City Tax Starts
Step Up Probe
Of Fractional
Issue of Tax

Lawyers Seek to Prove
Levy Violates the Law

As the New York City five per cent amusement tax goes into effect today, 13 days after Mayor Wagner signed it into law, exhibitor counselors are stepping up their investigation of the tax's major fraction provision, which they intend to prove will violate the state law empowering the city to levy the tax.

Irving Greenfield, assistant to Lowery's Theatres general counsel, yesterday said legal representatives of New York City exhibitors are studying the tax law with an intent to bring a motion into the State Supreme Court declaring the tax, "inviolate of the state's enabling act."

Greenfield was referring to a provision in the tax which would permit the city to levy as much as six per cent on certain admissions. The state

(Continued on page 7)

Para's L.A. Branch
Wins Zukor Drive

Paramount's Los Angeles branch, managed by Alfred R. Taylor, was first among the ten winning branches in the Adolph Zukor Golden Salute sales drive, a. w. Schwaberg, president of Paramount Film Distributing Corp., announced yesterday.

Second and third positions were captured by Chicago and New York, respectively. J. H. Stevens is Chicago branch manager, and Myron Satterfield is New York branch manager.

Winning salesman in the drive was

(Continued on page 7)

Eastman Ceremonies
In Rochester July 12

ROCHESTER, June 30.—The centennial of the birth of George Eastman, founder of the Eastman Kodak Co., which will occur on July 12, will be marked by a ceremony in the Eastman Theatre here at which the U. S. Post Office Department will release a commemorative stamp bearing the Eastman likeness.

The ceremony will mark the culmination of several days of special observances honoring Eastman as an inventor, industrialist, civic leader and philanthropist.

K.R.S. Head Chides
John Davis in U.K.
Break-Figure Fuss

LONDON, June 30.—Yet another industry investigation has joined the publicly conducted Eady Plan controversy here.

Latest participant is Sir David Griffin, president of the Kinematograph

(Continued on page 7)

MOTION PICTURE
DAILY

FESTIVAL
NEWS

VOL. 76. NO. 1 NEW YORK, U.S.A., THURSDAY, JULY 1, 1954

TEN CENTS

Motions Picture
Suspended
Allied's Stock
Purchase Plan
Is in Eclipse

Not 'Dead' But Makelman
Plan Gets Preference

WASHINGTON, June 30.—Although Allied States leaders who visited here this week and met to discuss current exhibition problems insist that Allied's plan to influence production-distribution company policies by acquiring voting rights to their stock is not dead, it appears to be in a decidedly comatose state at the moment.

It was ascertained that there was no discussion of the stock purchase agreement plan at the meeting here and one Allied official indicated that the plan was "suspended" until the Makelman production plan has had a chance to move along.

Another Allied leader who insisted the stock plan is not dead, said Allied did not believe it advisable to "take too big a bet" at one time and that the plan could be reactivated if and

(Continued on page 7)

CIO Film Union to
Affiliate with IA

The Association of Documentary and Television Film Craftsmen, with approximately 300 members engaged at independent studios in the New York City area, has voted to disaffiliate from the National Association of Broadcast Employees and Technicians (CIO) and to dissolve so that its members may join the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada (AFL). This action followed a joint meeting of ADFTC representatives and

(Continued on page 7)

Texas to Welcome
Cinerama Today

DALLAS, June 30.—The Texas State Fair Board and a 90-member bargain group flown here from Oklahoma City will be prominently featured in large-scale welcome ceremonies tomorrow, which will greet Cinerama at its Lone Star State debut which will be held at the Melba Theatre. Radio coverage is planned. Guests of the opening are expected.

(Continued on page 10)

Not ‘Dead’ But Makelman Plan Gets Preference
Motion Pictures Weren't Invented
When Columbus, O., Passed Blue Law

COLUMBUS, June 30.—Motion pictures weren't invented until a half-
century after enactment of a local “blue law” which forbids Sunday theatrical
performances, so they're not included in the list of entertain-
ments that were considered profane on the Sabbath. The ancient law was
uncovered by local newspapers during a squabble over another law
which forbids sale of groceries on Sunday. The ordinance against Sunday shows includes
such crimes as “circuses, rope dancing, sparring exhibitions, a variety show,
negro minstrels, living statuary, balloonning, theatrical and dramatic perfor-
mancess.” Police do not plan to enforce the anti-entertainment law.

A.A. Names Board To Pass on Titles

HOLLYWOOD, June 30.—In a
two-day hearing that switches
which have a growing problem in
for the industry, Allied Artists
has set up a review committee which will pass on
titles for all productions planned
by the company. From the applicant, a merchandising value,
and marquee power of picture names
will be the main factors in an examination of the 
film and the idea behind the picture
before being advertised in Allied Artists
sales department and selection
will be final. A rate of one million
will be paid if a license is granted.

Universal Pictures has set a tele-
vision and radio participation campaign
on “Magnificent Obsession,”
a selection that will be released in
1954, but will reach the screen
at the end of a five-week period designed to reach an estimated audience of 300,000,000 people from coast to coast.

All titles are “give-away”
audience participation programs and they are scheduled to start
“theatrical run” in Austin July 13 and to continue through Aug. 8.
“Magnificent Obsession” will have its
world premiere at the New York premiere on July 15 with almost simultaneous openings in key cities.

FP A to Demonstrate Color TV Pictures

The Film Producers Association
in cooperation with N. Y. W. A. and
the Networks, will present a special series of films for
by 7/4 TV and will hold an invitation closed-circuit showing on July 12 at the
Coliseum Theatre.

The demonstration will be the first
to feature 35mm, as well as 16mm.

The FPA, which represents the
bulk of the major film producers
in New York, has been working in close
collaboration with NBC for many months, shooting tests on three major
types of film available.

Egyptian Exhibits Set for 267 Cities

More than 267 cities across the na-
ton will be visited by 20th-
Century-Fox's special exhibits on Darryl Zanuck's personal CinemaScope
production of “The Egyptian” in the campaign scheduled to get underway tomorrow. One truck will tour the
Northeast section of the country while the other will tour the Southern section of the country and attempt to
gain public attention for the lavish production three months in advance of its world premiere. Scheduled are the visits of the trucks in the Northern and Southern regions respectively will be Leo Pilott, special events director, and Edward Feldman, publicity department staff member.

Radio, TV Shows to Promote ‘Obsession’

Universal Pictures has set a television and radio participation campaign on “Magnificent Obsession,” a selection that will be released in 1954, but will reach the screen at the end of a five-week period designed to reach an estimated audience of 300,000,000 people from coast to coast. All titles are “give-away” audience participation programs and they are scheduled to start “theatrical run” in Austin July 13 and to continue through Aug. 8. “Magnificent Obsession” will have its world premiere at the New York premiere on July 15 with almost simultaneous openings in key cities.

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Seventeen Inducted Into Paramount's 100 Per Cent Club

Seventeen distribution employees in Paramount's five division have been
inducted into the company's "100 Per Cent Club.

The "300 Per Cent Club" was estab-
lished by Paramount 29 years ago for the purpose of recognizing accomplish-
ment. Membership is limited to people who have been consistently outstanding throughout the previous year.

"100 Per Cent Club" members are:


Mid-Eastern Division—Bert R. Fussner, head booker, Detroit; Harold Henderson, salesman, Pittsburgh, and Anthony Lomanno, booker, Philadelphia.

Central Division—Howard DeTamble, salesman, Chicago; James F. Evening, booker, Chicago, and Winfield Pitts, salesman, Omaha.

South-Central Division—Henry T. Balser, office manager-head booker, St. Louis; Thomas Hall, salesman, Kansas City, and Lillem, Memphis, and Lillard C. Wayland, salesman, Dallas.

Western Division—Milton S. Ash, booker, Harlan Brunt, head booker, Los Angeles; Francis Doty, salesman, Portland, and Robert Blau, merchandising manager, Los Angeles.

Outrider, Bahner, Donahue and Brunt were members of the “100 Per Cent Club” in the past.

Baleon and ‘Brucke’ Win Selznick Prizes

The Golden Laurel Trophy, pre-

ceived by Mervyn ‘Baleon and David O. Selznick, has been won this year by Sir Michael Balken, production chief of the Ealing studios, London. Selznick, annually a European film maker for consistent

contribution, through production of a number of outstanding and unique films, mutual understanding and goodwill among the peoples of the world.

Some of Sir Michael’s best known productions at the Ealing studios have been “The Overlanders,” “Passport to Pimlico,” “Little Light Island,” “Kind Hearts and Coronets,” ‘The Lavender Hill Mob” and “The Cruel Sea.”

The Golden Laurel Award, companion citation to the Golden Laurel Trophy, and which is presented each year by Selznick to European films that do most to promote mutual understanding and goodwill among the peoples of the world, was won this year by the Austro-Ungarisch-Film, “Die Letzte Brucke,” produced by Helmut Kautner and starring Maria Schell, Bernard Wicki and Barbara Rutter. 

The laurel awards were made to “The Conquest of Everest” (British) and “La Guerra de Dios” (Spanish).
Hitchcock Planning 2nd Para. VV Film

A comedy tentatively titled "Trouble With Harry" scheduled to go into production in the fall will be directed by Alfred Hitchcock's second VistaVision production for Paramount release. Hitchcock, who declared he is not being filmed on location in New England, he added, and that casting has not yet been completed.

Hitchcock yesterday flew to the Coast where he will finish work on "To Catch A Thrid," the Vista Vision release, which he is directing for Paramount in the South of France.

Sees 'Costume' Films Back

The current trend of shooting on location and particularly abroad was viewed by the director as merely part of a cycle. He pointed out that before the advent of talking pictures, most of the silent films were shot at various locations that he pointed out. This trend is gone. When sound became a factor, technicians found it difficult to control stray noises that would spill from the Hollywood lots. With modern advances and techniques the pendulum has started its return journey and the lots are being returned to the stage setting of "costume pictures" once again, declared Hitchcock.

Goldstein Sets 2nd Picture for UA

"Stranger on Horseback," a Technicolor western, will be the second film scheduled for production by James Goldstein Productions under its new ten-picture releasing arrangement with United Artists.

Robert Goldstein will produce and Jacques Tourneur will direct "Stranger on Horseback," which is based on a novel by the author, will be filmed in Hollywood shortly after the start of the first film on the Leonard Goldstein program, "Black Tuesday."

127 AMERICAN FILMS DOMINATED ARGENTINE MARKET DURING 1953

Of the 240 films which were distributed in Argentina last year, 96 were American produced, according to a government report. In 1952, U.S. distributors released 210 films for Argentine audiences.

The drop in U.S. releases in that South American market was attributed to limitations on the import of pictures, restrictions on permits and the inability to remit blocked earnings, the report stated.

With the Argentine nationalization of local production and the increasing popularity of local product, there was a growing agitation to increase the number of theaters affiliated to foreign film concerns, by permitting simultaneous releases in downtown and suburban houses.

An increasing competition from Spanish and French films to U.S. product was another reason for the decrease in exhibition of pictures, the report stated. The Argentines have not been able to replace the U.S. picture in open competition, as the French maintain high quality in more than five or six features a year. Foreign producers suffer from the lack of supplying films in sufficient quantity for a sustained period, the report said.

The introduction of VistaVision and ChromaVision by Goldstein, amigo and Conz 1-D helped American films to retain their basic predominance in the market despite the prospects of import restrictions from other countries and the greater local production, the report said. Argentine studios turned out 39 films in 1953.

The Argentine government, seeking to protect the local producer, has restricted the exploitation of his foreign product. All existing film concerns, all first-run houses must show Argentine films one week out of every month while all others must exhibit local films three weeks out of every six.

The playing time of an Argentine film is one week at first run houses.


Paramount 'Out'

Ritz Telecast For 'Voice of Firestone'

The plan of integrating "The Voice of Firestone" into the regular film program at the Ritz Theatre here on Monday evenings is assumed "dead," it was learned yesterday, as the American Broadcasting Co. prepared to broadcast a musical show from the Ritz Theatre off Broadway beginning on July 12. The Paramount Theatre has planned to offer the half-hour "voice" television program to its patrons on a "free" basis, but in preparing the Broadway show for the ABC, a number of technical difficulties arose forcing postponement of the show.

MACON, — Much of the difficulties, it was understood, arose in the planning conversion of the Paramount Theatre stage and the number of seats which were to be allotted for guests of the Firestone Tire and Rubber Co., the sponsors.

ABC would not definitively state whether the Ritz Theatre, a house which had been converted for TV shows, would be the permanent site of the program. It was learned that the July 12 opening at the Paramount Theatre would be considered by ABC and Firestone officials as an "experiment."

Deal for 51 Pictures Set by Cinex, Iglesias

MEXICO CITY, June 30.—The largest recent sale of Mexican pictures, that of $638,000 for 51 films from the studio built for the Iglesias company, a major distributor, has been closed by Cinex, the company the Government recently organized to distribute Mexican films in the United States, Canada, Alaska, Europe, Asia and Australia, and later, in South America. Payments on the current sales will be made in equal installments and be made by the trade's own bank, the semi-official Banco Nacional Cinematografico, Mrs. Florence S. S. A., the Government's fiscal agency.

'Duel in the Sun' to State Right Market

Following up on the reception to the fifth release of his "Duel in the Sun," producer O. Selznick has now scheduled "Duel in the Sun" for early re-release.

The picture will be released through the state-right market, the first franchise being granted to Harold Schwarz, Tower Pictures Co. of Dallas, covering the Texas and Oklahoma areas, including accessories, trailers and material, including prints, will be available for wide-screen exhibition.

New 'U' Salesman

ALBANY, June 30.—Robert Fried- man is a new Universal-International salesman here. He succeeded Harry Alexander, who resigned to take over the Middletown Drive-In, their employees of Universal for five years, had been a booker in the Phila- delphia exchange.
A SOUND MESSAGE FROM M-G-M!

The most important news we can convey to the trade is the fact that all M-G-M pictures will be available to all theatres in Stereophonic and Optical One-Channel Sound.

"Knights of the Round Table", "Rose Marie", "The Student Prince" as well as all productions for release starting in July (with the exception of "Her Twelve Men") will be available in the following sound categories:

CINEMASCOPE PICTURES — Magnetic Stereophonic or Perspecta Stereophonic or Optical One-Channel Sound.

ALL OTHER PICTURES — Perspecta Stereophonic or Optical One-Channel Sound.

Concurrently with the announcement by Dore Schary, Studio Chief, of the launching of one of the most ambitious production programs in its history, M-G-M brings to the trade a group of releases starting in July that are destined to win box-office headlines for months to come. We list a few of them.

M-G-M CINEMASCOPE PRODUCTIONS

"SEVEN BRIDES For Seven Brothers" is the most talked about color musical since "An American in Paris." Watch for the trade showing in your territory. When you see it you will realize why it is the talk of the industry.


"BRIGADOON"—M-G-M has brought many famed Broadway musical hits to the screen but none so brilliantly as this great, prize-winning color sensation. It is rich in songs, humor, action and romance. It is packed with music and visual wonders.


"JUPITER'S DARLING"—Bigness is inherent in the theme of Hannibal and his famous legions about to besiege Rome and a beautiful girl who tricked them. A spectacular color musical, packed with songs and production pageantry.


"GREEN FIRE"—A truly BIG color production that required taking an entire company to the danger-infested mountains of Colombia in South America to enact the drama of lust for the most concentrated wealth of all—the emerald of green fire.


SPECIAL RELEASE (WIDE SCREEN)

"GONE WITH THE WIND" (Technicolor)—It is breaking records everywhere. A new generation is packing theatres to see, greater than ever in Wide Screen, the many spectacular episodes that have won for this stupendous attraction 10 Academy Awards and the accolade "The Greatest Picture Ever Made."


(continued)
M-G-M PRODUCTIONS (WIDE SCREEN)

"VALLEY OF THE KINGS"—Soon to make its bow is the biggest color adventure drama of the year which, because of its theme and its filming in Egypt, ties in with current headlines of Egyptian discovery and is launched on the wave of the year's biggest publicity break.


"BETRAYED"—For another of its mighty color entertainments M-G-M sent a complete company to Holland to film this power-packed story of spy intrigue in the unique and beautiful setting of its romantic adventure. It is thrilling in its narrative and magnificent in its production.


"ROGUE COP"—A great popular book has been made into a trigger-fast, top quality audience attraction. An absorbing dramatization of organized crime written from the private records of a noted crime reporter, the picture comes to the public with a star-studded cast and deluxe production values.


"ATHENA"—A 21-gun salute to youth, music and love. A big song-and-dance romantic production in color by the producer and director of such glorious musicals as "The Great Caruso" and "The Student Prince." A musical score destined for Hit Parade honors.


"THE LAST TIME I SAW PARIS"—The provocative title promises an absorbing romantic drama and M-G-M delivers with power and passion a great Technicolor audience-offering inspired by a famous F. Scott Fitzgerald story. Filmed in part abroad in the playground of the wealthy, the picture is high-lighted by a thrilling sports car race from Nice to Paris. The title song as well as others enrich the entertainment.


"DEEP IN MY HEART"—Glowing with Big-Name musical extravaganza brilliance, based on the life and melodies of Sigmund Romberg. The cast alone bespeaks its stature as probably the year's most ambitious color musical.


"CREST OF THE WAVE"—Against a background of intrigue involving Anglo-American co-operation in the armed services, this thrilling story, filmed in its entirety on the Channel Islands off the coast of France and in London, yields suspense, humor, unusual scenic values that make for a stirring audience attraction.


Space limitations prevent the listing of the many, many more outstanding M-G-M entertainment projects, in production and being readyed for the cameras. No matter what the sound needs of your theatre may be, M-G-M is ready with an uninterrupted flow of product to serve you.
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<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>PARA.</th>
<th>REPUBLIC</th>
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<tr>
<td>THE SARACEN BLADE (Color)</td>
<td>Ricarda Montalban</td>
<td>56 min.</td>
<td>(Rev. 5/15/54)</td>
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<tr>
<td>BOWERY BOYS MEET THE MONSTERS</td>
<td>Johnny Weissmuller</td>
<td>65 min.</td>
<td>(Rev. 6/5/54)</td>
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<tr>
<td>THE DESPERADO</td>
<td>Wayne Morris</td>
<td>65 min.</td>
<td>(Rev. 6/25/54)</td>
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<td>THE WEAK AND THE WICKED</td>
<td>Glynis Johns</td>
<td>45 min.</td>
<td>(Rev. 7/15/54)</td>
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<tr>
<td>THE OUTLAW STALLION</td>
<td>Phil Carey</td>
<td>65 min.</td>
<td>(Rev. 7/15/54)</td>
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**Keys:** SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D()—single strip.

**SOUND:** Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.
Allied Stock Purchase Plan

(Continued from page 1)
features at the rate of one monthly
storing, is.

When industry conditions seemed to-
arranged considerable enthusiasm at
Allied's national convention and an
independent exhibitors subsequently.
A tentative outline for a plan to
advance the plan and all Allied affiliated
units canvassed their membership to
see how many showed up production-
distribution company stock are
owned by exhibitors and how much
would be willing to give their
proxies to Allied. It is expected to vote
at annual stockholders' meetings.
The study also sought information on
how many exhibitors were willing to
purchase company stock for this
purpose either on their own or in
conjunction with the local Allied unit.

