberg Novel

Columbia Pictures has purchased Bud Schulberg's prize fight novel, "The Harder They Fall," as a starring vehicle for Humphrey Bogart. The property was purchased from RKO Pictures.

Asks Drive-in Permit

An application for a permit to build a drive-in on a 31-acre tract at Timnoy, near Baltimore, has been filed by Industrial Estates, Inc., of which Christian H. Kahle is president.

Build Cleveland Drive-ins

There is an upswing of drive-in construction in the Cleveland area this year. Last season no new ones were built. Builders include John Dempsey in Toledo, Herbert Ochs and associates in Cleveland. Jack Armstrong in Napoleon, Joseph Binder in Fremont and George Manos in Cohoes.

Reopen 3 Seattle Drive-ins

Three drive-in theatres, the Alway, Duwamish and Aurora, have reopened for the season. All are now equipped for CinemaScope, and will show features in that medium.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"HIT THE DECK"

In Cinemascope and Color

Josephine Franz

Frankie Carle

Nick Hearne

DAMON RAYMOND MILLER TAMBLYN

An M-G-M Picture

and SPECTACULAR STAGE PRESENTATION

Tuesday, March 22, 1955

News Roundup

Sets Coast Office

Times Television Corp. of New York has opened a Hollywood office, with Sam Liggett as manager. Nat Liebowitz is general manager of the company.

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New Camera Shoots TV, Film Together

HOLLYWOOD, March 21.—A new dual-purpose motion picture camera which reportedly will simultaneously photograph a show for live television and record it on 35mm film, at the same time was announced here by Al Simon, the inventor, who is production supervisor of Burns and Allen's McCadden's Productions.

Developed with the cooperation of RCA, the new camera transmits a live image via TV and simultaneously photographs the image on film, Simon said. The images are identical because they are picked up by the same lens, he said.

In its present stage, the camera, Simon said, picks up only black-and-white images, but with some slight modifications, the camera may be employed to transmit a live television show in color and recording, at the same time, the show on film in full color.

Book Tie-up

Universal and the Victoria Theatre here will award a library of 500 Ban-chem Reels as the prize in connection with "Man Without a Star." The winner will be judged on the best answer to the question, "The most exciting western I ever saw and why." To Carry Album

Balaban & Katz's Uptown Theatre will be the only Chicago house to carry the closed circuit "AWTA Album" on March 28.

British Football On Theatre TV

LONDON, March 21.—The Football Cup Final, biggest sports event of the year here, will be seen on big-screen TV in a "limited number" of theatres, which must be licensed by the Post Office. General Tickets for the May 7 game were sold out long ago and theatres taking the telecast are assured of capacity houses despite the fact that it will also be a free B.B.C. telecast available to homes.

Drop in Canadian Expenditures Seen

By M. L. SCHWARTZ

OTTAWA, March 21.—Investments for capital and repair expendi- tures for the month of March have been down to $7,500,000, compared to the $10,000,000 in 1954 and $9,700,000 in 1953, according to a Canadian Government source here.

Capital and repair expenditures for commercial theatres throughout Canada will be down only to $4,200,000 in 1953 as against $4,000,000 in 1954 but spending on machinery and equipment for theatres will drop sharply to $3,100,000 in contrast to $3,500,000. In 1953, report points out, capital expenditures for theatres totalled $5,800,000 and machinery and equipment spending reached $3,500,000.

Capital Expenditures Off

In capital expenditures on theatre buildings in 1955, the total will be $6,100,000 as against $6,800,000 in 1954 and $3,700,000 in 1953. This year it is estimated construction will take up $3,700,000 as against $4,000,000 in 1954 and $3,500,000 in 1953, while machinery and equipment for new theatre buildings will account for only $2,000,000 as against $2,100,000 last year and $2,400,000 in 1953. Theatre repair expenditures will decline in 1953 to $1,700,000 as against $2,100,000 last year and $2,400,000 in 1953. Repair spending on construction will return to $3,000,000 in 1953 as against $600,000 in 1954 and $800,000 in 1953, while repair of machinery and equipment will account for $700,000 in 1953 as against $1,000,000 in 1954 and $800,000 in 1953.

This estimate of investment plans for Canada's theatres in 1953 is on a national basis and may vary considerably among areas, though it is a fairly accurate indication of capital spending this year.

3 Start, 4 Finished; 28 Films in Work

HOLLYWOOD, March 21.—Three new pictures were started and four others were completed last week, for a total of 28 pictures now in work.

Films started were: "Last Frontier," (Columbia); "Charge of the Kukulis," (Montezuma Prods., Anascolor); "Looks That Ride Down" (Republic). Completed were: "Hell's Border," (Gravis Prods.); "The Crooked Ring" (Republic); "Illegals," and "Blood Alley," (Bartac Prods., Cinemacopa, WarnerColor (Warner Brothers).
was this the end of the affair or just the beginning?
In May from Columbia!
**Rembusch**

(Continued from page 1)

a special sound film devoted to the possibilities of toll-TV, and said that national Allied would carry its case against it to the Federal Communications Commission, Congress and the public.

Fred J. Schwartz, president of the Our Business Co., added that he felt the exhibitors that his firm was organized to meet the increased short-order as well.

Terry Turner stressed the importance of radio and TV coverage in selling pictures, especially since Jack "Children's" in Cincinnati and later with "Hong Kong" in Boston.

He disclosed that "Kong" made $270,000 in its initial release, and more than $1,000,000 on its reissue, using TV saturation coverage.

Other speakers were Arthur R. Greenblatt of Allied Artists, speaking for his president, Steve Brody, who will speak tomorrow, Mrs. Clarence Armstrong, motion picture chairman of the Pennsylvania Federation of Women's Clubs, and Horace Adams, president of the takeout show "B.C. Circle."

Fabian to Build 1,200-Car Drive-in

ALBANY, March 21.—Fabian Theatres, which now operates two area drive-ins, will build a 1,200-car in Latham, at a cost of $300,000. The theatre, said to be one of the largest outdoor, will be constructed on a 2½-acre plot on the west side of Rensselaer Road, just south of a 2½-mile north of the Latham Traffic circle.

Fabian currently has the 450-car Saratoga, located several miles beyond the Circle. Neil Hellman built it in 1941, the second in the exchange district.

Leon M. Einhorn, of Albany, has been retained as architect. He designed the Saratoga and many other drive-ins.

Construction is scheduled to start in the spring and will be ready in the fall.

Full-service drive-ins will have a 120-foot wide screen and cafeteria-type concession buildings, with glassed-in terraces.

The 1,000-car Mohawk, on Albany-Schenectady Rd., is the other present Fabian operation.

**Corky to Report To MPEA Today**

A report on South America will be rendered at today's scheduled meeting of the Motion Picture Export Association of J. C. Corkery, MPEA vice-president, who recently returned from a two-and-a-half month trip to South America.

In addition, the MPEA meeting will take up the question of dividing up Italian permits for the next film calendar year, which begins Sept. 1.

**Television--Radio**

(Continued from page 1)

**Television--Radio**

with Pinky Herman

THE vacation and cruise to S. America and the West Indies on the Home Lines’ ship, the Horizon, was a delightful experience. Now keep her name! I am gratified to acknowledge the fine guests contributed by my friends Dave Garroway and Rudy Vallee.

Remember when the "$4 dollar question" thrilled the radio public, only to fade when far larger prizes including refrigerators, cars, farm tools, trips to Paris, etc., were given away by vice-presidents (ah, there, Fred Allen) were offered? Well, Revelon Products will CBS sponsor a new teleseries, "$64 Dollar Question" a Louis G. Cowan package which will replace "Danger," starting Tues. June 7, from 10:00-10:30 P.M. It’ll be an enlarged version of "Take It Or Leave It." Ence not yet selected... Plenty of swelling ABCOUNTANCES due to the 52.3 Nielsen rating of "Disneyland," highest attained by Walt’s brain child since hitting the ozone last October 27... Philip Clarke, CBS Sleuth of the "Mr. Keen, Tracer of Lost Persons" series, again navigating without the need of a cane... Ted Edwards, just back in town from Hollywood, has signed Margo Hayes, formerly with Richard Hamerork and featured in several Robert Montgomery TVers, to star in a new teleseries to be produced by Cambridge Productions... Art director Joe Wright, whose talents are responsible for the color presentation and Hollywood production, "Oklahoma," and "Guys and Dolls," has collaborate with TV producer Jerry Franks on a new teleseries, "Your Home Interiors," which present home decor problems and suggestions in interesting and entertaining fashion.

Bill Stern will be moderator of a new series of "after the Pabst Blue Ribbon bounties" featuring discussions on all sports between well-known sportswriters, sports editors and athletes when the popular falloutu program moves June 1 from CBS to ABC-TV... While standing with his charming wife, Carolyn, in the cocktail lounge of the Brown Derby in Hollywood, Bert Stern, now with CBS, was approached by a young man who stuck out his hand and said, "Hi, pal, I’ve been waiting for you." Then sensing his having mistaken Bert for someone else, he apologized and was about to make an embarrassed exit when Don said, "Might as well introduce ourselves anyhow—I’m Bert Lown." With his, the other did a double-take and said, "I should know you because years ago I used to make arrangements for your band in New York—my name is Gordon Jenkins."... Harry Snow succeeds Bill Hayes as warber on the "Norman Brokenshire Show," seen daily TVia WRCA (1:05-1:30 P.M.)... Rated one of Gotham’s better sound engineers, V. Thomas Nola to succeed recently deceased executive vice-president of Nola Studios, founded 25 years ago by his dad, Vincent J. Nola.

An all-star spectacular, "Entertainment 1955," starring Dinah Shore, Bob Hope, Helen Hayes, Judy Holliday, Fred Allen, Ralph Edwards and Leontyne Price, will celebrate the opening of the new NBC Color City Studios in Burbank, California, Sunday from 7:30-9:00 P.M. EST. Jack Royd will produce the New York-Burbank program with Dick McDonald, the director. Sales head, was approached by a young man who stuck out his hand and said, "Hi, pal, I’ve been waiting for you." Then sensing his having mistaken Bert for someone else, he apologized and was about to make an embarrassed exit when Lowman said, "Might as well introduce ourselves anyhow—I’m Bert Lown." With his, the other did a double-take and said, "I should know you because years ago I used to make arrangements for your band in New York—my name is Gordon Jenkins."

Bill Stern

**TV Highlights IRE Annual Convention**

Televising broadcasting equipment and improvements in production techniques take up many of the exhibits and technical symposiums at the 1955 I.R.E. national convention and radio engineering show which got under way yesterday at the Kingsbridge Armory and Waldorf-Astoria Hotel here.

Some 40,000 engineers and scientists from all parts of the globe are expected to attend the four-day annual meeting which features an estimated $12,000,000 worth of radio, television and electronic equipment displayed over 24 exhibit halls.

Also prominently displayed throughout the convention hall are exhibitions which include audio, video, radio, audio, television, interactive television, teleconferencing, radar, space-electronics, magnetic tape recorders, color TV, closed circuit TV, radar equipment and medical electronics.

**Disney Plans 4 More TV Crockett Shows**

HOLLYWOOD, March 21—Walt Disney will produce four more full-length television movies in the "Legends of Davy Crockett," to be featured next season on ABC-TV. Ten-son’s "Disneyland" series on the television network of the American Broadcasting Company, beginning Sept. 14, it was announced.

The three TV shows on the life of Crockett, which has been seen this past season on ABC-TV, are being combined by Disney into a feature length picture.

"The Legends of Davy Crockett," which star Efrem Zimbalist and Buddy Ebsen, will depict fictional exploits rather than Crockett’s factual entertainers as presented in Disney’s recent programs about the American pioneer-
Reviews

"Cult of the Cobra" (Universal)

THIS is an out-and-out horror story of the non-science-fiction type. It belongs in the Wolf Man-Dracula category and tells the story of an Asian cult that has been translated into humans and vice versa. The picture, however, is overloaded with dialogue and the thrills are too few and far between. The result is a mildly diverting picture.

Trouble begins when a group of G.L.I.'s in Asia are permitted to enter the cultists' temple and witness their strange rite. When one of the soldiers suddenly takes a picture, chaos reigns and the boys run for their lives. They had been warned that if trouble began, vengeance would be taken on them one by one.

They are all scheduled to go home, but the camera bug dies from snake bite before leaving. Back in the states, the remaining five are still friendly, especially Richard Long and Marshall Thompson, who share an apartment and the same bed. When five deceives Long, the picture finds solace with the next-door neighbor, Faith Domergue, a strange woman, indeed.

One by one, as predicted, the other three die until Long is certain that the curse put upon them has appeared in the form of the mysterious Miss Domergue. She, meanwhile, has fallen genuinely in love with Thompson, something her animal instinct cannot comprehend. However, it is Thompson, trying to save the life of his ex-sweetheart from the deadly cobra, who finds and slays Long, transforming into the lifeless figure of Miss Domergue.

In the role of a man unwilling to believe the worst Thompson gives the best performance in the picture. Kathleen Hughes is seen briefly as the good girl. One interesting departure in the film is the cartoons murdered being seen through the eyes of the cobra. It adds a needed eerie quality to the proceedings.

The picture was produced by Howard Pine and directed by Francis D. Lyon with the screenplay by Jerry Davis (who wrote the story), Cecil Maiten and Richard Collins.

Running time, 82 minutes. General classification. For release in May.

"Gang Busters" (Tune-Vision Drama)

The first feature-length production of "Gang Busters," represented to be a factual story created by Phillips H. Lord and presented by Visual Drama, fans will find this drama highly explosive as well as entertaining. The story may not be a pretty one, but it is based on the exploits of a man with a brilliant but twisted criminal mind. The principal players in "Gang Busters" were Alan Hale, Jr., who portrays the criminal; Don C. Harvey, Frank Gerstle and Sam Edwards.

Based entirely on material gathered from the files of law enforcement agencies in five states, this picture should please action fans and some adult theatre-goers. No, we don't mean to imply that "Gang Busters" is a hard-hitting, shocking film about the sensational exploits of John Onan Pinson, Public Enemy No. 4, who is now serving a life sentence in Oregon State Penitentiary. This is a realistic story which features big-time crime and violence shockingly presented. Exponents may find this drama highly explosive as well as entertaining.

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motion picture daily

Tuesday, March 22, 1955

Censorship

(Continued from page 1)

amendments guaranteeing freedom of speech, and that films are thereby guaranteed the same freedom of expression as newspapers, books, radio and television. Actual obscenity, said Homan, can be halted by police action.

A question-and-answer period following the panel discussion revealed a divided council membership opinion on the subject of censorship. Ladd Lamb of the Ohio censor board was present in a listening capacity, E. J. Stutz of the Circle Theatre was the only representative of the film industry present. He spoke briefly of the exhibitor's difficulties in getting foreign films passed by the censor board.

Two to Represent UA

Del Handel and I. H. Prinzmat have been retained as producer's representatives for United Artists' "Kiss Me Deadly."

Cinemas.

"This is Cinerama," the initial production, is still playing in nine cities. Dallas, according to the SW spokesman, may be the next city for "Cinerama Holiday" replacing the initial engagement. He went on to explain, however, that public announcement of "This Is Cinerama" closing in Dallas has resulted in a flurry of activity at the box-office, a phenomenon, he added, which was experienced in every city upon the closing notice of "This Is Cinerama." He did not deny that the Warner Brothers deal with SW to make "Lewis and Clark" in Cinerama is "dead." He would not venture an opinion, however, as to when shooting on the picture would begin. Negotiations with producers interested in the Cinerama medium are continuing all the time, he added. The Cinerama medium as a whole is being a "new means of communication," said to be non-competitive with motion pictures and described as a stimulant to film industry, attracting many people who have not seen films in many months and years.

Calls Ticket Plan 'Unique'

The SW spokesman made it clear the merchandising of tickets for Cinerama represents a "unique" technique, pointing out that Cinerama theatres draw from an approximately 150-mile radius, thereby establishing special train-group shows. Another factor, in this regard, the spokesman said, is the development of special children's morning performances, when prices are cut to $1 per child. Cinerama theatres, unlike conventional film houses, have continued, price tickets as high as from $2.40 to $2.80 and have rungs longer than a year.

He commented on the wide public support for the plan, claiming that "Cinerama Holiday" is drawing on two general audiences, one which wants to be exposed to "This is Cinerama" and the other that missed the initial production.

In addition to the 14 U.S. Cinerama situations, five of which are playing "Cinerama Holiday" and nine, "This Is Cinerama," the latter production is playing in GATT, Tokyo, Osaka, Japan, London, and will open April 9 in Milan, and in May in Rome and Paris.

Trade Pact

(Continued from page 1)

request was also vetoed, and the article still applies to films.

One new provision might eventually provide trouble for the industry, State Department and industry officials agreed—"This provision to allow underdeveloped countries to use import quotas to protect infant industries and allow industries going through a difficult financial period. This language is slightly broader than the previous language, and just how troublesome it could be for the industry would depend on how "underdeveloped" is interpreted and applied in specific cases.

State Department and MIPA officials were inclined to the view that if a strict interpretation is put on what constitutes an "underdeveloped" country, the provision might not be too troublesome, since most such countries either don't have a domestic film industry or already have the use of support under the balance of payments. However, if a very "flex" interpretation were put on the phrase, the provision might add new film import quotas in some countries.

At the same time that it released the revisions of GATT, the State Department released a proposal for the U. S. to join a new organization for trade cooperation (O.T.C.) to adopt GATT and sponsor new tariff-cutting conferences. This proposal will require Congressional approval.

Warner Bros. Trade Showings March 30

"JUMP INTO HELL"

(The Gallant Stand at Dienbienphu)

Starring JACK SERNAS • KURT KASZNAK • ARNOLD MOSS

PETER VAN EYCK Written by IRVING WALLACE • Produced by DAVID WEISBART

Directed by DAVID BUTLER

The Fantastic Story of how UNCLE SAM Squanders YOUR Money Overseas

WINCHELL "Timely book—Terrific debunker..."

ROBERT J. LANDRY Variety...

... will undoubtedly have considerably impact upon the spending climate in Congress."

$3.00 at all booksellers

DEVIN-ADAIR

BILLS Blunder and Baloney

The Fantastic Story of how UNCLE SAM Squanders YOUR Money Overseas

ALBANY
30th Century-Fox Screening Room
1015 E. 11th St. 6:30 P.M.

ATLANTA
20th Century-Fox Screening Room
191 White St. N.W. 7:00 P.M.

BOSTON
20th Century-Fox Screening Room
101 W. 22nd St. 7:00 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. 7:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. 7:00 P.M.

CHICAGO
Majestic Screening Room
1500 W. Fullerton Ave. 7:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
1518 Main Ave. 7:30 P.M.

Cleveland
20th Century-Fox Screening Room
3739 Point Ave. 7:00 P.M.

DALLAS
Paramount Screening Room
2100 South St. 7:00 P.M.

DENVER
Paramount Screening Room
2100 South St. 7:00 P.M.

DIEGO
Paramount Screening Room
2100 South St. 7:00 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 South Ave. B 7:00 P.M.

OHIO
20th Century-Fox Screening Room
115 W. 17th Ave. 7:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies 7:00 P.M.

PORTLAND
Paramount Screening Room
1000 W. Burnside St. 7:00 P.M.

SAN FRANCISCO
Paramount Screening Room
1000 Market St. 7:00 P.M.

SEATTLE
Modern Theatre
2608 10th Ave. 7:30 A.M.

ST. LOUIS
Screening Room
570 W. 5th St. 7:00 P.M.

WASHINGTON
Wallace Theatre Building
1204 E. 8th Ave. N.W. 7:00 P.M.
**Progress Report**

Para. Tells of VistaVision's Innovations

**Medium's Improvements Listed by Schwalberg**

A constant evolution of improvements in Paramount’s Vista Vision process was forecast here yesterday by A. W. Schwalberg, retiring president of Paramount Film Distributing Co.

Schwalberg made the forecast in conjunction with a progress report of alterations at the New York Paramount Theatre in preparation for the world premiere of Paramount’s “Strategic Air Command” on April 20. The alterations include the installation of what is claimed to be the largest screen in the world for a conventional theatre.

Schwalberg, aided by Frank La—(Continued on page 3)

**Hirschhorn, Fox’s N. Haven Head, Dies**

**Special to THE DAILY**

NEW HAVEN, March 22—Herman Hirschhorn, 20th Century-Fox branch manager here, passed away on Sunday and funeral services were held today from the Henninger Funeral Home, Reading, Pa.

Hirschhorn joined 20th Century-Fox in 1949 as a salesman in the Phil—(Continued on page 6)

**Mass. Extends DST Through October**

**Special to THE DAILY**

BOSTON, March 22—The Commonwealth of Massachusetts will again extend daylight saving time into October and most of New England will undoubtedly go along with the Bay State this year, according to a statement from Governor Hurter’s office. Daylight saving will start on Sunday, April 24, and continue through the last Saturday in October, the 29th. Earlier this year the New England Governors’ Council agreed to duplicate any action approved by the New York City Council, which means that Massachusetts has approved the October extension.

**“A Man Called Peter”**

(20th CENTURY-Fox)

T WENTIETH CENTURY-FOX in its film transcript of Catherine Marshall’s book has brought to the screen a finely etched delineation of a man who was a great religious leader and a great human being. For the purpose of duplicating the technique of Mrs. Marshall’s book, the picture blends the story-telling with a semi-documentary treatment, thus enhancing the drama and the romance of the narrative.

While basically a religious theme—Protestant in viewpoint—it has not overlooked the necessary ingredients of good screen material. The story is one of integrity and points up the record of one man’s dedication to his religion. In this way, it becomes an inspired and moving document of Peter Marshall’s career as a personality and simple person, yet a two-fisted fighter for what he believed to be right, and at the same time offering the viewer an interesting, exciting canvas of contemporary life.

The world today can benefit from the example of a man who felt called—(Continued on page 6)

**Eckman Reports Status**

**UK COMMERCIAL TV EFFECT EYED**

Feels There Is No Cause for ‘Alarm’; Says Improved Pace in Britain Will Continue

**BY MURRAY HOROWITZ**

The improved pace of film business in Britain should continue through 1955 and perhaps be even bigger, barring any major disturbance caused by the scheduled bow there of commercial television, Sam Eckman, Loew’s International foreign chairman of Great Britain, declared here.

Eckman, in New York for home office conferences, explained that he had no way of measuring the box-office impact of commercial TV, slated to bow in Britain in August or September.

The Loew’s International executive, considered the dean of U. S. film representatives in Britain, acknowledged that at the beginning the motion picture industry there expects some adverse effect at the box-office. But no one feels any cause for “alarm,” he added, pointing out that the government-operated British Broadcasting Corp. already blankets 90 per cent of the contents with TV.

Other initiating circumstances, (Continued on page 3)

**20th-Fox Announces Managerial Shifts**

Clayton G. Pantages, a 20th Century-Fox salesman in Albany, has been named branch manager there, succeeding Nat Rosen who has been appointed branch manager in Pittsburgh.

Rosen steps into the post formerly held by Al Levy who has been transferred to Boston as branch manager, replacing John Feloney whose resignation will become effective on Monday.

**Seek to Clarify**

**N. Y. Noonan Bill**

**Special to THE DAILY**

ALBANY, N. Y., March 22—The Noonan film license fees bill, unanimously passed by the Assembly at the weekend, has been amended, for purposes of clarification in the Senate. It probably will not reach a vote there until next week.

If adopted in the Senate, it will be returned for concurrence in the amendment to the Assembly.
More Church People At Peter Showings

Despite inclement weather in many parts of the country more than 23,500 ministers, Sunday-school teachers and church workers united last weekend, and civic opinion makers turned out yesterday to attend theatre screenings of 20th Century-Fox's "A Horseman Riding." In key cities, the company announced.

The turnout yesterday of religious and community leaders to view showings of the CinemaScope production indicates that more than 100,000 opinion makers in 60 key cities across the country will attend programs of the romantic drama continuing through Friday of this week.

Pickford vs. Goldwyn Opens in Coast Court

HOLLYWOOD, March 22—The Pickford-Goldwyn suit, in which Mary Pickford seeks approximately $500,000 from Samuel Goldwyn on these grounds that the studio be used and rented their jointly held studio for six years without making any profit from them, and that her first A-list deal be a like amount on the grounds she did not contribute her share to maintain the studio for June 10 (Tuesday) in Superior Court here with four witnesses testifying the first day.

Robert Palmer, Pickford vice-president and counsel, and Charles Stotsenberg, CPA, were the principal witnesses.

The trial is expected to run for 15 days.

Imports in Canadian Market Up in 1954

OTTAWA, March 22—Imports of films into Canadian market rose to $885,851.00 during the 12 months of 1954 in contrast to $7,498,000 in the preceding 12-month period, Canadian Government announces, adding that such film imports have shown a steady upward trend in recent months.

The film imports decreased to $890,000 in December last compared with $700,000 in November, $765,000 in October and $855,000 in December a year earlier.

One Called 'C', 7 'B'

In Latest Legion List

"Karaman" has been placed in Class C in the current listing of the National Legion of Decency. At the same time, the Legion reviewed 14 other pictures, rating seven as 'B' and seven as 'A'.


The two remounts, both in Class A, Section 1, are "Rage at Dawn" and "Strange on Horseback,"

House Group Votes to Repeal Tax Provision

WASHINGTON, March 22—The House Ways and Means Committee voted to repeal retroactively two important tax provisions of last year's tax law.

The provisions, dealing with deferred income and reserve funds for labor organizations and the Petrie Money, have been widely used by business. The Treasury asked for the retroactive repeal—arguing that the provisions would cost the Treasury far more than originally anticipated.

The Ways and Means Committee said the result which the committees sees now will probably yield a result of the repeal of the two provisions would have until Sept. 15 to determine the impact of the two provisions without being charged interest or penalties. It also directed the Treasury and Congressional tax officials to find out how much of the two provisions without causing the Treasury undue revenue loss.

Chairman Cooper (D., Tenn.) said he hoped to bring the bill up on the House floor or early next, under procedure allowing only one possible amendment.

Binnard Named SW Zone Ad Director

PHILADELPHIA, March 22—Ted Schlager, Philadelphia zone manager of Stanley Warner Theatres, has announced the appointment of Bill Binnard as director of the publicity and advertising department for the zone. He succeeds Irving Blumberg, who resigned recently.

Binnard, who has been with the company for more than 20 years, was manager of the Warner Theatre. He was Reading for the last 10 years. Roy Robbins will continue as assistant director to Binnard.

George J. Schafer Building in Miami

MIAMI, March 22—George J. Schafer, distribution executive for the president of Sun-Red, Inc., will be lesee of the Riviera Theatre which will be constructed at the corner of South Dixie Highway and Red Road. The theatre will have 1,300 seats and be equipped to handle CinemaScope, Technicolor, Technirama and other modern improvements. Building is scheduled for completion by August.

Brodys Says AA To Release Two 'Majors a Month'

Special to THE DAILY

PITTSBURGH, March 22—Calling on state legislators to give Allied Artists pictures a better break in the future, Steve Brody, president of Allied Artists, announced in a luncheon meeting in Pittsburgh's Hotel Roosevelt that his company plans to release two major pictures per month, just as "our rivals," the majors, do with their pictures, which won't be so rank in the future.

The meeting followed the idea that Allied Artists plans to distribute these pictures through major outlets. Brody insisted that "contrary to all rumors, we will release our pictures in this country."

Addressed Convention Delegates

Brody spoke at the third annual convention of Allied Motion Picture Theatre owners of Western Pennsylvania which closed its two-day convention here tonight with a dinner dance. He paid tribute to such new Allied Artists talent as directors William Wyler, Billy Wilder and John Huston, who were headlining their first AA pictures in New York in picture this summer and fall, utilizing such stars as Humphrey Bogart, Gary Cooper and Jose Ferrer.