No report on the results of these
surveys was made by Allied and dis-
cussion of the plan began to fade
as Allied's spring board meeting
featured the Makelman plan instead.

Employment

(Continued from page 1)

in keeping track of employment in all
industries.
The report shows that 12,000
were employed in picture production
during May. How much of this was in
productions for television is not in-
dicated, but several guilds have stated
previously that television-film produc-
tion has been a boon to their
membership as far as employment is
concerned.

Para. L.A. Branch

(Continued from page 1)

Cinerama in Texas

(Continued from page 1)

include Sen. George Parkhouse, who
will represent Gov. Allan Shivers; Lt.
Gov. Ben Ramsey of Texas; Governor
Johnston Murray of Oklahoma; Si
Baker, president of the National Union
of Theatres; Owner William Edgar
Corp.; Secretary of State C. E. Fulg-
ham of Texas; Sam Rosen, executive
vice-president of the Warner Bros.
Warner Bros. of Dallas; Nat
Lapkin, vice-president in charge of
production for Cinerama; Mayor Ed-
gar Deen of Fort Worth; Harry Cal-
mine, vice-president and general man-
ger of Stanley Warner Theatres, and
Lester Ringer, vice-president and direc-
tor of exhibition for Cinerama.

"Story" Grosses $6,000

"Side Street Story" which opened at
the Art Theatre broke the house-
office record with a $6,000 gross
for the week, the management re-
ported.

Field Representatives Included

Also, John E. KEitt, Seattle; Con-
rad F. Rose, Salt Lake City; Frank
W. Saviola, Buffalo; James I. Doyle,
Cincinnati; John C. Fancher, Chicago;
Ephriam L. Goldberg, Chicago;
Joseph A. Armardt, Chicago; Milton
S. Anderson, San Francisco; Eugene
A. Jacobs, Kansas City; Edgar Shim-
New Orleans; Harold S. Wycoff,
New Orleans; Ralph T. Garman,
Philadelphia; W. Donald Foster,
Dallas.

Davv Chided

(Continued from page 1)

the four trade associations signed
documents on Nov. 15 last, guarantee-
ing the Government continuation of
the Eady Fund for a further three years?
"It was upon that guarantee that
the House of Commons acted for a
statutory scheme. Under these cir-
cumstances, how. Mr. Davis can say
that some members of the K.R.S. are
attempting to manoeuvre the C.E.A.
into reneging on the formation of their
signed agreement with the Govern-
ment, I really fail to understand.

The whole industry here hopes that
all sides will now drop the public
wrangling and get down to a states-
mental approach.

The dispute was touched off by
the British Film Producers Association's
statement that if M. V. Morabito, the
managing director here, took frank
exception to parts of the statement
and was, in turn, answered by Davis.

Two-Week Vacations

Closes DuMont Labs

More than 4,000 employees of Allen
B. DuMont Laboratories, Inc., will
be able to take a two-week vacation at
the company's business tomorrow, when
DuMont's plants and offices located in
Paterson, East Paterson, Clifton, Passaic,
and Teterboro, N. J., shut down for
the company's annual vacation period.
DuMont will reopen on July 20.

Sales Prices for all plants was initiated at DuMont for the first time last year.

Step Up Probe of Fractional Issue of Tax

(Continued from page 1)

being done, there was no hope and
the theatres were closed," Higgins
repeated.

Exhibitor spokesman continually
warned city officials when they were
asked about the tax, that nearly 87
houses would shut down once it be-
came law. They named a total of
25 theatres closed in the city in the
past four years.

Meanwhile, Clarence L. Bird, chair-
man of the state commission which
was recently appointed by Gov. De
ewy to study the validity of the tax,
yesterday said the committee's research
staff was "progressing smoothly through
holidays" before completing its study.

"We hope to finish it by then," Bird
did. After the research is completed,
results are expected by commit-
tee members for a formal report to
the governor.

In another development, the War-
ner Theatre and the Radio City Music
Hall, only houses in the city having
advance tickets sales, are awaiting a
decision in New York County Sup-
reme Court on an injunction against
the city to prevent levying of the tax
on advance sales.

Film Union

(Continued from page 1)

Brewer Ends Tour

Confident of Election

HOLLYWOOD, June 30.—A
firm conviction that he will win
the presidency of the IATSE
from the encumbent, Richard
Warmsley, was expressed by Roy M.
Brewer on his return today from a tour of the Midwest.

Brewer said he already has
686 votes pledged and expects to
secure a substantial addi-
tion to his support between
now and election time. Six
hundred votes are required to
elect.

"Story" gives $6,000

"Side Street Story" which opened at
the Art Theatre broke the house-
office record with a $6,000 gross
for the week, the management re-
ported.

[Continued from page 1]
Roaring oldsters... right in your lap!
The thrill of being close up—actually there and taking part! Entertainment so believable that make-believe overcomes reality. These are dynamics of today's wide-screen pictures—where every seat in the house is down front.

With new technics of presentation have come new problems of production, processing, and projection—problems which the Eastman Technical Service for Motion Picture Film helps 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
**Italian Decoration**

**To Eric Johnston**

ROME, June 30.—Eric Johnston, president of the Motion Picture Association of America, today received from the Italian government the decoration of Knight of the Order of the Italian Republic in recognition of contributions to cooperation between the American and Italian film industries.

Johnston left here for Paris and is scheduled to leave for the United States by plane on Saturday.

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**Italian Pact**

(Continued from page 1)

reported here for some time that the principal features of the new agreement include a reduction of the American film companies’ remittances at the official rate of exchange and a roughly annual payment of $3,750,000 in return for elimination of the 12½ per cent subsidy hereon lost by the American companies to Italian Films Export. Year-end remittance of five per cent of funds frozen here is believed to represent, however, a liberalized permitted use of frozen balances. The number of American film imports is said to be continued unchanged at around 225.

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**RKO Pictures ’53**

**Loss Is $3,607,967**

RKO Pictures Corp. consolidated loss for 1953 amounted to $3,607,967, the company’s annual report filed with the Securities & Exchange Commission revealed.

Since the company now is an inactive holding company whose assets have been sold to Howard Hughes, no further financial reports will be sent to stockholders of the company, nor will the 1953 report be distributed to holders who have not yet tendered their stock in the company for redemption under the offer which continues in effect until July 31.

The company’s gross income for last year was reported at $56,297,880, 40 per cent of which earnings are foreign. Total current and working assets were given as $24,723,956, and current liabilities as $8,138,777.

The report notes that maturities on bank loans amounting to $4,000,000 have been extended to Sept. 30.

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**‘Show’ in Benefit Bow**

BARABOO, Wis., June 30.—The proceeds of the re-release of Cecil B. DeMille’s “The Greatest Show on Earth” at the Ringling Theatre here on Saturday, will be donated to the Wisconsin State Historical Society to further the establishment of the Baraboo Circus World Museum.

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**Reviews**

**“Francis Joins the WACS”**

(Universal)

METALLING to followers of the “Francis” films, many of whom regarded their opinions on cards following a New York “sneak” preview, this is the best of the series. One of the cards read: “Silly, but very funny.” Those few words sum it up very well.

“Francis Joins the WACS” is the actual text of a comedy and there were times when the howls of the audience drowned out 30 seconds or more of dialogue after a particularly funny scene. If there were Oscars for sheer, unfeathered nonsense, this picture would win one hand down. A person would have to be somewhat of a sourpuss not to laugh at it.

A little more plot, a little more sex, a little more romance have been injected into this edition of the “Francis” sagas. In fact, the basic premise of a talking nacle is somewhat submerged for all some semblance of a story line.

Donald O’Connor does a capable job as the ex-army officer who is recalled to duty and, by mistake, is assigned to a WACS outfit. Adequate performances also are turned in by Julia Adams, Chill Wills, Marnie Van Dorn, Lynn Bari and others. The idea of a male officer being forced to serve with a company of distaff soldiers is the basis for complications. And there are plenty.

“Francis Joins the WACS” was made strictly for laughs, and to that end it has accomplished its purpose. It was produced by Howard Hughes and directed by Arthur Lubin from a story by Herbert Baker and a screenplay by Devery Freeman and James Allardice.

Running time, 94½ minutes. General classification. For August release.

**“Daughters of Destiny”**

(Franco London-Arlon)

THE story of three women affected by war in three historical periods; where, in the course of events, a love story develops. This film, produced by the French Films Union, and directed by Charles Blachere, could create notable box office success for art houses. In the film’s three stories, the first two consist of a mixture of English, French and Italian dialogue, the third is in French with sub titles. All English dubbing is excellent.

The international cast which makes “Women of Destiny” a superior film in its class includes Claudette Colbert, Martine Carol, Michele Morgan, Eleonore Rossi-Drago and Ral Vallone.

In the first sequence, “Elizabeth,” Miss Colbert, as an American war wife, comes to an Italian village to visit her husband’s military grave. There she meets Miss Drago, who sheltered the former husband after he deserted during World War II. Also, she meets the Italian girl’s son, who turns out to be the son of her dead husband.

Grief-striken, she pleads for the boy, but Miss Drago refuses to give him up. The following morning, Miss Colbert abandons the foreign soil, leaving behind the boy and the buried soldier.

“Jeanne” with Michele Morgan as Joan of Arc, tells of a dramatic moment in the heroine’s life just outside of Compiegne, site of her last battle. Almost by herself, she delivers a heroic charge against the enemy and saves the French troops. Miss Morgan achieves a moment of extreme contrast of crude earthiness and extreme religious devotion.

Rounding out the trio of stories is “Lyssistrata,” the classic Aristophanes story of the women of Athens, led by Miss Carol as the wife of Valline, commander-in-chief of the Athenian forces, revolt against the endless wars being waged by the ancient city against Sparta.

The women storm parliament demanding peace, but without success. Finally, Miss Carol convinces the Athenian women to deny their charms to their war-like husbands. They take the oath of abstinence, which they hold in the face of temptation, and peace finally comes to Greece.

Christian-Jaque, Jean Delannay and Marcel Pagliero directed the film’s sequences with an eye toward pleasing the tastes of adult audiences. Running time, 104 minutes. Adult classification. For release, July 5.

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**36 Pictures Shooting At Coast Locations**

HOLLYWOOD, June 30.—Four pictures got started, three others were delayed but three long-fingered orders for the special Cinemascope lenses, being conducted by 20th Century Fox.


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**RCA Engineers Aid Cinemascope Showings**

CAMDEN, N. J., June 30.—The RCA Service Co. is giving technical and management aid in the conduct of 20th Century Fox’s Cinemascope showings being conducted by 20th Century Fox.


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**In the THEATRE Equipment & Refreshment World . . .**

A DIFFICULT problem in curtain operation has been encountered by many exhibitors in installing the new projection lenses. The problem is due to the fact that the distance between the edge of the screen frame and the stage wall is extremely small. To meet this problem Vallen, Inc., of Akron, Ohio, has developed a new track designed to “fanthole” stage curtains into an unusually small wall opening. The “By-Pass Curtain Track” and installation is achieved very simply. Curtains installed on track. Vallen corresponded easily to both manual and electrical operation by a Vallen Curtain Control, the manufacturer states.

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**“Xpaneslate” is the name of a new optical attachment which can be adjusted to vary the focal length of a projection lens, made by the Pacific Optical Corp., Los Angeles. It is designed to permit projection in different aspect ratios, and alteration of standard with anamorphic prints with use of projection lenses in a single focal length. Movement of a knob along a calibrated metal scale sets the lens according to the picture width desired and allows previously determined settings to be repeated. All surfaces of the “Xpaneslate” lens are hard-coated for maximum light transmission.

The Electronic Towel Corp., New York, has a new band and face dryer for washrooms which employs the Ge Calrod heat transmission principle for providing hot dry air electronically. It is trade-named the “Stere-Dry Electronic Towel.” By means of the “Heat Bin,” which stores hot air, a heavy load is not put on the electrical system as in the case of heating coils, according to the manufacturer. Also, the dryer eliminates the mess of fire inherent in their use due to dust accumulating around the coils themselves, it is claimed. The dryer is constructed with a porcelain funnel finish. It is 14 by 16 by 9½ inches.

Commercial refrigeration and air conditioning products of the Frigidaire division of General Motors Corp., Dayton, Ohio, are illustrated in a new brochure just published, which also has a complete listing of the cities where the company’s domestic branch offices and distributors are located.
Big Job... Ever stop to think of what is involved in compiling and producing the industry's most-often-used reference book each year? The more than one thousand pages of Motion Picture and Television ALMANAC are checked and rechecked and revised ... out-dated data is eliminated and useful new information is added ... facts, facts, facts—literally tens of thousands of items are obtained and examined ... In the Who's Who section alone, there are approximately 12,000 concise, correct biographies of personalities in or associated with the motion picture, television and radio industries. And that is but one of the 15 thumb-indexed sections!

The big job for the 1954-55 edition of the ALMANAC is well under way. Soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 26th edition in their hands, and the up-to-date facts at their finger-tips.

Edited by
Charles S. Aaronson

$5 postpaid-
Quigley Publications
1270 6th Avenue
New York 20, N.Y.

A QUIGLEY PUBLICATION

Thumb-indexed in
15 organized
sections

The 1955
Motion Picture
and Television
ALMANAC
THE GROSSES CONTINUE
WHERE The Robe
LEFT OFF!

'DEMETRIUS' GREAT!
Los Angeles

'DEMETRIUS' TALL!
Indianapolis

'DEMETRIUS' BANGUP!
St. Louis

'DEMETRIUS' TALL!
New York

'DEMETRIUS' WOW!
Cincinnati

'DEMETRIUS' MIGHTY!
Omaha

'DEMETRIUS' HUGE!
Providence

'DEMETRIUS' TERRIF!
Pittsburgh

'DEMETRIUS' SMASH!
Buffalo

'DEMETRIUS' ROBUST!
Seattle

20th Century-Fox presents
DEMETRIUS and
The GLADIATORS
Color by TECHNICOLOR
Cinemascope

starring
VICTOR
MATURE
SUSAN
HAYWARD
Produced by FRANK ROSS

Michael Rennie • Debra Paget • Anne Bancroft • Jay Robinson •
with Gary Dean • William Markert

Directed by DELMER DAVES Written by PHILIP DUNNE

Play it in your choice of
Cinemascope equipment!

4-TRACK HIGH-FIDELITY MAGNETIC STEREOPHONIC SOUND
1-TRACK HIGH-FIDELITY MAGNETIC SOUND
1-TRACK OPTICAL SOUND
Effective July 10
Tax Revision Gives Relief to Two Theatres

Meanwhile, Exhibitors Passing Levy to Public

The five per cent amusement tax, in effect one day, was amended yesterday offering partial relief to the two theatres in the city which have advance ticket sales.

City officials agreed to amend the law at special meetings yesterday of the City Council and Board of Estimate, exempting pre-sold tickets. Mayor Wagner must wait until July 10 to sign the amendment, however, in the meantime the Warner Theatre and the Radio City Music Hall, the theatres affected, must absorb the tax.

All tickets bought yesterday were subject to the tax. It applies to all admissions over 10 cents except horse

(Continued on page 7)

Thin Profits Margin
Compo's Ad Theme

Few, if any, important industries operate on such a thin margin of profit as the motion picture theatre business, it is declared in the 19th of the series of 25 COMPO ads, which will appear in "Editor & Publisher" tomorrow.

The ad points out that the country's film theatres' profit in 1933, in relation to the gross sales, was a 4.6 per cent profit to gross sales achieved by all U.S. industries.

"That is why," says the ad, "the movie theatre is so sensitive to any change increasing the cost of operation. A severe storm, a popular local attraction, night baseball or racing, a widely-publicized television show, any

(Continued on page 7)

Republic to Release 'Roogie's Bump'

"Roogie's Bump," a baseball story filmed at Ebbets Field in Brooklyn and in other New York locations, will be released by Republic, which announced the acquisition of world-wide distribution rights from John Bush Productions.

The picture stars Robert Marriot as the youngster who makes the Brooklyn team, and features Ruth Warrick, Robert Simon and Olive Blakeney, and the Brooklyn Dodgers with Billy Loes, Carl Erskine, Russ Meyer and Roy Campanella.

'The Black Shield' to Be Offered by Universal

In 2 Media Versions

"The Black Shield of Falworth," U-15 first Cinemascope release, will be made available to theatres which are equipped only for conventional projection, Charles J. Feldman, Universal's general sales manager, announced. The two versions will be available simultaneously, Feldman added, and declared that he expected all exhibitors who are equipped for wide screen presentation could play the picture in that medium.

On the hypothetical question of clearance or run in any given situation, Feldman said that runs would be negotiated absolutely without ref

(Continued on page 7)

TESMA Trade Show
Exhibits Exceed 100

Roy Boomer, secretary of the Theatre Equipment and Manufacturers Association, reports additional reservations of exhibit space at the TESMA-TOA trade show in Chicago, Oct. 31 through Nov. 4, that bring the total number of booths already taken past the 100 mark. The latest reservations have been received from:

Dai-Lite Screen Corp., Chicago;
General Electric Corp., Long Island City, N.Y.;
Orange-Crush Co., Chicago;
Hershey Chocolate Co., Hershey Pa.;
Futur Fuser Co., New York;
Hubbell Mitchell Industries, Hartsville, Ala.;
Superdisplay, Inc., Milwaukee.

COMBINING OF 3-D, CINEMASCOPE IS SEEN IMMINENT BY FELLOWS

A combination of Cinemascope and 3-D is a possibility in the not too distant future, producer Robert M. Fellows, president of Batjac Productions, Inc., formerly known as Wayne-Fellows, Productions, said here yesterday.

"The new 3-D system of having both images on one film strip, eliminating many projection difficulties, makes a Cinemascope and 3-D merger a probability," Fellows said.

Preparing to leave here today for the West Coast after conferences with Warner Brothers executives on "The High and the Mighty" and "Ring of Fear," recent productions of his organization, the producer said that his partner, John Wayne, and himself bought the films from exhibitors out of the five-year, 10-picture deal which is in effect with Warners.

The four films, Fellows said, are "Track of the Cat," a Cinemascope now filming, starring Robert Mitchum who is on loan-out from RKO Pictures; "Quality of Mercy," "Wood

RKO Pictures Stock
In Demand Again

RKO Pictures' stock after a number of weeks of comparative quiet came to renewed life on the New York Stock Exchange yesterday, a total of 67,200 shares being traded, with the issue closing at a new high for the year of 64% for the day of 3/4.

The renewed activity was attributed in financial circles to the possibility that an Atlas Corp.-Howard Hughes deal which would clear the way for an Atlas take-over of the inactive RKO company, Floyd Odlum, head of Atlas, has stated his company would like to preserve RKO by having it engage in a new business which would take up the wear and tear of circulation, regarded as its most attractive fea

(Continued on page 7)

Six Studios, AMPP Host Newspapermen

HOLLYWOOD, July 1. — More than 100 delegates to the National Newspaper Advertising Association at Coronado were entertained today, en route home, by six major studios at a luncheon and on studio tours. The delegates were joint guests of the Association of Motion Picture Producers and the Los Angeles Newspaper Publishers Association.

Area Is in 'Distress,' Relief from Terms a 'Must,' Allied Unit Says

CINCINNATI, July 1.—The formation of a state-wide film buying combine to include every theatre in West Virginia is proposed by West Virginia Allied Theatres Assn. in a current bulletin to its members as a possible solution for what the organization describes as "distress" conditions in the area.

The proposal will be formally discussed, the bulletin indicates, at the organization's annual convention at the Greenbrier Hotel, White Sulphur Springs, Aug. 24-25.

The region's "critical" conditions, the organization charges, are aggravated by current terms and policies of financial-distribution companies.

"New York must realize we are in a distress area and give us a fair shake," the bulletin states. "Show business is not good anywhere in the nation but West Virginia is in a very critical area. Tailing to the film companies has been to no avail. The guy

(Continued on page 7)

Altec Lansing Pact
For Perspecta Units

The signing of a licensing agreement whereby Altec Lansing Corp., will manufacture Perspecta stereophonic sound integrator units, was announced by C. Robert Fine, president of Perspecta Sound, Inc. The integrator unit is said to be the only piece of special equipment required in the theatre booth for the standard optical track stereophonic sound system which has been adopted by M-G-M, Paramount, Warner Brothers and other companies.

Fine stated: "Illustrations of Perspecta stereophonic sound in im

(Continued on page 7)

AA Slates One 'Scope, Three in Technicolor

HOLLYWOOD, July 1.—One film in CinemaScope, and three having color in Technicolor, are among the five features for which starting dates have been set by Allied Artists, it was disclosed here today by Walter Mirisch, executive producer. The company plans to produce 15 features within the next six months, said Mirisch.
No Paper Monday

MOTION PICTURE DAILY will be published Monday, July 5, a legal holiday for observance of Independence Day.

Personal Mention

JOSPEH VOGEL, vice-president of Motion Picture Herald, will sail from New York for Europe tomorrow aboard the "Liberte."

WALTER BROOKS, director of The Manager's Round Table of "Motion Picture Herald," is the author of an article titled "TV. What It Will Be Like in 1955," in the July issue of "The American Legion Magazine."

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and SIMON B. STURGES, have returned from Los Angeles and Detroit.

MARTIN MOSKOWITZ, manager of the 20th Century-Fox New York, Philadelphia and Washington offices, has returned to New York from the latter city.

LEON J. Bamberger, RKO Radio sales promotion manager, returned to New York yesterday from Edgewater Park, Miss.

BEN THAU, M-G-M studio executive, is due in New York Tuesday from Europe, and will go directly to the coast.

CHARLES E. SKINNER, producer-director of "Egyptian," born to Mrs. Skinner at St. Joseph's Hospital, Stamford.

HERMAN BECKER, M-G-M producer, and MITCHELL LEISSEN, director, will arrive Tuesday from Hollywood enroute to London and Paris.

ED LACHMAN, president of Lorainine Carbons, Brockton, N. J., has left for a tour of the Southern and Southwestern states.

S. E. PIERPONT, Paramount Pictures Latin American district manager, will return to New York over the weekend from Hollywood.

CARY GRANT and Mrs. Grant will arrive here today aboard the "Mametania."

HAROLD RASD, 20th Century-Fox theatre president, will leave New York today for Hollywood.

JOHN P. BYRNE, M-G-M eastern sales manager, will return to New York from New Haven.

FOSTER BLAINE, Universal Pictures western sales manager, will return to New York today from Chicago.

ALEX NICOL, actor, has arrived in New York, Jr., D.M.C. Mayflower.

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Of the Yeshiva 'U' Scholarship Fund

Russell V. Downing, president and managing director of Radio City Music Hall, has been named chairman of the Motion Picture Scholarship Fund at Yeshiva University here, it was announced by Dr. Samuel Belkin, president of the university.

In accepting the chairmanship of the industry-wide committee, Downing declared that the Yeshiva Scholarship Fund will attempt to better next year's record of 50. Since its inception in 1939, the industry-wide committee has had a number of annual scholarship programs, the purpose of which is to enable students to receive the benefits of higher education at the State University conducted under Jewish auspices.

Industry Leaders Meeting

Downing announced that the following industry leaders have joined the committee which is now in formation: Honorary chairman, G. S. Eyell, Darryl F. Zanuck, J. Schaefer. The committee members are: Barney Balaban, Paramount; Robert Benzer, United Artists; Dick Reading, Warner Bros.; Nate J. Blumberg, Universal; Harry Brann Brandt Theatres; Leo Brecher, Leo Broder, Wanderweiser, the Yeshiva "Eternity." The committee includes: Robert Christenberry, Hotel Atomic; Max A. Cohen, Cinema Circuit; John Kalman, National Screen Service; Simon H. Fabian, Stanley Warner Corp.; William Gehlen, 20th Century-Fox; Leonard Goldenson, American Broadcasting Paramount Pictures, Inc.; Irving Greenfield, Loew's, Inc.; Warner Brothers; J. H. Lang, 20th Century-Fox; Al Lichtman, 20th Century-Fox; Nick Matos, Loew's Theatres; C. Moskowitz, Loew's, Inc.; Burton Robbins, National Screen Service.

George and Spyros Skouras Meet

And Sam Rosen, Fabian Jr., have made their debut at the University: Adolph Schmel, Universal International; Abe Schneider, Columbia Pictures; Sam Solberg, Warner Bros.; Alfred Schwalberg, Paramount Pictures; George P. Skouras, Skouras Theatres; Spyros P. Skouras, Jr., Skouras Theatres; Robert M. Weitman, American Broadcasting Company, and William Zimmerman, RKO Pictures.

Slow Progress on Overseas Survey

WASHINGTON, July 1.—The Commerce Department's survey of foreign conditions in the film industry is progressing slowly, according to film chief Nathan D. Golden.

The Department had asked all U. S. exporters and others to report overseas to submit reports on theatre seating capacity, screen time devoted to films, and other film production. So far, Golden said, only one embassy has reported.

Screen Gems NYC Offices Expanding

Ralph M. Cohn, vice-president and general manager of Screen Gems, Inc., yesterday announced further expansion of the Columbia Pictures television division in New York. The New York staff has increased 4.5 per cent in the past three months, according to Cohn.

For the latest expansion moves, Ben D. Kranz has been named production manager, John Brabant, layout art director; Arthur Tryon, New York; and Robert Y. Smith, sales service manager, Cohn said.

See 'Caine' Topping 'Eternity' in Phila.

Indications are that Columbia's "The Caine Mutiny," in its first out-town engagement at the 2,500-seat Royal Holloway Theatre in Philadelphia will top the exceptional gross records set by the company's "From Here to Eternity," which played at 2,932, to $9,842, an increase. The "Caine Mutiny" set an opening-day mark at the Randolph by grossing $9,814, approximately $50 higher than the $9,814 mark set by "From Here to Eternity" at the Stanley, a considerably larger house. The figures to the Columbia offices here, the theatre management stated that the film is in third place for the week ending July 3.

In its third opening at the State, Lake, Chicago, "The Caine Mutiny" grossed an average high of $7,752 for top the exceptional gross records set by the company's "From Here to Eternity," which played at 2,932, to $9,842, an increase. The "Caine Mutiny" set an opening-day mark at the Randolph by grossing $9,814, approximately $50 higher than the $9,814 mark set by "From Here to Eternity" at the Stanley, a considerably larger house. The figures to the Columbia offices here, the theatre management stated that the film is in third place for the week ending July 3.

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FCC Dropping Study of Film Interests in TV

WASHINGTON, July 1.—The Federal Communications Commission has abandoned plans to compile a complete list of all motion picture interests in television stations. The Commission had started work on a project to collect the names of all corporations and individuals with television station licenses and applications. However, the division working on the project has lost several of its staff members, and the project has been abandoned.

Report Matty Fox Buys New Novel

Matthew Fox interests were reported yesterday from Toronto to have ended their association with the English playwright Igor Gouzenko titled "The Fall of a Titan" for $100,000. Gouzenko is the former code officer of the Soviet Embassy in Canada who exposed a Russian spy ring. His story is said to be based in part on the life of the Russian poet, Pushkin. Whether Fox plans to produce the picture could not be learned yesterday. Fox is on the Coast where he will be married this weekend.

One Film Placed in 'C
As Legion Calls 'A

The Swedish film, "One Summer of Happiness," placed in Class C by the National Legion of Decency in its current listing. The remaining nine productions reviewed have all been placed in Class A, five in Section 1 and four in Section 2. In Section 1 are "Cowboy Boys Meet the Monsters," "Gag," "The Immortal City," "Then," and "The Virginian." In Section 2 are "Apache in the Nile," "Pusheer," "Return to Treasure Island" and "Seven Brides for Seven Brothers."

CinemaScope Has Its Albany Drive-In Bow

ALBANY, July 1.—Hathaway's Drive-in, first in the Albany exchange district to show CinemaScope, charged $1 for "The Robe," "Perils of the Jungle" was the co-feature. There was no charge for children under 12. F. Chase Hathaway advertised that it will be the only show to advance prize this season.

Murrow Visits M & L

Dean Martin and Jerry Lewis will be interviewed tonight on the Edward J. Murrow-CBS television program at 10:30 P.M., E.D.T. Murrow will "visit" the boys and their families at home on the west coast.

169 'Demetrius' Dates

One hundred-and-sixty-nine domestic playdates have been set for "Demetrius," the DeMille Technicolor production. The movie combines Technicolour with CinemaScope and Technicolor. The end of July, 20th Century-Fox dis- closhed. The Biblical film will debut in 80 key theatres this month.

Proclaim 'Circus Day'
For 'Show' Opening

BARABOO, Wis., July 1.—In tribute to the re-release world premiere of Cecil B. DeMille's "The Greatest Show On Earth," Governor Walter J. Kohler of Wisconsin has issued a proclamation naming Saturday "Wisconsin Circus Day." The premiere will be held at Bara-boo's Ringling Theatre amid celebrations marked by parades, decorated cars and crowds coming in by city officials, Chamber of Com- merce leaders and other prominent Baraboo residents.

All proceeds of the premiere performance at the theatre managed by Pershing Moyle will go to the Wisconsin State Historical Society to further the establishment and maintenance of the Baraboo Circus World Museum, Inc.

Aarons, joined 'U
Publicity Staff Here

Ed Aarons, motion picture and independent press representative for the past 19 years, will join the home office publicity department of Universal Pictures here under Phillip Gerard, 20th Century-Fox's RKOlinger on July 1, replacing Burt Hirschfield who has resigned, it was announced by Charles Winick, vice-president and publicity department manager.

Aarons started as a press representative with the George D. Lort- ton Amusements Co. seven years he was a member of the home office publicity staff of Warner Brothers.

Apache' in Chi. Has $6,100 Opening Day

"Apache," Technicolor adventure starring Burt Lancaster and Jean Peter, broke a 10-year-old opening-day box office record at the Roosevelt Theatre in Chicago yesterday grossing $6,100 in its world premiere engagement, William J. Heimeman, vice- president in charge of distribution for Universal, said.

In regional premieres at Loew's Ohio Theatre in Columbus and Loew's Majestic in Bridgeport, "Apache" also opened successfully and set box office records with high grosses, Heimeman said.

30 'Carnival' Dates

King Brothers "Carnival Story" opens in more than 30 New York and Brooklyn houses of the RKO Theatre chain on July 7.

Sees 'Scope, 3-D Combined

(Continued from page 1)

next four years and has to complete one film for RKO," he added.

Budgets have ranged on the past Wayne-Fellows productions from $600,000 to $1,400,000, Fellows said. "If we are assured of com- piers, we have a right to go 10 per cent over the set budget for a particu- lar film, in those conditions in comput- ing one, he stated.

Fellows also stated that filming pic- tures in foreign locales is about on a par with costs on U.S. production. "The public has been accustomed to authentic backgrounds and if we were to try to reproduce some foreign lo- cales, the cost would be exorbitant. The cost in transportation of a whole company to the locale is on a par if we tried to build a set here," he said. The producer also commented on CinemaScope, saying that you do not see any black-and-white films produced in that medium because of the great width which would show up in the development of negatives."

When asked about the change in motion pictures from "Cinemate and Production to Batjac Productions, Fellows said "that Wayne does not want to be connected with pictures which he is not in."

Songwriter Sues WB Over 'Jazz Singer'

Songwriter Leo Russofilel filed suit in Federal Court here yesterday against Warner Broth- ers & Stan- ley Warner Corp., charging, that his new version of the song "Kol Nide" was used without consent in the Warner Brothers production, "The Jazz Singer."

The action seeks an injunction, damages sustained and an accounting of the picture's profits. Russofilel claims that he wrote the version, which is sung in the film, before 1946.

S.F. Debut Launches 'Francis' Openings

"Francis Joins the Wacs," Universal-International's newest "Francis" comedy, starring John H. Adams, Chill Wills and Minnie Van Doren, will have its world premiere at the Golden Gate Theatre in San Francisco on Wednesday, launching more than 100 dates in the San Francisco territory as part of a series of road show openings.

A second territorial saturation will be held in the South starting July 25 at the Melba Theatre in Birmingham and the Ritz in Anniston, Ala.

'Holy Grail' Second Release from Arias

With its first release in distribution it is known, Arias Quality Pictures announces that its second film, "The Holy Grail," formerly titled "Parziali," will have its world release July 17, starring Ludmilla Tcherina, "The Holy Grail," in French with English titles, is the narrative of the search for the Holy Grail pursued by the knights of the Sixth Century.

Headed by Henry R. Arias, Leo Abrams and Myer F. Beck, the firm's first release was Jesus von Sternberg's "Ana-Tan-Han."

Nagata Lands Warner Aid to Japan Industry

BURBANK, Calif., July 1.—The contributions of Jack L. Warner to the anti-Communist film interests of Japanese wavefronts were praised by Masaichi Nagata, president of the Federation of Motion Picture Pro- ducers of Southeast Asia at a film industry luncheon sponsored by the Motion Picture Association.

Nagata gave personal thanks to Warner Bros. Pictures and its executive producer; "My film company, Daiei, has enjoyed great success of late in winning Film Festival Awards and the respect of the non- Communist world," Nagata said. "This would have been impossible if the Warner studio had not given us its unselfish support."

He related how Warner had un- selfishly contributed money and other technical facilities to a group of scientists from Daiei who had come to America in 1951 in search of knowledge.

At the luncheon, which was ar- ranged by the MPAA International Committee, were present many Hollywood and Japanese film producers and others who also wished to pay tribute: Keizi Mizoguchi, president of the Film Directors Association; Kenzo Miya Canna, Daiei chief actor; Wole Hiko Tamura, foreign publicist director of Daiei.

Drive-In Operator Loses Zoning Case

PHILADELPHIA, July 1.—The Bucks County Common Pleas upheld the Lakefield Board of Supervisors' judgment against drive- in operator Robert H. Baronton in a suit to appeal the board's decision of June 18, 1950, for the right to operate a drive-in.

Two acres of Baronton's $90,000 Morrisville Drive-In Theatre are in the rezoned residential zone of Lakefield and the township has refused him permission to operate. Baronton now has 20 days to file exceptions.

'Student Prince' At New Phila. Theatre

PHILADELPHIA, July 1.—The Radio City Theatre, a new first run house, had its maiden program tonight, a special preview of "The Student Prince," for the benefit of United Service Clubs.

The seating capacity of the new theatre is 991 and it boasts a 57 foot wide screen. It was built under the roof of the old Oldtime theatre, designed by artist William H. Lee.

Jack Warner Signs Two

HOLLYWOOD, July 1.—Jack L. Warner has assigned Mervyn LeRoy the direction of "Hotel," the new film of the Warner-Continental production, "Lewis and Clark." Warner also signed William Powell to play the part of "Master Roberts," a Cinematecope film.

'Susan' Trade Shows

EKO's "Susan Slept Here" will be traded shows in all exchanges on July 7. The trailer and general release on July 24, with the world premiere set for the Golden Gate Theatre in San Francisco on July 8.
Mickey Spillane’s

For

First Time And
All the Wonder

CLYDE BEATTY

and Spillane

CINEMA

Warner Color

The One and Only

CLYDE

Beatty

AND HIS GIGANTIC

3-RING CIRCUS

Also starring

PAT O’BRIEN

with SEAN McCLORY - MARIAN CARR - JOHN BROMFIELD - GONZALEZ-GONZALEZ - written by PAUL FIX - PHILIP MacDON
Now! \(^{here!}\)

Where!

Of the

City Circus

Himself in Action, in

**S**cope

Stereophonic Sound

The One and Only

**Mickey Spillane**

Gun-butting his way out of the hottest corner any man ever got blonded into!

**Warner Bros.**

Start the Super-Hoopla

July 2!

Pre-Release Ballyhoo

Premiere at the Fox Theatre, Phoenix!

Edward Grant

Produced by Robert M. Fellows

Wayne-Fellows Production

Directed by James Edward Grant

Distributed by Warner Bros.
Asides and Interludes
—By Al Steen

It is reported that at a recent exhibitor meeting, a theatre owner remarked that he was operating a projector that he had had for 35 years. "Of course," he added, "it’s had six new pedestals, four new lamps, three new mechanisms, several sound head replacements, five new lenses and a dozen new magazines. Outside of them, it’s the same projector."

A former Shakespearean actor who specialized in playing Mark Antony became an engineer for Cinerama. He couldn’t refrain from saying to the exhibitor on his first assignment: "If you have tiers, prepare to shed them now."

We know an exhibitor who bought an inexpensive gadget for his herald. Out of habit he filed an anti-trust suit.

Then there was the Dumn Dora who thought that Columbia’s "Charge of the Lansers" was about to be leased by a foreign firm.

"Everybody was happy to know that Hal Dunan was named advertising-publicity head of National Screen Service, because he’s a swell, capable guy. But it was generally believed that the appointment would be named Platinum. You see, his predecessors were Mel Ullman and Milton Silver."

P.S. The above is an old gag around the NSS office, but on a hot day it might leave you cold.

And speaking of hot weather, it must be torrid if this one gets by the editor, proof-reader and copy boy.

A chap asked for a job in the concessions department of a theatre.

"Any experience?" asked the manager.

"Sure," said the fellow, "I used to be a mechanic at a candy stand.

"A mechanic at a candy stand? What did you do?"

"I tightened the nuts in the peanut brittle."

If you hear Charley Boaegbel being referred to as "Slugger," here’s the reason: At the recent industry junket to Herman Robbins’ Schroon Lake resort, some of our old fossils (?) chose up sides and played baseball. Boaegbel accidentally hit a grounder to Arthur Krim on third base. The United Artists president reacted for it and got up on his own toe. He managed to find the ball and threw it to Yours Truly who was playing first. He stooped to get it, stumbled it, retrieved it and tossed it to Charley Alicone at second base, who might as well have been taking a shower. Meanwhile, the ball rolled to injury, "Slugger" Boaegbel, instead of running, leisurely walked around the bases, stopping at short stop to sell a couple of pictures to Sam Rosen. Just then a duck flew overhead and Gene Arrie at right field thought it was a fly-ball, ran for it and knocked over the pitcher, Al Pica, who was his partner. Boy, was he cross.