Mr. Myer's Reports on EDC

Following the luncheon, a closed session for exhibitors only featured a report of the Emergency Defense Committee of the Allied Artists. Myer, chairman of the board and general counsel of national Allied, gave the association passed three resolutions: (1) opposing use of the free airwaves for toll-TV; (2) opposing a provization in the State Enabling Act relating to theatres; and (3) promising not to show on any Allied screens subject to use on TV such pictures.

Charles R. Blatt was re-elected president, with Ray Woodward as vice-president and Harry Hendler treasurer.

E. M. Loue to Open 5th Conn. Drive-In

HARTFORD, March 22—E. M. Loue Theatres' latest drive-in venture, the Stamford Drive-In, being built on the site of the former Candlelight Stadium, Bridgeport, Conn., will be opened around May 1, according to George E. Landers, the circuit's Hartford division manager.

The project will cost over $250,000. Opening of the theatre will bring to five the number of E. M. Loue drive-ins situated in theaters Connecticut at this time.

George Blair, 84

George Blair, 84, former sales manager of Eastman Kodak Co.'s motion picture film department, died at his home in Santa Monica, Calif.

Blair retired from EK in 1941 and made his home in Santa Monica since that time.

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Eckman pointed out, the general impression there that the "novelty" motion pictures of the recent VistaVision debut in Crawley, 1955, before the new view, is possible, and the question, the American "novelty" is possible, was maintained. However, if the Rank and British product as possible, do not enter the market and the change in the "independent" first-run market, he added.

Says Independents Benefit

From an exhibition point of view, Eckman continued, the altered pattern has principally benefited the "independent" circuit.

Regarding British production, Eckman said that it is maintaining its pace to justify the 30 per cent screen playing time quota. However, he saw no justification for increasing that quota. Eckman, questioned whether British product is receiving a "fair shake" in the American market, or said that he was not in a position to answer that question, being headquartered in London. He expressed the opinion, however, that "a broader play of British films in the American market" will make British-American film relations.

No 'Antipathy' to U.S. Films

Asked whether American product is well received in Britain, the top foreign market for American films — Eckman responded that there has never been an "antipathy" to American product and there "certainly" is no opposition.

Turning to this year's Edinburgh Film Festival, slated to open on Aug. 21, Eckman said that the festival has become more important and all companies, including American, are taking a keener interest in it.

Set 'Line' Hearing

BOSTON, March 22—A hearing on the merits in the RKO "French Line" censorship case is set for April 15 in Federal Court here where a three-judge court, Joseph W. McKenna, George Foley of Hale & Dorr are the attorneys for the plaintiff, RKO Radio, involving three suits against the Commissioner of Public Safety, the mayors of Boston and Lynn and several other law enforcement officials.

Phoenix Lineup

The Phoenix Corp., independent production company newly organized by Julia Blumenthal and Academy Award-winning writer Daniel Taradash, has announced the title of its film, "Doll, Book and Candle," by John Van Druten, and "Guard of Honor," Pulitzer Prize novel by James Gould Cozzens, as its first productions, for Columbia release.

Raze E. St. Louis House

ST. LOUIS, March 22. — The Avenue Theatre Building on Collinsville Avenue in East St. Louis is being purchased by the Illinois Theatre with an option to purchase by F. W. Woolworth Company store. The old theatre was built for vaudeville. What is said to have been the first double bill shown west of New York, featuring a film and vaudeville, was exhibited at the Avenue in 1917.

Crawford Film to Col.

William Goetz has concluded an arrangement with Robert Aldrich whereby the Joan Crawford starer, "The Way We Are," will be produced by William Goetz Productions for Columbia, with Aldrich directing.

People

Stanley Kramer, N.Y.U. Class of '33, will be honored by his alma mater on April 11 at the Washington Hilton Hotel, when he will be presented with a certificate of achievement for his outstanding film productions. A cocktail party and reception for invited guests will follow.

Eric Johnston, Motion Picture Association president, is the author of an article on "Japan—Partner or Problem" in the current issue of Look magazine.

George Hoover, international chief banker of Variety Clubs, has announced plans for the construction of two drive-ins, each with a 1,000-car capacity, on the outer fringe of Dade County, Florida. Hoover has indicated that the $800,000 project will have the backing of an out-of-state theatre organization.

John Sullivan, for several years with Modern Theatre Supply in Seattle, has resigned the position of Western Theatrical Equipment in San Francisco.

Stanley L. Groschno is the new owner of the Olympic Theatre, Arlington, Wash., purchasing the house from Jack Sink.

Seymour Poe has been retained as producer's representative for Edward Small's production of "The Brass Ring," which will be distributed by United Artists.

Ray Lorenzo will be manager of the Skyline Drive-in at Richland, Wash., which recently was taken over by Mid-State Amusement Corp.

Harry F. Harding, former assistant at Boston's Beacon Hill Theatre, has been promoted to general manager, replacing Anthony Zinn, who resigned. He has appointed Sebastian D'Ambra as assistant manager. Harding, who is 25, is said to be the youngest manager of a Boston first-run house.

Quentin Brown has been appointed head of the new television division in Toronto of CRAWLEY FILMS LTD., with Donald F. Carter, former executive producer of Group's British Specialist Films, being named director of production, directing the work of six production crews.

VistaVision

(Continued from page 1)

Grande, Eastern technical head of Paramount Pictures, listed the following:

1. The introduction of a curved aperture plate and a corresponding change in the top and bottom curves of the large-screen. (The depth effect created by this addition was explained by the fact that the projection surface at the cinema picture. Big films in Britain, he went on, gross as much or more than the original product, despite the fact that there are now close to 4,000-000 set owners there.

2. The adaptation of the curved aperture plate to the screen curvature to accommodate screens of any size, whether horizontal projection is or is not utilized.

The morning trade press conference, held at the Paramount, was opened by Robert K. Shapiro, managing director of the theatre. He said that upon completion of alterations, the screen picture will measure 63 feet by 34 feet. LaGrande, in response to a question, said that the Radio City Music Hall screen picture, measured in comparison, 58 feet wide and 25 feet high for the "White Christmas" run.

The Paramount, like Radio City Music Hall, will utilize horizontal VistaVision projection, it was explained. LaGrande added, however, that the Paramount will also feature the curved-aperture and curved-screen innovation, recently seen and reviewed in Metro Pictures' Hollywood office. The new innovations were said to offer a feeling of participation never attempted before by the VistaVision process.

For Special Use, Says Pickman

Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, who also attended the trade conference, pointed out that the film industry is recommended only for the relatively few larger theatres, the "de luxe" houses. Single-frame VistaVision, with all its advantages, remains the company's "ensemble system," he continued.

The cost of alterations at the Paramount was estimated at over $100,000, Pickman added, when all work has been completed about April 2, explaining that work crews must labor from midnight until the opening morning hours.

Schwalberg, referring to the new innovations, said that they take care of one of the most important problems of the theatremaker, making virtually every seat in the house good for viewing.

The Raytone Screen Co. will make the screen at the Paramount, Shapiro added, LaGrande said the depth of the curve on the Paramount screen will be from 6 to 8 feet.

The horizontal double-frame VistaVision presentation of "The Long Day in Command" will not be registered on the screen as "in perspective directional sound, LaGrande stated, explaining that there has been insufficient time to accomplish the task. Single-frame VistaVision prints will contain Perspecta sound.

Will Be Seen Friday

The innovations will be unveiled at the press in general at the Paramount in Omaha where the U.S. Air Force is sponsoring a press preview at the abundance of "Strategic Air Command."

LaGrande put the cost of "horizontal heads" needed for double-frame projection at from $5,000 to $6,000 each. He pointed out, however, that the Century Projector Corp., which has been making these "heads," has seen a substantial increase in sales and orders. LaGrande added, "I believe all of the Century pictures will be provided with VistaVision prints for all small theatres," the statement added.

Commercial TV in UK

(Continued from page 1)

United playing first-run in independent theatres now enjoys longer runs than films at first-run theatres. Therefore when the same houses were subsequent runs or did not enjoy "first-run status at the same independent" theatre market, he went on, does not offer the same outlet for other than Fox product and break-away. The Rank circuits, attempting to play as much of the Rank and British product as possible, do not enter the double-frame plate at the change in the "independent" first-run market, he added.
Sneak Previews in San Francisco and Berkeley, California, gave audiences the first viewing of M-G-M's mighty attraction. From the enthusiastic reaction in both cities it is obvious that this tremendous show which was two years in the filming and which cost a fortune to produce is destined to be a field day for showmen and public alike. M-G-M has used every resource of promotional showmanship to launch it with the bigness it inspires.

**ARMOUR’S BIG $100,000 PRIZE TIE-UP**

One of the most extensive publicity tie-ups in film history. $100,000 Prize Contest. 50,000 Special Kits for Armour & Company dealers spanning the nation. Kits contain special 1-sheet for window display, streamers, data on contest. The First Prize, a completely equipped home, will be shown for 17 days on NBC-TV’s “Home Show.” Six Dodge cars for weekly prizes offer continuous Dodge dealer tie-ups. Contest advertised in Life and many other top circulation publications, as well as on TV and radio and in newspaper co-op ads locally. 3,000 Armour field men will cooperate with theatres in promotion. Many other angles are described in “Prodigal” press-book.
LANA TURNER POSTCARD
Similar to the Ava Gardner "Mogambo" photo-postcard, Lana Turner's breath-taking "Prodigal" costume makes an attention-getting card for local mailing.

LIFE-SIZE LANA TURNER CUT-OUT
Seldom such an opportunity for cut-out in lobby or other tie-ups as this eye-catching life-size Lana Turner photo in the much discussed bead costume.

ADVANCE VISUAL SELLING
M-G-M sent special "Color Photo-Viewers" to 300 newspaper contacts and 300 TV outlets together with sets of color slides to acquaint the nation's best publicity sources with the magnitude of the attraction and the exotic appearance of Lana Turner. Additional slides are being sent to maintain the interest.

TEASER 1-SHEETS MONTHS AHEAD
In many lobbies throughout America a special 1-sheet has carried the message: "1955 Is The Year of 'The Prodigal'."

LUX NATIONAL CAMPAIGN
A Lux tie-up with "The Prodigal" is carried to millions of homes by way of full page ads in the four big Sunday Magazine Supplements, This Week, Pictorial Review, American Weekly and Parade.

GENERAL MILLS 250,000 PACKAGES
Enclosed in 250,000 Kix Cereal boxes is a "Prodigal" tie-up sponsored by General Mills.

LUSTRE CREAM IN NATIONAL MAGAZINES
Full page ads in Life and 19 leading national publications give terrific circulation to "Prodigal" in the Lustre Cream tie-up.

COSTUME TEASER FOR EDITORS
One of many space-getters in newspapers was sending one bead from Lana Turner's costume in a small box to editors from Coast to Coast.

"HUMAN WHEEL OF FORTUNE" FLOAT
One of the most unusual and most expensive travelling promotions ever to attract the throngs is the M-G-M float "Wheel of Fortune" with its beautiful girls. Inspired by the exciting episode from the picture, it will cover 35 to 40 key cities of America, disseminating its publicity in wide circles therefrom.
**National Pre-Selling**

**“EST OF EDEN,” the new Warner Bros. production, has been selected by “Look” for its "Movie Review" department as an issue now on the newstand. Two half pages are devoted to an especially favorable review. Readers should create a desire with many “Look” readers to see this picture when it comes to their locality. An impressive, full color page ad on U1’s “Man Without A Star” also appears in the issue.

“American Weekly’s” issue of March 20 has a striking color ad on 20th Century-Fox’s "A Man Called Peter." This picture will have its premiere here March 31 at the RKO Theatre.

20th Century-Fox is grooming Sheree North for stardom in "How To Be Very, Very Popular," replacing Mary Tyler Moore, who has given considerable help to Fox in this venture. The editors of "Life" have placed Miss North on the full color page of the current issue in addition to devoting five pages depicting how the studio is preparing her.

Also in the issue is a pictorial story of a religious film entitled "Day of Triumph." It was produced by Dr. James K. Friedrich.

To determine the readership of advertisements in the January issue of "Coronet," a survey was made by Daniel Stark. The findings of the survey were as follows: The U1 ad on "Selections of Paris" was the best read ad in the whole issue, including the back cover. It was noted by 51 per cent of the male readers, 52 per cent of the women. "Read-Most" by 21 per cent and 26 per cent respectively.

"Woman’s Home Companion”s recommended pictures for April include: "Cinerama Holiday," "Interrupted Melody," "Captain Lightfoot" and "Black Tuesday."

The front cover of "Parade’s" March 27 issue is devoted to Grace Kelly, star of "The Country Girl," and Judy Garland, whose latest picture is "A Star Is Born," which are tied in with a four-page story in the issue on the annual Academy Awards which will be announced next Wednesday.

Florence Somers of "Redbook" has reviewed "The East of Eden" and "Glass Slipper," and "Fugit’s Budget" for the April issue.

"Movie Preview," the fan magazine published monthly by Stephen L. Saunders of the Carmel Theatre, Carmel, N. Y., has changed its format to a handy five-by-seven-inch pocket size, starting with the May issue. The 66-page book features reviews and articles on stars and production. The new issue is distributed by American News Co. and will go on sale April 1 on newsstands throughout the country. Saunders said the exhibitors wishing to subscribe for themselves or their managers should address him in care of his theatre.

"A Man Called Peter" will be awarded the "Parents” magazine upon to preach the higher values, but to transfer those sentiments—to be realistic—into dollars and cents at the box-office might have posed a problem if 20th Century-Fox hadn’t done a gigantic pre-selling job. The smart ad campaign will be followed by a feature-rich release, which will attract the interest of the ministry and obtaining its valuable support and backing. This picture requires specialized and individual handling so word-of-mouth can do the rest of the job.

It took courage to produce "A Man Called Peter" and the net result should be profitable to both distributor and exhibitor. It is big, elaborately mounted and powerful in its impact.

This picture, especially, is off-beat as pictures go. But even though it is factual, it has all the elements of romantic fiction, with overtones of humor and considerable pathos. It’s the type of picture that should give new prestige to the art of nudie that needs new friends, especially on a frontier that has not been over-friendly.

The entire cast turns in excellent performances under the capable direction of Henry Koster. Richard Todd as Peter Marshall registers with a poignant sincerity, portraying the character of the Bishop, as he interpreted it. Jean Peters as his wife is equally effective.

As to synopsis, a herald prepared by 20th-Fox adequately sums it up: "This is a love story, and strangely enough it begins in the obscurity of the Glasgow docks with a little boy and a dream. This is the story of Peter Marshall who came to America as a young man . . . and who was destined to become an inspiration to millions upon millions the world over. This, too, is the story of a girl named Catherine who fell in love with him. Together, no matter where they went—from the small towns of Georgia and New Jersey to the windswept beaches of Cape Cod . . . from the great cities of Atlanta, New Orleans, to New York, they found a romance that touched eternity."

Others who give outstanding performances are Marjorie Rambeau, Jill Esmond, Michael McCarthy, Richard Conte, Gloria Gordon and Bill Chapin. Produced by Samuel G. Engel in color by De Luxe from a screenplay by Eleonore Griffin, the picture should have profound appeal for all age groups.

Running time, 119 minutes. General classification. For release in April.

**“A Man Called Peter”**

**Bingo Bill**

**Hirschhorn Dead**

**Bingo Bill** (Continued from page 1)

in favor of the "quicker approach," via a bill removing the present penalties for playing bingo), has convinced Congress of the need for legalization on "the amusement business." Senator Horton also emphasized the opposition by business and other groups to the legalization of bingo, which he held to be morally wrong.

The debate ranged over the moral, legal and financial aspects of the game, and its legalization. Senate Majority Leader Walter J. Mahoney, Buffalo Republican, in closing the argument, declared that the very "difference of opinion, intellectual and moral" expressed by sincere-minded senators further proof the proposal should be referred to the public for its decision.

**To Cite Paramount**

"See ‘Gimmick’ Involved"

He called attention to the fact bingo can be legally played in this state, and if the bill is passed, in the State Air Force for special briefings on the structure and plans of the Strategic Air Command.

**TNT Terms**

(Continued from page 1)

went to TNT; from $35.00 to $400.00, and on tickets of $4 and over, $2 went to TNT.

Nathan L. Halpert, TNT president, could not be reached for comment yesterday or the day before.

**Medal Award as the outstanding “family movie of the month” for April**. "Interrupted Melody," "The Tiger and The Flame" and "Captain Lightfoot" are reviewed in the April issue of "Seventeen."

**WALTER HAAS**

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**WALTER HAAS**

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**Motion Picture Daily**

Wednesday, March 23, 1955

**TV and Radio in HOLLYWOOD**

BY SAMUEL D. BERNs

**EMMY ECHOES:** Academy of Motion Picture Arts and Sciences will have to top the "Emmy" Award night on the same NBC network for its finals March 30, for the best show in the interest of entertainment. . . . Following the Emmy network presentation there was an hour-and-a-quarter break at the Moulin Rouge before KRLD continued with Danny Thomas in the antiqueformance of musical and local personality awards for the Pacific Coast Timers. . . . Danny was genuinely thrilled with the "Best Actor in a Series" and "Best Comedy Show in a Series" awards. . . . Incidentally, Alan Lashlip and Bob Fisher, one of the most prolific writing teams, created 37 of the scripts that helped bring Danny and "Daddy" the award for the second consecutive year. . . . Lunching at the Brown Derby, Don Defore, the Academy of Television Arts and Sciences president told us the ATAS membership will reach 2,500 by the end of the year.

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"Tugboat Annie" may become another name for Charlotte Greenwood if the film series gets under way. . . . Anne Jeffreys and Bob Sterling have been offered the leads for a Marcel Hellman Technicolor musical, "On Wings of Song," to be made in England this summer. . . . "Passport To Danger," a Rabco (Rosch and ABC) production, was won by Tribune Newsreel to KGC, as a channel competitor to its own outlet in L. A., before the rating was established. . . . Sobbing, Martin, whose "Passport" series after a year with "Paris Pre-cinct" in France, counted 180 half inch units to his credit and is now looking for a breather with a full length feature assignment.

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**Not only has TV invaded Hollywood’s motion picture personnel but business and industrial film producers are also sticking their thumbs into the theatrical film brain pie. The latest plum to be pulled out is a special the American Artists Pictures, which is known in motion picture circles as Al Vaughan. His career as an advertising-publicity director has been linked with such names as Sam Goldwyn, Walter Wanger, and recently Rosalind Russell and Fred Brisson, Independent Artists Pictures. Al will now be identified as public relations and sales head for Raphael G. Wolf of Hollywood, New York, Chicago, and Detroit. The Wolf Studios produce sales, training and public relations films for top national organizations.
Because this industry cannot afford to be "too close to the forest to see the trees" . . .

It is high time to stand off and look around us—and to realize that in this land of restless progress not much keeps on looking the way it used to look. Nowadays we don't hear many people—at least not those whom we must keep coming to theatres in greater numbers and more frequently—voicing a contention that: "What was good enough for my father's father is good enough for me".

The evidence of modern structural changes is all around us—from super-markets to motels. Even on once staid and static Fifth Avenue has now arisen a succession of modern and magnificent men's-wear stores that are an inviting attraction in themselves. Observe also how the various old-line major banks are setting the pace in attractive, new appearance and modern facilities—and how many of the big department stores are moving forward with beautiful new suburban branches—and the rapidly growing number of modern shopping centers, all with ample parking facilities.

The point that all these businesses understand well is that what you have to sell can be sold easier and better in modern, more attractive, better equipped surroundings. From the promise of the exterior of the establishment to the fulfillment in the interior, every visit is a pleasing experience in itself and inspires a desire to return for more.

Having pondered on that, the questions for theatre owners and operators to ask of themselves are obvious. It is equally obvious that the main forms of competition to the motion picture theatres are not standing still and will not stand still.

The plain fact is that to keep the public coming to the theatres often enough (not merely to the biggest of the big attractions) the theatre itself must be more inviting, more relaxing, and provide a better setting to make every picture-going experience more pleasurable than is now the case in many theatres.

For those whose thoughts are moving in that direction, and for the interest of all exhibitors, a special section to be published with this week's issue of Motion Picture Herald—in the annual Market Guide number of Better Theatres—will be devoted to—

"Visualizing the Better Theatre for the New Motion Pictures"

by George Schutz and Ben Schlanger

This will be no mere "dream" theatre concept for some time in the vague future. It will be a practicable presentation of what can be done NOW. It will visualize the more inviting exterior and plot development, the more stimulating and appealing interior, and an auditorium which is devoted to the full realization of the new arts of the screen.

Also in this issue of the industry's only Market Guide—

Better Theatres Sections Include: A Digest of BT articles of timely significance—on equipment, operation and maintenance; also a section on Drive-Ins; and the unique Catalog sections, with brief details on equipment and supplies of every description. Better Refreshment Merchandising Sections Include: The theatre refreshment Survey Report, and the "Champions" list of best-selling brands; also announcement of winners of Special Merit Awards for merchandising ideas.

This week . . . with Motion Picture Herald
DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA's great new
SUPER-G-CONSTELLATIONS

NON-STOP TO LOS ANGELES

LARGEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

> Created by Lockheed especially for TWA!
> Powered by Curtiss-Wright’s newest Turbo-compound engines!
> Interior by Henry Dreyfuss, world-famous designer!

First to fly NON-STOP coast to coast, TWA now sets new standards of speed and luxury in transcontinental air travel with the great, incomparable Super-G Constellation.

Never before have so many new features been introduced in one giant airliner. Not just one, but four cabins . . . three beautifully appointed lavatories, rich wood-paneled interiors, adjustable reading lights, handy baggage racks, the widest and roomiest lounge chairs in transcontinental service, glare-free picture windows — much, much more.

Plan to enjoy it all at no extra fare on your next trip between New York and California. Make your reservations today. Daily service starts April 1.

DEPARTS DAILY AT 1 P.M.
from New York International Airport
Other convenient non-stop and one-stop Super Constellation flights daily to Los Angeles and San Francisco

FOR IMMEDIATE RESERVATIONS
SEE YOUR TRAVEL AGENT OR CALL TWA:
Lexington 2-7100
Or visit one of TWA’s conveniently located ticket offices:
East Side Airlines Terminal Building, 1st Ave. and 38th St.
80 East 42nd St. • Sheraton-Astor Hotel Lobby
380 Madison Ave., 15th Floor
624 and 630 Fifth Ave., • Hotel Statler • 67 Broad St. • 120 Broadway
Brooklyn: 200 Livingston St.
Newark, New Jersey: 13 Commerce St., Mitchell 3-7650
White Plains—35 Mamaroneck Ave.—White Plains 8-7282

Fly the finest... FLY TWA
TRANS WORLD AIRLINES

Meet fellow passengers in the “Starlight Lounge.” Relax in deep-cushioned sofas and order a drink. Choose champagne, bourbon, scotch, cocktails — with TWA’s compliments, naturally.

Sleep away the miles in a berth that’s even roomier than rail berths! In the morning, awaken to breakfast in bed. It’s the only air sleeper service between New York and California.

Finest food in flight! Mealtime means a de luxe dinner. And any time, enjoy your favorite drink, delicious snacks or tempting canapes from TWA’s galley — all at no extra cost.
Expansion Move

SMPTE Seeks To Double Its Membership

To Organize Drive on An Extensive Regional Basis

A membership campaign, designed to double the membership in the Society of Motion Picture and Television Engineers, will be kicked off at the SMPTE semi-annual convention, slated to be held April 18-22, in Chicago's Drake Hotel.

Expansion, according to a SMPTE spokesman here, is especially sought in the television industry and the educational field, the latter area now being cultivated in a joint SMPTE effort to train motion picture technicians as well as other skilled personnel.

Heading the educational membership committee is Dr. John G. Frayne, SMPTE chairman.

The present membership of SMPTE was said to be 5,000.

A society spokesman explained that (Continued on page 6)

Shortages Hurt U.S. Production Abroad, Says Robt. Bassler

The large number of productions planned for filming in England and France this year by American producers will be hampered by a shortage of technical personnel and equipment, according to independent producer Robert Bassler, who said that in the long run, the U. S. producers will create a "healthy" situation abroad in an "unorganized industry."

Speaking at a Hotel St. Regis trade (Continued on page 6)

USIA Lauds Int'l Film Festivals

From THE DAILY Bureau

WASHINGTON, March 23.—The U. S. Information Agency said international film festivals and exhibitions are extremely important parts of U. S. foreign policy.

It explained that the films of the participating countries provide uniquely vivid reflections of the lives, the technical accomplishments and the aspirations of the people who make (Continued on page 6)

Bill Would Ban Red Film Shipments

From THE DAILY Bureau

WASHINGTON, March 23.—Legislation introduced by Senate Post Office Committee chairman Johnson (D., S. C.) would ban the interstate shipment of any film designed to "promote world Communism" if intended for use in public schools.

The bill is aimed mainly at banning the mailing and interstate shipment of the "Daily Worker" and other Communist publications, but is broad enough to cover films.

The bill declares that "it shall be unlawful for any person with the intent to promote world Communism to transmit or cause to be transmitted through the U. S. mails, or in interstate or foreign commerce, any written or printed matter which he knows or has reason to believe (a) was designed or is being circulated to promote world Communism, and (b) is intended to be circulated, disseminated or used in any school in the U. S. supported wholly or partially by public funds."

The term "written or printed matter" is defined as including "any circular, magazine, periodical, newspaper, pamphlet, book, leaflet, film, record or other publication."

Silverstone Reports On 'Scope Progress In Latin America

Special to THE DAILY

BUENOS AIRES, March 23.—A "tremendous" swing to CinemaScope exhibition and film production in Central and South America stimulated by the success of "The Robe" and other films in the new entertainment medium was disclosed by Murray Silverstone, president of 20th Century-Fox International, in a cabled report to president Spyros P. Skouras.

Silverstone, who currently is in the Argentine capital on the latest stop of a Central and South American trip surveying CinemaScope progress, disclosed that in Buenos Aires alone (Continued on page 6)

AA's Plans Outlined To New Englanders, Many Pledge Aid

Special to THE DAILY

BOSTON, March 23.—More than six hundred theaters were represented by 581 exhibitors at the Allied Artists Day in New England luncheon at the Hotel Bradford today. Boston's own Steve Brody, A.A. president, was greeted enthusiastically by his many exhibitor friends here.

In his address, Brody defended the studios that have reduced production because it proved to be more profitable in the operation of the companies whose prime responsibility is to make money.

"If you were operating your theat- (Continued on page 6)

Abbreviated Version

AMPA Gets Birds-Eye View Of M-G-M's 'Workshop'

Members of Associated Motion Picture Advertisers were given a birds-eye view of what occurs at an M-G-M, Ticket Selling Room yesterday when Mike Simons, M-G-M's director of customer relations, and Emery Austin, M-G-M exploitation head, presented an abbreviated version at the Hotel Piccadilly here.

"Exhibitors are at work in trying to bring the best motion picture product to the public," Simons said during his "Explanation of the Workshop's Functions" to some 200 luncheon guests. "Many theatremen have mortgaged their shoes to install the latest equipment and media in order to present the best films," he said.

Besides passing out literature about (Continued on page 6)

Reciprocal Trade Hearings Ended

From THE DAILY Bureau

WASHINGTON, March 23.—The Senate Finance Committee today wound up weeks of hearings on the Administration's reciprocal trade program.

The committee will likely start executive session work on the measure (Continued on page 6)

In Ohio Battle

Censor Forces In Plea for Censorship

"Fast-Buck Boys" Blasted By State Legislator

Special to THE DAILY

COLUMBUS, March 23.—Film censorship is necessary because not all producers are members of the Motion Picture Association of America, said Rep. Andrew Putka, Cuyahoga County Democrat, co-sponsor of one of three censorship bills being considered by the Judiciary Committee of the Ohio House of Representatives. First hearings on the bills were held today.

Putka said activities by "fast-buck boys," since nullification of Ohio censorship points up the need for censorship. He said use of narcotics has increased in areas where "She Shoulda Said No!" has been shown and pointed to the publicizing of "Mom and Dad" as an example of undesirable film advertising.