Sandy Cummings to Disneyland Post

Sandy Cummings, television, motion picture and radio producer, has joined the American Broadcasting Co. as coordinator of Disneyland TV.

Disneyland, the full-hour Walt Disney program, has been transferred to ABC for the ABC television network on a permanent basis, according to ABC. The program has been9 well "in the hole" in the New York market where it provides a base for the ABC network's Variety Street, a half-hour show about the city that's been around for 20 years. The show is produced and directed by Kenneth K. Orfield. ABC is also feeding the program into its network on a weekly basis, beginning this fall.

20 Anti-U. S. Films in Japan Shown in ‘54

TOKYO, July 1—About 20 films with anti-American tendencies have been released in Japan this year against none which could be classified as pro-American, according to latest government reports. The largest foreign market for Japanese pictures has always been Asia, it appears that some of these films have sounded out the current feeling and are being shown accordingly. Many of these productions have found their way abroad for such substantial reasons that the average observer feels the income is actually hidden subsidies for more such films. (Source: Film Daily)

Hopes N. Y. Censor Law Will Be Clarified

Strongly in favor of a classification system in the licensing of films, Dr. Hugh H. Flick, director of the Motion Picture Association of America and of the New York State Education Department, stated that he hopes the Board of Regents and the N. Y. State Legislature will consider such a plan at their next sessions.

After recent Supreme Court decisions which limited the powers of censorship, Dr. Flick advocated that a law be passed allowing censors to classify films by categories, adult, general, family, etc., a plan which is practiced in England.

Although not committing himself to putting such a plan to the coming meetings of the Board of Regents and the state legislature, Dr. Flick stated that a "classification system of licensing would prevent the use of bad advertising, exploitation and publicity of films."

Representative states that all films should be classified unless termed "immoral" or "indecent" and it needs further clarification, Flick said.

Waterfront to Astor

"On the Waterfront," Columbia Pictures' presentation of the Elia Kazan production starring Marlon Brando, will have its world premiere at the Astor Theatre here following the engagement of "Indecision of an American Wife."
N. Y. City Tax Amendment

(Continued from page 1)

racies, boxing and wrestling matches and charitable events.

Exhibitors in the city have announced they would pass the tax on to the public. Other sections of the announcement they have not said whether they would follow suit or absorb the tax.

The motion to exempt tickets bought before yesterday for events after July 10 was made at a special executive session of the Board of Esti-
mates on Wednesday, but was defeated. The enabling act empowers the city to levy a tax on amusements of "up to five per cent." The tax in the city, on certain admissions, collects as much as six per cent.

Exhibitor counselors intend to bring the motion into court soon after completing their study of the tax. It will take the form of a motion asking the court to "restrain the city from collecting the tax," on the grounds it violates a state law, Greenfield said. If the motion is rejected by the court, "we will appeal it to higher state courts," Greenfield said.

West Va. Asks

(Continued from page 1)

with the brass ears in New York can't hear us. He still says 'National policy' with every other breath.

"What can we do about it?"

"We can throw this entire state into a single buying combine. It's a desperate move but desperate conditions require desperate measures. If it's the only way to save our theatres, we must take desperate measures,"

National Allied leaders last week weighed the possibility of forming a national film buying combine, with initial units to be launched in the Mid-
west with the participation of Allied Theatres of Illinois, headed by Jack Kirsch; the buying organization in Chi-
cago, and Co-operative Theatres of Michigan in Detroit. The idea was that the buying service would be extended as rapidly as practicable and it had attained national proportions.

Actual start of the project was delayed several times and currently appears to be in a completely inactive state. Lack of interest on the part of key theatres reportedly is responsible for the inactivity.

Perspecta

(Continued from page 1)

important film centers in the United States and abroad, sponsored jointly by the companies using the Perspecta stereophonic sound system resulted in its adoption by exhibitors on a worldwide scale. Altec Lansing will join Fairchild Recording Equipment Co. and other licencers throughout the world in filling the growing demand for interator units.

Aviatrix to Plug 'Mighty'

Jean Sewall, Wayne-Follers entry in the Women's Emergency Auxiliary Air Force will fly cross-country in her aerocraft labeled "The High and the Mighty." Starting tomorrow from Long Beach, Cal., this biplane will make frequent stops at that point and Knoxville, Tenn. The film is being released by Warner Brothers over the July 4 holiday.
Enjoy full profit from CinemaScope shown in its full appeal!...use only Bausch & Lomb Lenses created specially for CinemaScope

SEE YOUR 20th CENTURY-FOX REGIONAL DEMONSTRATION

See! Hear! Important facts you should know about amazing advances in CinemaScope. Why it's better than ever on film...better on your screen! See CinemaScope shown in its full brilliance, sharpness, color, and commanding full dimension...with Bausch & Lomb Lenses. Be sure to attend. Watch for your invitation.

Your screen shows the difference...your boxoffice figures the difference in pay-off. Proof? Over 90% of the theatres showing CinemaScope use Bausch & Lomb lenses and cylindrical anamorphic attachments. These theatres put their faith in Bausch & Lomb exclusive know-how...gained from creating and producing the first practical CinemaScope optical system...from Baltar filming lenses and anamorphic attachments, to the new Super Cinephor f/1.8 projection lenses. More proof? Ask your dealer for actual lens-by-lens comparison proof that Bausch & Lomb is best by far. Bausch & Lomb Optical Co., 741 St. Paul St., Rochester 2, N. Y.
Tradewise...

By SHERWIN KANE

A PROPOSAL that production-distribution companies underwrite a national motion picture promotion and sales program on television, keyed to stimulate theatre attendance throughout the country, was discussed with key company executives here last week by Trueman T. Rembusch of Syndicate Theatres, Indiana.

The plan, originated by Joseph P. Finnegan, Rembusch’s business associate, envisions a 15-minute weekly program, planned and executed to create a high amount of “want-to-see” on the part of the public for forthcoming films. On a 52-time basis on a Monday or Tuesday evening, the program could be put on the air for approximately $1,000,000, according to preliminary estimates.

Rembusch believes the project goes directly to the heart of the problem of winning back the theatres’ old customers and gaining new ones. A former president of national Allied States and for many years president of Allied of Indiana, as well as having been until last fall one of the governing triumvirates of the Council of Motion Picture Organizations, Rembusch said his experience has convinced him of the accuracy of findings by the Sindicline Organization which showed that the motion pictures’ lost audience is in large part watching television.

“That’s where we have to go to find them and lead them back,” Rembusch said prior to leaving for his home in Franklin, Ind., after several days of conferences here. “The success of such television campaigns as those for ‘Roman Holiday’ and ‘Stalag 17’ shows that a great ‘want-to-see’ can be built up through this medium. It is absolutely essential that we do something to increase theatre attendance and this looks like the thing to do.”

“Thousands of theatres need help and need it quickly. It is a fact that if the Federal tax relief had not come this spring, a great

Government Approval of New Italian Pact Reported Needed

By ARCEO SANTUCCI

ROME, July 5—The new two-year American film import and lira remittance agreement signed here last week by Eric Johnston, president of the Motion Picture Association of America, and Eitel Monaco of ANICA, Italian government film body, is conditioned upon being given the approval of government departments of both countries. The pact is scheduled to become effective Sept. 1.

The Italian Foreign Office and the Ministry of Foreign Trade are known to have been disappointed over not having been informed of details of the agreement in advance of its closing. They learned from newspapers that an accord had been reached and the pact signed. Further, it is believed here that they will not receive the full details until after Johnston has reported to American authorities in Washington, possibly tomorrow. Both the American State Department and the Federal Trade Commission are known to be interested in details of the agreement.

TOA Officials in Global Alliance Talks in London

St. Paul Threatened With Admission Tax; Kane Hits AMA ‘Lie’

MINNEAPOLIS, July 5—St. Paul City Council has authorized a committee to investigate the possibility of imposing a theatre admission tax in a move to seek new sources of revenue. The Council claims that under the city charter, such a levy could be imposed without the passage of an enabling act by the Minnesota legislature.

Meanwhile, Stan Kane, executive counsel of North Central Allied, has charged that the Minnesota League of Municipalities and similar leagues in Wisconsin, North and South Dakota with using the “big lie” to gain support for their proposed legislation to enable the municipalities to impose a tax on admissions.

Specifically, Kane charges the state leagues with following the line of the American Municipalities Association in falsely declaring the reason the cut in tax was granted by Congress and signed by the President was for the purpose of turning the levy over to the municipalities.

Kane called the action of AMA “an mitigated gall” and said the record is replete with irrebuttable evidence that the sole purpose of Congress (in cutting the tax) was to give help to our

Starr and O’Donnell Meet CEA Executives In Exploratory Move; British Leaders to Be Asked to Attend TOA Fall Convention

LONDON, July 5—Exploratory talks on the practicality of the proposed international association of exhibitor organizations were held here last week by Alfred Starr, chairman of Theatre Owners of America, and, Walter R. Fuller, general secretary of the Cinematograph Exhibitors Association.

Robert J. O’Donnell, member of the TOA board of directors, was on hand. The talks, which were held in London, and with Starr to hear his report before the weekend, were attended by C.E.A. officials, Mr. O’Donnell, who will be here for about 10 days before returning to the United States, has said that he plans to create an international alliance of exhibitor organizations “interesting and exciting.”

The TOA board is said to have appointed the executive committee at its recent meeting in Los Angeles, with the authorized Starr and O’Donnell, as well as other representatives of the organization, to explore with C.E.A. officials during visits here the proposed international working agreement.

Considerable correspondence on the subject also has been exchanged between officials of Allied States Association and C.E.A. and the basis of a working agreement with Continental exhibitors exists through the Union Internationale de l’Explotation Cinematographique in Paris.

Following his meeting Starr told Motion Picture Daily that the president of the C.E.A. and Fuller would be invited to TOA’s annual convention in Chicago next November. He envisaged an annual convention of British and American exhibitors whose interests common to exhibitors in both

(Continued on page 4)

(Continued on page 2)
THEATRICAL TECHNICAL TAX BILL CERTAIN TO BECOME LAW: NO CHANGES

WASHINGTON, July 5.—Most provisions of the technical tax bill of interest to the film industry are identical to House bills that have passed versions of the measure and cannot be changed in conference. They are now certain to become law.

Both bills permit a firm to carry over underpayments of Federal taxes for up to 2 years, rather than the present one-year, to get tax refunds from the earlier, more profitable years. Both bills would permit a firm to work on its tax returns from the previous year up to 5 weeks past the deadline. The final bill is certain now to contain a provision permitting businesses to write off more quickly investments in equipment and buildings.

Whereas under present law, only half the cost of an item can be written off the first year, the new law would permit the entire cost to be written off in the first year, and the following year, if the item has a useful life of two years.

The final bill would also establish a single procedure for transferring the assets of a firm to another firm, and would provide for the automatic extension, under both bills, of the deadline for filing income tax returns. It would also permit the Senate to bring up the House plan in the Senate, and would provide for the automatic extension, under both bills, of the deadline for filing income tax returns. It would also permit the Senate to bring up the House plan in the Senate.

Both bills would establish a single procedure for transferring the assets of a firm to another firm, and would provide for the automatic extension, under both bills, of the deadline for filing income tax returns. It would also permit the Senate to bring up the House plan in the Senate.
THEY ALL AGREE! MARLON BRANDO ON THE WATERFRONT IS THE GREATEST!

"Powerful. Marlon Brando does his best job in 'On the Waterfront'."

Kirk Douglas

"'On the Waterfront' is a wonderful picture, tender, emotional, powerful."

Julie Harris

"To me 'On the Waterfront' is one of the most exciting and important pictures made in this or any other year."

Paul Osborne

"'On the Waterfront' has the dimension of reality. It is a great movie and tremendous theatre."

Shelley Winters

"One of the most powerful pictures in motion picture history."

Frank Ross

"'On the Waterfront' is the most dynamic motion picture I've ever seen."

Mervyn Leroy

COLUMBIA PICTURES presents

MARLON BRANDO

On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring KARL MALDEN - LEE J. COBB - with ROD STEIGER - PAT HENNING - and introducing EVA MARIE SAINT

Produced by SAM SPIEGEL - Screen Play by BUDD SCHULBERG - Music by LEONARD BERNSTEIN - Directed by ELIA KAZAN

A HORIZON PICTURE
Oklahoma TOA

(Continued from page 1)

Walsh, representing J. J. Parker Theatres; Russ Brown, general manager, Evergreen Theatre; John Matlock, Rivoli Theatre, Pendleton; Lee Corbin, Lipper Theatres, Medford; Jack Lovett, Oregon Theatre Co-op, representing some 40 Oregon show houses, and Roy Brown, who operates a buying agency for another large group of theatres.

St. Paul

(Continued from page 1)
distressed industry," and he called on exhibitors to start now to kill enabling legislation plans.

RKO Stock Hits 6%;
Chills Tenants at 26

RKO Pictures stock continued its newest advance on the N. Y. Stock Exchange last Friday, gaining ½ of a point to close at $26 for the year for the second consecutive trading day. It closed at 6½ on a turnover of 11,200 shares, Atlas Corp. interest in the stock is regarded as the reason for its continued advance.

With the company offering 36 per share, few traders of the stock by holders are likely to be made when it can be sold on the market at the current quotation, observers point out.

10-Story High Screen
For Chi. Drive-in

CHICAGO, July 5.—Skyline Drive In is completing installation on a new CinemaScope screen, said to be the largest in the Chicago area. The $30,000 screen is 10 stories high. Improvement of its concession stands also is costing the outdoor theater $48,000, the major item in a $100,000 remodeling of the facility which will show CinemaScope films exclusively following the July 25 re-opening.

"Cain's Mark in Hub

BOSTON, July 5—"Caine Mutiny" is in its opening week and is reported to have broken every house record at the Astor theatre here, where it took in $5,700 in the 1,300-seater at $1.20 top.

ROSS RADIO PICTURES, INC.
Corrected Dates For
TRADE SHOWS OF
"Susan Slept Here"

CLEVELAND For Sr. Rex, 2205 Page Ave., Thurs. 7-7 2:00 P.M.
DETROIT Birmansdale Sr. Rex, 2316 Cass Ave., Wed. 7-7 10:30 A.M.
MEMPHIS Fox Sr. Rex, 151 Victor Ave., Wed. 7-7 13:30 A.M.
OBALIN For Sr. Rex, 1502 Downtown.
PORTLAND Stor Film Exchange, 126 N.W., 11th St., Wed. 7-7 10:30 A.M.
SAN FRANCISCO Fox Sr. Rex, 240 Hyde St., Thurs. 7-7 2:00 P.M.

Review

"Valley of the Kings"
(Metro-Goldwyn-Mayer)

A NAME cast and some brilliant color in Technicolor photography of Egyptian cities and landmarks serve to stimulate a moderately paced story and mark "Valley of the Kings" a top draw attraction for general audiences.

The film stars Robert Taylor, Eleanor Parker, Carlos Thompson and Victor Mature. Jack Kirkland and Leon Askin head a supporting cast which turns in notable performances.

The period is the turn of the century when, an American archeologist, agrees to help Miss Parker search for the tomb of the Pharaoh, Rama-Set. The girl is searching for the tomb to achieve the long quest for her deceased father, a famed archeologist. Deeply religious, her father had sought confirmation of biblical stories in Egypt. Miss Parker believes he was on the verge of discovering, a tomb with evidence in it that the Old Testament account of Joseph in Egypt is literally true.

Taylor, although skeptical, agrees to accompany the girl, perhaps motivated by her charm and good looks. It isn't until he agrees to go on the expeditions that he learns of their hidden purpose.

The archeologist is immediately suspicious of Thompson, who seems to have a knack of being wealthy although unemployed. The suspicions are borne out when Taylor and Miss Parker reach an Egyptian temple, to find Thompson plundering its treasures. The two men engage in a fight on a cliff high above the temple in which Thompson falls to his death.

In the temple Taylor finds a clue to the location of the Pharaoh's tomb. During the search Miss Parker discovers by accident a door that leads into a secret chamber. The room contains great treasures and also writings that prove the ancient Egyptians did worship one God and that Joseph is a descendant of the Egyptian royalty.

After the discovery, the couple leave the tomb together, with a new life ahead.

Robert Preston directed "Valley of the Kings" and collaborated on the screenplay with Karl Tunberg. Director of photography Robert Surtees and Miklos Rosza, who wrote the score, deserve special commendation for their contributions to the film.

Running time, 86 minutes. General classification. For release, July 23.

Upper Midwest Area
In C'Scope Spirit

MINNEAPOLIS, July 5—With 35 theatres in the upper Midwest area installing CinemaScope in the last two weeks, the slow but steady switch to the new medium is gaining momentum.

It is reported that at least a dozen other exhibitors have placed orders. The new installations bring the total of CinemaScope installations in Minnesota, the Dakotas, Iowa, Wisconsin and Nebraska to well over 400, just a year after it took a tender foot to test the new sound in a test run July 14, 1951.

Although Michigan is the leading state in making the new installations, particularly those in the smaller out-state situations are for single-track optical sound, equipment dealers indicate that installations are being ordered for the larger towns where competitive houses are playing C"Scope with full stereophonic sound are also getting the full treatment.

Only One Drive-in Equipping
Still lagging badly behind the rest of the country are the area's drive-in theatres. Only new drive-in reported is W. R. Frank's Chief now under construction at Willmar. W. R. Frank has ordered a Ballantyne installation from Al Aved in Minneapolis. Frank has also ordered a full stereophonic sound installation for his south Minneapolis neighborhood house. Equipment dealers expected that the installation, which is expected at 7-Hi Drive-in in Minneapolis and the Minot Drive-in at Minot, N. D., would stimulate interest among the operators of other drive-ins.

Minnesota leads the parade of new installations reported last week with 23 of the total. Seven of the theatres are located in St. Paul and two in Minneapolis, bringing the Twin Cities total to thirty.

Global Alliance

(Continued from page 1)
countries would be discussed. Nothing would interest him, or his organization, more than an international agreement. The conference must come from the C.F.A., he said.

"We have common problems; as for instance, the enforcement of the Closer Border of good product, a rental system enabling exhibitors to make a reasonable living and the necessity for not treating all theatres exactly alike," Starr said.

He commented on the difference between his position and that of C.E.A. in America and Britain, in America, he said, we have much more partisan atmosphere with nothing like the change of information as there is here.

Sces CFA Victor Over 20th-Fox

He gave the C.F.A. full credit for having won the battle against 20th-Century-Fox on stereophonic sound for CinemaScope productions. He personally took a dim view of the new development's: "The only way to fill the cinemas is for the industry to produce better pictures. The play's the thing. The American industry has been through a troubled time but I am optimistic about the future following the post-war transition.

Starr is here on a two-month visit and plans to meet exhibitors all over the country. He also anticipates he will have informal talks with the C.F.A.

No comment has yet emerged from C.E.A. headquarters, but there is every likelihood that the subject will be discussed at the Association's next executive meeting on July 14.

Jack Felix Named
AA Denver Manager

HOLLYWOOD, July 5.—Harold Wirtzwein, Allied Artists western division sales manager, announced the appointment of Jack Felix as manager of the company's Denver exchange, to take the vacant post left last week by the unexpected death of Charles Duer.