Putka said the elimination of newsreel censorship has not reduced admission prices nor lowered film rentals. He claimed that elimination of (Continued on page 6)

"Anta Album" Show Passes $125,000;

B.O. Sale Begins

The take on the "ANTA Album" telecast, slated for Monday night in 32 cities Coast-to-Coast, has passed the $125,000 mark, it was disclosed here yesterday by Joseph Heidt of CARE.

Heidt, expressing hope that the benefit event will realize $300,000, explained that the $125,000 was reported (Continued on page 6)

Revise Tax Relief for Small Ont. Theatres

Special to THE DAILY

TORONTO, March 23.—Augmented relief for small theatres has been tentatively announced by the Ontario Exhibitors Tax Committee in a further concession promised by provincial government officials for the revised amusement tax schedule effective on April 1.

The additional benefit, added to the (Continued on page 6)
Personal Mention

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, has returned to New York from Charlotte.

MOMA HARTMAN, daughter of Hunt Hartman, Paramount Pictures' division manager, will be married in Beverly Hills on Saturday to Enos Arthur Peters, U.S.N.R., son of Hal Peters, representing art director at the Paramount studio.

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, will return here over the weekend from Philadelphia.

JEAN HERSHOLT has arrived in Copenhagen from New York on a trip that will take him to all the principal countries of Europe.

ROBERT L. SAPPE, sales promotion manager of S.O.S. Cinema Supply Corp., will leave New York this week for Atlantic City.

HARRY STEVENS, of Crowell-Collier Publishing Co., has left New York for the coast.

KIRK DOUGLAS will leave Buffalo today for Detroit. He is scheduled to arrive in New York at the weekend.

BEV MICHAELS, British actress, will leave here tomorrow for London via B.O.A.C. Monarch.

DAVID E. ROSE, producer, has returned to Hollywood from London.

Previews of 'Peter' May Draw 100,000

The number of clergyman and community opinion makers attending showings in 60 cities of 20th Century-Fox's "A Man Called Peter" has passed the 64,300 mark, and a total of 100,000 is expected by Friday, according to estimates of the distributor.

Indicative of the intense interest aroused by the showings is the fact that reports from Fox from the Brookside Theatre, Kansas City, a 1,085-seat house, where an overflow audience was turned away, and from Fox from the Hollywood Theatre, Atlanta, indicating that an additional screening was made necessary a second showing at 4 P.M.

The CinemaScope feature will have simultaneous world premieres on March 31 in New York, London and Glasgow, Scotland.

4-Theatre Premiere For 'Purple Plain'

United Artists' "The Purple Plain," starring Croley Peck, will have a day and date American premieres tomorrow at the Chicago Theatre in Chicago, the Paramount, Sheridan and Coral Theatres in Miami.

The openings climax twin, all-media advance campaigns that featured personal and mass media advertising and promotional tie-ins with Ogden Min Than, Burmese beauty who makes her screen debut in the film opposite Peck.

News Roundup

Communion Breakfast

The Detroit entertainment industry will hold its Communion breakfast at the Sacred Heart Catholic Church on April 3. Edgar Lamoureaux, manager of the Palace Theatre, Windsor, Ont., and Thomas Allen, United Film Service division manager, are co-chairmen.

WOMPI Insignia Designed

Mrs. Claire Tremorel, national chairman of publicity and public relations of Women of the Motion Picture Industry (WOMPI), announced that among members of the New Orleans unit Mrs. Ors. Johnson, of Motion Picture Association, won first prize in the contest for the most appropriate design of a national insignia. Lillian Bourgeois, Universal, design, was her suggestion. These two insignia have been entered in the national race to compete with Dallas, Memphis and Atlantic clubs.

Renews "Disneyland"

American Motors Corp. has renewed its contract to sponsor "Disneyland" TV program in 1956 and will continue its sponsorship through the summer.

Canadian Awards Slated

The Canadian Film Awards will be made in Ottawa on May 3 and the top production will receive an "Oscar" by the Association of Motion Picture Producers and Laboratories of Canada.

'Da Vinci' Franchise Set

Manor Films Corp. has concluded a deal with the Howecon exchanges in Dallas, Memphis, Charlotte, Atlanta and New Orleans for the distribution of "Leonardo da Vinci."

Plan Drive-in

A 900-car drive-in theatre is planned for Wethersfield, Conn., by Perakos Theatres Associates of New Britain.

Delay Buffalo Openings

The planned "gala" reopening of the drive-ins in the Buffalo area has been postponed until next Thursday because of bad weather this week.

Acquires "Island"

HOLLYWOOD, March 23.—Producer Bryan Foy has acquired American theatrical rights from the Jules Verne estate and will proceed with the production of Columbia of "The Mysterious Island."

Bamboo' Is Banned Again in Memphis

Special to THE DAILY

MEMPHIS, March 23.—The Memphis board of censors last night agreed to see "The Bamboo Prison" a second time, and banned it for a second time.

The three women members of the board voted unanimously the second time. The Columbia picture, which was not a first, was not attended by the first or the second screening.

Called First Double-Ban

Birmingham said it was the first time during his 25 years as chief censor that he had reviewed a film twice, and banned it again, banning it both times. Before the picture was shown, M. A. Lightman, Jr., Malco Theatres, Inc., spoke to the board. He pointed out certain things in the picture, which deals with progressives in a Korean prison camp. 

Lightman said the hero of the film was not a real progressive but an American agent pretending to be one. 

William W. Goodman, attorney for the Malco Theatres and Columbia Pictures, and Norman J. Colophon, the manager of Colophon Theatres, also were present at the second screening.

Undecided on Appeal

Goodman said the first screening of "Bamboo Prison" wasn't legal because it had been requested by a distributor rather than an exhibitor and the second one was legal, as the Malco Theatre had asked for it. Goodman offered to confer with the committee about the phase. He said it would be up to M. A. Lightman, Sr., and Columbia Pictures, Inc., York whether or not the board's action is appealed to the circuit court.

IFE and K of C in 'Conclave' Deal

IFE, Releasing Corp. and the Knights of Columbus have concluded arrangements for the repertory, first-run and non-theatrical national distribution of "The Secret Conclave." IFE's American-lounge film dealing with the life of St. Pius X.

The agreement was finalized by Thomas V. McCabe, special representative for Bernard Jacon, vice-president in charge of sales for IFE, and Leo J. McCarthy, executive vice-president of Eternal Film Corp., motion picture and producer and publicist for the Knights of Columbus. Under this plan actual distribution will be directly by IFE through the Catholic Film Distribution Plan of the Knights of Columbus.

S-W Secretary's Mother

Mary A. Von Bever, mother of Grace Bever, Stanley Warren executrix of the testator's will to proceed, has been appointedمساء the testator, James M. Brennan, died yesterday morning.
TENT TALK

Variety Club News

CLEVELAND — The Cleveland Cerebral Palsyl Club, whose tent is operated by the Variety Club here, is richer by $5,500 as a result of an endowment harmonica exhibition staged in the downtown cafe window by three boys who broke the record by playing continuously for 80 hours. The money came from donation in a fish bowl from pledges and a grant by the Beaumont Foundation.

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Mrs. Carroll added, however, that the court order resulted from abandonment by the state of its appeal to the state supreme court from Judge Lewis' original ruling declaring the Pennsylvania motion picture statute unconstitutional. The state, meanwhile, plans to draft and seek the passage of new legislation.

Mrs. Carroll said the development "indicates some conflict in (Pennsylvania) censorship policies."

In Senate bill 237 introduced by Senators Dye and Barr, on Page 3 they sponsor legislation which would require the board to reject films which are "obscene or incite to crimes of violence or advocate the use of narcotics or habit-forming drugs." The board rejected this evil film for these reasons," she said.


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FOR EASTER "East of Holland"

A SMASH IN ALL PREVIEWS

A SUPER-SMASH ATTRACTION

TREMENDOUS NOW IN BOXOFFICE

FROM THEATRE COMPANY — W

ELIA KAZAN'S EXPLOSIVE PRODUCTION

"East of Holland"

starring JULIE HARRIS • JAMES DEAN • RAYMOND MASSEY
RELEASE OPENINGS — ON FOR THE HOLIDAY!
N.Y., DETROIT, L.A., MIAMI! ANOTHER ROCK-BUSTER ATTLE CRY’ RNER BROS!

ACTION OF JOHN STEINBECK’S

"EDEN"

Stereophonic Sound

Screen Play by PAUL OSBORN · ELIA KAZAN
Directed by
Print by TECHNICOLOR
Music by Leonard Rosenman

THE NEW STAR SENSATION!
"JAMES DEAN IS UNQUESTIONABLY THE BIGGEST NEWS HOLLYWOOD HAS MADE IN 1955!"
TIME

"JAMES DEAN MAKES A THUNDERCLAP IMPRESSION IN DEBUT!"
N. Y. WORLD-TELE& SUN

"THE MOST DYNAMIC STAR DISCOVERY OF THE YEAR!"
LOOK

"A NEW STAR IS BORN!"
N. Y. DAILY NEWS

"DESTINED FOR A BLAZING CAREER!"
N. Y. DAILY MIRROR

"SCREEN’S MOST SENSATIONAL FIND OF THE YEAR!"
CUE
Censorship
(Continued from page 1)
all censorship would not financially benefit patrons or exhibitors. He said 60 cities throughout the country have made changes in their ordinances though only six states have censorship.

Rep. Harry Corkwell, Rep., Patuxent County, co-sponsor of the Putka bill, said, "It's silly to say we cannot limit rights. Our rights should be limited when the morals of youth are threatened."

James P. Kilbane, Dem., Cuyahoga County, one of the four sponsors of the administration bill, said, "No constitution can violate the right of a parent to protect children. The co-sponsor was given to peddlers of film junk by recent court decisions. The state has been flooded with heralds and newspaper advertisements that would turn the stomach of the lowest humorist. The Supreme Court has said movies are still subject to restraint. In every censorship decision the court has left the door open for laws regulating films."

Sees Films-Comic Book Link
Rep. Kenneth A. Robinson, Rep., Marion, committee chairman, said film censorship and comic book regulations are inter-related because of the recent U. S. Supreme Court decisions. The committee is conducting hearings on proposed bill to censor comic and "pocket" books.

Silverstone
(Continued from page 1)
"The Robe" has returned a rental figure of $75,000 a week as it completes its first year at the Broadway Theatre here.

The film company executives in visits to Mexico, El Salvador, Panama, Peru, Colombia, Ecuador, Chile and Argentina during the past few weeks accompanied by Latin American supervisor Edward Cohen, reported the construction of many theatres especially for CinemaScope as well as installations of them in first and subsequent-run theatres.

Meeting with government officials, leading theatreman and film producers in each of the eight countries, Silverstone revealed that public and trade enthusiasm for CinemaScope has been overwhelming.

Stereo-sound has spurred installations past the 800 mark and that this figure is expected to double by the end of the year.

Indicative of the rapidity of installations, he reported that in Colombia "every financially sound secondary theatre" is equipped and showing CinemaScope pictures.

Discussions with major film producers in the countries visited also point to a marked upsurge in local production in CinemaScope during the coming months keeping pace with the theatre installations of the process, Silverstone added.

Ftainly, Silverstone will go to Uruguay, Brazil and Venezuela.

Shortages Hurt Overseas
(Continued from page 1)
the Workshop, Simon, who has already conducted 11 conclaves thus far, has 13 more scheduled up to June to help the AMPA members that exhibitors are striving to learn more about showmanship and the sale of their films.

The operators are now starting to sell pictures instead of releasing greased pigs in order to draw customers," he said.

Simon, during his dissertation, said that exhibitors should try to influence the 14-year-old girl, who is an active patron of the theatres, a child at home and school, because this age group influences in families. He also spoke on the Workshop's discussion on a theatre's role in keeping "Main Street" well-lighted.

Austin Discusses Pressbooks
Austin discussed the promotional services available to exhibitors, mentioning that some theatremen in the business have never seen a pressbook.

He explained a number of the 39 and 41 cities which were available to exhibitors in presenting product. "Exhibitors are in favor of the Workshop and its program of discussing selling ideas," he said.

The AMPA meeting was presided over by Dave Bader, president. Seated on the dais with Simon, Austin, Bader, Lige Brien, Hans Barnsny and Cy Eichman, Albert Mont of the UA, was the recipient of a leather portfolio winning the door prize.

ANTA Album
(Continued from page 1)
earlier in the week. He said that box-office sale of tickets will begin nationally tomorrow.

The CARE official said he had no way of reporting the expected attendance. Total sales for CARE tickets are estimated at $100,000 in the major cities.

The function will be telecast from the Adelphi Theatre here, beginning at 10:30 P.M. (EDT).

All ticket sales hereafter will be handled by CARE committees.

Ontario Taxes
(Continued from page 1)
announced reduction of one-fifth from present 1c per ticket. It means approximately a further cut of less than one cent per ticket valued at 26 cents to 50 cents, admissions under 26 cents bring tax-free under the new schedule.

The further adjustment has yet to be made in the legislation now before Provincial Legislative in amendments to the Ontario Hospitals Tax Act under which the amusement levy is administered.

Rep.'s MCA Films Open to Theatres
(Continued from page 1)
although MCA-TV has obtained the television distribution rights to 121 Gene Autry and Roy Rogers features, public law that owns the properties and will continue to distribute the 33mm versions to theatres that want them last year. Several Acme Film Laboratories, Coast chairman.

Montana Theatre Burns
BILLINGS, Mont., March 23 - Fire of undetermined origin completely gutted the Lyric Theatre here yesterday afternoon. An insurance figure of more than $75,000 is partially covered by insurance.

Owners of the house are William A. Dollison and Paula Lewis.

Press conference here yesterday, the producer of "Gentlemen Marry Brunettes," United Artists first CinemaScope musical release, declared that "at present in France and England there is a shortage of top talent, film equipment and distribution." When American producers start production in those countries, it will mean a "marked shortage of available material," Bassler said. "In the long run, however, the French and British film situation is easing some-what, but will take a long time to arrive, and the same type of services available in this country," he said.

Filming a picture abroad, in all situations, tends to build a better box office for the picture, the former 20th Century-Fox producer said. "There is nothing like the real, the living audiences and this in turn helps the picture," Bassler told his audience.

Commenting on television in general, Bassler said that he would like to see some of the old traditions appear in that medium, mainly as a matter of interest. Color television will make some inroads into a theatre's business, but once the novelty wears off, the public will return to theatres because there is a basic desire to get out of the house in the spirit of entertainment, he said.

The same situation applies to sub- scripting telegrams, Bassler said. The public at first, if it becomes a reality, will stay home and watch the medium, but will then return to theatres, he said. "It must be remembered that not every picture will be suitable for presentation in the television medium," he said. Upon "Gentlemen Marry Brunettes" will be enjoyed more in a theatre than on a TV screen because of its spectacular treatment and wide-screen CinemaScope presentation," he stated.

Talking about "Gentlemen Marry Brunettes," Bassler said that the total budget on this Russfield-Voyager Production will be about $2,000,000 in U. S. dollars, English pounds and French francs. "If we made this CinemaScope picture, with Eastman color, the film would cost about $3,000,000," he said, and added that United Artists plans a Fall release for the film.

USIA Praises
(Continued from page 1)
and the people for whom they are made," he added that "when Autry is shot abroad, because their products in these important international events, they can bring credit to the U. S., and also bring dollars and contribute to an important aspect of the information task—to help people abroad understand as better."

The agency announced that a U.S.A. film, "Italo-American Athletes," had received a special grand prize at the 11th Interna- tional Sports Film Festival held this month in Italy. The film was ap- plauded enthusiastically by the predominantly Italian audience, U.S.A. added. Arthur Monkton, films officer at the U.S.A. Rome office, repre- sented the U. S. at the festival and Cortina D'Ampezzo.

Reciprocal Trade
(Continued from page 1)
early next week. The bill, which is backed by the motion picture distributors, passed the House substantially as requested by the Administration, but faces very rough sledding in the finance committee and on the Senate floor. Protagonists are confident they can add many protectionist amendments to the bill.

To Portrait Lindbergh
HOLLYWOOD, March 23—Jack L. Warner has announced that James Stewart had been signed to portray Charles Lindbergh in "The Spirit of St. Louis," Leland Hayward's production of Lindbergh's own Pulitzer Prize story, which Billy Wilder will direct.

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Twinkle,

Twinkle,

Lovely star . . .

How to keep you lovely as you are—always—in every print!

That’s a problem which involves the entire industry—begins with sets and make-up ... follows with film-selection and camera work ... ends only in the laboratory with precision processing and printing of both original answer prints and final releases.

To aid the industry in its pursuit of perfection, Kodak maintains the Eastman Technical Service for Motion Picture Film at strategic centers. Inquiries invited.

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is READY...and Proven
All the campaign Material is READY...with National Screen
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Capitol Film Company
1301 So. Wabash Ave.,
Chicago, Ill.

DETROIT
Mr. Jack Zide
Allied Film Exchange
2310 Cass Ave.,
Detroit, Mich.

SEATTLE-PORTLAND
Mr. N. P. Jacobs
Favorite Films of Calif., Inc.
2419 Second Ave., Seattle, Wash.
Mr. N. P. Jacobs, Favorite Films
Portland, Oregon

LOS ANGELES
Mr. N. P. Jacobs
Favorite Films
1966 So. Vermont Ave.,
Los Angeles, Calif.

PHILADELPHIA
Mr. Jack Engle
Screen Guild Prod.
of Philadelphia
1315 Vine St.,

WASHINGTON
Mr. Sam Wheeler
Wheeler Film Company
920 New Jersey Ave., N.W.
Washington, D.C.

DENVER
Mr. Harold Fuller
Dimension Pictures Ltd.
2081 Broadway,
Denver, Colo.

SAN FRANCISCO
Mr. N. P. Jacobs
Favorite Films of Calif., Inc.
170 Golden Gate Ave.,
San Francisco, Calif.

PITTSBURGH
Mr. Bert Stern
Screen Guild Prod.
of Pittsburgh
415 Van Braam St.,
Pittsburgh, Pa.

SALT LAKE CITY
Mr. Harold Fuller
Dimension Pictures Ltd.
65 E. 4th South, P. O. Box 1646
Salt Lake City, Utah

MINNEAPOLIS
Mr. Don Swartz
1109 Currie Avenue
Minneapolis, Minn.

MILWAUKEE
Mr. Don Swartz
Realart Pictures
706 West State St.,
Milwaukee, Wis.

NEW YORK CITY
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...and more to come...

Now, we hope, as exhibitors you are READY
for

GANG BUSTERS
Backed by MUTUAL's 580 stations throughout the land
A Terry Turner-Don Thompson television saturation campaign

A SERVICE OF GENERAL TELERADIO INC.
Almost Double
20th Earnings
For 1954 Put
At $8,044,524

Co. Credits World-Wide
Acceptance of C'Scope

Consolidated net earnings of $8,044,524 for the year ended Dec. 25, 1954, was reported here yesterday by 20th Century-Fox. This compares to net earnings of $4,500,882 for the previous year.

The company credited the "substantial improvement" in earnings to a world-wide acceptance of C'Scope and the revival of the motion picture as the most popular form of public entertainment.

For the 52-week period ended Dec. 25, earnings amounted to $3.04 per share on the 2,644,486 shares of common stock outstanding. Comparable operations for the 52-week year of 1953 showed earnings amounted to $1.65 on the 2,769,486 of common stock then outstanding, the company reported.

The net earnings for the fourth (Continued on page 12)

One-Day Collection
For Rogers Hospital
Is Approved Here

Exhibit organizations, including the TOA, Allied-TOA and MMMTA as well as several leading circuits, have approved a one-day audience collection plan for the benefit of the Will Rogers Memorial Hospital at Saranac Lake, N. Y. Date of collection has not been definitely pegged, but it is likely it will be in mid-August, on the opening day of a new attraction. This will be left to the (Continued on page 12)

Youngstein Elected
Cinema Lodge Head

Max E. Youngstein, vice-president of United Artists, last night was elected president of the Cinema Lodge of B’nai Brith for the coming year to succeed Burton E. Robbins, National Screen Service executive, who has held office for the past two years.

Installation of officers for the new year will be held at an industry-wide luncheon scheduled for the Hotel (Continued on page 10)

Fla. Retailers
Hit Toll TV

The Florida State Retailers Association has become the first association to publicly go on record against toll television, it was disclosed here yesterday.

The association, meeting in Orlando earlier this week, passed a resolution calling upon the Federal Communications Commission and Congress "to keep the air free, in line with the philosophy on which American broadcasting has been established."

The resolution warned that pay-as-you-see television would add to "a stay at home trend of present consumers" through and other top Paramount officials to the large listening audience offered by free radio and television, presently (Continued on page 12)

Fine Films Will Beat
Competition: Mayer

HOLLYWOOD, March 24—Louis B. Mayer, guest speaker at the 6th annual American Cinema Editors Awards banquet held at the Ambassador Hotel here tonight, told his more than 400 listeners that great pictures will always do good business, regardless of the entertainment competition.

Referring to television, Mayer said, "Aside from big sporting events and national or international spot news coverage, I do not regard television as any greater competition to the screen than radio. There are many" (Continued on page 10)

See More Meetings Necessary
Defense Officials Indecisive
On Military Theatre Plan

Washington, March 24—Top Defense Department officials today indicated considerable reservations about an industry plan to eliminate competition with private exhibitors. An industry delegation headed by Motion Picture Association president Eric A. Johnston met with Defense Secretary Charles E. Wilson and other top Pentagon officials to get the facts from the industry on the proposal.

Although the industry spokesmen officially refused to admit that the defense officials had reservations about the industry plan, it was obvious that this was so. One industry official said indications were that a different proposal might have to be worked (Continued on page 12)

Experts Visualize
New Era Theatre

A conception of theatre design for community life now seem to be developing in the United States, by Ben Schlanger, noted theatre designer, and George Schutz, editor of "Better Theaters," is presented in a special eight-page section of the 1955 Market Guide Number of "Better Theaters" published with this week's "Motion Picture Herald," out today.

Visualized in crayon drawings, the scheme of the theatre takes into basic consideration general use of the automobile and accelerated growth in population with preference for suburban living, while providing in the auditorium conditions for fullest possible realization of an at-the-scene effect in the screening performance.

VistaVision Chosen
For New U.J.I Film

HOLLYWOOD, March 24—"Away All Boats," on which Universal will start shooting early next month, will be filmed in VistaVision and color by Technicolor, Edward Muhl, vice-president in charge of production, reported today.

While Frederick Brisson has announced that his next production "The Girl Rush" starring Rosalind (Continued on page 12)

Broidy Says
AA to Invest
$25,000,000
In Product

Reveals Plans to Produce
38 Pictures in 17 Months

By LESTER DINOFF

Allied Artists is prepared to go forward in the industry by investing $25,000,000 in the production of 38 films within an approximate 17 month period, it was announced here yesterday by S. S. Broidy, AA president, at a luncheon given at the Toots Shor's Restaurant with some 165 exhibitors and press representatives.

While revealing the progress, status and future plans of Allied Artists, Broidy placed reservations (Continued on page 10)

Set Groundwork
For Quebec-TOA
Affiliation Project

Special to THE DAILY

MONTREAL, March 24—Groundwork for the amalgamation of Theatres Owners Association of Quebec and the Theatres Owners of America was laid here yesterday at a meeting of the Quebec showmen at which Alfred Starr, TOA leader, was the principal speaker.

Close collaboration of the two (Continued on page 10)

'Trust' Group Report
Is Due Next Week

From THE DAILY

WASHINGTON, March 24—Attorney General Brownell today said the recommendations in a forthcoming study committee's report on anti-trust policy do not necessarily represent the views of the Administration. He said the Administration would have to consider the committee's recommendations for some time. The report, due next week, comes (Continued on page 12)
**Ohio House Group to Whip 3 Censor Bills Into One**

COLUMBUS, March 24—The Ohio House of Representatives Judiciary Committee will meet March 29 to whip three proposed pro-censorship bills into one measure. Subcommittee Chairman Paul McNeill, Turner, Robert V. Fecke, Advertising Manager; Gus F. Fassulo, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William N. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urban Parley, Public Relations Director, Chicago 2-7050, and Better Refractory Merchandising, published each 12 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; and the Weekly Staff, 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.

**Sunday Ban Ruling Is Asked in Mass. By Distributor**

BOSTON, March 24—Times Film Corp. has asked the Supreme Judicial Court of Massachusetts to rule that the Massachusetts Film Corporation of Public Safety, in violation of the Massachusetts constitution in banning Sunday showings of the French film "Game of Love" and the British film "One Summer of Happiness":

The film company has asked for a petition of certiorari to be brought against the commissioner to determine the validity of the authority of his action.

The commissioner has been held by the film company, its motion pictures, and the Federal Film Council, to be prohibited from activity in the field of censorship of motion pictures.

**Four Rulings Asked**

The petition seeks to have the court declare four distinct results: that the existing censorship law is unconstitutional; that the words "public entertainment" as used in the statute do not apply to motion pictures; that the commissioner has no authority to determine the admission of foreign censorship motion pictures prior to their showings in theatres, and that the commissioner's action is not a valid censorship.

No damages were asked. Times Film Corp. stated that the "Game of Love" and the British film "One Summer of Happiness" have had two scenes and several phrases deleted.

**Sidney Davis Heads Television Probe**

WASHINGTON, March 24—Sidney Davis, a member of the New York radio committee of the Motion Picture Theaters Owners National Association, has been named to head the Senate Commerce Committee's investigation of television broadcasting.

Committee chairman Magnuson (D., Wash.), who announced the Davis appointment today, said the investigation might go extensively into the subscription television field.

**Was Crash Victim**

ROCHESTER, March 24—Mark W. Purser, 47, an east end sales representative, was among the 12 persons killed in a plane crash near Springfield, Mass. Purser boarded the American Airlines twin-engine Convair in Rochester. He was bound for Tulsa.

**NEW YORK THEATRES**

RADIO CITY MUSIC HALL
Rockefeller Center

*THE CLASS SLIPPER*

in relisted COLOR marries

Leslie CARON • Michael WILDING

As MGM Film and THE GREAT EASTER STAGE SHOW

**Personal Mention**

E. K. O'SHEA, Paramount head executive vice-president; Jerome Pickman, advertising-publicity vice-president; Sidney Denau, office of the Paramount Theatre, New York yesterday by plane for Omaha.

Sandra Fiedelman, of Riverdale, has announced her engagement to Stanley Fiedelman, of United World Films. He is the son of Max Fiedelman, executive vice-president of Lopert Films.

Samuel Bishoff and David Diamond producers, and Phl. O'Donohue, director, are in New York from Hollywood.

Hugh Owen, Paramount home office executive, will leave New York by plane today for Dallas.

Patricia Sheekan, actress, will leave New York today for London via B.O.A.C. Monarch.

John P. Byrne, M-G-M Eastern sales manager, will leave New York today for Chicago.

Morgan Hughes, M-G-M studio publicist, will leave here today by plane for London.

Robert Basile, producer, will return to Hollywood tomorrow from New York.

H. Harold Keess, M-G-M film editor, arrived here yesterday from the Coast.

**Snaper, Myers to Texas, Okla. City**

William Snaper, president of New Jersey Allied, Inc., has left for Beaumont, Tex., to attend a testimonial dinner being given by the city of Beaumont where he is the Allied's emergency defense committee chairman. Snaper, who is the general manager, left for Washington on Monday for the Allied Defense Committee of New York. Snaper was named chairman of the Allied Defense Committee of New York last month.

**Complete Panel for Okla. City Workshop**

Elmer Brennan, city manager for Standard Theatres, Green Bay, Wis., will be a panelist at M-G-M's Motion Picture Workshop at Oklahoma City on Wednesday. It was announced yesterday by Mike Simon, custom exploitation director, that Brennan's appearance at the exhibitor panel was made with James Costas, Standard president, at Chicago. This will be Brennan's first workshop assignment. The Oklahoma City Workshop will mark the 14th in the series of 23 scheduled by M-G-M.

Andrew M. Sullivan, Jr., city manager for Dixie Exhibitors in Savannah, Ga., will be a panel member of the panel which will surround Emery Austin, director of exploitation for Fox-G.F., at the meeting in the Skirvin Hotel.

Paul Anderson, Grand Theatre, Rocky Ford, Colo., representing G-F Enterprises, also an exhibitor's constituent, is also a member of the panel, which will be chosen by Brennan.

**Paul McNutt, Former L.A. Chairman, Dies**

Paul V. McNutt, chairman of the board of United Artists in 1950-51 just prior to its takeover by the present Arthur Kin -Robert Benjamin management, died at his home here yesterday after a lengthy illness.

McNutt, a former United States commissioner for the Philippines, was appointed U.S. commissioner for the Philippines in 1937 and served the country in that capacity for a year. He was appointed to the United States commission in 1937 and served in that capacity for a year. He was appointed to the United States commission in 1937 and served in that capacity for a year. He was appointed to the United States commission in 1937 and served in that capacity for a year. He was appointed to the United States commission in 1937 and served in that capacity for a year.

**John W. Davis Dead; Was Loew's Lawyer**

CHARLESTON, S.C., March 24—John W. Davis, nonconstitutional lawyer of New York City who represented Loew's throughout the 15 years of the company's anti-trust case against major motion picture companies, died here today following his third attack of pneumonia in recent months. He was 60.

Davis was Democratic candidate for the Presidency in 1924, personally argued Loew's case before the U. S. Supreme Court from the Federal statutory court decision in New York finding Loew's, among others, guilty of anti-trust

**Motion Picture Group Daily**

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Friday, March 25, 1955
NEW BOXOFFICE POWER

ALLIED ARTISTS

...the new major company explodes into ACTION...not plans or promises...but a powerhouse line-up of COMPLETED top "A" pictures packed with CINEMASCOPE, TECHNICOLOR and BIG STAR CASTS! Our answer to your product shortage is on the following pages.

Allied Artists is on the move, in the news, ready for boxoffice action!
"THE BIG COMBO can tap the big money that rewarded such smash films as ON THE WATERFRONT and DRAGNET. It has sock and shock!"

—HOLLYWOOD REPORTER

CorneL Wilde
Richard Conte
Brian Donlevy
Jean Wallace

"YOU'VE got to go back to 'Scarface', 'Public Enemy' and the early Bogart pictures for a melodrama comparable to this. It's sexy, candid, convincing. Promises big returns."

—MOTION PICTURE HERALD

Written by PHILIP YORDAN
Produced by SIDNEY HARMON
Directed by JOSEPH LEWIS

ALLIED ARTISTS...THE
EVERY HOUR WAS HIGH NOON FOR WYATT EARP!

WICHITA

STARRING JOEL McCREA

ALSO STARRING VERA MILES • LLOYD BRIDGES
WALLACE FORD • EDGAR BUCHANAN • PETER GRAVES
WITH KEITH LARSEN • CARL BENTON REID • JOHN SMITH

A WALTER MIRISCH Production • Directed by JACQUES TOUREUR
Story and Screenplay by DANIEL B. ULLMAN

PRINT BY TECHNICOLOR

NEW BOXOFFICE POWER
“Should pile up fine returns in all situations! Expensive, handsomely mounted production...forcefully told and well acted...exciting. Exploitation potential is high!”

— VARIETY

AN

ANnapolis Story

A WALTER MIRISCH PRODUCTION starring

JOHN DEREK • DIANA LYNN

co-starring KEVIN McCARTHY with ALVY MOORE

COLOR BY TECHNICOLOR

Directed by DON SIEGEL
Story by DAN ULLMAN
Screenplay by DAN ULLMAN and GEOFFREY HOMES

NEW BOXOFFICE POWER
HOT-BLOODED KILLER and a FEMALE SADDLE TRAMP
clashing, killing, hating, loving... in a searing blast of drama that strips
down to raw emotions and savage, desperate violence!

STERLING HAYDEN
YVONNE DECARLO
ZACHARY SCOTT

“\text{It's always open season on women like you!}”

SHOTGUN

PRINT BY \text{TECHNICOLOR}

A JOHN CHAMPION Production
Directed by LESLEY SELANDER
Written by CLARK E. REYNOLDS and RORY CALHOUN

ALLIED ARTISTS...THE
DRENCHED IN BARBARIC TERROR!
RAGING WITH BRUTAL PASSIONS!
BIG AS ONLY CINEMASCOPE CAN MAKE IT!

ERROL FLYNN
JOANNE DRU
PETER FINCH

THE WARRIORS

PHOTOGRAPHED IN CINEMASCOPE

with
YVONNE FURNEAUX
ROBERT URQUHART
NOEL WILLMAN

A WALTER MIRISCH Production
Directed by HENRY LEVIN
Story and Screenplay by DANIEL B. ULLMAN

PRINT BY TECHNICOLOR

NEW BOXOFFICE POWER
tions on the production investments by the company saying that “exhibi-
tion will dictate the number of films to be produced” within a specific
period by breaking the major exhibitions, for “the proper playing
time.”
The film company may cut its pro-
duction schedule to 12 months, Brody said, “if we get the play which has been
indicated to us by exhibitors with whom I’ve talked.” Brody is currently
touring the country meeting with groups of exhibitors.

Unless Allied Artists can secure
better playing time in certain the-
ares in certain situations about the
country, Steve Brody, president of
AA, yesterday stated that “we may
sue for divorce.”

According to a company spokes-
man, it is understood that Brody’s
intention can be assumed to mean
that AA will ask the government to
look into the distribution of product
in these situations unless AA gets
better bookings in these theatres.

Brody, in addressing some 150 in-
dustry officials, said, “We are grate-
ful for the support given us by
other companies. We are now re-
ady to do the job ourselves.”

The $25,000,000 roster of pictures
which AA will present for release
does not include the previously an-
ounced 34 films which the company
will offer to exhibition during 1955,
the motion picture executive stated at
the close of the meeting.

Leonard Goldenson, president of
American Broadcasting - Paramount
Theatres, in introducing Brody, de-
clared that “Allied Artists has a tough
fight to get through the ‘magic circle’ in the industry.” By using the
term “magic circle,” Goldenson ex-
citedly welcomed the new association of distributors dealers with exhibition for playing time.

Sees ‘Great Injustice’

Goldenson stated that “unless ex-
hibitors encourage AA or other in-
dustry producing organizations to
attain the same opportunities given
to the major companies, we as exhibitors
must use this great input of inex-
perienced exhibitors. We need competition and
unlimited sources of product.” Goldenson said all exhibition welcomes the op-
portunity of joining in helping AA to
train its proper stature in the in-
dustry as the company is trying to do.

The ABPT president commended
William F. Rodgers, former M-G-M
sales head and now a consultant and
adviser for distribution of AA, for
helping Allied Artists in its efforts
to “attain a place in the sun.”

In reviewing a resume of his
company’s past history, declared,
“that we have tried to break the ‘magic circle’ 10 years ago and will not
bother trying now.”

The U.S., Starr went on, is that patrons are visibly returning to theatres, with install-
ment-method payment paying off.

Starr told Quebec operators to use
inexhausting in programming and not to
depend entirely on “heavily publicized films” that often seem-
ingly “humble” films prove better
draws at the box-office than highly
labeled productions.

Elect Tabah Head
Of Quebec TOA

MONTREAL, March 24. - E. N.
Tabah, of the Montrose Theatre,
Montreal, was reelected president of
the recently-formed Theatre Owners
Association of Quebec at the first an-
nual meeting of the organization here
yesterday.

Ed Gauthier of the Rio de Sorel,
was vice-president; Albert Berthiaume of Capri Theatre, Mont-
real, second vice-president; and
Joseph H. Strauss of Empire, Montreal,
was elected president of the executive
committee.

Mayer Speech

(Continued from page 1)

fine programs on television and many
fine personalities. These stars will
continue to have a following, provided
they can maintain this pace. However,
burning up material as television does,
their problem is far greater than ours,
with our quality of product.”

Concerning Prime Minister, Mayer
said, “It will have its effect, certainly,
but, I believe, only momentarily and
of a rather short duration.”

Jane Wyman presented the awards
to the cinema editors who will be
aiding the presentation of the Awards
are to be announced on Wednesday
night.

The editors honored are Ralph
Dawson of The High and the
Mighty, William A. Levy and Harry
Barita for “The Caine Mutiny,”
Gene Milford for “On the Water-
front,” Elmo Williams for “20,000
Leagues Under the Sea,” Ralph Win-
ers for “Seven Brides for Seven
Brothers” and Lynn Harrison and
Grant Smith for “Operation Under-
sea.”
NBC to Dedicate Color TV Center

From THE DAILY Bureau

BURBANK, Calif., March 24.—Gov. Goodwin J. Knight of California has designated next week as "NBC Color Television Week" in honor of the opening of NBC's new color city here on Sunday.

Official dedication ceremonies will take place during the telecast of the NBC-TV spectacular, "Entertainment 1955," Sunday, 7:30 to 9 p.m. (EST).

In a statement, Gov. Knight said, "The National Broadcasting Co. on March 27, 1955, is dedicating Color City in Burbank as its West Coast headquarters for color television production, thus providing a sparkling new showcase for the great entertainment industry of our state.

"We in California are justifiably proud of the leadership which our state has taken in this new medium of communication. Some of the finest programs offered nationally originate in our cultural and entertainment centers and thus contribute to the high regard in which our state is held throughout the nation. When Color City is dedicated with a special color telecast, an even greater era in California's leadership in the entertainment field will open."

"Entertainment 1955" will be presented in compatible color and black-and-white with a cast which includes Jimmy Durante, Dinah Shore, Bob Hope, Helen Hayes, Fred Allen, Judy Holliday, Ralph Edwards, Pat Carroll, Buddy Hackett, Leonyn Price, Charlton Heston and John Derek.

Describe New Color TV Tubes at IRE Convention

The development of two new color television tubes, one for the receiver and one for the camera, was reported yesterday at the closing session of the national convention of the Institute of Radio Engineers.

A color picture tube with a picture brightness said to be three to four times greater than those used in current color receivers was described in a paper presented by W. E. Flinders, J. G. Pohl and C. S. Szege of the Raytheon Corporation, a subsidiary of Zenith Radio Corp. The new tube has been made in 19-inch round and 24-inch rectangular sizes.

A single color television camera tube which does the work of the three tubes used in present day cameras was reported under development by RCA Laboratories. The new tube is reported to be capable of responding to all three primary colors at once instead of just to a single color. The development was announced in a paper presented by P. K. Weimer, S. Gray, H. Borkan, S. A. Ochs, and H. C. Thompson of RCA.

A system by which radar information may be transmitted by ordinary telephone lines from a distant radar station to a radar viewing screen was disclosed by C. W. Doerr and J. L. McLucas of Haller, Raymond and Brown, Inc. At the present time coaxial cables or expensive microwave relay systems are required for this purpose at airports and for radar networks.

Art Direction Tie-ups On New Pictures Planned

HOLLYWOOD, March 24.—Adoption of a policy of sending screen art directors out around the country to work with theatremen by tying up the sets and decorations in current pictures via talks before key women's groups would pay off heavily in picture exploitation and general good will for the whole industry, Joe Wright, himself an art director, has charged. He plans to foster such a move.

CHECK-LIST for the BEST* SCREEN

RAYTONE HILUX, of course!

NEW FORMULA. Now a newly developed surface with greatly improved side lighting, Raytone Hilux, means even light distribution.

SEAMLESS CONSTRUCTION, is guaranteed by The Raytone Hilux.

BRIGHTNESS is a must and the Raytone Hilux guarantees enough reflection for CinemaScope and wide angle projection.

COMPLETE UNIFORMITY, never a streak or blemish. Guaranteed to be perfect when it reaches you. Easy to install.

MAXIMUM RECOMMENDED LIGHT RETURN is another absolute requirement which is guaranteed in the Raytone Hilux.

DURABILITY, the Raytone Hilux is tough and tear proof ... will last years!

TRUE COLOR RENDITION, richer, more natural pictures on the Raytone Hilux.

REASONABLE PRICE. See your regular dealer ... learn how reasonably you can buy the Raytone Hilux.

ABSOLUTE GUARANTEE! Yes, the Raytone Hilux is guaranteed to meet all claims and satisfy you completely— or you pay nothing for the screen!

These are the "musts" for efficient screen performance ... the kind of performance that keeps your patrons happy ... and buying tickets. For your Raytone Hilux Screen, see your regular theatre dealer today.

RAYTONE SCREEN CORP.
165 Clermont Ave., Brooklyn 5, N. Y.
MIDWEST: Raytone Screen Corp.
401 West St. Charles Rd., Lombard, Ill.

*RAYTONE HILUX, of course!
Rogers Fund

Review

“An Annapolis Story” (Alfred Areta) Hollywood, March 24

The color and the romance, the tradition and the glory, the straight-out, head-up, spirit and purpose and dedication that are Annapolis, on the screen and off, are dramatized appropriately and with a proper respect for their standards by Walter Mirisch, Allied Artists executive producer, and his lads. Much of the picture was filmed at Annapolis itself—sail into Technicolor—and with the complete cooperation of the United States Navy.

The production stars three young players whose names are money-in-the- bank, for the audience, even without a paradigm to help. The three are in a romantic triangle that plays more convincingly, without violating anybody’s virtue, rather than less. Profit prospects for the production are bright.

Foremost among the players are John Derek and Kevin McCarthy, seen together attractively as a picture, for the benefit of Diana Lynn, daughter of a Navy officer, and a young woman who has a good deal of trouble making up her mind as to which of the brothers she should choose. The world, outside the Navy, is less thinking worse than he should of her conduct and Derek’s during his service absence, gets stern and rugged about the whole matter and nearly loses the girl for his pains.

Referring to a reason, which varies widely between drill-ground maneuvers and actual war over Korea, the elder brother does a helicopter rescue of the younger brother after the latter has dived his plane off the end of a carrier into the sea. Late in the picture, after many other complication, the younger brother returns the favor by doing a I-like rescue of the elder brother after the latter’s been shot down by a North Korean.

These are highlights among many scenes of action and interest.


Production is by Leon Siegel, using a screen play by Dan Ullman and Geoffrey Homes, from a story by Ullman. Running time, 81 minutes. General classification. For release in April.

WILLIAM R. WEAVER

Anti-Trust Report

(Continued from page 1)

from a 60-man study committee headed by Assistant Attorney General Stanley Barnes and Prof. E. Chester Opperhenn. Reportedly, it recommends discriminatory damages in private antitrust suits under the former Federal statute of limitations, and increased power for the anti-trust division to investigate anti-trust violations.

Florida Retailers

(Continued from page 1)

integrated with important advertising programs which are definitely helpful to all involved.

Action by the Florida merchants is expected to be followed by similar resolutions of various business organizations in the U.S., which are said to be investigating the economic implications of toll TV.

‘Lady’ Bow Plans

HOLLYWOOD, March 24—A five-city premiere of “Strange Lady in Town,” will be staged by Warner Brothers in Texas in April with two other cities in the Southwest named last week in connection with the state in a festive schedule, Jack L. Warner, vice-president in charge of the studio, announced here yesterday. The kick-off premiere will be at the Paramount Theatre, Austin, on April 12.

Selznick Re-release Of ‘Sawyer’ Set

HOLLYWOOD, March 24—David O. Selznick today announced plans for the re-release of his “Adventures of Tom Sawyer,” which he produced in Technicolor in 1938. He will release the production through Selznick Releasing Organization and has earmarked a budget of $75,000 to publicize the picture, he said.

Fox Earnings

(Continued from page 1)

quarter ended Dec. 25, 1954, was put at $2,265,406, which compared with the net earnings of $3,127,850 for the fourth quarter of 1953. The net earnings for the third quarter of 1954 were $2,085,309.

The statement added that amortization of film costs had been taken on the quarter ending December 25, 1954, which had been the case in previous years.

The consolidated profit and loss statement showed income from film sales of $11,615,000 for 1954 as compared to $105,662,206 the previous year. Total income for 1954 was put at $11,571,619 and total expenses listed at $100,171,291 against total income of $11,513,260 and total expenses of $109,935 in 1953. Provision for Federal taxes on income was $7,500,000 in 1954 against $3,650,000 in 1953.

‘Post’ Theatres

(Continued from page 1)

ter outlining the tentative agreement, and approved by the distributors and exhibitors, it was sent to Swan.

It was said that at that time were that the individual armed services would speedily ratify the letter, putting it into effect for a one-year trial period. But statements indicated they wanted more facts and today’s meeting was scheduled. One industry official said the representatives of the Army, Air Force and Navy were obviously unhappy about the proposal, and indicated pretty clearly they would like something else that kept more of the military’s present early release privileges.

The Post Theatres did not give a flat “no” to the industry’s draft letter.

Exhibitors estimate they are losing more than $1,500,000 a year as a result of the military competition, according to one exhibitor official.

Top Defense Officials Present

Representing the Pentagon at the Senate of Defense Robert B. Anderson, were Wilson, Swan, Air Force Rear Admiral R. E. Talbot, Secretary of Defense Secretary Charles F. Fucancan, Navy Under-Secretary Thomas S. Gates, Jr., Deputy Assistant Secretary Robert T. Ross and Army Air Force motion picture service chief Fred Budin. Present from the industry were Johnston, Clark, Merey Goldstein, chairman of the sales managers committee of MPA, Walter Reade, Jr., and J. Julian Bylawski.

VistaVision

(Continued from page 1)

Russell, will be made in VistaVision, the U-1 picture will be the first by any major American company except the Vistavision process, Universal said.

Muhr said the decision to use VistaVision for the picture which will carry the biggest budget ever allocated by the studio for a single feature is in keeping with U-1’s policy of making important investments in the development of the film and all types of screens.

Funk for the weekend of activities. The preview will take place this evening at the Orpheum Theatre.
EDITORIAL

Allied Artists and The Film Shortage
By Sherwin Kane

STEVE BRODY, level talking president of Allied Artists, has crossed the Continent in the past 10 days and now is headed West again, telling his company's product story to every exhibitor within hearing distance, wherever he stops.

It's a good story, this one of A-A's $25,000,000 investment in new product, much of which already is on offer to exhibition, as you are aware after having seen that showmanly seven-page trade advertisement published in MOTION PICTURE DAILY last Friday.

In addition to that, there are the pictures on A-A's schedule from such producers as William Wyler, Billy Wilder, John Huston, Jose Ferrer and Walter Wanger. It is a line-up of which any company could be proud at any time. In a time of product shortage, it is a program for which exhibitors in every conceivable type of situation should give earnest thanks.

* * *

As this column pointed out a week ago, exhibitor efforts to relieve the shortage of product can boast of no substantial results as they continue into their second year.

On the other hand, really substantial work has been and is being accomplished by such companies as Allied Artists and United Artists in enlarging the supply of both program and top quality pictures.

With all the difficulties and delays that exhibitor-backed production has encountered, with the little in the way of results it has to show in relation to the time and energy expended in attempting to get it going, one may be forgiven for harboring a conviction that exhibitors must delight in doing things the hard way.

* * *

It is almost unbelievable that with exhibitors from one coast to the other clamoring for more product (Continued on page 2)

Martin Analyzing Results
TOA Completes Liability Insurance Rate Survey

E. D. Martin, president of the Theatre Owners of America, Inc., currently is analyzing a final report on the survey which was given to questionnaires sent to exhibitors throughout the country early this year seeking information regarding the entire theatre insurance structure.

Mr. Martin has found an interesting situation which has been called to the attention of the national organization.

The survey, which was completed on April 12, has been studied on a regional basis and has been concluded.

Mr. Martin is making plans to present the results of the survey to the executives of the various coast regions which will be held at special meetings to be held in various cities.

The survey was conducted through the cooperation of the joint committee of the TOA, which administers the TOA's absorption programme, and the Insurance Bureau which administers the TOA's absorption programme.

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In the belief that such information is indispensable to exhibitors, Mr. Martin has decided to make the results of the survey available to the exhibitors in the various regions which will be held at special meetings to be held in various cities.

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Omaha Rolls Out Carpet for Para's 'Command' Debut

SPECIAL TO THE DAILY

OMAHA, March 27.—The makeup and operations of America's defensive striking force, the Strategic Command of the United States Air Force were revealed over the weekend to some 100 newspaper writers and radio and television commentators during two days of ceremonies marked by the tenth anniversary of SAC's establishment.

One of the special events in conjunction with the anniversary celebration was a press preview of Paramount Pictures' new film, "Strategic Command," starring James Stewart and June Allyson

Senator Barkley Attends

General Curtis E. LeMay, SAC Commander, and members of his staff conducted yesterday at nearby Offutt Air Force Base, in the course of their visit, special briefings for the news writers and guests on the structure and operations of the powerful defensive bombing unit. Government leaders, civic and business organizations and the Air Force Association. Largest and most influential military assistance agency of the world, gathered in hailing SAC on its anniversary and the Paramount production for its portrayal of the SAC, airmen, sacrifice and dedication to the maintenance of peace that have gone into the building of SAC.

Of course, we should include, in this day in honor of the preview, the day in honor of the preview, the two-time Pulitzer Prize winner, held Friday evening following the arrival of the air force's newest movie and a new presentation of VistaVision on a special giant curvilinear screen, with use of specially designed new horizontal projectors.

Two for Cannes Festival

"Lost Continent" and "The Sign of Venus" will represent the Italian motion picture industry at the Cannes Film Festival this year. These films were selected by the Italian Ministry of Entertainment because they "best illustrate the diversity of Italian motion pictures."

New Illinois Drive-ins

The Bloomer Amusement Company has begun preparations for construction of a drive-in in downtown the city of Bloomer, on Illinois Route 101. The company will be building a three-screen drive-in between Bloomer and Scott Air Force Base.

Tenn. Sunday Shows Up to County Courts

NASHVILLE, Tenn., March 27—Gov. Frank Clement has signed a measure passed by the Tennessee state legislature, giving counties the authority to legalize Sunday shows outside city incorporation lines. This is a long-needed, direct approach to the necessary authority.

Personal Mention

GEO J. WETNTER, Paramount worldwide sales head, and James H. Richardson, company treasurer, left here yesterday for play in Hollywood.

CHARLES M. REAGAN, M-G-M vice-president and general sales manager, Edward M. Saunders, assistant general sales manager, and John P. Byrne, Eastern sales manager, will return to New York today from Chicago.

EDWARD L. HYMAN, American Broadcasting-Paramount Theatres vice-president, and Broadcast, have returned to New York following a Coast-to-Coast trip.

MAX COHEN, president of Cinema Circle, Corp., has been sworn into office as a member of the Permanent Advisory Committee of the Manhattan Borough president, Wulan Jack.

MARTIN CARIS, managing director of Exclusive Films, Ltd., has arrived in New York from London via B.O.A.C.

HOWARD STRICKLING, M-G-M studio publicity head, arrived in New York at the weekend from the Coast.

ROBERT HACKER, son of Samuel Hacker, industry CPA, celebrated his Bar Mitzvah last Sunday.

ALLEN M. WINTER, editor of the Times-Herald of Hartford, has left for the Coast.

JAMES R. WEB, writer, will return to New York by plane today from Paris.

PHIL ENGEL, of the 20th Century-Fox exploitation department, has returned to Boston from Hartford.

SHELLEY WEINGARTEN LANTZ, story editor, left New York on Saturday for Europe.

P. DOUGLAS arrived in New York at the weekend from the Coast.

HAROLD KRESS, film editor, has returned to Hollywood from New York.

JAMES CAGNEY will arrive in New York tomorrow from Boston.

Canteen Foundation

DONATED 100 TV Sets

HOLLYWOOD, March 27.—One hundred large screen television sets, costing over $200,000 and especially constructed by RCA, have been purchased by the Hollywood Canteen Foundation for worthy institutions and hospitals catering to veterans. Rep. upon recommendation of the committee consisting of John T. Green, Baron Morestead and Jack Kline, chairman, was made by Betty Davis, permanent member of the foundation and chairman of the finance committee Jules Stein.

Editorial

(Continued from page 1)

The solution is not rare to exhibition. It constitutes a commentary on its leadership and may be a plan of the crises which it constantly confronts.

If exhibitors really want more product, they themselves command the means of obtaining it. They have to offer their playing time to those prepared to fill it.

Steve Brody, for one, is busy making that abundantly clear.

Congressmen Guests At Peter Showing

WASHINGTON, March 27.—A large group of United Senator's and members of the House of Representatives tonight attended a dinner and short film showing of 20th Century Fox's "A Man Called Peter." The CinemaScope production was screened for the guests in the offices of Eric Seidman, president of the Motion Picture Association of America.

Sponsored by Mrs. Catherine Marshall, author of the book from which the picture was adapted, and wife of the late Senator Chaplin, Peter Marshall, and Mrs. and Rev. W. F. Bennett, Chaplains of the House of Representatives, the gathering also included a number of press, television, and film industry figures from this city.

Picture Is Praised

Among the guests attending were Senator and Mrs. Albert Barkley of Kentucky; Betty Beale of the Washington Star, Senator and Mrs. Styles Bridges of New Hampshire; Senator and Mrs. Pres. Bush of Connecticut; Mr. and Mrs. Orville Crouch, Loew's Theatres; Senator and Mrs. Price Daniel of Texas, and Senator and Mrs. Walter George of Georgia.

The picture will have simultaneous world premieres March 31 in New York, London, and Glasgow, Scotland.

Ray Murray, Blau Upped At Columbia Here

Ray Murray, trade press contact of Columbia Pictures here, has been promoted to the post of assistant executive to the vice president of the sales department.

Marty Blau, who has been assistant to Murray, has been named trade press contact.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor, Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 120 South Avenue, Rockefeller Center, New York, N. Y. Magnetic and electronic duplication prohibited, Telephone: Quigley 3-6330, cable: "Quigley," New York, N. Y., Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Lee J. Brady, Secretary, Al Stem, News Editor; Herbert V. Fecho, Advertising Manager; Gus H. Faniel, Production Manager; Hollywood Bureau: Yucca-Vine Building, Samuel L. Bercov, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Representative, 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C, Lomond Bureau, Golden Sq., London W. 1, Hope Burrow, Manager, Peter Burrows, Advertising Manager, "Quigley Quotations, Motion Picture Herald, Better Theatres and Better Refreshment Merchandizers, published each 13 times a year as a section of second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the acts of 3, 1879. Subscription rates per year, $4 in the Americas and $12 foreign; single copies, 10c.

News Roundup

Buys "No Return"

Howard Welch has purchased the script of "No Return" from RKO, which owned the property, and will produce it independently under a unique picture deal for Columbia release. The film will be a musical in CinemaScope and in color by Technicolor with Jane Russell starred.

Form Partnership

Krasne, Inc., has been formed on the Coast as a partnership to produce television commercials and to offer agencies services in that connection.

Sales Manual on Film

A sales manual in the form of a 20-minute film has been prepared by Associated Artists for the use of its sales personnel. The film represents a segment of the feature product distributed by the company.

Forums in Theatre

The Missouri Theatre in St. Louis is being used on Sundays by the St. Louis Medical Society for medical and health forums. The sessions draw more than 1,500 persons each Sunday.

Two for Cannes Festival

"Lost Continent" and "The Sign of Venus" will represent the Italian motion picture industry at the Cannes Film Festival this year. These films were selected by the Italian Ministry of Entertainment because they "best illustrate the diversity of Italian motion pictures."