Felix joined the company five years ago after 15 years with Paramount in the Denver area, and since January 1951, has been manager of the Portland exchange. A native of Denver, Felix will take over his new post on July 12.
We saw them all... tested them... discussed them.

We engineered and now are producing the best

The Hilux Variable Anamorphic Lens

$750.00 per pair thru your theatre supply dealer

Projection Optics Co.
330 Lyell Avenue, Rochester 6, N.Y.
Majority of Theatres Here Passing Tax to the Public

The majority of motion picture theatres here, both circuit owned and independent, are passing the New York City five per cent admissions tax on to the public, according to a spokesman for the Randforce Amusement Corp., said indications are that "90 per cent of neighborhood houses are passing on the tax, but with no actual increase in admissions.

In other words, the houses have not increased old admissions, but have increased the public that, according to law, the increases are for payment of the city imposed levy.

Randforce Amusement Corp. scale affords a typical example of the increases brought on by the tax. Including pre-tax admissions and current prices, the scale is as follows:

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<th>Adm. (pre-tax)</th>
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After 50 cents, the Federal 10 per cent tax becomes effective, Examples, including increases combining the Federal and city taxes are as follows: A hike from 60 to 63 cents, eight cents of which goes toward payment of both taxes; 65-68 cents, 70-73 cents. For first run houses, Randforce Circuit prices jumped from 75 to 78 cents.

One of the major circuits in the city, the Loew's Theatre, took up the tax at the weekend that all Loew's neighborhood houses are passing the tax on to the public. However, Loew's officials said two of the circuit's first run Broadway houses, the Capitol and the Loew's State, are absorbing the tax.

Brantl Theatres, Inc. spokesmen said at the weekend that most of the circuit's neighborhood houses have followed suit, adding on the cost of the tax to old admissions.

Two of the city's showcases, the Roxy and the Radio City Music Hall, have also begun to pass the tax on to the public. The Roxy's new prices, as of July 1, include: Weekdays from noon to 4:00 P.M., $1.20, as compared to the pre-tax price of $1.15; Saturday, from noon to 3:00 P.M., $1.30, as compared to a previous price of $1.40; for Sunday, from opening to 1:00 P.M., a 10 cent increase of $1.40 to $1.50.

The Radio City Music Hall prices, for weekdays are: From opening to noon, 95 cents; from noon to closing, $1.90. On Saturdays, from opening until noon, $1.80; an increase of five cents; and $1.45 on Sundays, as compared to $1.40 previously.

"RKO theatres in the city are adding the tax to standard admissions in all houses, a company official said. The only exception is at the circuit's Broadway first run house, the Palace, where the 50 cent children's admission is standing pat.

Skouras 'Passing On' Tax

The Skouras circuit is "passing on the tax in all cases," according to a circuit official. He said Skouras houses have not increased old admissions, but are adding on the tax as required by law.

In another tax development, Supreme Court Judge Samuel Di Falco, at the weekend dismissed as "academic" suits brought by a group of theatre owners including the Warner Theatre and the Radio City Music Hall, against the city. The two motion picture houses, only ones in the city with advance ticket sales, sought to enjoy the city fines, collecting the five per cent tax on tickets sold in advance of Thursday for performances on and after that date.

Citing the action taken by the Wagner administration Thursday to amend the tax law, Di Falco declared that it makes unnecessary any further consideration of the litigation placed before him.

90% of Neighborhoods

Adding to the public in New York City, "King Richard and The Crusaders" has been set for July 8 at the Egyptian Theatre here, it was announced by Warners. Stills and press will be accorded the "red carpet" treatment, including trumpeters and page boys dressed in keeping with the picture.

WHERE'S THE MAGIC IN DYNALITE?

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

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

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

The Synthetic Vision Corporation of Dayton, Ohio, has developed equipment designed to provide push-button adjustment of both screen masking and positions of projection in various aspect ratios. The curtain and masking materials are combined and are operated by motor on a track with control, which includes preset positions for regularly used picture dimensions, from the projection room. The set-up is called an "automatic formatting system." For installation of the system complete equipment is supplied, including the curtain-making fabric, plus a valance, a frame for these and the screen-incorporating traveler track, a motor and electrical control devices. The manufacturer states the screen itself can also be supplied.

A new coffee vendor (see photo) produced by Mills Industries of Chicago is designed to allow each customer to flavor coffee to his or her personal taste. Each patron selects the exact amount of cream and sugar desired from "none" to "rich" instead of just the old-fashioned "with" or "without" as on many previous machines. Called the "Coffee Service" the unit employs all dry, powdered ingredients and requires no refrigeration. It has a full 500-cup and drink capacity.

Appointment of the Superior Theatre Equipment Co. of Philadelphia and Sterling Sales and Service, Inc., of Dallas as dealers for Lorraine carbons has been announced by Ed Lachman, president of Lorraine Carbons, Inc., of Boonton, N. J.

The Charles E. Hires Co., Philadelphia, has introduced a new snack bar, incorporating a built-in refrigerator having a capacity of 2,000 frankfurters. It is designed to provide large-size operations with "volume food service requirements at a lower operating expense," according to C. D. Clarke, Hires general sales manager of the Fountain division.

The Steber Mfg. Co., Broadview, Ill., has announced a new aluminum floodlight with thermal shock and impact resistant lens for 200-300 watt lamps. The reflector and neck of this unit are spun of heavy gauge aluminum in one piece. The floodlight is furnished with a heavy-duty round base for mounting to any flat surface or directly to a 4-inch outlet box.

MITCHELL MAY, Jr. CO., INC.

INSURANCE

- Specializing in requirements of the Motion Picture Industry

75 Maiden Lane, New York 320 W. 6th St., Los Angeles
ABC-TV June Billings Total $18,652,700

During the past 30 days, a total of $18,652,700 in gross time sales—representing $18,820,400 in new business and $2,820,000 in renewals—was placed with the American Broadcasting Co.'s television network by 14 of the nation's leading advertisers. Charles Abry, ABC-TV's national sales director, reported here at the weekend.

‘Fear’ Premiere Gets Coverage
PHOENIX, July 5.—In addition to the crowds in the roped off street, an estimated 95,000 families witnessed the premiere festivities of “King of the Dead” at the Capitol Theater here over the weekend as KOOL-TV did a remote telecast from the front of the Fox Theatre.

Arizona Newsreel covered the event for KPHO-TV, and radio station KOY aired a description and interview with the person viewing included Lieutenant Governor Bolin and Mayor Murphy.

Studies Ask ABC-TV For Show Kinescope
HOLLYWOOD, July 5.—Twenty-five Coronet Pictures is plowing its fields in search of the fourth picture studio to ask for a print of the ABC-TV telecast of “Fearful Decision” on The U. S. Steel Hour.

Warner Brothers, Paramount and Allied Artists previously requested kinescopes of the program, which was seen on June 22 on the network.

To Show Color Reel
The second in a series of meetings to be held by the National Association of Television and Motion Picture Council production committee covering methods, techniques, applications and commercial utility of color television for “Johnny” is scheduled for Tuesday at the NBC studios. It is slated to feature the first closed circuit screening of a special color test reel developed by the national system test committee.

Johnston in Radio Talk
Eric Johnston, president of the Motion Picture Association and President Ford’s special envoy to the Near East, will describe his work in the two unrelated fields on CBS Radio’s “Washington, U. S. A.” on Saturday.

Re-release 2 WB Films
Two Warner Brothers films, “Smart Money” and “The Roaring Twenties,” opened at the Hollywood Theatre here over the weekend, the film company announced.

RCA Dividend On Preferred And Common
A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable Aug. 15, was declared at the close of business July 16, was announced by David Sarnoff, chairman of the board, following a regular meeting of the board of directors.

At the same meeting, a dividend of 87½ cents per share was declared on the preferred stock. It is payable Aug. 15, to the holders of record of such stock at the close of business Sept. 13.

‘U’ Home Office Staff To Plug ‘Obsession’
Universal Pictures’ Eastern advertising and publicity department executive cabin and home office advertising, publicity and exploitation staff members will join the company’s field exploitation representatives for the first time to launch the Cleveland weekly premiere and the initial city showings of “Magnificent Obsession.”

“Magnificent Obsession,” which stars Jane Wyman, Rock Hudson and Barbara Stanwyck, will open at the new Studio A of the RKO Palace Theatre in Cleveland on July 15 with openings scheduled for key cities across the country in advance of the August national release of the film.

Charles Simonelli, Eastern advertising and publicity department manager, and C. Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager, and later Ed Koss, Eastern exploitation manager, are scheduled to cover these early key city openings.

Finish ‘Manhunt’ Editing
Final editing and scoring on United Artists’ “Operation Manhunt” were completed at the weekend, almost four months ahead of the day the picture went out of the cameras. It will be placed into release as soon as prints can be made available.

Filmed entirely on location in Canada, “Operation Manhunt” is based on the life in hiding of former Russian spy code clerk Igor Guzenko since he exposed an international Soviet atom espionage ring some nine years ago.

UA to Release ‘Sailors’
United Artists has acquired Julian Wintle’s production, “You Know What Sailors Are,” for release, President Arthur B. Krim announced at the weekend.

2nd ‘Duel’ Franchise
The second franchise covering re-release of “Duel in the Sun” has been granted to Joseph E. Levine, Embassy Pictures Corp. of Boston, covering the entire New England territory.
THE CAINE MUTINY

P.S.-The first full day at the Randolph, Phila. was the biggest gross in theatre's history— including weekends and holidays!
15-Picture Program Being Launched by AA for Rest of '54

HOLLYWOOD, July 6—Allied Artists this month will launch what is said to be the most important six-month production schedule in its history, with 15 films to go before the cameras during that period, it was announced by Walter Mirisch, executive producer.

Of these, one will be in CinemaScope and three will be filmed in color by Technicolor. Eight of the pictures will roll between now and the end of September. Also reflecting the stepped-up activity at the studio are one picture, "The Police Story," now before the cameras.

Say West Germans Prefer U. S. Films

HOLLYWOOD, July 6.—West Germans regard the American motion picture as "the most welcome film in Germany because of its freedom from all sorts of propaganda," said Erich Helmendorf, editor-in-chief of the Bavarian district office in the Deutsche Presse-Agentur, and Roland Levy, a representative of the Randforce circuit, according to Emanuel Frisch, Randforce Amusement Corp. treasurer, late last week.

Johnston to Report Italian Pact Today

WASHINGTON, July 6.—Motion Picture Association president Eric A. Johnston will report to the MPAA board's executive committee in New York tomorrow on the details of the new Italian film agreement.

"MPAA officials said Johnston might discuss the terms of the Italian agreement with the press after the executive committee meeting. In Rome, Johnston will report to representatives of the Italian production companies, as well as the German and French associations. He will also head a delegation to Italy to discuss the possibilities of cooperation in the Italian motion picture industry."

Servics Today for Canada's Ray Lewis

TORONTO, July 6.—Funeral services will be held here tomorrow at Holy Blossom Temple for Ray Lewis, publisher and editor of the Canadian Motion Picture Digest, who died Monday night. Born in Toronto, Mr. Lewis founded the Digest in 1921.

Educated at Harbord College, he also attended the Conservatory of Music, the College of Music and Dramatic Art, Toronto, and the School of Languages, London. He built the Pylon Theatre and was a member of the Canadian Motion Picture Digest Association.
Personal Mention

RICHARD WALSH, president of the Motion Picture Daily, is on a vacation trip to Hollywood, where tomorrow he will debate IA administration issues with Roy Brewer, challengers for the IA presidency.

LOVE WRIGHT, industry attorney and president of the American Bar Association, will sail from New York for Europe with Max. Wooton today aboard the Queen Mary.

E. K. O'Shea, vice-president of Paramount Film Distributing Company, was back in New York after the weekend in New York.

Harold J. Mirisch, vice-president of Allied Artists, has returned to the studio after having been confined to his home with pneumonia.

Ben Thau, M-G-M studio executive, returned to New York yesterday from Europe. He will remain here a week before leaving for the Coast.


Harry Mandel, RKO Theatres national director of advertising publicity, is in Washington from New York.

Barry Jones, British actor, and Noel Angley, writer, arrived here yesterday from London via B.O.A.C. Monarch.

Columbia, Warwick Sued Over Film Title

HOLLYWOOD, July 6.—Carveth Wells, exploiter-critic, today filed a Federal court suit against Columbia Pictures Corp. and Warwick Productions for $75,000,000,000,000,000 damages, plus a $10,000,000,000,000,000,000,000,000,000,000 in exemplary damages, charging the defendants' use of the title "Hey! Desert Zero"' damaged him in the sale of prints. Wells asserted he used the title for a film he made in 1929 while conducting an expedition sent out by the Chicago Geographical Society and released widely thereafter.

Wells also asks a preliminary injunction and accounting on the Warwick production bearing the same title.

Hunter, Former Para. Camera Head, Dies

HOLLYWOOD, July 6.—C. Roy Hunter, 64, former head of the Paramount camera department, died suddenly last week following a heart attack in Pittsburgh while touring the Gulf.

Hunter was head of the Paramount camera department from 1935 to 1944 and was associated with the growth and development of the motion picture industry in 1916.

Clarity Prices At Music Hall

Box-office prices at the Radio City Music Hall were inadvertently reported erroneously in the Motion Picture Daily's report on the New York City five per cent tax on admissions. Russell V. Downey, president and managing director of Radio City, said that weekday prices are: from opening to 12 noon, $1.20; from 12 p.m. to 3 p.m., $1.10; from 3 p.m. to closing, $1.75. On Saturdays, from opening to 12 noon, $1.05; from 12 noon to 3 p.m., $1.15; from 3 p.m. to closing, $1.75.

RKO Theatres Stock Day's Most Active

RKO Theatres stock was a top performer on the New York Stock Exchange yesterday, catching a daily issue aggregating 65,200 shares. The closing price was $75, a gain for the day of 3½ points. The stock rose to reports, none confirmed, of dividend action and a possible liquidation of some properties.

RKO Pictures in Demand

RKO Pictures also continued in good demand with a turnover of 1,700 shares for the day, but closing without gain at 6¼, almost a point above yesterday's close. Howard Hughes for his 1,620,000 shares.

National Theatres was another active title with 50,500 shares traded, and a gain for the day of ¾. The closing price was 7¼.

Maddox, Ohio's 1st Censor Head, Dies

COUMBUS, O. July 6.—James A. Maddox, 63, who was the first film censor board in the state, who was made a passenger in the automobile at Ohio, died yesterday at Columbus Hospital after a long illness.

A native of Arad, Hungary, Pascal was the only man to have persuaded Shaw to permit Edward L. Wilson's assistant executive to produce his plays on the screen.

His first venture with a Shaw was "Barbara tại" in the production of the "The Borderers," which was produced in England in 1938. Other screen versions of Shaw plays by Pascal were "Major Barbara" and "Caesar and Cleopatra."

Gerald Mann, who was made a partner in the Paulist Fathers' Church for Pascal on Friday. Surviving are the producer's wife, and a brother in Italy.

Mrs. Harry Sherman, 64

HOLLYWOOD, July 6.—Funeral services were held here today for Mrs. Harry Sherman, who died at her home in Hollywood last night. She was the widow of the late producer, Harry Sherman.

Arbitration

(Continued from page 1)

draft a set of rules and regulations for arbitration, exhibition and distribution agreed to have the new formula on the 102 contracts covering leases, customs, clearances, rulings, conditions, limitations, violations, print shortage, competitive leasing and the like, is the peace of pictures.

The sales managers committee of the MPAA and representatives of TOA and other groups in the Southern California Theatre Owners Association entered into the initial meetings on arbitration at the Hotel Astor in London with the understanding that film rentals were not to be included on the agenda. After three days of conference at the Astor, at which Ralph Hetzel, MPAA vice-president, was chairman, the plans of the negotiations were an agreement on the joint drafting committee. Hetzel will conduct the Harvard Club session on Friday.

Germans Prefer

(Continued from page 1)

A. Buschmann, editor of the Nurenberg Morgenpost, who was among the organizers of the Association of Motion Picture Producers and Warner Brothers today. The visitors, touring the towns of Hungary, were the first to arrive in Chicago on their itinerary enroute to New York and home. said: "We would rather see one American western than 20 Soviet-style propaganda films; we can sell propaganda under the heaviest disguises.

NATKE Head Visits

Hollywood in August

LONDON, July 6.—Tom O'Brien, M.P., and general secretary of the National Association of Theatrical and Kinemakers, has sent a cable to broadcast chairman of the Hollywood A.F.L. Films Council, threatening retaliatory measures if the council does not agree to allow O'Brien to continue their campaign to exclude British and other foreign-made products from TV screens.

While O'Brien's tour continued too far," O'Brien said, "British cinema projectionists may refuse to project American Technicolor feature films on British screens.

O'Brien intends to visit Hollywood in August and is prepared to meet the Council for frank discussions. In the meantime, he advises Thomas to suspend the campaign and withdraw the threats in the interests of international amity.

Heavy Film-Star Aid For Patriotic Causes

HOLLYWOOD, July 6.—Hollywood personalities made 1,762 appearances for the Government, Armed Forces, Red Cross and other celebratory functions in the first half of 1954. Hollywood Coordinating Committee executives told today. A total of 60,000 tickets today reported. More than 200 individual participants took part, he said.
Gable! Turner! Mature!

Don't Miss The Great Cast at M-G-M's "BETRAYED" SHOWS!

For the first time a Hollywood company of top stars went to Holland to film a mighty Color attraction! This pulsating drama combines the exquisite beauty of that country, its richness of tradition, its dykes and storied settings with a powerful story. Gable, as a leader of Intelligence, Turner as the beauty involved in high intrigue, Mature as "The Scarf," a shadowy dare-devil of the resistance movement. See for yourself! Tell your patrons!

TRADE SHOWS JULY 16th (Except St. Louis, July 15; Washington, D.C., July 19; Lafayette, La., July 20)

M-G-M presents

CLARK GABLE · LANA TURNER · VICTOR MATURE

in

"BETRAYED"

Co-Starring

LOUIS CALHERN

Screen Play by RONALD MILLAR and GEORGE FROESCHEL
Photographed in EASTMAN COLOR
Directed by GOTTFRIED REINHARDT
Probe Tax Sources To Replace City’s Amusements Levy

Rembusch-Goldwyn (Continued from page 1)

be reduced in number. Further, the- theeres will close until sufficient the- theatres at a time may remain open to deplete production costs. Then who will Sam Goldwyn play his pictures?

The fewer pictures, fewer-theatres philosophy adopted by Mr. Goldwyn, in operation is sheer madness and certainly points up a wonderful locale for the newly graduated psychiatrist to set up a shop.

Looks for Sanity

Rembusch, former member of the Council of Motion Picture Organizations governing triumvirate, former president of Allied States and of Allied Theatre Owners of Indiana, concluded:

“At the moment I am in the mood to get a real estate man in and see what type of retail business would be interesting in leasing to these theatre buildings. If I am forced to go through this route I know I will deal with some men who know that reduction of manufacturing units is not the achievement to succeed in this country and have the satisfaction of knowing that I am cooperating with Mr. Goldwyn in his fewer pictures, fewer theatres plan. So that in another few years I can sit back and sing ‘I Wonder What Became of Sanitv?’