New Illinois Drive-ins

"In 'Tsar to Lenin' we have an entirely different approach to history. We find the motion picture doing what the stage can never do. It is history in the making rather than a historical drama that we are asked to see. We are in the presence of actual events, not imaginary happenings. And the actors are famous performers of a kind which the theatre in all its long centuries of accomplishment has never been able to employ... For it is not to the colony in Hollywood or to the Actors' Equity Association that the producer has turned in order to cast the film's major roles. Instead it is Nicholas II who plays the Tsar, Alexandra Feodorovna who impersonates the Tsarina, Kerensky who is Kerensky, Lloyd George who is Lloyd George, Bronstein who is Trotsky, Stalin who is Stalin, and Ulianov who is Lenin... 'Tsar to Lenin', which is absorbing from start to finish, does give you an overpowering sense of being an eyewitness of great events."

— New York Post

"Most complete, impartial, and intelligent film history of the Russian Revolution... Tremendously exciting, vivid, dramatic and — above all — it is history... Achieves the stature and the dignity of true drama... An important work, neither hymn of hate nor paean of praise... Honest, unbiased, reasonably thorough."

— New York Times

"Most exciting and satisfying synthesis of factual pictorial material that has yet been produced... No other film has ever matched it in scope and power... From the shot of Czar Nicholas II riding forth in autocratic splendor, to the final close-up of Lenin, the photoplay marshals figures and incidents in a magnificent and unforgettable panorama."

— New York Herald Tribune

"Most stimulating and absorbing historical document ever assembled on the screen... A film that is so impressive, so exciting, so thrilling that it immediately goes on your list of photoplays that must be seen — not once, but again and again."

— New York World-Telegram
France More Favorable To Co-Production Policy

By HENRI KAHN

PARIS, March 27—France is having second thoughts regarding co-productions. Two years ago the French seemed convinced that it could survive only by use of the co-production method. They suggested a film pool similar to that of the coal and steel pool. It was, they said, the way to assure a bigger market and at the same time of erecting a barrier against American domination of the industry.

The 1954 figures, just published, are causing second thoughts. The number of purely French films in the French market (including French co-productions) fell last year to a new low of 60 per cent.

The figures are disturbing. In 1949 France showed 79 films out of a quota of 99. But only three co-productions were included, which means that the quota was not filled.

Trend Continued in ‘50-’51

In 1950 out of a quota of 110, French productions totaled 102 and there were eight co-productions. In 1951 a peak was reached, with 12 French films, or a quota of 113, with nine co-productions.

Then came the decrease. In 1952, on the face of the quota of one film, France was responsible for only 97, whereas there were 18 co-productions. The recession continued, for in 1953 France showed more than 84 out of a quota of 107, the rest being co-productions, and last year a new low was reached with 60 films out of a quota of 100, of which 40 were co-productions.

The position would not be considered so bad if half the co-productions had been made in France. That is 20 out of 40. But only 15 out of 40 were made in this country. Italy still holds the principal country for co-productions.

The position, therefore, is considered unsatisfactory for a variety of reasons. Fewer people are being employed by the industry and this means less talent is being discovered.

This policy calling for fewer and better films is not a bad one, but it is the proportion which is worrying the industry. A steep decline in French production in favor of an ever-growing proportion of co-productions is not really part of a fewer-and-better-films policy.

Has Caused Constant Concern

It is known, of course, that the French have been worried about this for some time. Co-productions with Italy, most certainly, will go on. But the French have never seen the price, the market, the foreign house, that is, of these films.

The price, at the moment, is a little too heavy for France.

Production Revival Promised in Mexico

Special to THE DAILY

MEXICO CITY, March 27.—The acute depression of the past year has virtually paralyzed production in Mexico will end by April, according to Angel Gravajal, Secretary of the Ministry of Fomento. Gravajal, director general of the trade’s own bank, the semi-official Banco Nacional Cinematográfico.

Hector Fernandez, manager of the National Producers and Distributors Association, declared that the current depression is resulting in extreme hardship to 10,000 technical and manual workers, as well as to players, and charged that the situation has been caused by the producers’ difficulty in obtaining financing and a reduction in their anticipated payments.

Eyes on European Market

Regarding financial arrangements, both Gravajal and Garduno voiced the assurance that producers who present really good stories—those that the bank considers clean and certain, and what the public at home and abroad wants—will get ample financing. Besides, they said, anticipatory payments will be larger and made more promptly. They expect more business for Mexican pictures in Europe, particularly Italy, because of the increasing acceptance of Italian and French pictures in Mexico.

Financing by the two semi-official banks that serve the trade is smaller, their latest balance sheets, Feb. 28, show. One, the Banco Nacional Cinematográfico, reported loans, credits and discounts totaling $3,116,873. The other, the Credito Cinematografico Mexicano, amounted like accommodations to $177,457.

The trade discounts some talk of labor trouble because of the depression is based upon the fact that all parties to the contract are involved. Several labor contracts made last year, all featuring pay hikes, regard them as sacred and the life of those agreements is until midsummer, 1956.

Allied of Wisconsin To Open Meet Today

Special to THE DAILY

MILWAUKEE, March 27.—The thirteenth convention of the Independent Theatre Owners of Wisconsin will open here tomorrow morning at the Schroeder Hotel. The M-4-M Workshop will be a feature of the opening day.

On Tuesday the report of Sig Goldberg, president of the American Merchandising Corporations, will be held of welcome delivered by Angelo Provenzano.

Election of officers will be held at Wednesday, and the convention will close with a banquet the same night.

One of the main features on the convention agenda will be the “College of Concession Knowledge.” The dean’s are: Clifford Lorbeck, Merchandising Corporation, Bill Hinh, Theaters Candy Co., and Harry Levin, Vendex Inc., and “professors” from all fields of merchandising for theaters.

The session will cover buttered popcorn, ice cream, beverage, display methods, storage and stock control of vending supplies, and discounts totaling $3,116,873. The other, the Credito Cinematografico Mexicano, amounted like accommodations to $177,457.

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USE ALL OF YOUR SCREEN TO SELL ALL CINEMASCOPE PICTURES!

Always Use Trailers
To Sell Features

You wouldn’t use a midget to do a giant’s job! Sell CinemaScope—the giant of screen entertainment—as it should be sold—as your patrons will see it—with CinemaScope trailers. The standard ratio trailer cannot do justice to your CinemaScope attraction.

National Screen Service has CinemaScope trailers with optical or magnetic tracks as required to fill your needs. Use them and sell all the breadth and magnificence of CinemaScope—as it should be sold!
"The Prodigal"
(M-G-M)
(CinemaScope)

**Production** and showmanship properties are prodigiously invested in this Hollywood idea of what happened to the prodigal son of the Bible story between the time of his leaving and his return to his father's house. What is shown bears little resemblance to any average person's idea of a Biblical account and, while it most certainly can be sold to bring throngs to boxoffices, it is wholly unsuited for any exhibitor and day's patroon to represent as this a Sunday school exercise. It is most emphatically not for the young.

The reason is that the pursuit by the prodigal, Edmund Purdom, of the pagan high priestess, Miss Turner, and the flaw of Purdom's character, "the temple harlot," is depicted in the boldest pagan terms in incident, costuming and dialogue, that a production of this standard has essayed in the memory of this viewer.

There is, too, a pervading feeling of brutality, as well as sensuality, throughout. Close-ups of men being lashed, of women pierced with lances and knives, of fingers being mutilated and of a vulture's attack on Purdom, magnified on the CinemaScope screen into possible terrifying proportions, and the musical score, with closings of talon growl in Eastman color, all have a market. The point we would make here is that it is not the market that is in search of entertainment based on the Bible, while accompanied by offspring of a ten.

The Miss Turner, screen play, and adaptation by Joe Breen, Jr., and Samuel James Larsen, sends the prodigal, Purdom, to Damascus where he sees and desires the pagan high priestess, Miss Turner, and earns the enmity of the high priest, Louis Calhern, and his lieutenant, Neville Brand. He eventually succeeds in buying Miss Turner's favors with a pearl for the love goddess and by subjugation of his own faith. Through a plot by Calhern, Purdom is imprisoned for debt but escapes and leads a hungering populace, victorious of Calhern's tyranny, in revolt against both the latter and the pagan idols.

Miss Turner is killed in the rebellion and, with the pagan gods destroyed, Purdom returns to the humpy of his father, Eli, played by Walter Hampden, and the innocent girl to whom he had been betrothed, played by Audrey Dalton.

The production obviously is a costly one, reproducing lavish concepts of pagan temple; street scenes, bazaars and villas, populated with a large cast and with scores of extras. There is plenty of action, mob scenes, fighting on the grand scale as well as in personal combat, all in the rich hues of Eastman Color and the brood canvases of CinemaScope. Charles Schneer produced and Richard Thorpe directed.

Running time, 114 minutes. Adult audience classification. Release, in May.

**Sherin Kane**

"Interrupted Melody"
(M-G-M)
(CinemaScope)

**This** film is emotionally thrilling, mature entertainment for everyone. The experience attending its preview showing at Warner's Beverly Theatre gave resounding evidence of its approval for the dramatic, musical life story of opera star, Marjorie Lawrence.

It will prove a memorable milestone in the career of Eleanor Parker. Here in the role of Miss Lawrence singing in no less than 14 difficult scenes is an amazing achievement. Her beauty and charm are wholesome. Her personality sparkles with the kind of vitality that personifies a singer's ambition; and her skill in depicting the problem which interrupted the operatic star's career is an absorbing study of human emotions.

Miss Parker is not alone in her triumph as the opera singer, Glenn Ford gives one of his most impressive portrayals as the singer's husband, Dr. Thomas King. His sensitive display of emotional conflict, weighing the demands for self respect by building a practice in his own profession rather than become attached to hers and being known as "Mr. Lawrence," is significant of the symmetrical role. His appeal to God to help him when he stops his wife from committing suicide by taking an overdose of pills, because of her physical problem and their financial embarrassment, is a high point of the film.

Jack Cummings' production is tastefully mounted. The choice of CinemaScope was effective for staging the operatic scenes. The Eastman Color photographed by Joseph Ruttenberg and Paul C. Vogel is good.

The construction and character development of the William Ludwig-Sonya Levien screenplay is toned with warm, human reactions under the direction of Curtis Bernhardt.

Marjorie Lawrence's story begins when she leaves her farm home in Australia to take advantage of a voice scholarship in Paris. She has a chance meeting with Dr. King on the eve of his return to America where he is pursuing her in his first genetic engagement. Her success on the Continent brings her to the Metropolitan Opera House. She meets Dr. King again and decides to marry him on his terms — no more concert tours. Her brother and manager prevail upon her to take a South American tour to break in for a season at the Met. The doctor agrees to the tour but has a falling out with his wife when he learns the tour will take five months.

While on the South American tour, the opera star suffers an attack of polio. The doctor flies to her aid and decides to give up his New York practice to spend his time helping her in Florida. With all their funds gone, she agrees to stay in Florida while he gets back into practice in New York.

She finds a great opportunity for mental relief, which ultimately affects her physical recovery, by traveling all over the world entertaining servicemen in uniform among the general populace, and has a special act of her performance arranged at the Met where the Doctor and her brother watch her get to her feet as she gives full voice to the end of an aria. Among the hits are popular arias from "Carmen," "Il Trovatore," "Madama Butterfly," "Samson and Delilah," "Triton and Isolde" and "La Boheme."


**Samuel D. Berns**

"Jungle Moon Men"
(Hollywood, March 27)

**This** time Johnny Weissmuller has four foes to cope with in his jungle. They include not only the redoubtable black panther (title you aren't actually moon men, in the sense of coming from the moon, as you might be disposed to suspect in view of what's been going on in science-fiction lately, but a tribe of pygmies clavishly obedient to a moon goddess who lives luxuriously in an inaccessible place — now let's see, where were we?) but also a quartet of standard-height present-day adventurers, who want money, diamonds or what have you of value, keenly enough to shoot for the fortune. They also include small-scale savages, but these are on the side of the civilized people, and all the savages — big or little — speak English as well as the rest of the cast, except King, the most popular charmer. Zimm, of course, is the most obvious one, but he is much less simply than the clear the original plot of the cast have to speak from. The picture was produced by Sam Katzman and directed by Charles S. Gould.

Other players in the cast are Jean Byron, Helene Stanton, Bill Henry, Myron Healey, Billy Curtis, Michael Granger, Frank Sully, Benjamin F. Chapman, Jr., Kenneth L. Smith and Ed Hinton.

The action opens with a British writing woman arriving in the jungle in quest of rare historical material and hiring Weissmuller to guide her into the dangerous fastness. He does it, at length and in out of trouble and with interruptions, and they wind up in the power of a beautiful moon-goddess (that's what she says she is) who's been living innumerable centuries in the dark and the rain with his wife, if she ever gets in front of its bosom. If you can take that much as credible enough for the purposes of the pictures, try taking her destruction right in front of your eyes the minute she gets into the sun of the city.

Well, that's the kind of picture it was made to be, and that's the kind of picture it is.


**William R. Weaver**

"Love in the City"
(IFE Releasing Corp.)

**An** interesting format, designed to tell the story of urban love in pictorial, color form, and to utilize the IFE reissue. The film, utilized in this manner, for example, as a popular magazine, relates five episodes ranging from the plight of an unwed mother to the arrival of spring in the city.

The results are the many facets of this picture which lend themselves to exploitation. There are many elements of shock, human disaster and sex. But the manner in which these elements are employed can be challenged. Human disaster, at times, is examined superbly, leaving many vital questions unanswered, sex is treated with a feeling of compassion or tenderness in a number of episodes and the element of shock is employed at times for the sake of shock, leading nothing to the drama of the episodes themselves.

People may find many areas of controversy in this Italian film import. Its impact will depend a good deal on the orientation of the viewer. With the exception of the love of an unwed mother for her child, this reviewer found little love in "Love in the City."

Tying the episodes together is a running commentary written by Harry Henderson for the American market. Some episodes contain sub-titles, while others carry itself successfully just with a musical background.

"Invitation to Love," the first episode, by Dino Risi, features young people and how they behave at a local dance palace. As a mood piece, this offers something entirely fresh. Of "The Love of a Brother" by Michela Santilli, attempts to re-enact the suicide drama of disappointed love, an episode which is one of the weakest.

"Love Cheerfully Arranged" by Federico Fellini is about a matrimonial lawyer and the sad story of one girl seeking an escape from her poor surroundings through matrimony. "The Love of a Mother" by Maselli-Zavattini is the episode which carries through most successfully, with the viewer getting a more satisfying feeling of the character involved and the plight she is in. "Love Comes to the City" by Alberto Lattuada is almost a parody on spring as the camera follows ogling men eyeing curvaceous Italian beauties along the streets of Rome.

The cast is composed mainly of non-professionals, utilized with effect by the Italian "neo-realists."

Running time, 90 minutes. Adult audience classification. For May release.

**Murray Horowitz**
Hollywood
By Samuel D. Berns

INCIDENTALLY: Ella Fitzgerald will sing Ray Heindorf's and Sammy Cahn's title song for Jack Webb's musical debut in "Pete Kelly's Blues." We just want a hit, ma'am, just a hit... Kevin McCarthy can be seen in "Alicoate," directed by Richard Sexton. Walsh, a CinemaScope-designed Rader. CinemaScope.


2. When "The Redhead from Wyoming," directed by George Cukor, was released, Peter Lorre stated what he desired. "I mean, I've been an actor for 14 years, and I've been in over 100 films, but this is the first time I've really had a chance to do something different."

3. "We're going to have drive-ins, and I'm going to be in the business," said George Cukor. "I've always wanted to be in the business, and now I'm going to do it."

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5. "We're going to have drive-ins, and I'm going to be in the business," said George Cukor. "I've always wanted to be in the business, and now I'm going to do it."

Frank O. Pinyon: It takes more than money and know-how to make a film that's "different." A producer can generally recognize unusual qualities in a script. A producer can also visualize film possibilities as he watches an unusual play. But, how many producers will bypass the unusual because of the "commercial challenge" they may have to face? And, how many producers will pass up a desire to "lose the trend" and develop the "different" because of the fears expressed by an associate. It takes more than money and know-how. It takes power! And Harold Hecht had it when he decided to make "Marty" against all "banking" odds: The danger that too many people who saw the play for nothing on television would be reluctant to pay the box office price to see it in a regular theatre. And the lack of marquee name drawing power would certainly put the kibosh on the film. It would cost a $550,000 budget for such a film. But Hecht stuck to his guns, and "Hollywood Nostradamus would like to crystal-ball a bet that "Marty" will be UA's word-of-mouth picture of the year; that its marketplace may start slow, but its grosses will grow large; that director Delbert Mann and writer Paddy Chayefsky will be recognized as an important production team; that the name Ernest Borgnine will find a niche in the hearts of movie-goers left vacant by the late Wallace Beery; that casting directors will stop wondering about the name Betty Blair or Jerry Paris or Joe Mantell; and that partner Burt Lancaster will give Harold Hecht one of his proudest million dollar grins.

Film Dividends Well Ahead of Last Year

WASHINGTON, March 27—Film dividends this year are running well ahead of the last year, the Commerce Department reported.

Publicly reported cash dividends by domestic motion picture companies for February were put at $21,900, compared with $24,000 last February. About $1,000,000 of dividends were expected to be paid out in March.

It is interesting to note the fact that National Theatres and Stanley Warner reported dividends in February this year which last year were reported in January.

In the THEATRE Equipment

R. F. GRANDE is the name of a new material developed especially for drive-in theatre screens. It is based on the resin of Waltham, Mass. It consists of a porcelain enameled surface into which glass beads have been fused at high temperature by means of a special ceramic paste. The screen is designed to withstand the most rigorous weather or protection from any damage and is adaptable to either flat or curved screen construction.

The Fleetwood Corporation, Toledo, Ohio, has a new television projector for pictures on a 9 by 12 feet. Designed for projection of closed-circuit programs, it is said to accommodate audiences of several hundred people. It is housed in a weatherproof steel cabinet painted two-tone grey. Free-running casters give it mobility. The cabinet wall is 24 inches wide; 36 deep, 48 high.

For refreshment service at drive-ins, the 3 Year Canteen has been designed. Pavel, a disposable carrier tray. It is designed to hold paper cups, ice cream cones, snow cones and hot coffee cups, as well as sandwiches. Made of cardboard, the trays are stacked in special dispensing racks provided by the manufacturer. Each holds 150 trays. The trays can be loaded and filled with ice cream, the top carrier removed, leaving the next ready to be used.

Von Houten & Zoon, Inc., New York, has also launched a new candy bar, has now marketed an "instant" hot chocolate preparation. It is packaged both in individual envelopes and bulk quantities as follows: 2 pound bags and drums containing 25, 50, and 100 pounds each.

To move film container up and down stairways and ramps, Valley Craft Products, Inc., Lake City, Minn., has a new hand truck called the "Stair Cart." It is equipped to roll up stairs step by step as the operator pulls a cable drive. Other features include positive two-wheel brakes, interchangeable shoes, sealed ball bearings, steel tube construction and large pneumatic tires.

Nortal D. Kader has been elected assistant to the chairman of the board and Maurice Glickman has been named vice-president and director of purchasing of the Automatic Canette Company of America, according to Nathaniel Lecreux, chairman. Automatic Canette, leading manufacturer of vending machines, has been merged with the Rowe Corporation, pioneer manufacturer of vending machines.

Terms Bar 'Scope in 5 Min. Drive-ins

Special to THE DAILY

MINNEAPOLIS, March 27—As low as distributor charges for Cinemascope, the five drive-ins operated by Minnesota Entertainment Enterprises will not install Cinemascope equipment, according to Ted Mann, president of MEE.

Mann said that MEE, composed of a group of Twin Cities independent exhibitors had discussed the possibility of installations at the Bloomington, Rose, Minnebaha, Como and Starlight drive-ins but vetoed the installation when it was learned that it would mean percentage terms. MEE has followed a policy of lagging its equipment on late runs and flat terms. The one deviation from the policy, a 35 day run on "Starlight," was abandoned after a three-month trial in 1951.

Meanwhile, three of the remaining four Twin Cities drive-ins are going forward with plans for Cinemascope installations last summer and the operator of the 100-Twin will open with Cinemascope this spring. Leo Aved, operator of the Narvarre, has not announced his plans.
USE THESE TNT TEASERS TO TELL 'EM A SENSATION'S HEADED THEIR WAY!

Be on the lookout for
Violent Saturday

Violent Saturday
HITS WITH SHATTERING IMPACT

From the sensational Cosmopolitan magazine story that caught a whole town "off guard"!

Violent Saturday is coming
LIKE A VOLLEY OF .45 SLUGS!

Violent Saturday is coming-
A FIVE-PRONGED ASSAULT ON YOUR NERVOUS SYSTEM!

from 20th Century-Fox in CINEMASCOPE
Color by De Luxe

"It's a pleasure to do business with 20th!"
High Court Rules

Damages Won
In Trust Suits
Not Tax-Free

Lower Court Decision
Is Ordered Reversed

From THE DAILY Bureau
WASHINGTON, March 28.—The Supreme Court today ruled that exhibitors who win punitive damages in private anti-trust suits must pay federal income tax on those damages. The high court reversed a ruling of the Third Circuit Court of Appeals. That court had held that exhibitors and others who win treble damage suits need pay tax only on the money received to recompense them for the damages actually suffered and that the extra money re-

Claim No Similarity
Of Cleve. Trust Suit
With Other Actions

From THE DAILY Bureau
WASHINGTON, March 28.—Defendants in a Cleveland anti-trust suit told the Supreme Court today that there's no similarity between their operations and those objected to by the high court in earlier anti-trust cases brought by the government. This charge had been made by the plaintiff, G. and P. Amusement Co., in appealing the suit to the Supreme Court last month. G. and P.,

Myers Sees Toll TV
Trade-Wide Threat

Special to THE DAILY
OKLAHOMA CITY, March 28.—Abram F. Myers, General Counsel of Allied States, today described toll TV as a vital threat to the "entire" industry at Allied of Oklahoma's annual convention here. Approximately

Hit 'Scramble' of
Attack on Toll TV
On 'Omnibus' Show

A "strong protest" against the way the toll TV forum was presented on Sunday's "Omnibus" television program was filed here yesterday by the National Committee Against Pay-As-You-See TV. Addressed to Robert Sandek, producer of "Omnibus," and Frank Stanton, president of CBS, the wire contended that the film sequence devoted to TV and radio station owner George B. Storer, who spoke in op-

Production Project
Started in Toronto

TORONTO, March 28.—Arthur Gottlieb and Davis Coplan, as president and managing director, respectively, are identified with Canadian Film Industries, Ltd., which has

Walters Weighing
Use of VistaVision
For Lindbergh Film

From THE DAILY Bureau
HOLLYWOOD, March 28.—Whether Warner Brothers will use the VistaVision process for its production based on the Lindbergh story tonight had not been definitely decided, but was under serious consideration following Jack L. Warner's personal inspection of Paramount's double-frame VistaVision "Strategic Air Command" at the studio last

Circuits Report 3rd Quarter Returns on 5% Tax

114 Theatres Collect $452,000

By Lester Dinoff
Five top New York City circuits with 114 representative theatres located throughout the five boroughs have reported admission taxes collected for the three-month period ended on Feb. 28 totaling $452,000 approximately, which included the tax breakage of about $75,000 withheld by the exhibitors pending the determination of an appeal of a Supreme Court decision by the Court of Appeals in Albany.

Officials of the City of New York recently stated that the "major fraction" issue, if decided in their favor by the courts, would add $1,000,000 yearly in revenue to the total tax collected from the five per cent impost, enacted by the municipality on July 1, 1954.

Vincent Condello, New York City legislative representative stated in Albany early last week that the "breakage" collected by the municipalities' 436 theatres "is now in the neighborhood of $75,000," Condello and Assistant Corporation Counsel Stanley Buchbaum have stated that the breakage fund "will be held in abeyance" pending court of Appeals decision. To insure that the city would receive its due, as allowed by the State Enabling Act of 1947, the Assembly Rules Committee introduced a measure a few weeks ago in the State Assembly and Senate, asking that an amendment be adopted permitting localities to receive the "breakage" on the five per cent admission tax. Passed unanimously by the upper and lower houses and signed by Gov. Everell Harriman, this measure was made retroactive to June 30, 1954, and validates the collections on such a basis by New York, Binghamton and Elmira.

Johnston to Coast
Early Next Week

From THE DAILY Bureau
WASHINGTON, March 28.—Motion Picture Association president Eric A. Johnston is scheduled to be in Hollywood early next week for his first West Coast visit since last October.

Johnston will go to New York for a board meeting on Thursday, leaving

Hope for Round Table Abandoned

ALLIED WILL SEEK
'OTHER FORUMS'

To Tell "All Who Will Listen" That Distributors Got Theatres' Tax Relief

WASHINGTON, March 28.—Allied States Association has abandoned hope of a top-level industry round table being held to discuss exhibitor complaints of allegedly harsh film terms and will now prepare the exhibitors' case "for presentation in other forums," Abram F. Myers, Allied chairman and general counsel, said in a bulletin released at his offices here prior to his departure for Oklahoma City to address the annual convention of Allied Theatre Owners of Oklahoma.

Myers said that "Chief among the grounds which will be relied upon in seeking outside help is the charge that the film companies have drained off all or nearly all of the tax relief granted by Congress to the theatres."

"Allied," he said, "proposes to tell all who will listen just what the film companies have done. Allied will harp on a few incontrovertible facts:

That following April 1, 1954,
(Continued on page 5)

Circuits Report 3rd Quarter Returns on 5% Tax

114 Theatres Collect $452,000

By Lester Dinoff
Five top New York City circuits with 114 representative theatres located throughout the five boroughs have reported admission taxes collected for the three-month period ended on Feb. 28 totaling $452,000 approximately, which included the tax breakage of about $75,000 withheld by the exhibitors pending the determination of an appeal of a Supreme Court decision by the Court of Appeals in Albany.

Officials of the City of New York recently stated that the "major fraction" issue, if decided in their favor by the courts, would add $1,000,000 yearly in revenue to the total tax collected from the five per cent impost, enacted by the municipality on July 1, 1954.

Vincent Condello, New York City legislative representative stated in Albany early last week that the "breakage" collected by the municipalities' 436 theatres "is now in the neighborhood of $75,000," Condello and Assistant Corporation Counsel Stanley Buchbaum have stated that the breakage fund "will be held in abeyance" pending court of Appeals decision. To insure that the city would receive its due, as allowed by the State Enabling Act of 1947, the Assembly Rules Committee introduced a measure a few weeks ago in the State Assembly and Senate, asking that an amendment be adopted permitting localities to receive the "breakage" on the five per cent admission tax. Passed unanimously by the upper and lower houses and signed by Gov. Everell Harriman, this measure was made retroactive to June 30, 1954, and validates the collections on such a basis by New York, Binghamton and Elmira.

Johnston to Coast
Early Next Week

From THE DAILY Bureau
WASHINGTON, March 28.—Motion Picture Association president Eric A. Johnston is scheduled to be in Hollywood early next week for his first West Coast visit since last October.

Johnston will go to New York for a board meeting on Thursday, leaving

Hope for Round Table Abandoned

ALLIED WILL SEEK
'OTHER FORUMS'

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That following April 1, 1954,
(Continued on page 5)
PERSONAL MENTION

SAMUEL PINANSKI, president of American Theatres Corp., has returned to Boston from Miami Beach.

SIREN JOHNSON, of Mole-Richardson, Ltd., British equipment organization, will return to London from New York tomorrow via B.O.A.C. Monarch.

JAMES M. TOTMAN, assistant New England zone manager for Stanley Warner Theatres, has returned to New York from his wife for Daytona Beach.

HARRY F. SHAW, division manager of Loew's Pol-Neu-England Theatres, and Mrs. Shaw are marking their 31st wedding anniversary.

BERNARD MENSCHEL, president of Community Amusement Corp., Hartford, is the father of three boys who leave next week to Mrs. MENSCHEL.

LOUIS W. KELLAM and Paul WAXMAN, independent producers, are scheduled to leave here by plane for Hollywood on Friday.

ANDRE PROVAK, M-G-M composer-conductor, will be guest soloist on April 18 in the San Francisco Symphony Orchestra.

DICK HOWARD, advertising manager for Consolidated Amusement Co. in Honolulu, has arrived in San Francisco from there.

HARRY FEINSTEIN, New England zone manager for Stanley Warner Theatres, has returned to New Haven from Florida.

LINDA EISENH, daughter of CHARLES EISENH, Warner Brothers vice-president, is in Coral Gables, Fla., from New York.

JEROME PICKMAN, Paramount advertising-publicity vice-president, has returned to New York from Hollywood.

WILLIAM DAUGHTY, of the Webb Playhouse, Wethersfield, Conn., has returned to Hartford from Puerto Rico.


HOWARD STREICHLING, M-G-M studio publicity head, will return to the Coast today by plane from New York.

DINOSAUR’ TO LIPPERT

HOLLYWOOD, March 28—"King Dinosaur," science-fiction feature produced by Al Zinman and acquired by Lippert Pictures for distribution, was disclosed here today.

PLAIN IN COAST BOW

United Artists’ "The Purple Plain," will have its West Coast premiere today at the Fox Wilshire Theatre in Los Angeles.

ASK FCC TO MAKE TV-RADIO STUDY

From THE DAILY BUREAU

WASHINGTON, March 28—The House Appropriations Committee ordered the Federal Communications Commission to make a comprehensive study of radio and television broadcasting.

The committee voted $6,870,000 for the agency for the fiscal year starting July 1, an increase of $240,000 over the 1955 estimate. It also cut $78,000 over the 1955 amount asked.

The increase of the extra money should be used to make a factual study of broadcasting, since the FCC is burdened by the lack of information in this field. The committee said that the two agencies should be merged and the FCC should be used to reduce the backlog of work in television and industrial services applications.

The House committee action must still be approved by the House itself and by the Senate.

CARRERAS HERE ON CO-PRODUCTION DEALS

James Carreras, head of Exclusive Films of London, and chief banker of the Variety Clubs International Tent, has arrived in New York to discuss co-production deals and will remain in the U.S. to attend the Variety Clubs International annual convention, which will open in Los Angeles on May 4.

Carreras, who is accompanied by his wife, Mrs. Carreras, is teamed with Robert L. Lippert in the making of five co-productions in color and black and white to be made in Britain in the next year. He will also seek a distributor while here for the CinemaScope stereographic features he is making by his company in England.

Carreras plans to be in America about seven weeks in all.

SCOTTISH-AMERICANS TO BE ‘PETER’ GUESTS

Leaders of the Scottish-American community, including directors of the Highland Fund of North America and the Caledonian Hospital will join film star Richard Todd and Mrs. Catherine Max for dinner at the Thursday night, 20th Century-Fox’s "A Man Called Peter," proceeds from which will benefit the two organizations.

Joining celebrities from many walks of life at the klieg-li Broadway opening, to be launched with a 16-piece band and a 12-man kilt-and-tartan-clad color guard, will be 30 of their tattiest nurses on hand dressed in the finest Royal Stewart. They will act as escorts and official greeters of the celebrities scheduled to attend gala opening.

Members of the board of directors of the Highland Fund attending will be: Duncan M. Spencer, president of the Highland Fund; Charles B. McCabe, David Van Pelt, John M. Fisher, Malcolm S. Forbes, John L. Handy, Mrs. George Home, Mrs. William R. Burnup, Mrs. Harry Belafonte, Mrs. Alvin Betts, Mrs. Josephine Doherty, Mrs. Robert Burns, Mrs. Marshall Pickman, Mrs. Leonard Smith and Mabel Brann, chairman of the Women’s Auxiliary.

‘BLACKBOARD JUNGLE’ BANNED IN MEMPHIS

MEMPHIS, March 28—"Blackboard Jungle," MGM film, was banned from Memphis screen today by Lloyd T. Binford, censor board chairman, announced. Binford said the three women censors, Mrs. E. F. Edwards, Mrs. Walter Grand Mr. and Mrs. Newton, Sr., voted unanimously to ban it. "I agree with them," he added.

"Blackboard Jungle" is the name of the picture the board has ever banned. The film is one dealing with juvenile delinquency in a high school, and Binford said, "The teen-agers in the future start off bad," Binford said. "I thought they would reform, and we would have good, but they are just as bad at the end."

There are Negro students in the school with white students in the film," Binford said, "and that had nothing to do with the banning."

KODAK REPORT LISTS HIGHLIGHTS OF 1954

ROCHESTER, March 28.—Details of Eastman Kodak Co.’s 1954 progress in new products, production, progress in research and development, finances, and dividends are contained in the 36-page, four-color annual report now being mailed to over 120,000 Kodak shareholders.

Last year’s edition of the report won the gold “Oscar of Industry” award from Financial World Magazine as the best of over 5,000 company reports in an international survey.

In the report, the combination of modern film and reproduction techniques are illustrated in nine photographs which portray in color the wonder of the 1954 film year. One of the highlights is the color diagram indicating the products made by each Kodak’s U.S. manufacturing divisions and showing the area in which each product serves — photography, industry, or defense. The annual report contains a listing of significant milestones in the progress of the Kodak company, which celebrates its 75th anniversary this year.

HEART AILMENT FATAL TO ELIAS YOUNGSTRENG

Funeral services were held here yesterday morning at Gutterman’s for Elias Youngstein, 71, father of Max Youngstein, vice-president of Allied Artists, who passed away Saturday at Bethesda David Hospital of a heart ailment.

Youngstein, father of Bernard Pearl Lieberson, Max, Morris, Miriam Hugel, and six grandchildren and one great-grandchild.

PRODUCING COMPANY FORMED BY McEVOY

HOLLYWOOD, March 27—With the incorporation of McEvoy Pictures was filed in Sacramento for the formation of Earl McEvoy Productions, Mr. H. Howey associated Columbia Pictures as a director. The new organization plans to produce theatre and television films.

NEWS ROUNDUP

Set SW ‘Festival’

Plans for the 13-week observance of the 10th Anniversary of Broadway’s 'Festival of the Arts,' April through June, were outlined in Hartford by Harry Feinstein, zone manager, in meetings with 38 managers representing the zone’s theatres in Connecticut, Massachusetts and New York.

Mexican Survey

Mexico has 2,100 theatres in operation with a combined theatre capacity of 3,000,000 seats, according to a survey made by Samuel Goldschlag, Mexico City architect. Goldschlag also revealed that the picture will play the house for the one evening only prior to its national release by Gibraltar Motion Picture Distributors of Hollywood.

To Hear Christenberry

Major General Charles W. Christenberry, president of the American-Korean Foundation, will be the honored guest at a luncheon meeting of exhibitors in the Denver exchange area on Thursday. It is expected that 300 theatre owners of the territory will attend the affair at the Como¬

politan Hotel.

Asks TV Suspension

Walter Reade, Jr., president of the Atlantic Video Corp., has requested permission from the Federal Communications Commission to suspend teletexting as of April 1 at station WRTV, Etonville, N. J. Reade, in seeking the suspension of service, said the picture was in ultra frequency which could not come up to a maximum potential for our area pending a favorable decision from the FCC on Channel 8, would not be to the best interests of our listeners or advertisers.

CAPRI’ PREMIERE

"Murder in Villa Capri," which was produced by Melvin Byrom for Paul Bur¬ton-Mercer, will have its world premiere at Warners’ Embassy Theatre in Orange, N. J., on April 5. The picture will play the house for the one evening only prior to its national release by Gibraltar Motion Picture Distributors of Hollywood.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

THE GLASS SLIPPER

in radiant COLOR starring

Leslie CARON ■ Michael WILDING

An M-G-M Picture and THE MUSIC HALL'S GREAT EASTER WEEK SHOW

THE KIBBLETZER CENTER

"THE GLASS SLIPPER" • "THE GLASS SLIPPER"

MOTION PICTURE DAILY Tuesday, March 29, 1955
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First to fly NON-STOP coast to coast, TWA now sets new standards of speed and luxury in transcontinental air travel with the great, incomparable Super-G Constellation.

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380 Madison Ave., 13th Floor
624 and 630 Fifth Ave. • Hotel Stuyvesant • 67 Broad St. • 120 Broadway
Brooklyn: 200 Livingston St.
Newark, N. J.: 15 Commerce St., Mitchell 3-7650
White Plains—35 Mamaroneck Ave.—White Plains B-7282

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Finest food in flight! Mealtime means a de luxe dinner. And any time, enjoy your favorite drink, delicious snacks or tempting canapés from TWA's galley— all at no extra cost.
Allied on Round Table

(Continued from page 1)

(1) the effective date of the tax bill film prices increased.

(2) That, in consequence, the film companies’ earnings were increased by leaps and bounds, and

(3) The exhibitors continue to be better off than they were before the tax was passed.

Meyers bulletin then presents quarterly financial reports of Paramount, Warners, Universal, Columbia, and RKO Radio. The earnings of the five major companies from April 1, 1954, to the latest available quarterly report, portravels the history of the tax. The earnings reports of the five companies began to rise with the repeal or reduction of the Federal adition tax, and continued on the up-grade.

Absorption in Some Cases

"It would, of course, be inaccurate to attribute all increases in net earnings to confiscation of tax refunds," the bulletin states.

"In the cases of the film companies, however, the tax has not absorbed more than the tax.

A number of factors have contributed to the current prosperity, such as improved films and the revival of the foreign market, where admission of the starved domestic market.

"The bare fact that the companies’ profits are soaring while the exhibitors are barely holding their own and in many cases are losing ground, tells us all we need to know about what happens to the tax refunds," the bulletin states.

Explaining Allied’s abandonment of hope in an industry round table conference being held, Myers notes that several producers delayed since such a forum was first proposed last fall and reports that an interview with an Allied leader and Al Lichtman, director of distribution for 20th-Century-Fox, who first proposed the round table, "showed nothing to make the new familiar alli that the round table cannot be held until the arbitration issue is settled."

"Arbitration," Myers observes, "has been called and abandoned four times in the past year, and since the film companies will not agree to arbitrate film territories or selling points, it is not possible to see how this issue can have any bearing on the round table proposed."

"All the exhibitors have sought is the opportunity to place their case before the responsible heads of the film companies, in hopes that each such official, with respect to his own company, would volunteer that his company, would volunteer that his company will in the future, perhaps, perhaps, perhaps next week, plan the next step."

The bulletin rejects in those terms suggestions "that for the film company presidents to hear from prominent leaders the exhibitors’ views concerning current pricing policies and practices must expose prosecution under the anti-trust laws."

"Cynicism begets cynicism," the bulletin observes, "and the manner in which exhibitor overtures looking to a peaceful settlement of this controversy have been rejected, engenders the thought that one of the terms of a top-level conference may have been advanced merely to induce exhibitors to postpone their plans for remedial action, while the film companies continue to wax fat on their present destructive policies."

Silent on E.D.C.

Ulieb’s board of directors at its meeting in St. Louis last week authorized Allied’s Emergency Defense Committee to proceed with an earlier prepared plans to seek introduction in Congress of a bill to regulate film prices and terms.

The present bulletin says nothing further about the E.D.C. activity, but it is surmised that a meeting of the committee will be held in the very near future, perhaps this week, to plan the next step.

Appoint Bloom 20th Mgr. in New Haven

The appointment of Shepard Bloom to the position of branch manager of 20th Century-Fox’s New Haven exchange was announced by the company.

Bloom, who assumed his new duties yesterday, was sales manager of the company’s Philadelphia division prior to his elevation to the New Haven post. He succeeds Herman Hirschhorn, who moved away last week.

The transfer of William Graham, presently office manager and city chairman in Buffalo, to the position of office manager in the Boston exchange effective yesterday, also was disclosed by the company.

Crescent Plans ‘Center’

CLEVELAND, Tenn., March 24.—Crescent Amusement Co., Nashville, has contracted for the construction of a $300,000 shopping center here which will house two variety stores and a drugstore. A section of building, not yet assigned, may later be developed as a theatre, but the whole project at present is an investment.

N. Y. Variety Club Chairman Named

William J. German, chief banker of the Variety Club of New York, Tent No. 35, yesterday announced the appointment of four committee chairmen for the coming year. Jack Rosenfeld has been named chairman of the welfare committee; Max Wolf, member of the entertainment committee; and Albert G. Gershon, chairman of the financial committee.

Dennis Hanley of the Variety Club has been appointed chairman of the Variety Club of New York, Tent No. 35, for the coming year. He succeeds Herman Hirschhorn, who moved away last week.

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The closing of the Variety Club of New York, Tent No. 35, for the coming year. He succeeds Herman Hirschhorn, who moved away last week.

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Hitchcock Adds to Para. Schedule

HOLLYWOOD, March 28.—Paramount Pictures producer Alfred Hitchcock has signed a new contract under which Hitchcock will make two more pictures for the studio than the six for which the producer was under contract. It was also agreed with James Stewart that he will star in both of the additional productions. The two added pictures will be made over the next few years.

Myers in Oklahoma

(Continued from page 1)

135 persons were registered today.

Myers asked the group to support the national toll TV committee’s fight in what he termed one of industry’s most dangerous problems. He said he had hopes that the Council of Motion Picture Organizations might help, but that film companies had prevented this, and now it is up to the exhibitors to turn the tide.

"It is no longer a one-sided fight with committee splendidly organized," he said. "The burden is currently on the exhibitors to see that the businesses have a stake in the matter and will eventually join in the fight," and added that it would be supported financially, as it is as vital as COMPO’s tax repeal campaign.

114 Theatres

(Continued from page 1)

according to many leading tax leaders, the revenue from the collection of the five per cent admission tax, including the controversial major fractionation, is between $3,500,000 and $4,000,000 yearly. In early January, a spokesman for the City Tax Collector reported that the admission tax revenue from all sources in the city had totaled $3,711,997 for the previous month ended on Dec. 31, revealing that the returns were short of expectations.

The 114 theatres’ admission tax figures for the month include in each instance a breakage amount of $75,965, or 16.6 per cent of the levy, were termed by one as "repre- sentative of the slack business felt throughout the city during the December, January and February period."

These theatres, located on Broadway and in suburban areas, are part of the Loew’s, Century, Skouras and Branch circuits.

Loew’s Breakage $38,000

The Loew’s Theatre Circuit with 44 theatres reported a total tax on admission during the third tax quarter totaling an approximate $2,454,000, 28 tax breaks, whereas $8,800 was 18.1 per cent of the total tax collected.

Loew’s forwarded $207,000 to the city, the net tax losses forward, and applied for an approximate $50,900 to the city as their third tax payment and retained a tax breakage of $11,100 for the 90-day period, which was 17.9 per cent of the total tax.

The 21 Skouras theatres forwarded and were allowed $47,660 for the third tax payment retaining $10,200 as breakage. Computed against the total tax, the breakage is 14.2 per cent.

The combined Harry and William Brandt theatres of 28 houses throughout the five boroughs reported a total tax of $42,100, 28 tax breaks, and applied for an approximate $92,250 and retained $16,665 as breakage, 18.0 per cent of the amusement impost.

Anta Album Ushers

In First Broadway

Closed Circuit Show

Contributions totaling $315,000 for last night’s “ANTA album” theatre telecast was reported here yesterday by the headquarters of CARE, on the basis of incomplete pre-opening reports from the field.

The event, marking the first theatre telecast of a Broadway show, was telecast from New York’s Adelphi Theatre to 32 theatres in the same number of cities.

Joe Heidt, special TV consultant to CARE, the organization which teamed up with ANTA to present the benefit show, explained that many CARE committees, which handled the ticket sale, have neglected to keep CARE headquarters informed of latest ticket sales. Heidt also pointed out that the $135,000 pre-curtain time estimate will not include last night’s box-office ticket sale throughout the country.

Expects Half-Capacity

Contributions, he went on, does not indicate attendance, explaining that many people contributed more than the $300 per ticket.

A spokesman acknowledged, however, that he does not expect theatres to be filled more than 50 per cent of capacity.

The break-even point for the telecast will be $200,000, covering the cost of talent, the four-week deals made with theatres, advertising, Du Mont TV facilities and other costs, the CARE official went on to estimate. He contended, however, that the pioneer effort had won many new friends for CARE and ANTA.

Reception last night at the RKO Fordham Theatre in the Bronx of the CARE benefit performance of the 1955 ANTA Album was encouraging, although about 1,000 patrons in the 2,100-seat house a good TV picture of the show, indicating at times the picture became cloudy. This was noticeable particularly in the long shot stages.

Unless later reports, which are expected to be filed tomorrow or the next day, show a marked rise in receipts, financially, the event did not go off as well as expected. Initially, it was estimated that contributions would amount to $400,000 or more, with ANTA and CARE dividing the receipts. Prices of tickets were scaled from $2 to $100, according to CARE headquarters, with local committees setting the pricing pattern.

Last night’s telecast was slated to headline the appearance of such Broadway stars as Frank Sinatra, Tony Martin, Martha Whitney, Memala Skulnik, Ruth Draper and Victor Moore, who will be on the air at 10:30 P.M. (EDT).
Damas

Cleveland Anti-Trust Suit

(Continued from page 1)

MILWAUKEE, March 28.—Some 3,000 theatre managers attended Ticket Selling Workshop today which was held in conjunction with the opening of Wisconsin Allied's Spring convention.

Speakers at tomorrow's meeting will include Wilbur Snapper, who will discuss subscription television; president Sig Goldberg, Angelo Provenzano, Arnold Blum and Robert S. Taplinger, public relations counsel to the Committee Against Pay-As-You-See TV.

Report Heavy 'Eden' Gross in Early Runs

Warner Brothers' "East of Eden" was reported yesterday to be setting impressive marks in its initial engagements, matching those of "Cattle Cry."

Among the strong openings were those in the Florida Theatre, St. Petersburg, where it was heading for a $15,000 week; a mover in West Palm Beach where it pulled $2,831 in the first four days; $9,860 in three days at Fort Lauderdale and similar bigness in other Florida situations. A $44,000 week is seen for the first four days of its third week in the New York Astor and $30,000 at the Astor which opened in its second week almost dollar-for-dollar with the opening week.

M-G-M's Eastern Mgrs. Meet Here

The G-M branch and district manager of the Eastern territory, John P. Byrne, supervision, met yesterday at the Astor Hotel, following the opening in Chicago where he attended a two-day division managers sales meeting conducted by Charles M. Reagan, vice-president and general sales manager. Highlights of the meeting yesterday was discussion of recent production deals made such as that with Sam Goldwyn for the release of "Gus and Dolls," the forthcoming Desilu picture and the future treatment today made by J. Siegel under a contract now being finalized.


Byrne will meet individually today with some of the stars from his district and make a tour of the sales staffs locally. His first stop will be Albany, followed by Philadelphia, New York, Boston, New Haven, and Buffalo.

Rentalis, EFFG Before N.W. TOA

SEATTLE, March 28.—Alleged unjust film rentals and the Exhibitor-Film Rentaler group's top topics of discussion at a special meeting of the Theatre Owners of Washington, Northern Idaho and Oregon will be the subject of the full agenda here.

Joseph J. Rosenfield of Spokane, who has been the chairman of the Northwest TOA group should be delayed until a similar case in Delaware is completed. The Philadelphia chairman indicated earlier that出來 late in 1946 by Zenith, charging RCA with a patent monopoly. Two years later, RCA purchased Zenith in an attempt to get around against Zenith.

In the third action, the court re- fused to overturn a ruling of two Florida courts that S. E. Britton could not sell a group of neighborhood property owners

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Vacation

Cleveland Anti-Trust Suit

(Continued from page 1)

 declare, and there is no proof what- ever that Cooperative ever engaged in such practices. Indeed, the purpose of the Regent films were to get better films for the Regent. The defendants said cooperative is not a combination to restrain trade but merely an agency of many individual exhibitors, with each exhibitor employing Cooperative only for its own benefit and to promote films in competition with films of other exhibitors, and being completely uninterested in helping Cooperative make any sort of deal for any other theatre.

Difference Claimed

Stating that Cooperative's efforts with several of the new and tonight agreements, franchises and other prac- tices which the high court struck down as illegal, and in the last cases, the defendants declared "there is not one shred of evidence in the record that Cooperative or any of the respon- dents or courts made any of the things which this court struck down" in those earlier cases. The defendants argued the lower courts' decision in this case was strictly in line with deci- sions in the Crest, Dipson, Franchon & Marco and other more recent cases.

Opinion by Warren

"Here we have instances of un- dercover agreements to restrain fairly and legally, and over which the tax- payers have complete dominium," Warren declared. "The mere fact that the payments were made to the wrongdoers as punishment for unlawful conduct cannot detract from their character as contracts to come to the recipients. Respondents concede, as they must, that the re- conciliations are to the extent that they compensate for damages actually incurred. It would be an anomaly that could not be justified in the absence of a justifica- tional intent to say that a recovery for actual damages is taxable but not the amount extracted, as punish- ment for the same conduct which caused the injury. And we find no such evidence or intent to exempt these payments."

WB, RCA and Florida Drive-In

Figure in Supreme Court Edicts

WASHINGTON, March 28.—The U. S. Supreme Court today refused to review lower courts' decisions in cases of interest to the film industry.

The court gave no indication of its reasons in any of these cases, merely noting the action in a list of orders.

In one case, the justices turned down the request of Warner Brothers Pictures Co. that the court block the use of Sam Spade and other "Maltese Falcon" characters in radio and television.

Warner's had argued that when it bought the copyright to the book, "The Maltese Falcon," it had also bought control over the use of any other entertainment media of the characters in the book. Author Dashiell Hammett sold the series to CBS for a radio and TV series, and Warners sued CBS and others involved in the series, charging copyright infringement.

Coast Court Upheld

The Los Angeles district court and the Ninth Circuit Court of Appeals ruled the original judgment or incum- bents the "Maltese Falcon" story, and that the characters in the book remained Hammett's to exploit as he pleased in the future. The high court today re- fused to upset this ruling.

In a second action, the court denied RCA's request that its patent anti-
AB-PT

(Continued from page 1)
touring the West and Intermountain sections, said that AB-PT affiliate circuits officials reported business considerably better currently as compared to a year ago.

The AB-PT vice-president added that their report tied in with the general report that this is the box-office year for AB-PT affiliate circuits nationally. Hyman, on his trip, visited Salt Lake City, Los Angeles, San Francisco, Phoenix, and other cities, also conferences with Ray Hendry, vice-president and general manager of the In- ternational West Coast chain, and George Hyman, vice-president and general manager of the Arizona- Paramount Corp.

Hyman said that plans are underway in AB-PT affiliate circuits for a May-June box-office drive, keyed to coincide with the added quality product set for release during that period. Hyman, long an advocate of a regular order of release of quality product without regard to so-called "seasons," expressed his belief that the situation is improving. He pointed to the May-June drive as AB-PT's recognition of the improved situation and its desire to match it at the exhibition end.

Regarding plans to improve attendance, a problem repeatedly stressed by Hyman, Ralph Goldenson, Hyman cited techniques employed in Salt Lake City and Tucson, aimed at developing the "going habit in youngsters.

In Tucson, Hyman said a plan is underway keyed to a "Junior Press Club" theme. Special or regular film programming, designed to appeal to youngsters from 13 to 17, will be utilized, he explained. Guest speakers may also be invited to address the teen-age group on some special problem affecting them. The youngsters, in turn, will be invited to report on the event as newspapermen do, with special prizes and awards granted for the best "average.

"Kiddie" Shows in Salt Lake

In Salt Lake City, special "kiddie" shows have been set up for alternate Saturdays, which will give-away-featured, Hyman continued. In that city, he reported, it was found that the children did not go for a special diet of Westerns, and therefore different shows were devised, shows under such themes as "Cartoonize," "Dinseyama" and "Panorama.

In explaining the programs mapped out to capture the younger audience, Hyman stressed another point in the Goldenson program, that is, Hollywood must supply the product which has special youthful appeal. "We've got to have the merchandise," Hyman declared, adding that "we are ready to supply and stage the setting.

Dynamo Cited

Twentieth Century-Fox's house organ, The Dynamo, edited by Roger Furay, has recently been named "the outstanding company publication" for 1954 by the Company Publication Editors of North America, representing house organs of 332 leading industrial and business corporations.

Television -- Radio

with Pinky Herman

MARSHALL SCHACKER, brought to Gotham six years ago to discover and develop new talent for NBC, and for the past three years N.Y. rep for French and Italian films, has been named executive in charge of distribution packages for the Shellfi Corp. . . . With MacDonald Carey hosting Percy Faith's 45-piece orchestra and different guest stars each week, F. W. Woolworth will CBBSponsor a variety program over an extensive radio net starting Sunday (1-00-2-00).promo June 3rd with Ernie Kovacs, Edith Adams, Lewis Hayward, Rod Cameron, Herb Sheldon, June Nolte, totaling 25,155 hours of programs. . . . Henny Youngman who at Hollywood this week will team with producer Jerry Franks on a new TV series, before he starts a two-week stint at the Sands in Las Vegas Wednesdays.

Stirling Wheeler, president of Parsonnet & Wheeler, Inc., has announced the firm's highest production budget for the year, calling for feature-length telefilms slated to be produced in New York and abroad. Wheeler, who, prior to his association with P & W, was a movie executive in charge of development packages for the Young of Young & Rubicam's Mexico offices for eight years, started as copy writer with Lever Bros. upon graduating from Dartmouth in 1938. . . . Peg Lynch's "Ethel & Albert" situation comedy is now being produced by Jim Bonneville, who's "Ethel" and Alan Bunce (Albert) will CBSummer-replace Spring Byington's "December Bride" TV'er for Instant Maxwell House Coffee, effective Monday, June 20.

Eastman Kodak's "Nochy" series will bow out of the NBC-TV sked April 6 with a new series of half-hour dramatic telefilms replacing it over an 84-station network April 13 and titled, "Kodak Request Performance." . . . Starchipt's "Stoppage" sea heat number from "Pajama Game" will be seen on Ed CBSullivan's "Toast of the Town" April 17.

Sid Caesar, who, before attainment national laurels as one of the top comics of the day, was a first-rate saxophonist, has proven yet another hidden talent, tuxscant. The novelty ditty "I Wrote This Song For Your Birthday," which was performed on his program two weeks ago, is published by Flo Music, of which Nick Campbell, popular Tin Pan Alley figure, is general professional manager. . . . In the 10 years that he's brought his songs and films of yesterday to his radio and TV fans, Joe Franklin, ABCurrently starred daily at 3:30 P.M., has never missed a single performance in the decade. . . . The fact that Milt Bury, NBC news chief, was associated with Wallace, and has a dozen so years ago, is why Mutual has the inside track to feature W.W. on its 566-station network when his ABCcontract expires in January. . . . WPIX statistician and commentator Ethel Thomas is among the fashionable lovelies, filling PatoBruins' scanty catery on W. 55th St. daily with her fashion show luncheon.

Howard Hughes is offering financial backing and national distribution enhanced by prospective tie-ups with approximately 230 RKO pictures to indie TV producers as inducement to use RKO studio facilities. Scripter Jerry Franken has asked Lester Lewis Associates to become director of publicity for Television Programs of America. Dine & Kalman will continue to serve the firm as public relations consultants, . . . Sophie Tucker will guestroll on Milton Berle's NBCcomedy program April 5.

2,000 Exhibitors Have Contributed To Toll TV Fund

Over 2,000 exhibitors in the U.S. already have contributed anywhere from $7.50 to $75, depending upon the number of seats in each theatre, to the Community - As You See - TV's "war chest" furthering the group's opposition campaign to subscription television, according to the Theatrical Vendors Council.

Theatremen have sent in their contributions, which are based on the same per seat formula, to Philip Harling, committee treasurer, who declined to reveal the total contributions received to date.

Thus far, in its campaign against toll-TV and in preparing an opposition brief to the medium for May 9 submission to the Federal Communications Commission, the exhibition committee, jointly headed by Alfred Starr (RKO) and James E. Cohn (Radio), have re- tained Robert S. Taplinger Associates as public relations counsel, retained Max Silver (Publicity), USA publicity firm of Coln & Marks as legal counsel, and commissioned Professor Dalas Smythe as economics advisor, and is still seeking an engineering consultant for services and advice.