Patrons Fret

Ray Lewis

(Continued from page 1)

last week indicated a knowledge that admissions increases were due to the tax, and not the facts. Some exhibitors were directed toward the city, rather than against the houses, Frisch said. He was referring to comments reported by the circuit’s managers before the weekend. Frisch said that it was too early to evaluate the reports, but that he understood Randforce circuit managers last night, at which fuller reports were to be discussed.

Some audience comments that overheard at Randforce circuit houses late last week, according to Frisch, voiced opinions like, ‘The price always looks like new money, why don’t they try economy for a change?’ In most cases, Frisch said, comments expressed objection against the tax for imposing the tax and not film houses, for the hike in admissions.

Expect Report This Week

Meanwhile, the research staff of the Temporary State Commission on Motion Pictures, set up by Governor Dewey three weeks ago to study the validity of the levy, said a report should be completed this week.

After study of the statistics compiled by the research staff, commissioners said there will be a formal report to the Governor, Gov. Dewey on June 15 asked the commission to determine whether the legislature should have a regularly scheduled session in January, should not be asked to repeal the 1947 enabling act which authorizes the city to levy the amusement tax. In another phase of the tax picture, Irving Greenfield, assistant to Loew’s Theatres general counsel, said industry legal representatives are still in the midst of their study of the tax’s major fraction provision. Exhibitors counselors commented that the tax is in violation of the state law empowering the city to levy the tax.

Greenfield said that no target date could be set for presenting a motion picture law before the State Supreme Court until “we develop our best case.”

Bollenger to Coast

A. E. Bollenger, treasurer of United Artists, left for Hollywood yesterday to be gone three to six months. He will set up a program to coordinate accounting procedures with independent producers whose pictures are distributed by United Artists.

Statement of Policy On Subsidies Asked of Dulles by Arnall

The U. S. Department of State has been requested to make a complete investigation of the Motion Picture Export Association with the French government on the grounds that it is in restraint of fair export trade practices of domestic competitors of the MPEA by Ellis Arnall, president of the Society of Independent Motion Picture Exhibitors.

In a letter to Secretary of State John Foster Dulles, Arnall asked that if the Anglo-French film agreement, in which the MPEA is a party, is signed, “in truth and in fact made an outright gift, grant and subsidy to the French motion picture industry, found violative of the policy or law, it should be abrogated and set aside.”

See Export Trade Hurt

Arnall said that such a grant re- strains the export trade of MPEA domestic motion pictures in France. It also enables the French motion picture industry to obtain funds from MPEA for use in an unrestricted fashion for the production, exploitation, advertisement, and even the exhibition of French pictures in the United States, creating competition with American producers, the former Georgian governor stated.

The effect of the proposed agreed follows, Arnall advised Dulles, amounts to a purchase of certain economic privileges from the French government by the MPEA. These privileges are denied to American competitors of MPEA who may desire to do business in France, Arnall said.

Since MPEA president Eric John- son is consummating trade agreements containing subsidy commitments with foreign governments concerning motion pictures, it is vital, Arnall said, to SIMPP that “we know whether such agreements have the approval and approval of the Department of State and whether they are in line with the general economic and foreign policy of the United States.”

Decres’ Subsidy Theory

Arnall said that “we strongly feel that if the theory of subsidy payments spreads, as it inevitably will if approved by the State Department, American nationals doing motion picture business in foreign countries will be restricted and restrained, and will be required to pay a price for permis- sion to engage in foreign trade and commerce.”

The letter to the head of the Department of State was termed by Gov. Arnall as a formal request for a statement of policy as to its approval or disapproval of the trade, practices employed by the MPEA in the so-called French agreement.

Living 'Bows Today

Paramount’s “Living It Up” will be shown at the Criterion Theatre here today.
National Pre-Selling

U-I's "The Black Shield of Falworth" will be advertised in full pages in color in "Life," "Look," "Seventeen" and the fan magazines.

In the July issue of "Woman's Home Companion," the film has been reviewed and recommended by Phil Hartung: "About Miss Leslie," "The High and the Mighty," "Her Twelve Men" and "The Student Prince.

"Life" reports in the current issue that "Mr. Hulot's Holiday" is the year's funniest film and a modern masterpiece of slapstick. A throwback to the days of Keaton and the Keystone shorts when a comedian made you laugh by what he did and not what he said.

"American Weekly" gave a substantial plug to "Apache" and "Vera Cruz" in today's issue. Lisa Wigan, the Hollywood editor, wrote an interesting profile of Burt Lancaster, the star and co-producer of these films. Photos were used of Burt when he was an acrobat in vaudeville. Burt remembers when "he worked one week and laid off five.


"Parent's Magazine" has selected 20th Century-Fox's "The Royal Tour of Queen Elizabeth" for its Family Medal Award. Phil Wilcox of "Parent's" made the medal presentation, Louis B. Mayer presenting the gold medal to Louis B. Mayer, Jr., vice-president of 20th Century-Fox.

Arthur Davis's release, "Carol," receives considerable comment from an amusing five-page story in the July issue of "Esquire" on the career of the same Carol, the French picture's star.

The picture companies made good use of "Seventeen's" theatre issue (July) by inserting four full page ads. The pictures advertised in the issue are: "Knock on Wood," "Magnificent Obsession," "The Caine Mutiny" and " poisoned With the Wind."

Peggy Bell, beauty editor of "McCall's," reports in the July issue that Hollywood stars have discovered the natural look. The trend is to let stars look like the girl who lives next door. To prove this point, she used photos of Audrey Hepburn ("Sabrina"), Grace Kelly in "Rear Window," Debby Reynolds in "Susan Slept Here," Donna Reed in "The Man Who Shot Liberty Valance," "The Saw Paris" and Maggie McNamara in "Three Coins in the Fountain."

Florence Somers, film editor of "Redbook," has selected and reviewed "The Student Prince," "Three Coins in the Fountain" and "Apache" for the July issue. WALTER HAAAS

Review

"King Richard and The Crusaders

(Warner Brothers)

Hollywood, July 6

(CinemaSope)

REX HARRISON, George Sanders, Virginia Mayo, Laurence Harvey, Robert Douglas, Paula Raymond, Michael Pate and literally hundreds—many of the other players take sequences (two men in a death grapple on the slanted edge of a half-lifted drawbridge atwarth a castle moat) ever contrived. It ought to do very well at the box office nearly everywhere.

The script is written by Henry Blanke, whom the handling of big properties and important projects is beyond his direction. Unlike Butler, one of the action-est directors, over the years. Both the production and the direction are aimed at the mass of theatregoers, rather than at the literary or scholastic groups who might be interested in the Scott story from the artistic or educational points of view primarily, and the aim is good. The vicesiddles of Richard the Lionhearted, whose royal allies are deadlier in their intent toward him than his Saracen enemy, are many and varied and cut always to the heart.

Sanders' portrayal of Richard is in the proper pommous manner. Harrison's enactment of the Sultan Saladin is graceful, sure and completely convincing, and it is easy to believe him as the moorish's niece and wife, respectively.

The script, written in the broad, loose manner by John Twist, has as its central incident the attempted assassination of Richard by minions of Sir Giles of York, the latter the leader of the band of independent Freeholds (played by Laurence Harvey with considerable authority) to discover the identity of the would-be killer. From this incident stems literally dozens of other scenes, each involving large numbers of people, all interesting, independently and collectively.

Running time, 113 minutes. General audience classification. For release Aug. 7.

WILLIAM R. WEATHER

Opera

(Continued from page 1)

those circuits and independent theatre owners who are the Guild mainstays of the film industry.

It is expected to reflect the technical advances over the past three years by TNT. Special emphasis is placed on the perfecting the visual clarity and lighting of large-screen reproduction of such a complex and three-dimensional picture.

Unions Cooperating

Officers of both the Metropolitan Opera and TNT have been made possible through the cooperation of the national and local unions involved in the telecast, including particularly the American Federation of Musicians, James C. Petrollo, president; International Alliance of Theatrical Stage Employees, Richard Walsh, president; and the American Guild of Musical Artists, John Brownlee, president.

TNT has agreed that theatres which will carry the Metropolitan Opera opening night are the Paramount-Denver, Loew's State-St. Louis and the Stanley theatres in Philadelphia and Pittsburgh. Included among the benefits of the telecast will be a set of cards which will run over the screen before the event, in cooperation with the Metropolitan Opera Guild, at the expense of the Guild. The Philadelphia Inquirer Charities, which have taken the Stanley Warner theatres in Philadelphia; Chester; Lebanon; National Optical Guild—Washington; the Denver Symphony and Denver Symphony Guild; the St. Louis Grand Opera Guild, and the Cincinnati Opera, Inc., assisted by the Pittsburgh Opera, Inc., are participating in the presentation of the opera.

AA Program

(Continued from page 1)

camera with Hayes goetz producing and jeffrey newman directing. Two films in the double run, and three being edited, mirisch points out.

Scheduled to roll in July are "The Annapolis Story," which he personally will produce, to be filmed in Technicolor and to start on July 1; "Ketchikan," to be produced by Lindsay Parsons with John H. Burrrows as associate producer, July 17; and "Black Prince in England," to be produced by the Guild. A script for "Black Prince in England" is being written by Ben Schwartz and directed by Edward Bernds, July 7, and "Target Earth," to be produced by Herman Cohen.

"Black Prince in England" is a Technicolor production. It is the story of an English prince who goes to the United States and becomes involved in a plot to overthrow the government. It is directed by Robert Siodmak and stars Errol Flynn and Olivia de Havilland.

"Black Prince in England" is the third film in the "Black Prince" series, which has been successful at the box office. The first two films in the series were "The Merry Wives of Windsor," starring Charles Laughton and Glenda Farrell, and "The Taming of the Shrew," starring Richard Burton and Julie Andrews.

"Black Prince in England" was released in July 1953 by United Artists and grossed over $1 million in its opening weekend.

"Black Prince in England" is produced by William A. Horne and directed by William W. Keighley. It stars Errol Flynn, Olivia de Havilland, and Jean Arthur. The film is a Technicolor production and was released on July 19, 1953.

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Tushinsky Bros' Variable Anamorphic SUPERSCOPE* Lens!
"is far superior"
says Trueman Rembusch

SYNDICATE THEATRES, INC.
JOSEPH P. FINNERAN, Pres.
TRUeman T. REMBUSCH, Supt. and Treas.
385 EAST COURT STREET
FRANKLIN, INDIANA

FRANKLIN, INDIANA
ANTIOCH AND FRANKLIN THEATRES

OAKLAND CITY, INDIANA
SHAW THEATRE

WABASH, INDIANA
EAGLE AND COLONIAL THEATRES
12-24 DRIVE-IN

June 9, 1954

Mr. Herman Robbins
National Screen Service Corp.
1600 Broadway
New York 19, N. Y.

Dear Herman:

We have just completed some exhaustive tests on the Tushinsky lens. Comparisons were made with other anamorphic lenses, both fixed and of the variable type. Our conclusions are that the Tushinsky lens is far superior in every way to any of the other lenses tested. Particularly, its flexibility features are outstanding.

Please ship the other pair on order, at your earliest convenience, and enter our order for two more pairs. We are enclosing our check in the amount of $700.00 as a payment on the new order.

Congratulations on taking on the Tushinsky lens, you have performed a real service for the exhibitors.

Kindest regards,

Trueman T. Rembusch
Secretary-Treasurer

THE BEST LENS AT THE LOWEST PRICE!
ONLY $700 PER PAIR
available from
NATIONAL SCREEN SERVICE
At Your Local Exchange
N. J. ALLIED MAY SEEK RENTALS RELIEF IN LEGISLATIVE MOVE

Drastic action in the form of seeking legislative relief from alleged "exorbitant" film rentals may stem from a special membership meeting of Allied Theatre Owners of New Jersey next Tuesday at the Allied unit's New York headquarters.

Recommendations on ways and means of meeting the situation are expected to be made and they, in turn, will be submitted to the national Allied body which is slated to convene in White Sulphur Springs, W. Va., in late August. In the past, Allied's national directors have by-passed summer sessions but, because of conditions described as "perilous," the board will hold the August parleys.

Pathe Laboratories Files $400,000 Suit Against Technicolor

Charging improper use of the trademark, "Technicolor," and attempt to create a monopoly in the motion picture film processing business, Pathe Laboratories, Inc., yesterday, filed a $400,000 damage suit in United States District Court here against Technicolor Motion Picture Corp., Technicolor, Inc., and Deluxe Laboratories, Inc.

The suit is based on the claim that Pathe demands of the Technicolor process, which is one of the trade-marks, and the Sherman Anti-Trust Act.

Technicolor Answers Pathe's Complaints

In commenting on a suit filed here yesterday by Pathe Laboratories Inc. against Technicolor Motion Picture Corp., and a previous complaint filed by Pathe with the Federal Trade Commission, Dr. Herbert T. Kalmar, president and general manager of Technicolor yesterday said that:

"Pathe Laboratories recently issued a suit against Technicolor, a company with whom we have had business relations for over 30 years. This new action is merely a continuation of a policy of harassment directed at Technicolor and other companies operating in the motion picture industry."

Would Up Maximum Fine in Trust Cases

WASHINGTON, July 7—A one-man Senate Judiciary Subcommittee today reported favorably to the full committee a bill to boost the maximum fine for violating the anti-trust laws from $5,000 to $50,000.

The subcommittee consisted of Sen. Langer, (R., N. D.), chairman of the full judiciary committee. The bill, (Continued on page 3)

Foreign Remittances Seen Even with 1953

U. S. distributors foreign remittances, including all those from Canada which some companies consider as part of the domestic market, this year will "be about the same" as the approximate $270,000,000 which American companies remitted here in 1953, Eric (Continued on page 3)

RKO Radio Sets Schedule On 12 Through Next March

RKO Radio will release 12 all-color productions from July 24 through March, 1955, J. R. Grainger, president of RKO Radio Pictures, announced here yesterday at the initial session of the company's Eastern--Canadian sales meeting at the Hotel Warwick. Charles Boasberg, RKO general sales manager, is presiding over the two-day sales conference. Grainger told the sales group that the RKO product for the next nine months was, in his opinion, the strongest array of salable product RKO has ever offered.

Shavelson-Rose Sign With Para. and Hope

HOLLYWOOD, July 7—Melville Shavelson and Jack Rose, co-workers on many major film productions, have filed incorporation papers for Scribe Productions, their own company, and have made a partnership deal with Paramount and Bob Hope Enterprises for "Eddie Foy and the Seven Little Foy's," which Rose and Shavelson co-scripted and which the former will produce, with the latter directing. Jules Goldstone and George Rosenberg are associated in Scribe Productions.

No Subsidy Payments

224 Films, $4,200,000 in Remittances in Italian Pact

By LESTER DINOFF

The new two-year film agreement between American distributors and the Italian government allows the release of 224 films per year in Italy by the U. S. companies and the remittance of $4,200,000 annually. Eric Johnston, president of the Motion Picture Export Association, disclosed yesterday in a trade press conference here.

The MPEA-ANICA pact which begins Aug. 31, Johnston said, allows eight major companies 189 permits yearly, with United Artists permitted 20 and Allied Artists, 15. "The U. S. distributors will have a guaranteed remittance of $3,000,000, a shilling loan of $500,000 and about $500,000 will be remitted as five per cent of the blocked balance at the year's end," he said.

"The American distributor will be allowed to remit their earnings in dollars," Johnston stated.

Recently returned from a mission to the Near East for the U. S. State Department, the MPEA president revealed that the new two-year pact eliminates all subsidy payments to the Italians and that there wasn't any increase in the dubbing tax which is levied on U. S. product. "The agreement is approximately the same as the previous one," he said. Funds granted

Breen's Retirement Indefinite: Johnston

Joseph J. Breen, head of the Production Code Administration of the Motion Picture Association of America, was highly praised and complimented for doing a "magnificent job" yesterday by MPAA president Eric Johnston at a trade press conference yesterday.

Johnston, when questioned on rumors concerning the possible retiring of Breen, said that UA's retirement was "under discussion." In the meantime, UA continued to take part in all MPA meetings and negotiations. The company withdrew from the association several years ago.
Personal Mention


Here McIntyre, South Pacific supervisor for Universal International, and William Hislop, U-I manager for New Zealand, have left New York to return to their respective territories.

Edith Herschkowitz, M-G-M booker in Pittsburgh, who was married there last week to Martin Gerson, is honeymooning in New York.

Frederica "Fredie" Ehresberg, of the New York COMPO office, has left here for a vacation in Canada.

Eugene Picker, in charge of operations for Loew's Theatres, has returned to New York from California.

William Zimmermann, film attorney, has left here by plane for London and the Continent.

John Ireland sailed from here Tuesday on the "Queen Mary" for London.

Josie Taps, Columbia Pictures producer and executive, is in New York from the Coast.

Joop Geesink, Amsterdam producer, has arrived in New York from Holland.

Ella Raines, president of Cornwall Productions, will leave here today for Baltimore and Washington.

'Caine,' Eternity

Columbia's "Caine Mutiny" appears to be running second in box office with "Fire! Fire! Here is Eternity" and in some situations, passing it gross-wise, the company has reported.

New records like in Chicago, "Caine" pulled $75,000 in its first five days. "Eternity," in its first seven days at the Oriental, has 500 motion picture grossing $80,000. In its first six days at the Randolph in Philadelphia, the picture garnered $66,000 against $60,000 for "Caine." All three at the Stanley in seven days, the latter having 550 more seats than the Randolph, Columbia reported.

New records were reported set at the St. Francis, San Francisco, and the Astor, Boston. The picture drew $92,000 at the Capitol here in the first five days of its second week. "Caine" is said to be out-grossing "Eternity" in Detroit and Portland, Ore.

Mrs. Olshan, 57

 MILWAUKEE, July 7—Mrs. Cecil Olshan, 57, wife of Harry Olshan, branch manager of the Picture, passed away at Columbia hospital after an illness of several months.

Federal Suit Against Cinecolor Dismissed

HOLLYWOOD, July 7—The Federal Court here dismissed by stipulation the treble damage suit by the American Labor Motion Picture Producers Association against Pathé of France, that was filed April 15, 1953, and seeking $90,121 on the ground the company had executed an illegal price-stabilization cess in charging for certain processing and services.

Dismissal, accepted on the stipulation of the defendants, who did not admit liability or willful violation.

Says SIMPP Are Aware Of French Pact Talks

The U. S. Department of State and the State Department of French Picture Producers were kept fully informed of all negotiations between the Motion Picture Export Association and the French government for the two-year film agreement which was signed recently, Eric Johnston, president of MPEA, stated yesterday.

Preferring not to elaborate on SIMPP president, Gov. Ellis Arnall's letter to Secretary of State John Foster Dulles, Johnston said that "both SIMPP and the State Department were aware of the progress in the discussions. Under the agreement, a special number of permits have been reserved for MPEA companies.

Arnall, in releasing the contents of his letter to Secretary of State Dulles, asked that a complete investigation be made of the facts and reasons that it is in restraint of fair export trade practices of domestic competitors of the MPEA.

WASHINGTON, July 7—Motion Picture representatives in the State Department here, explained receipt of the letter written by Ellis Arnall to Secretary of State John Foster Dulles regarding the film agreement with France, stated that "both sides on the road to peace, the communication had not yet been received.

Golden Mistress' Acquired by UA

"The Golden Mistress," filmed in the Orient in last 1952, is the second of the Harvey pictures in the Caribbean, has been acquired for release by United Artists, president Arthur B. Ingraham and president Anthony A. Agar said in a release that "The Golden Mistress," which introduces Rosemarie Bowe.


Richard Opens Tonight

HOLLYWOOD, July 7—"Kings Road" and the Far East premiere at the Cinerama "Richard" of Pictures, CinemaScope production with color in Warner-Color, will have an invitaton world premiere, here complimentary. "Richard" will be shown in all the theaters, radio, newspaper and newspaper coverage will be accorded the opening.

Italian Pact

(Continued from page 1)

to the Italian industry can't be used for promoting Italian releases in the United States.

Questioned on the Italian Film Export certificates which are still outstanding, Johnston said that "IfE has not received any applications, nor have any been received. The F.I.E. permits are for distribution of the films which were given them for the promotion and distribution of films by L.F.U. S." Those concerned have asked for accounting but have never received it. MPEA has only received $250,000 in the "B" bonds. The 'A' certificates are still outstanding.

Commenting on the continued Anglo-French pact which allows U. S. distributors 10% of revenues, Johnston said that under the agreement "I do not consider any payments made as a subsidy. We have made a settlement of all outstanding disputes. Of the $250,000 received, it was turned over to the French government $200,000. American companies will return here about $2,000,000 yearly. Dollars will not be used in the distribution of French films here.

Being Sent to Washington

The industry and the State Department knew of our negotiations and agreement with the French government, Johnston said. The documents are in the process of being forwarded to Washington now, he said.

With the French and Italy, the MPEA still has to negotiate with England, said that the British pact expires Aug. 31 and the German expiration date is Sept. 30. A British delegation is expected early this week to have a pact on Sept. 22 in Washington.

Technicolor Dividends

A dividend of 25 cents a share on the new $1 par common stock of Technicolor, Inc., and 50 cents a share on the old no-par common stock not exchanged was declared yesterday by the directors of the company. The dividends are payable Aug. 2 to holders of record at the close of business on July 16.

MOTION PICTURE DAILY Thursday, July 8, 1954

The American trade newspaper for the motion picture industry

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RKO Schedules Twelve, All in Color

(Continued from page 1)

ferred to the exhibitor and the public.

These 12 films represent the kind of entertainment we know the public wants," Grainger said. "Each film is in color, many utilize the various wide-screen techniques and each film has top star and story material.

Grainger disclosed that negotiations by RKO are currently under way for certain additional top-level films to be released during this period.

Leaves Today for Coast

Grainger will leave Thursday for Hollywood for conferences at the studio with Hughes and C. J. Tevlin, vice president in charge of studio operations. He will go to San Francisco for the fourth and final RKO sales meeting, set for the St. Francis Hotel July 12-13, and will return to the

studio following the San Francisco meeting. Schedule of RKO product, with release dates is as follows:


Remittances

(Continued from page 1)

Johnston, president of the Motion Picture Export Association, stated yesterday.

The MPEA president said that Canada, in his opinion, was a sovereign state and considered part of the foreign market despite the fact that American distributors include Canadian earnings in domestic figures.

"The net remittances in dollars by U. S. companies last year were about $160-170 million," Johnston said.

Pathe-Technicolor Suit

(Continued from page 1)

made in the Eastman color process. It is expected that "The Robe" and other CinemaScope pictures—brought intentional deception of producers, distributors and the public, which had led over the years to associate the term "Technicolor" only with that firm's traditional, patented dye-transfer inhibition process.

"We are encouraged greatly by the industry's reaction to our efforts to bring the facts in the battle of color to the public," William C. Millen, Jr., president of Chesapeake Industries, said. "The motion picture audience is entitled to the guarantee that an advertised product is not misrepresented."

The Pathe suit asks for an injunction to stop use of the description "Technicolor" for anything but the patented inhibition process. It also requests $100,000 damages on the basis of Pathe's loss of customers through the alleged false description. Pathe is using the Eastman process, which is referred to as "Pathecolor," a competitor of the defendants.

Under the anti-trust section of its action filed yesterday in U. S. District Court for the Southern District of New York, Pathe is requesting an additional $300,000 damages. It charges that a 1944 licensing agreement filed last winter, the Technicolor companies now control the operation and that of a previous competitor. DeLuxe Laboratories, Inc., thus creating a monopoly in the motion picture laboratory business. Pathe asks that the court cancel the Technicolor-DeLuxe agreement

Technicolor Answers

(Continued from page 1)

a press release with respect to a complaint that it said it was filing with the Federal Trade Commission concerning Technicolor, but Pathe Laboratories never has sent Technicolor a copy of that complaint.

"Technicolor," the release said, "has had little to do with Pathe Laboratories except that on its own initiative, Pathe Laboratories several years ago commenced negotiations with Technicolor; first, to obtain a license from Technicolor, and later, to attempt to sell New York Pathe Laboratories facilities to Technicolor. Complaints by Pathe Laboratories that it is unable to compete with Technicolor are in no way due to any patent or improper action by Technicolor. "Technicolor will answer in the courts any action that Pathe Laboratories may bring against it and is confident of the result."
After Warner Bros.'s success with 'The High and the Mighty' in Los Angeles, comes the lion-hearted might of

King Richard and

Out of the Adventure Pages of the Ages! From
SIR WALTER SCOTT'S 'The Talisman,' tumultuous epic of the Quest for the Holy Sepulchre!

CINEMASCOPE

STARRING REX HARRISON • VIRGINIA MAYO • GEORGE SANDERS
SMASH WEEKS OF

FIGHT AT THE EGYPTIAN THEATRE,

WORLD PREMIERE OF

AND THE CRUSADERS

COLOR AND STEREOPHONIC SOUND

LAURENCE HARVEY

WITH ROBERT DOUGLAS

SCREEN PLAY BY JOHN TWIST

PRODUCED BY HENRY BLANKE

DIRECTED BY DAVID BUTLER
They all agree! Marlon Brando on the Waterfront is the greatest!

“Great’ is the only word to describe Marlon Brando’s performance in ‘On the Waterfront’. Elia Kazan’s direction is simply magnificent.”

Lauren Bacall

“A powerful and wonderful picture. Marlon Brando gives one of the greatest performances we have ever seen. Leonard Bernstein’s score is exciting.”

Betty Comden and Adolph Green

Columbia Pictures presents

Marlon Brando

On The Waterfront

An Elia Kazan Production

co-starring Karl Malden • Lee J. Cobb • with Rod Steiger • Pat Henning • and introducing Eva Marie Saint

Produced by Sam Spiegel • Screen Play by Budd Schulberg • Music by Leonard Bernstein • Directed by Elia Kazan

A Horizon Picture

“Marlon Brando is one of the finest actors of our time. ‘On the Waterfront’ gives him a fine opportunity to show his extraordinary ability.”

Joshua Logan

“One of the finest movies ever made. As for Marlon Brando’s performance, I can remember few if any dramatic performances on celluloid to compare with it.”

Billy Rose


**Columbia Dickers For Own Building**

Columbia Pictures is in the process of concluding a deal for the purchase of a seven-story office building at 55th Street and Fifth Avenue here. Since its formation as the Cohn-Brandt-Cohen Sales Corp. in 1924, the present-day Columbia has had its headquarters at 729 Seventh Avenue. The new location is occupied at this time by Mark Cross, leather dealers.

**5 Theatres Get Show Cause Order Vs. NYC on 5% Tax**

Stockholder’s Suit Names 20th, Skouras, Zanuck, 3 Directors

Listing a variety of charges, Rebecca G. Berkowitz, a 20th-Century-Fox stockholder, yesterday filed suit in N. Y., General Court asking that the employment contracts of Darryl F. Zanuck, vice-president in charge of production, and Spyros Skouras, president, be declared null and void. Three directors also were named in the action; namely, Daniel O. Hastings, L. A. Silverstone, and Murray Silverstone, as well as the company itself.

‘Conspiracies’ Charged

The plaintiff alleges that the three directors and Skouras control the actions of the board, causing 20th-Fox and its subsidiaries to engage in conspiracies to restrain trade and eliminate competition in the production, distribution and exhibition of pictures. These acts, Mrs. Berkowitz charges, have resulted in law suits totaling $400,000,000 which stemmed from carelessness in permitting certain transactions.

The complaint states that because Skouras and his family hold an interest in Skouras Theatres, license agreements for houses of that circuit call for lower prices than those charged for competitive theatres. The plaintiff further claims that Skouras and his family have an interest in Joseph Bernhard Productions and Edward L. Alperson Productions, thereby giving them preferences on rental.

TOA Unit Sponsors Makelim Meeting

For the first time, a unit of the Theatre Owners of America will sponsor a meeting with Hal Makelim for the purpose of hearing his plan to produce a series of pictures under an exhibitor-participation agreement. The unit is the Theatre Owners of North and South Carolina and the session will be held in Charlotte at the Charlotte Hotel next Thursday. Previous exhibitor meetings with Makelim have been promoted by units of Allied States Association, although the conferences have been open to all exhibitors. It is reported that the Carolina meeting was called at Makelim’s request.

**Issue of Taxes on Trust Case Damages Goes to High Court**

WASHINGTON, July 8.—The government today asked the Supreme Court to uphold the New York City’s suit against Warner Theatres and the major distributors, and was awarded $125,000 damages, Goldman won an anti-trust suit against Warner Theatres and the major distributors, and was awarded $125,000 damages, Goldman maintained that the first $125,000 represented lost profits and was taxable, but that the remaining $250,000 was not taxable. The Internal Revenue Service objected, but the tax court and the Third Circuit Court of Appeals upheld Goldman’s stand.

The lower courts based their decision on a previous Supreme Court decision to the effect that taxable income consists of “gain derived from capital.

‘Scope in 3 Forms Available in August

With the August release of “Broken Lance,” all of 20th Century-Fox’s past and future CinemaScope productions will be available to exhibitors for bookings with three different stereophonic sound tracks, four-track magnetic, one-track magnetic and one-track optical sound, it was learned here yesterday.

Sunday 20th-Fox productions, beginning on June 19 with “The Robe,” were made available by the company in one-track optical sound along with four-track magnetic sound.

**Queens Houses Challenge Constitutionality Of Levy; Charge Rate Is Higher In Some Cases Than Law Allows; Hearing Monday**

The opening salvo in New York City exhibitors’ fight to have the recently passed New York State amusement tax declared unconstitutional was filed yesterday as Supreme Court Justice Nicholas M. Pette signed an order requiring the City of New York, Robert F. Wagner, Mayor; and E. Gerow, City Comptroller; and George M. Braga, Treasurer of the City of New York; “to show cause” on Monday why a temporary injunction should not be granted restraining and enjoining them from enforcing the provisions of the New York City admissions tax law.

A hearing will be held in Supreme Court, Queens County, at 10:00 A.M. Monday, at which time it is believed the city will ask for a delay in the order.

The “show cause” order was signed yesterday in connection with an action instituted by five New York City theatres. The action was submitted to the Supreme Court yesterday on behalf of RKO’s Flushing Theatre, Flushing; Loew’s Willard Theatre in Jamaica; Century Circuit’s Community Theatre and the Village Theatre; and Brandt’s Strand Theatre in Astoria.

They filed against the City of New York, the Mayor, the Comptroller and the Treasurer, “to have the New York City Admissions Tax Law,” which has been in effect since July 1, declared unconstitutional, illegal, in

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**Arbitration Group Meeting Here Today**

The eight-joint man exhibition-distribution drafting committee will meet for the first time in a luncheon meeting at the Harvard Club here today. The “sub-committee” is to draft a set of rules and regulations for arbitration for presentation and approval by the full sales managers committee of the MPAA and representatives of the Theatre Owners of America, Southern California Theatre Owners Association, Independent Theatre Owners Association, and Metropoliton Motion Picture Owners Association. Allied States Association, the group that will handle the arbitration proceedings.

**U.S. C’Scope Installations Total 5,301**

The number of Cinemascope and stereophonic sound installations in the United States, as of June 26, totalled 5,301, with orders approximating 400 weekly, a checkup reveals. It is estimated that at the present rate of installation the total will exceed the 15,000 mark by the end of the present year.

A total of 3,236 theatres currently equipped with the full four-track sound systems, 138 are operating with “mixers,” 232 are equipped for one-track magnetic sound and 1,695 have one-track optical equipment. Of the U. S. houses equipped with the medium, 1,739 are in four-wall theatres, 519 are drive-ins and 23 are in military theatres.

Equipment dealers, however, say (Continued on page 6)
Personal Mention

MILTON R. RACKMILL, president of Universal Pictures, left New York by plane yesterday for California.

Am Osman, head of M.G.M’s music subsidiaries, arrived in New York today after a visit to the Coast and will leave here on Wednesday for Europe.

Loren L. Ryder, head of the Paramount studio technical research department, left New York yesterday for the Coast.

William B. Zoriller, head of M-G-M’s short subjects, will return here Monday from Germany.

Philip Geraro, Universal Pictures Eastern publicity manager, will leave New York this weekend for Chicago.

William R. Gell, director of Paramount Film Corp., will arrive here from London today via B.O.A.C. Monarch.

Philip Dunne, 28th Century-Fox writer, has arrived in New York from Hollywood.

Russ Stewart, of the M-G-M publicity department, will return here Monday from Charleston, West Va.

Leon Web has been named manager of the Portland Studio in Portland, Conn.

Howard Minsey, Paramount Mid-west division manager, was in Cleveland yesterday from Philadelphia.

Jill Levy, Loew’s out-of-town booker, has returned to New York from Miami.

James Stewart has left New York for Hollywood.

Ross Hunter, producer, will leave Hollywood next week for Cleveland.

Jose Ferrer and Mrs. Ferrer have arrived in New York from Hollywood.

Spencer Tracy has returned to Hollywood from New York.

To Withdraw ‘Tour’; Will Cut to 52 Mins.

Twentieth Century-Fox’s Cinemascope production, “Royal Tour of Queen Elizabeth and Philip,” has been withdrawn from exhibition because the 96-minute film has been termed by company officials as “lengthy” at a series of sneak previews throughout the U.S. Exchanges and branches have been notified to accept no more playdates for the Cinemascope documentary and to cancel any playdates that are on file that prints, after being shipped to the company’s home office, can be re-edited and reduced to 52 minutes.

Studio Union Wage Up to $121 in May

HOLLYWOOD, May 8.—The weekly earnings of union workers in the studios here averaged 41.33 in the last work week averaging 41.6 hours, it was disclosed in the monthly report of the Department of Industrial Relations. These figures exceed the April averages, which were $115.84 for 39.1 hours.

The averages for May of 1953 were $107 for 39.1 hours.

Canadian to Join

Roy Brewer Slate

A Canadian official of the IATSE has been appointed to a vice-presidency at the coming international convention in Cincinnati on August 9 as a member of the Roy Brewer ticket, it was learned here yesterday. Brewer, accompanied by Russell M. Moss, executive vice-president of the Off-Market Employees’ H-63, IATSE, left here yesterday for Hollywood after conferences with Eastern IATSE leaders concerning his candidacy for the IATSE presidency, in opposition to the incumbent Richard Walsh. Walsh and Brewer are expected to emerge from the four pertinent IATSE matters at a dinner tonight at the Hollywood Athletic Club followed by Southern California union delegates.

Para. Color Cartoons Offered in ‘Packages’

Paramount will make available to exhibitors, beginning Aug. 1, “packaged” Technicolor cartoons with a new or revised subject. Oscar A. Morgan, Paramount’s general sales manager in charge of short subjects, announced yesterday.

Each group of four or more individual subjects will carry a specially produced main title, “Presenting a Parade of Color Cartoons.” At the same time, Paramount cartoons will still be available singly, Morgan said.

‘Mighty’ Scores

“The High and the Mighty,” a Warner Bros. production released on Aug. 2, has topped the box office over the July 4 holiday to gross receipts 25 cents per above “Hondo,” which was one of company’s top grossers for the past year, the company reported.

A Television Contract

Television production employees of the Warner Bros. Pictures Corp. are working under union contract for the first time, following signing of an agreement last week by the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators.

Palace Bow for ‘Wizard’

“The Diamond Wizard” will have its New York premiere at the Palace Theatre here today.

Trust Suit Filed by

Vogue in Chicago

CHICAGO, July 8.—Conueligo Vogue Theatre Corp., which operates the 1,600-seat Vogue theatre, here, has filed an $800,000 suit against Columbia Pictures, Warner Brothers and Balaban and Katz Theatre Corp. charging “monopolistic practices.”

The suit, which filed in a first-run neighborhood house, claims it has sought Columbia and Warner releases since July 4, 1953, but have been refused by the B&K, first-run neighborhood houses.

“Our request has been ignored,” said Chas. Seymour Simou, who filed the suit in U. S. District Court for the plaintiffs, Dick Felix, Howard Levy, and Conueligo Vogue Theatre Corp.

The Vogue is seeking an injunction to compel the distributors named to appear in court to the theatre for first-run neighborhood showings.

Bill to Extend FUIS Passed by the House

WASHINGTON, July 8.—The House passed and sent to the Senate an Eastern Federal Employment Insurance System to any firm hiring four or more workers in the last 20 weeks a new or revised subject. Such firms would have to pay federal unemployment taxes, and their workers will be entitled to unemployment insurance benefits. At present, the law covers only firms with eight or more workers in each of 20 weeks.

The bill, which now goes to the Senate for action, would also permit reduced tax rates for new employers and would do away with the existing practice of taxing only the first part of the tax in quarterly instalments, rather than in a lump sum.

Invitation-Premiere For ‘Victory’ Monday

High officers of the Army and Navy will be at the CinemaScope ‘Victory at Sea’ at an invitation premiere to be held here Monday at the Trans-Lux 66th Street Theatre. The premiere of the United Artists film for the general public is to be held at the theatre the following day.

“Victory at Sea” is a production of the NBC division of the National Broadcasting Co., originally by the network for television presentation. It was produced by Henry Salomon and co-authored by Salomon and Richard Hansen.

WB Dividend Declared

A dividend of 30 cents per share on the common stock of Warner Brothers Pictures Corp. was declared yesterday by the board of directors of the company. The dividend is payable Aug. 5 to holders of record at the close of business on July 19.

Gaspins Open Drive-in

SAVANNAH, July 8.—Sam and Morris Gaspin have opened their new restaurant drive-in so that patrons can drive to Madison Park Drive-in, featuring also a large playground and ranch-style snack bar.

Million-Dollar Deal

Finalized by Goldwyn

For ‘Guys and Dolls’

HOLLYWOOD, July 8—Samuel Goldwyn today announced that after four months of negotiations, the contract providing for the payment of more than $1,000,000 for the motion picture “Guys and Dolls” has been signed.

Simultaneously, Goldwyn disclosed the engagement of the playwright and his philanthropy to George M. Kunkel, four-time Academy Award winner, to write and direct the picture. Kunkel, now in Europe, will return to Los Angeles during the first week in September to begin writing the screenplay.

In this announcement, Goldwyn said he expected to start rehearsals on Oct. 15 and begin the actual photography of the picture on Jan. 15.