'Omnius' Show

(Continued from page 1)
position to toll TV, was poor in quality and the voice appeared 'scratched.' It was claimed by Philip Harling, the committee's treasurer, on behalf of the national committee. The reason that "Omnius" is definitely obligated to make time available at the earliest opportunity for Storer to make known his views to millions who today do not understand his remarks Sunday because of the poor quality. It went on to state that it was "incomprehensible" that the situation arose, pointing out that adjacent film sequences, highlighting the proponents of toll TV were "clearly seen and heard." Poor reception was not confined to New York area according to reports from Storer's Miami Beach office and interested parties in Chicago, etc., elsewhere, the wire continued.

"Calls It 'Not Fair'"

"Since his interview was filmed in advance," the wire stated, "it is difficult to understand why the 'scrambled' sound was not re-filmed to assure its high quality of similar 'Omnius' presentations. We feel deeply despite assurances that a fair presentation of our position was not made be even though Zenith Radio, Inc., one of the 'Omnius' sponsors, is an extremely active proponent of pay-as-you-see TV, this was not a fair presentation."

Johnston

(Continued from page 1)

Thursday night for Spokane, where he will spend the week-end. He'll arrive in Hollywood from Spokane Monday or Tuesday, staying there the rest of that week.

They said that there were "nothing special" that Johnston is going to the West Coast about. They said it's just that it's been a long time since he was there, and wanted to talk to studio heads and other industry officials on a variety of subjects.
BUDWEISER and ALL STATE INSURANCE
Who Co-Sponsor BILL STERN on Alternate Nights
On ABC Network Coast to Coast Say:

Thanks to—
RADIO-TV DAILY
MOTION PICTURE DAILY
TV RADIO MIRROR
MAGAZINE

1st Place in ALL Polls
as
Best Sportscaster
to
BILL STERN

Personal Manager
JOHN MOSES

Exclusively
AMERICAN BROADCASTING CO.

Represented by
WILLIAM MORRIS AGENCY
MARTY RANKS WITH THE BEST
Wide mass appeal. A gem and a masterpiece of warm-hearted story-telling.
— HOLLYWOOD REPORTER

MARTY RATES A BIG “A”!
Another to the credit of producers Harold Hecht and Burt Lancaster.
— FILM DAILY

MARTY IS A SOCK PICTURE!
Like “On The Waterfront” it demonstrates that story, performance and direction always count.
— VARIETY

HECHT-LANCASTER present MARTY

Starring ERNEST BORGnine and BETSY BLAIR
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN - Produced by HAROLD HECHT
Associate Producer — PADDY CHAYEFSKY

In other words, as M. P. Daily says: “A PICTURE TO GRATIFY ALL TYPES OF PEOPLE IN ALL KINDS OF THEATRES”
U.K. Producers Cite Losses In 3 Years; Ask Tax Relief

By PETER BURNUP

LONDON, March 29.—Without substantial tax relief forthcoming when the Chancellor of the Exchequer opens his Budget on April 19, British film production will be doomed to remain in the precarious financial position that has beset it in recent years, the British Film Producers As'n contends in a document being circulated among Members of Parliament urging a reduction of £6,000,000 in entertainment tax.

The Association produces figures of recorded losses over the last three years calculated to surprise authorities on both sides of the Atlantic.

The figures are said to be based on an investigation into the profit and loss accounts of 202 films made here in that period. They represent, it is stated, practically all the first and second features made in that time.

Their aggregate production cost is

CBS Grants Counter Move Offers Anti-Toll TV Time

Acknowledgment that Sunday's "Omnibus" program "did not do full justice" to the views opposing subscription television was made here yesterday by Frank Stanton, president of Columbia Broadcasting Co.

Stanton, in a wire addressed to Philip Harling, treasurer of the National Committee Against Pay-As-You-See TV, offered on "some Sunday shortly after April 10 . . . to devote a full program period of one-half an hour to a more comprehensive discussion of the entire issue. For this program, of course, the wire continued, TV and radio station owner George B. Storer, an opponent of toll TV, "will be invited to present his views" again.

The CBS president, responding to the "counter proposal" filed by the Committee, proposed a time period "now occupied by 'Omnibus'," which goes off the air after April 10.

A spokesman for the national committee opposed to toll TV expressed satisfaction with Stanton's proposal.

Wisc. Allied Hears Snaper, Goldberg

Special to THE DAILY

OKLAHOMA CITY, March 29.—Bernard McKenna, Jr., Norman, was elected president of Allied Theatre Owners of Oklahoma at its third annual convention here. Other officers elected include Eddie Jones, Tulsa, vice-president; Dick Thompson, Okla., secretary-treasurer.

The first meeting of the new organization was held here yesterday.

UA to Seek $15,000,000 World Gross For Kramer's 'Not As A Stranger'

By LESTER DINOFF

United Artists will be "shooting" for its first $10,000,000 to $15,000,000 world gross in 1955 for "Not As A Stranger" which was adapted from a best-selling novel, "the film in UA history to step into the $10,000,000 domestic grossing circle."

Kramer, who is in New York setting up promotional and selling campaigns on his picture, said that UA will invest $1,200,000 in a heavy promotional and merchandising program to help make "Not As A Stranger" a major film success for the American release.
Personal Mention

WILLIAM R. FRANK, producer-director in the Twin Cities area, has returned to Minneapolis from New York.

ROBERT SMITH, assistant manager at the Stanley Warner Embassy Theatre in New York, has been promoted to a similar post at the Strand, Hartford. Edward McCloskey will succeed him in New Britain.

MATTHEW ROBERT RAPPAFORT, son of Isadore M. Rappafort, owner of the Metropolitan theatres in Baltimore, has become engaged to Ellen Marx of Atlanta.

MARTIN DAVIS, Eastern advertising-publicity director of Samuel Goldwyn Prod., is scheduled to return to New York tonight from the Coast.

GOTTfried REHINARd, producer-director of Max. Coster has left New York today aboard "Liberte" for Europe.

Goffredo Lombardo, Jr., president of Titans Film, Rome, and director Alberto Lattuada will leave for Europe today by plane.

GENE NELson will arrive in New York aboard the "Queen Mary" today from Europe.

ROBERT WISE, director, has left Hollywood for a tour of the Mountain states.

ARNOLD JACOBS, vice-president of Union Films, has left New York for Dallas and Los Angeles.

JOEL LEVY, out-town looker for Loew's Theatres, has returned to New York from Miami.

JOE PASTERNAK, producer, has arrived in Cuba from New York.

Cohen to Preside at WB Tokyo Meeting

Wolfe Cohen, president of Warner Bros. International, will preside over a meeting of the company's Far Eastern managers to be held in Tokyo, the week beginning May 1. John J. Glynn, vice-president of Warner Bros. International, will also attend the meetings.

Jack Degal, Warner's general manager in Japan, will host the delegation, which will include Berry Greenberg, field supervisor from Sydney, Australia, and Australian managing director Stanley Higgison and sales manager Bruce Kennedy; managers: R. Nadkarni, India; Gea Polaty, Indonesia; Elia Moses, Singapore; Arthur McCrue, New Zealand; Robert Breen, New Zealand; Carl Formosa; Clifford Amony, the Philippines and Tomas Flores, sales manager in Manila.

See 'ANTA' Show As Step Forward

Circuit executives, commenting on Monday night's "ANTA" Album telecast, said it as a step forward in providing theatre telecasts of Broadway stage productions. Some theatre executives felt that the ANTA show, telecast to 32 theatres from New York's Adelphi Theatre, was as good a test as one could have of a Broadway production. They contended that ANTA is largely hardy known to be published and is even being property lending itself to public appeal and exploitation.

However, a few circuit officials said that they had learned, maintaining that a variety show, extensive in long shots, is poor theatre. Various fan items, dramatic and musical scenes, featuring close-ups and semi-close-ups, were said on the other hand to "pack a wallop."

One circuit executive expressed his conviction that a legitimate stage show, with the proper cast and proper entertainment ingredients, could not miss as a theatre telecast.

Poor in Chicago, Boston

Reports from various sections of the country indicated that most of the theatres were at best half-half for the ANTA telecast. According to the poorer showing appeared to be in Chicago and Boston, where only 30 and 35 respectively, of Chicago's 4,400-seat United Theatre, and Boston's Loew's State Theatre.

Officials of ANTA or CARE, the charitable organization jointly sponsored the benefit event, could not be reached for comment yesterday. The 20-minute take in Chicago for CARE was estimated to be about $35,000 on the basis of incomplete reports, with a $200,000 figure cited as a break-even point.

Strike Threatens Para. Home Office

Motion Picture Home Office Employees Union Local H-63, IAATS, which represents some 225 "white collar" workers at Paramount, will strike at the company's New York office here unless Federal mediator Mandelbaum can effect a reconciliation.

According to the contract, Russell M. Moss, executive vice-president of H-63, declared yesterday, Moss said that H-63 is seeking a 15 per cent boost in wages, improved working hours and vacations, but Paramount has declined to meet the demands.

"The Federal Mediator has asked for one more meeting between both sides to see if any strike action can be avoided by us," the H-63 official stated.

Cosgrove, Critic, Dead

Baltimore, March 29.—Funeral services are to be held tomorrow morning for the jinx-motion picture critic of the Baltimore News-Post. He had been with paper more than 50 years and had been a familiar figure in the city, especially in the column known as "Curtain Call." He died Sunday at Union Memorial Hospital following a brief illness.

Byrd Defers Action On TV Legislation

WASHINGTON, March 29.—Senate Finance Committee chairman Byrd (D., Va.) postponed action on a Congressional Easter recess, any committee action on the House-approvced legislation to remove the TV in the 1954 tax law. The sections deal with expense reserve funds and prepayment income. Byrd has originally planned to have the committee vote on the provisi-ons this week.

Industry Officials to Set UJA Drive Plans

Key leaders of the amusement industry will meet today in the offices of Barney Balaban, president of Paramount Pictures, to discuss the 1955 drive in behalf of the Jewish Appeal of Greater New York.

Adolph Schmill, vice-president and general counsel of Universal Pictures, who chaired the industry's drive for the United Jewish Appeal, will preside at the meeting.

Yehuda Hellman, noted Israeli journalist, recently returned from Israel, will address the meeting and outline the emergency requirements of the 1955 campaign.


Also, Tom Muntha, Sally Pernick, Martin Quigley, Samuel Rinzler, Harold Robbins, Herman Robbins, J. Rob-ber, Stanley Rosen, Mr. Schpelman, Abe Schneider, Samuel Schneider, Fred J. Schwartz, Sidney Skouras, John Spry, Sydney Skouras, Jr., Morton Milton, William Weintraub, and Robert N. Weitman.

Columbia, Spiegel

In 3-Picture Deal

Columbia Pictures announced yesterday that it had concluded a three-picture deal with Sam Spiegel, producer of "On the Waterfront." The pictures to be produced in the new deal are: one under discussion between Spiegel and Columbia. The first production is expected to go before the cameras in the early Fall.

George Tetrault Dies

ALBANY, March 29.—A former Mass was celebrated in St. Patrick's Church Watervliet, yesterday, for George L. Tetrault, Jr., owner of the Grand Theatre in that city. He died at Troy.

Military Plan

(Continued from page 1)

of some 95 to 100 competing military theatres, instead of behind these military theatres as at present. A letter from the head office was sent to the Pentagon for final clearance.

Army, Navy and Air Force officials, however, objected to the agreement worked out with Swan. They said that in accordance with the agreement, they had already curtailed operations of post exchanges and cut back on liquor sales on military posts, and that the new administrative plan was too far in taking away advantages now held by the armed services.

Various complaints were dis- cussed at the Pentagon meeting, it was learned. One would alternate first film showings in the area between military and private theatres. Another would provide for simultaneous show- ing of new films. So far, however, the military service spokesmen have fasted for their present set-up.

Feel New Plan Is Needed

Participants in the meeting said the military officials said they recognized the theatres' problem, and that the industry was recognized by the military problem. The official announcement of the conclusion of the deal by the Defence Department had taken no stand but would communicate with the industry later. Industry officials said today, however, they had the very definite feeling that it's now up to the industry to come forward with a new plan, or the status quo will be kept.

Brody Cites Benefit Of 'Living Together'

From THE DAILY BUREAU

CHICAGO, March 29.—Steve Brody, president of Allied Artists, on the homeward lap of his nationwide tour, today told Chicago exhibitors the "living together takes more strength than fighting each other. Please don't try to legislate yourselves into success, because we all have a role in the rebirth before we're through."

Brody's plea for top playing time was made at a luncheon attended by 125 exhibitors representing 475 theatres. John Balaban and Dave Wallerstein, of New York, and president of Illinois Allied, attended.
Oklahoma

(Continued from page 1)

House Votes

(Continued from page 1)

the maximum one-year jail sentence, a penalty practically never handed out. Of course, by passing such a vote, some people voted down several amendments by Rep. Patman (D., Tex.) to make the maximum less, but they agreed on a $50,000 maximum that wouldn’t deter “a billionaire corporation,” and proposed a maximum fine of 5 percent of the firm’s capital assets, plus mandatory jail sentences for individuals violating the Anti-Trust Act a third time.

Meanwhile, the Senate Small Business Committee issued its annual report, and, as predicted, for the first time in several years made no reference to the film industry as one of the problem areas before the committee. Committee members have said they presently plan no major investigations or hearings on this year’s film trade practices.

Columbia Licensed For Perspecta Sound

Perspecta Sound, Inc., announced yesterday that a license has been issued to Columbia Pictures to use the Perspecta system of optical stereophonic sound on all its productions.

Coinciding with the first anniversary of the introduction of Perspecta to the industry, this makes Columbia the sixth major producing company to choose Perspecta.

Illka Chase ‘Emcee’ Of ‘Peter’ Telecast

Illka Chase has accepted the invitation to be mistress of ceremonies at tomorrow night’s half-hour telecast of the features ‘Peter Pan’ for the American premiere of 20th Century-Fox’s CinemaScope drama, ‘A Man Called Peter,’ at the Roxy Theatre here. The program will be on the air from 8:30 to 8:55 P.M.

The opening will be covered for radio and television by Harry Heathron in charge, and will be recorded by the Armed Forces Radio. Following his present stay in New York, he will go to Philadelphia, Chicago, Detroit, Cleveland, Washington, Atlanta, Boston, and Los Angeles.

Richard Todd, star of the picture, today will conduct a mass interview here with 200 high school and college newspaper editors, which will follow a special screening for the students.

In addition, additional broadcast shows will be picked up by the British Broadcasting Corp. in England, and will be recorded by the Armed Forces Radio. The program will be broadcast on television in the United States. In addition, additional broadcast shows will be picked up by the British Broadcasting Corp. in England, and will be recorded by the Armed Forces Radio.

RKO to Hold Four Regional Meets

HOLLYWOOD, March 29—J. B. Grainger, president of RKO Radio Pictures, Inc., announced today that four regional meetings of the RKO domestic sales force will be held starting Thursday in San Francisco and Tuesday in Chicago to discuss forthcoming RKO products.

Grainger, accompanied by J. H. Machtly, Western division sales manager, will leave Hollywood for San Francisco tomorrow night to attend the two-day Bay-City sales meeting which will be held Thursday and Friday at the St. Francis Hotel.

Walter Branson, RKO world-wide sales manager, will conduct the Chicago meeting, which will be held Thursday and Friday at the Blackstone Hotel.

H. H. Greenblatt, domestic sales manager, will conduct a New Orleans meeting which will be held at the Hilton Hotels, New Orleans.

Settle Out of Court J. J.-Luxor Action

The $3,000,000 anti-trust suit filed in the New York Supreme Court and the Luxor Group against 20th Century-Fox and Shubert Theatres in New York was settled and discontinued here yesterday.

Under the settlement, the Luxor Theatre in the Bronx will be sold to the Shubert Group and the Plaza Theatre and the RKO neighborhood houses. The plaintiffs also will receive a undisclosed sum of money.

The case was first tried in 1952 and was won by the defendants. Upon appeal, the court reversed the lower court verdict and ordered a new trial.

The settlement followed.

Wisconsin

(Continued from page 1)

which the national is fighting “this thing,” it has been asserted that they have prevented the Zenith deal that would have put in toll TV at once.

Angelo Provinozanceno opened the first business deal in the state, which was making a prestigious deal introducing producer Sig Goldbarg. The keynote of Goldberg’s talk was the accomplishment of the association legislative action with the small town exhibitor.

Decres Exhibitors’ Poll

In wishing he had a larger crowd, Goldberg pointed out that many of the exhibitors by this week in the area, which he said, was not making any of the people to keep their theatres open at night. Speaking on conditions of the business, he said especially in the territory where TV is now hithing hard, are in serious trouble.

In speaking on legislative activities of the association Goldberg said, “If we did nothing for the next two years, we would do better in 1955 than we have done in 15 years. We must maintain a strong position in the state and elsewhere. We have prevented the passing of this bill.”

He credited Harold Pearson, executive secretary, for much of this work “under whose direction was a tremendous accomplishment.”

Says Unions Oppose Toll TV

Snapper pointed out many things connected with toll TV that even those interested in it do not realize. Just the collection of the money in itself would be an expense, he said, and added, “We have a lot of allies in this. The candy companies alone stand to lose a lot. The unions are behind us.”

Asking about manufacturers Snapper said he knew of no one who has or ever applied for a franchise on toll TV.

Everyone in attendance took a hand vote to fight the national. Goldberg said his office would have to try it and even fail, in the years it takes them to fail, it could break us.

Goldwyn Gains Point In the Pickford Suit

HOLLYWOOD, March 29.—Samuel Goldwyn appeared the winner over Mary Pickford in one phase of their cross-suit under trial today when Judge J. Paul Nourse ruled the latter was not ousted from studio, as claimed, and was not entitled, therefore, to the accounting from Goldwyn which she has been seeking.

Two other principal issues remain to be settled.

Croscy Academy Sub For Judy Garland

HOLLYWOOD, March 29.—Bing Crosby will substitute for Judy Garland in the Academy Award show at tomorrow night’s Academy ceremonies. The actress gave birth to a son this morning.

All candidates for awards are doubting as preservers of awards in other categories, this year, that the Academy has been selected to present any technical or scientific awards that the board of governors may vote tonight.
This is the story of
The Prodigal Son who left his father's house for the fleshpots of sin-ridden Damascus!
M-G-M's mighty love-drama... spectacularly presented! The Biggest Picture Ever Filmed in Hollywood!
Two years in the making!
A fortune to produce!

Starring
LANA TURNER · EDMUND PURDOM
LOUIS CALHERN with AUDREY DALTON · JAMES MITCHELL · NEVILLE BRAND
WALTER HAMPDEN · TAINA ELG · FRANCIS L. SULLIVAN · JOSEPH WISEMAN · SANDRA DESCHER

Adaptation From the Bible Story by
Screen Play by MAURICE ZIMM · JOE BREEN, JR. · SAMUEL JAMES LARSEN Photographed in EASTMAN COLOR
Directed by RICHARD THORPE · Produced by CHARLES SCHNEE An M-G-M Picture

(MG-M's COLOR and CINEMASCPE SPECTACLE!)
BELLOw IS SCHEDULE OF AD ON OPPOSITE PAGE!
It Appears in American Weekly, Sunday Supplement, May 8th Issues

Albany Times-Union
Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago American
Cincinnati Enquirer
Cleveland Plain Dealer
Corpus Christi Caller-Times
Dallas Times-Herald
Detroit Times

Houston Chronicle
Huntington, W.Va. Herald-Advertiser
Knoxville Journal
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
New Orleans Item
New York Journal-American
Philadelphia Bulletin
Pittsburgh Sun-Telegram

Also, in Parade, Sunday Supplement, May 15th Issues

Akron Beacon Journal
Albuquerque Journal
Allentown Call-Chronicle
Augusta Chronicle
Baton Rouge Advocate
Beaumont Enterprise
Boston Post
Bridgeport Post
Charleston, W.Va. Mail
Chicago Sun-Times
Columbus, Ga. Ledger-Enquirer
Columbus, Ohio, Citizen
Denver Rocky Mountain News
Detroit Free Press
El Paso Times
Erie Dispatch

Evansville Courier & Press
Fort Wayne Journal-Sentinel
Fort Worth Star-Telegram
Greenville, S. C. News
Harrisburg Patriot-News
Hartford Courant
Indianapolis Times
Jackson, Miss. Clarion-Ledger
Knoxville News Sentinel
Little Rock, Ark. Gazette
Long Beach, Calif. Independent-Press Telegraph
Long Island Press
Macon Telegraph & News
Madison, Wisc. State Journal
Newark Star-Ledger

Also, in Independent Sunday Supplements Appearing At Playdates

Denver Post
Louisville Courier-Journal
Atlanta Journal-Constitution

Des Moines Register
Minneapolis Tribune
Dayton News

Also, on May 15, N. Y. Daily News, Chicago Tribune, Philadelphia Inquirer

TEASER ADS!
Advance campaign in 31 top cities. 15 insertions in each newspaper averaging 125 lines per insertions.

MAGAZINES!
‘Picture of the Month’ and ‘Lion’s Roar’ columns in national magazines (Readership 109,261,300).
Also Fan Magazines (Readership 10,979,200).

RADIO COVERAGE!
The “Blair” Bulk plan 3 weeks in advance in 41 markets with 12 one-minute spots weekly. Total 1,476 spots.

TV CAMPAIGN!
Spectacular TV footage radiating from 32 cities with 12 one-minute daytime spots weekly for 3 weeks. Total 1,152 spots per week.

GET PRESS-BOOK!
Order free from National Screen Service the big “PRODIGAL” press-book. This is the biggest picture ever produced in Hollywood and the press-book reveals most extensive campaign since “Quo Vadis.”
Anti-Toll TV

(Continued from page 1)

was this sequence, featuring the solo speaker opposed to toll TV, which the committee claimed was poorly filmed with the sound unintelligible.

Saulick, in his w ire, maintained that despite its "inferior recording quality" the Storer sequence in the forum on toll TV was "intelligible" to him. He went on to say that "its exis- tence would have affected" the entire filming forum, adding that he does not plan to have a reply of the Storer sequence on "Overruns," as suggested by the national anti-toll TV committee.

Stanton, too, declined to give the opponents of toll TV compensatory time on "Overruns." However, the CBS president's alternate proposal was heartily accepted by a committee spokesman.

Stanton claimed that running another brief sequence of Storer's views on "Overruns" "would take his views out of context and might create further misunderstanding and imbalance."

British Producers’ Losses

(Continued from page 1)

given at £21,864,000 against total earnings in the United Kingdom and Northern Ireland of £30,000,000, or a loss of £6,663,000. That loss is ad-

mitted to have been largely offset by payments from the Early Fund of £6,000. However, even that total is nothing- thing with which to renumerate the £10,000 million in capital of the industry. The document states that at a period entertainment tax took a total of £112,200,000 out of the industry and left even a tax of 6s. in the tax would have turned the loss into profit altogether, with the chance of building up a reserve against a bad spell.

Box-Office Take Studied

The producers’ plea to Parliament analyses also the distribution of the country’s overall box-office take. Out of every £100 taken at the theatre, £31.4s. goes directly in tax. From the balance of 68.6s., the distributors’ share for rental is around £23.4s., or 34.1s. of every £100, goes to producers. In every £100, it is admitted, £21.0s. is also made available to producers of British films out of the Early Fund. But while the British producers’ share of 4s. 1d. is approximately £10.10s. or 70 per cent, goes to American companies, leaving £49.9s. 9d. per cent, for British pro-
ducers, exclusive of course of the con-
tribution from the Early Fund.

Allowing for the up-and-down of production hazards, the producers la-

ment that the aggregate of profit and los s must inevitably show a loss in the horse market, in contrast with the
good fortune of their American coun-
trparts who, it is asserted, largely re-
covered cost of bookings in sales in Britain and other overseas countries providing the profit.

The additional cost of coloured films, it is pointed out, is in this instance, the result of the fact that it is stated, the number of coloured films made by British producers in 1951, 1952, and 1953 was 30, 26, and 18—an average of 14. In the next three years the average per annum will probably be 30, representing an additional addition to production costs of £240,000 per annum. Moreover if, during the next three years, an average of only five films per annum is made by British producers in any of the new techniques, the additional cost will be approximately £125,000 per annum. And back of all the apprehen-
sions of concerned producers is a pos-
sible drop in theatre admissions as a result of increasing competition from television, particularly when commercial TV begins to operate.

Points to Tax Increases

The document points out that since 1939 entertainment tax has been suc-
cessively increased by successive Finance Acts, so that, while the Ex-
chequer took only £5,613,000 from motion pictures in 1939, it took in 1954, less than £37,295,000 in the financial year 1953/54. But against that there has been increasing in the number of theatre seats over these years. The average admission price paid today (exclusive of tax) has increased only by 4d. over the 1939 figure.

Arbitration

(Continued from page 1)
The first held on arbitration in several weeks, due to the ill-

ness of Schinell. The conference, held at the Yale Club, was said to have made some progress in the drafting of the proposed arbitration system.

The draft, which is known to have a number of items, is still to be seen to be near completion, with the issue of financing still open. Plans to hold a meeting of the full arbitration committee, composed of exhibition and distribution members, as soon as pos-

ible was disclosed by one of the parties at yesterday's meeting.

200 Houses to Play ‘Creature’ in 3-D

"Revenge of the Creature," Universal-International's 3-D film production— the first to be released in the mode in almost a year—will have its premiere at the Broadway-Capitol Theatre in Detroit today as the first of three pre-release territorial satura-
tion test showings.

Openings are scheduled for the Roxy Theatre in New York today and for Friday at the Hippodrome Theatre in Cleveland.

More than 400 theatres are sched-
uled to play "Revenge of the Creature" during April with close to 200 theatres having already indicated that they will play it in 3-D. U-I reported.

quantity, territory, or anything else, require no minimum royalty, and are offered under any one or more patents and for any apparatus as may be de-
desired by any prospective licensee.

National Pre-Selling

MG M's "Blackboard Jungle" re-
ceives substantial assistance from a pictorial story and review appearing in the "Movies" section of the March issue of "Life." The lead page of the story has been printed from a reverse plate. This produces a black background which ties in with the name of the picture and is the only editorial page of its kind in the book. "Blackboard Jungle" is based on Evan Hunter’s novel about a New York City vocational school. In the same issue of "Life" is a story of an entirely different school located in Dover, New Jersey. "Blackboard Jungle" is breaking box-office records here at Loew’s State.

A striking color ad on "A Man Called Peter" appears on the page opposite the inside front cover of "Redbook"’s April issue.

"Woman’s Home Companion’s" April issue has an interesting story on the home of the Allyson star of U-I’s "The Shrike." June Allyson, who is an attentive mother, together with her five-year-old daughter, is the story’s star. She is shown seeing the sights of Holly-
wood, accompanied by Bob Dax, 21-year-old actor-son of Richard Dix.

"Captain Lightfoot," "Jupiter's Darling" and "A Life in the Bal-
ance" receive favorable reviews in the April issue of "Seventeen." In the same issue is an eye-catching color page ad of "A Man Called Peter."

MG M’s "The Glass Slipper" is advertised on the table of contents page of the current issue of "Collier’s."

WALTER HAAS

The Monarch

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FLY B.O.A.C.}
Anti-Trust Report
Treble Damage Issue Highlight Of U. S. Study
Would Leave Awards to Discretion of Judges

From THE DAILY BUREAU
WASHINGTON, March 30.—The Attorney General's special committee to study the anti-trust laws urged that Federal judges be given discretion to award less than treble damages in private anti-trust suits.

It said the trial court could then penalize the purposeful violator without imposing the harsh penalty of multiple damages on innocent actors. At present, treble damages are mandatory. Film distributors have asked (Continued on page 7)

AB-PT Profit Up in 1954

Net operating earnings of American Broadcasting-Paramount Theatres for 1954 were $4,722,000, as compared to $4,480,000 for 1953, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, reported yesterday in the company's annual report to stockholders.

Theatre income was $115,916,000 as against $114,926,000 in 1953, the report continued. It added, however, that income from comparable (Continued on page 7)

No Anti-Film Action In 14 Legislatures

From THE DAILY BUREAU
WASHINGTON, March 30.—Fourteen state legislatures have adjourned so far this year, without major damage to the industry, according to Motion Picture Association legislative representative Jack Bryson.

Academy Awards for 1954

BEST PICTURE

BEST PERFORMANCES

BEST DIRECTION

BEST WRITING
Story—"Broken Lance," 20th Century-Fox, Philip Yordan.

BEST ART DIRECTION

BEST CINEMATOGRAPHY

BEST COSTUME DESIGNS
Color—"Gate of Hell," Dalei, Edward Harrison, Sanzo Wada.

BEST FILM EDITING

BEST SOUND

BEST MUSICAL ACHIEVEMENTS
Scoring of a Musical—"Seven Brides for Seven Brothers," M-G-M. Adolph Deutsch and Saul Chaplin.
Dramatic or Comedy Film—"The High and the Mighty," Wayne-Fellows, Warner Brothers, Dimitri Tiomkin.

BEST SHORT SUBJECTS
One-Reel—"This Mechanical Age," Warner Brothers.

BEST DOCUMENTARY
Short Subject—"Thursday's Children," World Wide Pictures, British Information Services, Morse Films, producer.
Feature—"The Vanishing Prairie," Walt Disney Productions, Buena Vista.

SPECIAL AWARDS
To Danny Kaye, for "Assignment Children," which he made for UNICEF.
To "Gate of Hell," as best foreign language film.
To Bausch & Lomb, for 60 years of fine optical service.
To John Whitely and Tommy Rettif for their performances in "The Little Kidnapper."
To Greta Garbo. (No Irving Thalberg Memorial Award was made)

Record Audience
Presentation Of 'Oscars' on 351 Stations
Aired Globally by AFRS; Bob Hope Is the 'Emcee'

By WILLIAM R. WEAVER
HOLLYWOOD, March 30.—Vid-ee-viewers reached by 151 television stations, listeners accommodated by 251 radio stations, and uniformed personnel serviced globally by the Armed Forces Radio Service, tonight learned the final outcome of the closely contested balloting in the 27th annual Academy Awards competition simultaneously.

Seek 'Active' RKO Pictures

Plans for "the activation of RKO Pictures" are "under active consideration" by Floyd R. Olmum, president of Atlas Corp., and Howard Hughes, the two principal stockholders in RKO Pictures, it was disclosed here yesterday in the annual Atlas report to stockholders. Detailing Atlas' interest in RKO Pictures, the report stated that Atlas declined the offer to redeem its stock (Continued on page 6)

52% Corporate Tax Extended to 1956

From THE DAILY BUREAU
WASHINGTON, March 30.—A one-year extension of the present 52 per cent corporate tax rate until April 1, 1956—was approved by the House by an overwhelming 386 to 8 roll-call vote.

This sent the measure to the White House. President Eisen-hower was expected to sign the bill late tonight or tomorrow. Under previous law, the rate would have dropped to 47 per cent on Friday.
Early September Delivery

20th-Fox to Market 16 mm CinemaScope Lens at $100

By LESTER DINOFF

Tenth Twenty-Four-X will market a two-inch focal length 16mm CinemaScope anamorphic lens, through its吗？possibly in early September at a cost of $100, to small-
genre exhibitors, according to a company spokesman.

The new 16mm lens, which has been successfully tested and demonstrated by Bausch & Lomb, will manufacture the lenses, bus for projection only, not interchangeable in a manner, anamorphic lens developed by Bell & Howell for projection, the 20th-Fox representative said.

Another Problem Cited

The development of the 16mm anamorphic lenses by Bausch & Lomb, as well as its problems in this regard to the film company, the 20th-Fox official said, "We are experiencing difficulties in getting CinemaScope product on portable screens, but by using fixed screens, we have no problem at all," the spokesman pointed out.

It was revealed that 20th-Fox had successfully demonstrated a sequence from "Broken Lance" in 16mm. CinemaScope recently using a 750-watt projector located 35 feet away from a fixed Miracle Mirror screen, and presenting a picture which was 14 feet in width, which is much sharper than the same screen location.

Early Releases Available

"The early CinemaScope releases from this company will be available in 16mm, versions with optical sound only," the representative stated. These CinemaScope pictures in 16mm, versions are expected to be ready for distribution in September also, to coincide with the sale of the 16mm anamorphic lenses.

The 20th-Fox official revealed that the educa tor and author, will participate in conferences in the United States. The latter breakdown listed: 2,700 projectors in theaters, 18,600 schools and colleges, and the remainder in churches, social clubs public institutions, etc.

Schimel to Guide UJA Drive Again

Adolph Schimmel, vice-president and general counsel of Universal Pictures Co., was drafted to continue in office of chairman of the local industry's campaign in behalf of the annual Amuse ment Industry's APEAL OF Greater New York at an ex cutive meeting of UJA's Amuse ment division. The division's executive committee, held yesterday at the offices of Bernard Hala ch, president of Paramount.

The division's executive committee met to plan the industry's 1955 campaign for UJA and to select officers to guide the various segments of the industry in the forthcoming drive.

A highlight in the proceedings was the presentation by Balaban & Katz representatives of the division to Schimmel "for his devoted and inspired leadership as chairman of the division." Schimmel guided the industry's past two-UJA campaigns and will begin his third consecutive year as chairman of the amusement division's campaign.

The luncheon-meeting was addressed by Yehuda Helman, Israeli journalist and correspondent now assigned to the United Nations.

US Signs Two-Year Pact with Belgium

A new two-year film agreement with Belgium, calling for a voluntary import limitation for American products of 258 pictures per year, has been concluded, it was disclosed here yesterday by the Motion Picture Export Association of America, representing the Motion Picture Industry.

The pact, the substantially as the previous agreement, boosts the number of pictures to be admitted per year to 258. In the previous agreement, running from 251 to 258. It also continues the 65 per cent remittance clause but does away with the clause.

Regarding the color processing issue, the new agreement carries a provision stating that the American film companies cannot practice color processing in Belgium, with a view of possibly doing some color printing there.

Forum on Censorship To Be Held Tonight

Martin Quigley, Jr., editor of "Mo tion Picture Herald" and "UJ A Film and Flick, New York State film censor, and Professor James M. O'Neill, director of the Motion Picture Industry's forum in a tonight at Wesleyan Uni versity, Middletown, Conn.

The discussion, looking at motion picture censorship and self-regulation, is sponsored by the Student Parley Club. Moderator, Professor F. B. Millet, director of motion picture study at Wesleyan, is scheduled to be the moderator.

Northwest T.O. Unit to Close Its Seattle Headquarters

Special to THE DAILY

SEATTLE, March 30.—Members of Theatre Owners of Washington, Northern Idaho and Alaska, at a recent meeting here, voted to close the organization's Seattle office as of Apr. 1. Joseph L. Rosenfield, chairman, and Morris Saito, vice-chairman, will serve the association on a rotating basis. Dwight Spracher, member of the board, will be successively relieved by L. O. Lukam to serve as treasurer.

It was decided that mail and correspondence will be directed to C. B. Gustasson at 2222 Second Avenue here, as the accountant who handled the books for the organization. He will continue the bookkeeping and accounting work.

Gen. Christenberry Heard

A highlight of the business meeting held here was an address by Maj. Gen. Charles W. Christenberry, president of the U.S. Censor Foundation, who asked that the association participate in the foundation's work in providing an audience collection program.

Rosenfield was in charge of the audience collection program. Seattle exchanges and theater circuits were well represented at the meeting.

Hisssong for Censor Bill; Two Oppose It

Special to THE DAILY

COLUMBUS, March 30.—Legislators won't sit with a beak to keep the state and Federal constitution if they approved film censorship legislation which they believe to be unconstitutional, said Morton Iove, Cleveland attorney and chairman of the Ohio Civil Liberties Union. He spoke at a meeting today of the judiciary sub-committee of the Ohio House of Representatives.

Iove said obscene films can be controlled by stricter enforcement of the existing laws, and that if he would have to Ohio's attorney-general rule now on the constitutionality of the proposed legislation, he declared that prior censorship is unconstitutional and said that shifting standards used by the courts was the right conclusion.

Dr. Clyde Hissong, former chief Ohio censor, said "limited pre-control of films is necessary now as in the past." He criticized "strike-it-rich" producers and distributors who have attempted to capitalize on the present law. He added that censorship is a sure way of ensuring that certain foreign films criticized by Dr. Hissong.

Three-City Premiere Of 'Peter' Tonight

Ushering in the Easter holiday season in New York, London and Glasgow, Scotland, 20th Century-Fox CinemaScope release of "A Man Called Peter" will be simultaneously world premiered this evening before members of international royalty, government leaders, stars of the entertainment world and prominent social and civic figures.

The third country introduction of the filming of Catherine Marshall's book—the first time a CinemaScope production has been premiered to world audiences—will be attended by an aggregate audience of more than 13,000 figures from all walks of life. Among them, an audience of 400 persons headed by Richard Todd, who stars in the title role of Peter Marshall in the Samuel G. Engel production, and Mrs. Catherine Marshall, wife of the late Chaplain of the United States Senate and author of the biography, will attend.

The opening was being transformed into a benefit performance for The Highland Fund of North America and The Caledonian Hospital of New York with proceeds going towards the re-establishment of the Scotch hIGHLANDS and the Brooklyn medical institution.

New Rep. Offices

CLEVELAND, March 30.—Republic Pictures celebrated the opening of its new Film Syndicate offices on East 4th Street in Cleveland with an exchange of a luncheon of cold cuts for industry members. Jules Livingstone, branch manager, and salesmen Joseph Spiegel and Joe Krentz were present.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1200 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-6160. Cable address: "Quigweb, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert F. Spracher, Advertising Manager; Geo H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2415; Chicago Bureau, 135 South LaSalle Street, Urban Farley, Advertising Representative; Ft. Worth, 4 Golden Sq., London W. I; Hope Burnum, Manager; Peter Burnum, Editor; cable address, "Quigweb, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Better Refreshments Merchandising, each published, 12 times a year as a section of Motion Picture Herald; Motion Pictures and Television Almanac; F. 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, 15c.
CBS Offered Aid in Preparing Program For Toll TV Answer

"Strategic Air Command" (Paramount) (VistaVision) Omaha, March 30

This acutely flight-conscious town and its Offutt Air Base where globally-networked operations are "locked clock-around" operations has earned clock-around operations its belated column at Omaha's "locked" public relations, in applause and acclaim, on Paramount's tri-starred production in VistaVision and color by Technicolor representation of life and duty as lived in what Omahans for many years correctly call the special presentation on freshly installed horizontally-fed projectors from unreduced double-frame VistaVision film, its phenomenally realistic and fascinating flight footage, photographed by veteran Thomas Tuller, with special photography by William Daniels, drew repeated hand-clapping in its own right. With James Stewart and June Allyson together again (third time) as husband and wife, co-starring with Frank Lovejoy as their father, "Golden Is Also His Name," directed by Anthony Mann, it looks like a dependable money-maker.

The script by Beirne Lay and Valentine Davies is a straight-line narrative presenting Stewart as a big-league baseball player recalled to pacetime duty in the Strategic Air Command, and finding Miss Allyson, his lovely long-lost wife upset by repeated moves from one air base to another, and Lovejoy as SAC's hard-driving, successful and always colorful first-in-command.

Stewart's Korean-war record has earned him this recall to duty, and his skill sustains him through training periods that ripen his efficiency, develop his capacity and, finally, win him topmost flying rank, which he is compelled to give up only when physical impairment necessitates his dismissal. Two principal crises are his grounding of a fire-plane which costs him his job; his last dash against time, fog and fuel shortage after another transcontinental flight. There are no enemies, no sabotage, no commonplace villains—just ups and downs of life in the service.

The ground story is, basically, routine, but made to seem warm and important. To Stewart's character to which Miss Allyson responds with the same result as in "The Glenn Miller Story" and "The Stratton Story." For concrete proof that this husband-and-wife casting for the first time, has been the best bet of the boxoffice security on the market, look up your "Miller" and "Stratton" gate receipts.

Running time, 110 minutes. General classification. For April release. WILLIAM R. WEAVER

Abany Trust Suit Asks $1,050,000

ALBANY, March 30.—A $1,050,000 anti-trust suit has been brought by the city against the Empire, an operator-lessee of the Eagle Theatre, here, against 20 companies. They include: eight of the major distributors maintaining branches here and one located in Buffalo; Fabian Thea- tres Corp., Fox Theatres, Inc., and Loew, Cooper Brothers Circuit Management Corp., Stanley Mark Strand Corp., Albany Royal Theatre Corp., and Patroon Theatre Corp. The last named two are Hell-man-family units.

Against All Albany Houses

The suit is actually against Albany motion picture theatres now operating, except the Eagle, and two presently closed, the Royal and the Paramount.

Defendants are alleged to have created an "illegal monopoly, to have "conspired to restrain," to have committed "unlawful acts" affecting the plaintiff, between the date of its acquiring the Eagle on July 1, 1944, and April 15, 1945. The sale is alleged to have been "forced" by the "monopoly and unlawful acts."

20th-Fox Launches 'Daddy' Campaign

A promotional program designed to attract an audience of 75,000,000 in the first three weeks in both the U.S. and Canada is being launched by 20th-Century-Fox for "Daddy Long Legs," CinemaScope musical production starring Fred Astaire and Leslie Caron which will be released nationally in May, the company announced.

Budgeted at several hundred thousand dollars, the overall advertising, publicity and exploitation campaign is the latest major movie and by 20th-Century-Fox this year to pre-sell its CinemaScope attractions to record and launch an advance of first theatre engagements.

The campaign will be kicked-off on Sunday night, on Ed Sullivan's "Toast of the Town" variety show this over CBS-TV, when Fred Astaire makes a special appearance, introducing an eight-minute film clip from the production.

Golden Is Delegate To Cannes Festival

WASHINGTON, March 30.—Commerce Department film chief Nathan D. Goldstein has been chosen as America's delegate to the Cannes Film Festival.

The festival will be held in Cannes, France, April 25 to May 6. Goldstein was chosen by the government's Interdepartmental Committee for Film Festivals. He attended the Cannes festivals in 1949 and 1952, and in 1953 was the American delegate to the Venice Film Festival.

The festival, which is sponsored by the French Photographic Society to participate in the French Government sponsored International Photographic Film Festival was held in Cannes, May 4 to May 16.

People

Stanley Kramer, producer of "Not As A Stranger" for United Artists, and his wife, Anne, director- exec-utive, have launched a month-long series of radio and TV appearances spotlighting the film.

Kenneth E. Reynolds, head of the defense contract department of Bausch & Lomb Optical Co., has been named vice-president of the American Society of Photogrammetry.

Joseph Sarlin has been named general sales manager of Du Mont New Jersey, Inc., where he will help supervise sales planning, merchandising and customer service for the Jersey distributorship of TV receivers.

Irving Levine has been engaged to head the art and film animation department of the Medical Film Guild in line with that organization's expansion on the TV field.

George Delis, having completed negotiations for his new studio, 30 East Drive-in at North Canton, Ohio, has left by plane for Greece, to join his wife and son.

Melvin L. Gold, president of Mel Gold Productions, will be awarded a plaque and the title of "honorary lifetime president" of the National Television Film Council at that organization's monthly meeting today at a luncheon at the Hotel Delmonico here.

Academy Awards (Continued from page 1)

Oddly far and away the largest in Academy history.

Several of tonight's awards were elected in preliminary balloting by 13,488 members of the production branch of the industry, with five candi- dates winning nominations in each category, but only 1,653 individuals, constituting the entire Academy mem- bership, voted in the finals.

Presentation ceremonies at the Pan- tages Theatre here were enlivened by a year by once Bob Hope's humor, and enriched, as to glamour and in sustained interest, by arrangements credited to director Jean Negulesco, under which all Oscar candidates doubled as presenters.

The winners are listed on page one of this issue.

Coast 'Trust' Suit Is Settled Privately

HOLLYWOOD, March 30.—The anti-trust suit filed March 6, 1951 by David Beresford, Stanwyck, William G. Le- jan Koener, Cal-West Theatres and Leimert Theatres, seeking $1,610,000 from the exhibitors of the Alhambra, the venerable and once popular theatre in West Hollywood, has been settled out of court for an undisclosed amount, defense counsel Homer I. Mitchell today announced.

Federal Judge Harry C. Westover signed the dismissal order.
"One of the Best"  N. Y. Herald Tribune

"Bang-up performance! Kirk Douglas brings it vividly to life ... as Dempsey Rae who has a way with his fists, his guns and his women!"  N. Y. Herald Tribune

"Solid entertainment! Dempsey Rae ... not only has a sense of humor but also a firm conviction that sex is here to stay!"  N. Y. Journal-American

"Exceptional entertainment! It may be compared for thrills and appeal with top-notchers like 'High Noon.' You'll have a fine time!"  N. Y. Post

"Inevitable that the film will be faced with comparisons with the earlier 'Shane' ... A forthright, hard-hitting and tightly written picture."  Motion Picture Herald

"A taut and exciting melodrama"  Harrison's Reports

"A vigorous and off-beat Western"  The Independent
MAN AT WNESS!

than

The River”

first

ments:

oldman Theatre
lapitol Theatre
fulton Theatre
thern Theatre
ayette Theatre
ing Theatre
roy Theatre

"MAN WITHOUT A STAR!"

Universal International
presents
KIRK DOUGLAS
JEANNE CRAIN
CLAIRE TREVOR

MAN WITHOUT A STAR
COLOR BY Technicolor!

co-starring
WILLIAM CAMPBELL with RICHARD BOONE - MARY CORDAY - MYRNA HANSEN
Directed by KING VIDOR - Screenplay by AUDREY CHASE and D. D. BEAUCHAMP - Produced by AARON ROSENBERG

Another Picture with that Universal Appeal!
Marcus Addresses Wisconsin Allied; Officers Elected

Special to THE DAILY

MILWAUKEE, March 30 — Self-indulgent exhibitors and the matter of seeking Federal relief for the ill of exhibitors were the two subjects handled at the closing session of the Allied Independent Theatre Owners of Wisconsin here today.

Ben E. Marcus, director and former president of the association, in speaking of film rentals, declared that the problem exists only on the small echelon of the companies in New York. He put stress on the plight of the small town exhibitors and their need for immediate relief.

STRESSES RENTALS

"Allied is not taking part in any arbitration meeting," Marcus said, because film companies will not allow exhibitors to participate in the discussions. If we could get by at a fair and reasonable terms we could survive TV or anything else that could hurt us.

Speaking of E.D.C., Marcus said exhibitors did not seek nor did they wish more of the government help, but only as a last resort the E.D.C. is trying to arrive at some compromise.

In reporting on group discussions, Marcus introduced the subject of CinemaScope pictures, saying that these should be sold on the same terms as regular features. "Battle Cry," "Vera Cruz" and "White Christmas," of which the latter was not shown in small towns because of operators' difficulty in meeting the terms asked.

He further said that Republic and Paramount for their treatment of the small-town theatre, but declared, when people say they have an unwillingness to cooperate on the part of Warner Brothers and Universal.

Referring to the Council of Motion Picture Industry (COSPI) meeting with the publishers, Marcus declared, "What good will it do to draw patrons when you can't get the top pictures to show them?"

SEES GOOD FUTURE

"Speaking of the future, Marcus concluded, "I believe that there are great and good things ahead. The American public, he said, will stay not confined in homes, but will find other new media in which films are offered.

New officers of the association are: president, Angelo Provenzano; vice-president, William Charlebois; secretary, Edward Johnson; treasurer, Oliver Trampe; executive secretary, Harold Pearson; national delegate, S. J. Goldberg.

A "College of Concession Knowledge," headed by Clifford Lorbeck, followed a cocktail party and banquet which ended the convention.

Graham, Gehring, Jr., In New Fox Posts

BUFFALO, March 30 — William Graham, for several years office manager of the local 20th Century-Fox exchange, has been appointed office manager at the Boston Fox all in the group. He will supervise the Fox home office executive, will cover the Syracuse territory as a salesman. Graham had been taking care of this division. Gehring has been a student salesman at the local Fox office.

Review

"Jump into Hell" (Warner Brothers)

HOLLYWOOD, March 30 — The hero of combat, exactly one year ago, at Dienbienphu, in small fortress in Indo-China, against overpowering forces of Viet Minh Chinese Communists has hardly died; and Warners has ready for release an entertaining feature based on the campaign.

The story dedicates itself to the French military in this heroic effort, the film falls short of its purpose in the development of its fictional character-leads which would have been much more at home with the Foreign Legion in Indo-China.

The title should attract marquee shoppers for action films, and there's plenty of action on the battlefield in this one with special newsreel footage integrated to authenticate the matching battle sequences of the production. The cast is top of the line with the latter laurel and Marcel Dalio and familiar seasoned actors to the regular patrons.

American audiences will be introduced to Jack Sernas, star of the film, who will take a stand for the role he will fill when Warners' forthcoming "Helen of Troy" is released.

The screenplay, by Irving Wallace, delves into the personal lives of several French military officers who volunteer to fight for the cause. They are shown to Indo-China, where they must make parachute landings to the fortress. Sernas finds his friend's husband, Peter Van Eyck, also defending the fortress. Van Eyck dies despite Sernas' efforts to save him on the battle field. Everyone dies after 50 days of valiant battle except Sernas and Norman Dupont who are ordered to make an escape to the outside world with "General" Arnold Moss' dispatches and report on the campaign. The film was shot in four weeks, running time, 90 minutes. General classification. For release in May.

SAMUEL D. BERN

Israel Studio Seeks U. S. Industry Ties

Modern facilities for handling all phases of motion-picture production and a climate which permits outdoor location shoots most of the year are major selling points in Israel's bid for closer cooperation with the American film industry, according to a report in the March issue of a New York, "Universal Elvis and Dorions," monthly publication of the Jewish Agency for Palestine in New York.

PARTICIPATION, IF DESIRED

Yehoshua Brandstatter, managing director of the Israel Motion Picture Studios, Ltd., in Herzlia, said, in an interview with the publication, that he hoped to attract to Israel foreign producers who will produce films on their own, under local Israeli participation. Brandstatter's company, a pioneer in Israel's film industry, has made 23 films since it began productions less than three years ago, among them full-length features, shorts and documentaries, a number of which have been screened in the U.S.

Brandstatter pointed out that Israel, though small, compact country, offers films producers a great variety of scenic background for location shots.

SNOWSTORM HITS CLEVELAND GROSSES

CLEVELAND, March 30 — Theatres in northern Ohio hit what their organization claims was the last week-end to a one-inch snowfall, followed by strong winds that caused heavy drifts.

A bonny Saturday night business was practically nil, but it picked up somewhat on Sunday. Neighborhoods were injured by suffering, the latter Sunday except only the Fairmount which played to 1,000 people and the Capri which drew an audience of approximately 500 to 600. A release simultaneous engagement of "Doctor in the House." Drive-ins were hit hard, with only 10 per cent business over the weekend. The storm was general throughout the entire area.

Bergman Pays Tribute To A.A. President

MINNEAPOLIS, March 30 — Ben Bergman, president of North Central Allied States Association and ranked high among distribution's sternest critics, today welcomed Steve Brody, president of Allied-American Distributors.

"In addition to being an outstanding executive, he has proven to be a great humanitarian," Bergman said in a letter attended by 78 exhibitors representing 320 theatres, he declared, "We have given this company the best of the month book of the Month Club, have not been sold.

Brodsky, vice-president, Morrey R. Goldstein and John C. Flinn, publicity director, meet with Kansas City exhibitors tomorrow.
Treble Damage Issue Highlight of U.S. Study

...on proof of damages indicate that even in the absence of mandatory trebling, plaintiffs with treble recovery rights and therefore discretionary damages will not weaken the effectiveness of private suits as a deterrent to anti-trust violations.

Several committee members dissented from this recommendation, declaring that the Sherman Act violations should be trebled.

The report also noted that most members caution "against unreliable experience, essentially based on speculation and guesswork contrary to the Jackson Park case requirement of a 'just and reasonable estimation of the damage based on relevant data.'"

Time a Vital Element
The report said another problem is the amount of time to be allowed between the injury and the suit for damages. An increase in the Sherman Act maximum fine from $5,000 to $10,000, Retention unchanged of the Webb-Pomerene Export Trade Association Act. Nor too much change in the present standard for applying the anti-trust laws in specific monopoly cases. The majority of the committee authority for the Justice Department to force corporations to produce records in connection with new anti-trust investigations and periodic checks by the Justice to see whether anti-trust decrees have been effective in restoring competition.

Some of the committee recommendations cover legislation already moving through Congress. The House has passed a maximum fine of $50,000 and the House Judiciary Committee has approved a four-year period of anti-trust statute of limitations. Other recommendations are likely to affect future congressional action, such as the House committee has deferred hearings on a discretionary damages bill awaiting this report.

Not 'Administration'

Attorney General Brownell has said, "The administration is not required to report the results of any action."

Has Interest in 639 Theatres
At the year end, Goldenson reported that the company had a whole of 639 theatres. It was further stated that the AB-PT is required to divest itself of 42 theatres by Sept. 1, 1953, to comply with the terms of the consent judgment.

Goldenson reported that there were fewer audience operations in 1953 than in 1953. While business was better, he maintained that there was still a shortage of pictures resulting in higher first run rentals and higher stock price fluctuation.

The AB-PT president said that TV had affected business earlier in the year, as it moved into many smaller communities for the first time, especially in the South and Midwest. However, with better pictures being made, he said that further business in 1954 and in subsequent years, would be more rapid.

Goldenson, expressing optimism regarding the future, said that further research is being made to improve picture presentation and the growth of television will provide for larger audiences.

Outdoor advertising is affected by the number of TV sets. After studying the Paramount, Schine, Griffith and other cases, the committee concluded that the effect of TV had been relatively small, and that the evidence showed that TV sets had decreased TV sets in some instances, but may not be anti-trust violations in others. Only the gradual development of factual inquiry into the advertising business in the TV era can characterize a refusal to deal as part of a restrictive course of conduct not necessarily violative of the anti-trust act, the report said. It added that the present legal standards in this field are not clear, and that in the absence of government action, the effect of TV is not clear.

'Divorce' Called Rare
The committee pointed out that in only 24 litigated cases since the Sherman Act was enacted in 1890 have the courts required divestiture or dissolution as punishment, and that in all but one case the order involved single firms or firms united by common stock control. Only once has the divestiture been ordered involving a combination of separate corporations. In the Paramount case. The committee said it approves "judicial reluctance" to apply a "twin divorce" as a national policy, and will seek the "infrequent form of relief, and told the Justice Department not to ask for divorce except in extreme cases.

The report also emphasized on consent decree settlements, including attempts to reach settlement on cases before they are filed. The members suggested the provision of a "club" on certain cases or requested by the department. At present, Justice insists defendants submit the consent decrees, and while not forcing settlement, it cannot be certain that the courts will not find a defendant in contempt if requested by the defendants.

Not only should Justice conduct regular studies to determine whether its judgments have been effective to restore competition, the report said, but the department should be equally ready to consent to judgment modificatons whenever circumstances permit.

Unions May Be Included
Another lengthy section on labor recommended that unions, now exempt from anti-trust action, be subject to the same rules against anti-trust conduct as unions in any area or form of business. The report stated that union activities should not be held to be anti-trust offenses unless an anti-trust law is violated, and that the kind or amount of products which may be sold in any area or any market, and that any rates or wages or prices, are the same as the union activities for their activities to promote organization or bargaining on wages and prices.

Industry Cases Cited

Industry cases are also cited repeatedly in a discussion of the legality of the refusal of a seller to sell his product to a particular buyer or refusal by a buyer to buy from a particular seller...
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