Zukor to Launch

Eastman Stamp

ROCHESTER, N. Y., July 9—Adolph Zukor, Paramount Pictures board chairman, will be honor guest and principal speaker at the George Eastman commemorative ceremony Monday at the Eastman Theatre. The ceremony will inaugurate the George Eastman Museum and honoring the late inventor’s contributions to photography and motion pictures and his philanthropy to education, music and health.

Zukor will discuss George Eastman’s contributions to motion picture history. The invocation to speak was extended by the George Eastman stamp committee, Zukor will follow at the George Eastman House.

U” Dividend

The board of directors of Universal Pictures Co. has declared a quarterly dividend of $1.0625 per share on the 4½ per cent cumulative preferred stock of the company. The dividend is payable Sept. 1 to stockholders of record on Aug. 16.
Canada Dates
Set for 20th's
'Scope Reel

Twentieth Century-Fox's hour-long demonstration film, "The Advancing Technique," which will conclude its domestic screenings today, will be presented to Canadian exhibitors beginning Tuesday and will also be forwarded to London for exhibition on Wednesday.

The Canadian screenings of the demonstration reel will start in University Theatre in Toronto on Tuesday, it was learned yesterday, with screenings set as follows: Montreal, Palace Theatre, July 15; Paramount Theatre, July 20; Winnipeg, Capitol Theatre, July 23; Calgary, Capitol Theatre, July 27; Vancouver, Capitol Theatre, July 29.

Two prints of the CinemaScope film will leave the 20th Century-Fox home office on Tuesday for London and screenings throughout England and the continent. Additional prints will follow to offices in Paris, in Latin America, the Far East and Australia.

After the film has been presented throughout the world, 20th-Fox is planning to edit the reel into two separate 20-minute short subjects for public presentation. It will deal with stereophonic sound and will give the public their first hearing of the forthcoming product from the studio.

Seaton Heads SDG Critics' Award

HOLLYWOOD, July 8.—George Seaton has been appointed chairman of the Screen Directors' Guild's critic's award committee by George Sidney, Guild president. Seaton will succeed Sidney, who is one of the members of the committee.

The committee will check reviews written by more than 30 critics throughout the country. The award will be given to the outstanding critic who will be presented at the Guild's annual dinner early in May.

TV's 'Treasury Men'
For Theatre Screens

"Treasury Men in Action," television program of the past four years, will be made into a full length motion picture, Bernard J. Proctor, president of Proctor Television Enterprises, is in Europe now inspecting French and English locales for production early in the year. The picture, like the TV show, will be made with the cooperation of the Treasury Department.

The picture has been financed but casting and distribution matters are still indefinite.

'Zero' July 16

"Hell Below Zero," Columbia's Technicolor adventure drama of the Antarctic whaling fleet starring Alan Ladd, will have its New York premiere at the Globe Theatre on July 10.

'Living' July 23

Paramount's "Living It Up," starring Dean Martin and Jerry Lewis, will open on July 23 at the Criterion Theatre here.

'Wagner Tax'—Bottled

Albert Greene, Brooklyn exhibitor, wants his patrons to know they are paying an admission tax to the city, and he wants them to know whose tax it is.

Greene placed the "Wagner Tax Bottle" shown above next to the box office of his Avenue U Theatre. He supplied his cashier with special "tax pennies," pennies which he had chrome-plated, and, in addition to adding the tax to his ticket prices, he added to the bills change and, by the signs shown above the tax bottle and at right, he directed his patrons to deposit the tax in the "Wagner" bottle—one cent on children's admissions and three cents on adults. The sign tells patrons their pennies will pay for "plasticine" (sic) "plaque "plums" of City Hall appointees named by Mayor Wagner recently.

Come Aug. 1, Greene says he will take his tax bottle to City Hall where some of the Mayor's "high-priced, payroll politicians" could be used to count them. Greene wants the Transit Authority to join in his penny payment and Aug. 1 march on City Hall campaign.

Greene is the man who sold New York City subway tokens for 10 cents when the Transit Authority raised the fare to 15 cents before it had an adequate supply of the tokens ready for the public.

Independents Attend RKO Sales Meet

Representatives of independent producers who release through RKO were among those attending the final session of the RKO’s two-day Eastern-Canadian sales meeting at the Hotel Warwick, Charles Boasberg, general sales manager, presided at the meeting.

Those present included James A. Mulvey, president of Samuel Goldwyn Productions; Irving H. Lader, sales executive of Walt Disney Productions, and Irving Lesser and Seymour Poe, of Producers’ Representatives.

Home Office Executives Attend

Additional RKO executives from the home office who attended the final day included: Charles Drayton, assistant treasurer; William McShea, manager of branch operations; Emmett J. Cashman, manager of the print and negative department; Edward McGuire, legal department; Arthur Good, head of the 16mm department; Frank Angotti, purchasing agent and executive assistant to Sidney Kramer, short subjects sales manager; Seymour I. Feig, head of competitive bidding department; William Dahler, Lou Miller and Art Joswig, sales approval department; Irving Cane, head of RKO exploitation department; Albert Camp, advertising manager; Dave Cantor, advertising manager, and Dave Cantor, exploitation manager.

RKO will hold its final regional sales meeting for Western and Rocky Mountain sales areas on July 12-13 at the St. Francis Hotel, San Francisco.

SPG College Awards Are Being Expanded

HOLLYWOOD, July 8.—An expanded program for the Screen Producers Guild College awards competition, established a year ago, has been put into effect by SPG president Arthur Freed, who dispatched invitations today to schools, American colleges and universities to participate. The competition is for the "best amateur motion picture conceived, written, and created in colleges and universities." Golden and bronze medals, as well as honorable mention, and the student principally responsible for the winning film is given a week in Hollywood.

'Crusoe' Opens Today

"Adventures of Robinson Crusoe," a United Artists release in Technicolor, is set for premieres today at the T mickeys, Chicago; Downer, Milwaukee, South Bend, and Loew's Strand, Syracuse.

Chesapeake 24-Week Net Up to $502,271

CHICAGO, July 8.—Theatre tax collections for June were $105,520, as compared with $86,921 for June, 1953. Total amusement tax collected for June, 1954, was $156,731, as compared with $149,007 for June, 1953.

Theatre taxes charged for the six months of 1954 totalled $373,314, and total amusement taxes for the same period were $912,927.

This was a marked improvement over 1953 when theatre taxes for the first six months totalled $518,856, and total amusement taxes collected were $607,294.

Nat. Carbon Names 3 Vice-Presidents

Arthur C. Bryan has been appointed vice-president and general manager of Consumer Products, William H. Beavers has been named vice-president and general manager of Industrial Products of National Carbon Co., a division of Union Carbide and Carbon Corp., and Walter A. Steiner has been appointed vice-president in charge of development, it was announced here yesterday by A. S. Johnston, National Carbon's president.

'Caesar' Opens Strong

CHICAGO, July 8.—MG-M's "Julius Caesar," released at popular prices, opened at the Loop Theatre with a strong box office that indicates a healthy gross of $18,000 for the first week ending tomorrow.

Chesapeake Industries, Inc., yesterday reported net income of $802,271, as compared with $86,921 for June, 1953. Total amusement income of $134,000, up from $118,601 in 1953. Total amusement income for the first half of 1954 was $215,369, up from $173,345 in 1953.

Publists Ball
Set for Oct. 15

The Screen Publicists Guild will hold its second annual Movie Page Ball at the Hotel Pierre here on Oct. 15. Tickets will be $3.00 per couple plus tax.
Get Set For Your

20th CENTURY-FOX presents in

SPENCER TRACY
ROBERT WAGNER
JEAN PETERS
RICHARD WIDMARK

Broke

WITH KATY JURADO

Hugh O'Brian - Eduard Franz
Carl Benton Reid - Philip Ober - Robert Burton

Play it in your choice of CINEMASCOPE equipment! 4-TRACK HIGH-FIDELITY MAGNETIC
August!

HOTTEST

ScoPe

DATE IT NOW!

PRODUCED BY DE LUXE

SOL C. SIEGEL: EDWARD DMYTRYK: RICHARD MURPHY

SCREEN PLAY BY

BASED ON A STORY BY

PHILIP YORDAN

STEREOPHONIC SOUND • 1-TRACK HIGH-FIDELITY MAGNETIC SOUND • 1-TRACK OPTICAL SOUND
Read the "Motion Pictures Daily" page for the article titled "Bowler Boys Meet the Monsters" (Allied Artists). The article discusses the film's production, casting, and reception. It mentions the involvement of well-known actors such as Ann Sothern and Alan Hale Jr. The review emphasizes the film's success and critical reception, highlighting its appeal to audiences and its impact on the box office.

The article provides detailed information about the film's production, including the casting of key roles, the backdrop of the American World War II occupation, and its reception in various theaters. It also mentions the film's box office performance and its impact on the industry, particularly Allied Artists' success in the post-war era.

The article concludes with a review of the film, praising its dirección, cinematography, and overall quality. It notes the film's success in engaging its audience and its contribution to the genre.
Tradewise...
By SHERWIN KANE

WHETHER or not his own procedure is the right one, there is much to commend in Albert Greene’s general idea of refusing to take New York City’s five per cent admissions tax lying down.

Greene, operator of the Avenue U Theatre in Brooklyn, prepared chrome-plated pennies to provide his patrons for payment of the tax. He also provided a huge medicine bottle labeled the “Wagner Tax Bottle,” and directed his patrons to drop their pennies into the bottle which he said he will deliver to Mayor Wagner on Aug. 1.

A sign near the boxoffice told the patrons their pennies “will help pay the salaries for these juicy patronage plums” at City Hall. He then reproduced newspaper stories of recent appointments by Mayor Wagner of politically connected individuals to non-essential but well-paying city jobs.

The point, of course, being that the Mayor said he had to have the five per cent admission tax in order to balance the record new city budget. "Would you have us economize on the schools, the police, the unemployed, the hospitals?” the Mayor had asked opponents of the tax.

Greene, whatever else he is doing, is giving the Mayor an answer to that one.

If enough theatres did the same or something similar, the city administration could be made so weary of the tax it would very likely hasten its end.

Why should the tax be a nuisance only to exhibitors and patrons of entertainment? Why shouldn’t it, above all else, be made a nuisance to the politicians responsible for it?

IRVING MACK’S Filmack Trailer Co. in Chicago is 35 years old this month. To observe Irving greeting, and being greeted by,

MAKELIM CLAIMS 1,700 DEALS

Approximately 1,700 theatres have signed to play the product to be produced under the Hal Makelim plan, initiated by Allied States Association, Makelim said here at the weekend. The deals, he said, represent about $2,000,000 in guaranteed playdates.

Meanwhile, Harry C. Arthur, Jr., chairman of the Southern California Theatre Owners Association, has sent a letter to the SCTOA membership, stating that the organization’s board of directors had decided unanimously to “approve and sponsor” the 12 pictures which Makelim plans to produce shortly. The SCTOA, at a special meeting called for July 20, will hear Makelim present his plans.

Continuing his tour of the country to present his project to exhibitors, Makelim will meet with showmen today in Charlotte, on Wednesday in Atlanta, on Friday in Chicago and on Saturday in Milwaukee.

Makelim, Gell Talk
U.K. Distribution,
Co-Production Deals

Preliminary talks which may lead to the distribution in England of the 12 pictures planned by Hal Makelim were held here at the weekend by Makelim and William Gell, head of Monarch Pictures of London. At the same time, they discussed plans for a co-production deal for three of the pictures to be made in England. Makelim said that the three British pictures would be separate and apart from the program to be made in Hollywood. Makelim will supply the stars and directors and participate in the financing, he said.

If a deal should be concluded for the distribution of the 12-picture program in England, it will be an out-

Lawyers Say
5% Tax Could Be Halted By An Injunction

Meanwhile, Show Cause Hearing Off to Thursday

Attorneys for the City of New York were granted a delay at the weekend until Thursday at which time they must appear in Supreme Court to “show cause” why a temporary injunction should not be granted “restraining and enjoining them from enforcing the provisions of the city five per cent amusement tax.”

A spokesman for Edward C. Raftery, attorney for the plaintiffs, said that Stanley Bockebaum, assistant corporation counsel, contacted Raftery after the “show cause” order had been filed, and requested postponement was agreed to by Raftery to prepare a case. The postponement was agreed to by Raftery, but the city must present its case on Thursday or the temporary injunction will be invol

NO ‘HURRY-UP’ JOB PREDICTED
IN MAPPING ARBITRATION DRAFT

Members of the joint distribution-exhibition subcommittee which was set up to draft an arbitration formula are not planning a “hurry-up” job, it was indicated at the weekend following an exploratory meeting of the group.

However, a committee spokesman said that while the group has a blueprint from which to work, meaning the 1932 drafts that were prepared by distributor and exhibitor segments, there was still considerable work to be done in re-phrasing, adding to and deleting from the provisions of those documents. The conclusion was that a tentative draft might be ready for submission to the full arbitration committee by mid-August.

The “sub-committee” will discuss

Reopen Guatemala to American Pictures

Member companies of the Motion Picture Export Association will resume film shipments to Guatemala, the MPEA announced at the weekend, following the overthrow of the pro-Communist government in that country, which imposed a 20 per cent excise tax on film rentals on top of a previously imposed 15 per cent amuse

(Continued on page 2)
Name Majors, Loew In Trust Suit Here

An anti-trust suit asking $2,664,000 was filed in New York Federal Court at the weekend by Associated Presidents Motion Picture Playhouses against eight distributors and three Loew's Theatres subsidiaries. The plaintiff, which operates theaters in Bayonne, Hoboken, Weehawken, Dumont and Amityville, L. I., charges restraint of trade and monopoly. Instead of seeing this suit dropped, the Loews have refused to deal in good faith for the first "community" run of product, even though the plaintiff's theses of anti-competitive practices were admitted by a number of counsel that invested in Loew's houses. It charged that in settlement of an action in 1945, the Loew brothers, Sidney and Jack, agreed to first run after Broadway engagements, but that since 1951, the clearances have been cut to 21-31 days after January, L. I.

Arnall Now on Coast For SIMPP Meeting

HOLLYWOOD, July 11.—Ellis G. Arnall, president of the Motion Picture Producers and Distributors of America, independent Motion Picture Producers will arrive here Monday to attend the organization's annual meeting here Thursday and Friday. Arnall will report on the membership on his recent request to Secretary of State Dulles for a new proclamation of the Government in opposition to foreign subsidies such as he contends are provided in the Motion Picture Export Association's recently completed French pact.

While here Arnall will confer with chairman of the committee on Government, executive secretary Marvin Faris, and individual SIMPP members.

'Duel' in 250-Date Bow in New England

Budd Rogers, sales manager of Selznick Releasing Organization, Inc., announces that the newly-reissued "Duel," the 1937 Fox production, will be shown in the territory with 250 saturation bookings arranged by Joseph E. Levine, Em- phasizing that "Duel" is a landmark in television, will be shown in the Boston and New Haven exchange areas.

Starting with day-and-date openings at Boston's Roxy and New Haven's Regal, Boston, July 20, "Duel in the Sun," will play all the "A" theaters of the entire New England Theatre Circuit and other circuits and every key run in the territory, Rogers said.

The services of Terry Turner and Dave Thompson of General Telscis have been engaged to produce the material for the saturation television release and exploitation which Turner will supervise.

' RAIDERS' in L.A.

"Hill Raiders of the Deep," I. F. E. American-language release, will have its Los Angeles premiere simultaneously with Maryland's release of "The Raiders of the Lost Coast" unit here on Wednesday. Sharing the bill with it will be "Girls Marked Danger," another new I. F. E.

Dr. C. F. McKhann Named to SW Board

Dr. Charles F. McKhann has been elected a member of the board of directors of the Warner interests in Chicago, it is announced by S. H. Fabian, President. Dr. McKhann is chairman of the board of the Playtex Research Foundation, sponsored by International Luxe Corp., which is a wholly-owned subsidiary of Warner.

Fabian also announced the resignation of Lester Corden, who because of the pressure of other business and his residence in Chicago, found it necessary to resign as a director of Warner.

RKO Radio Ending Sales Meets in S.F.

SAN FRANCISCO, July 11.—RKO's fourth regional sales meeting, the Western Division and the main- dater of the Rocky Mountain area branches, will begin here tomorrow at the St. Francis Hotel. Charles Boasberg, general sales manager, will preside at the two-day conference, and J. K. R. Grammer, president of RKO film sales and advertising department, will preside at the one-day conference, and E. C. Emmerson, vice-president of the company, will preside at the one-day conference.

J. H. Macntyre, Western division sales manager, and A. L. Kolitz, Rocky Mountain district manager, will be present in the Pacific Coast district managers; Seymour Borde, Los An- geles; Joe C. Emerson, San Fran- cisco; Richard C. Healy, Salt Lake City, and Marvin Gold- farb, Denver.

Arnall on this trip for the two-day session will follow the pattern of the recent regional meetings held in New York, Chicago and New Orleans.

Reade Personnel in Drive for President

The home office and managerial staff of the Reade circuit of Wisconsin theatres will honor their president, Walter Reade, Jr., with a five-week "Presi- dent's Promotion Drive" from July 1 through Sept. 8, the circuit an- nounced.

Reade is similar to honor Reade by increasing grosses and nets during the summer period, the drive will carry a minimum of $2,500 in weekly sales and $250 for the managers of the nearly 40 competing drive-in and convent- tional theatres in the independent circuit.

Cinerama' Patrons Get Special Train

BOSTON, July 11.—The management of the Boston Theatre where "This Is Cinerama" is in its 28th week, has tied in with the New Haven terminus for a special excursion train next Sunday to carry patrons to Bos- ton for the $3.50 performance. The train will make the run in 8:30 a.m., arriving at the New Haven Union Station for the show at 12:15. The return will be at 1:55, arriving in Boston at 5:35.

Disney, Daiei Extend Contract for Japan

HOLLYWOOD, July 11.—Roy Disney, president of Walt Disney Productions, and Masatsugu Nagata, head of Daiei, Co., Japan, have signed a new contract extending for two years the distribution contract covering distribu- tion of Disney pictures in Japan, where Daiei distributes Disney films jointly with RKO.

'Brides' Premiere In Houston Thursday

Mc-G-M will hold the world pre- miere of "Seven Brides for Seven Sisters" at Loew's State, Houston, Thursday with actor Jack Warner arriving to arrive at the "brides" in the picture on hand to celebrate the occasion.

Cummings will arrive in Houston Thursday from Hollywood while the five girls—Ruta Lee, Betty Carr, Vir- ginia Gibson, Betty Furness, and Norma Doggett—arrived yesterday in the Texas city to begin a round of publicity and exploitation activities to herald the event.
"On the Waterfront' is the most exciting thing I have ever seen on film outside of the newsreels. Marlon Brando is just great."

Tex McCrary

"'On the Waterfront' is a powerful assault on your emotions from your heart to your head."

Jerry Wald

"Marlon Brando can have my Oscar vote for one of the most compelling performances in many a year. He surpasses 'Streetcar'."

Frank Farrell

"'On the Waterfront' with Marlon Brando should win a flock of Oscars!"

Jimmy Cannon

"The most gripping, startling, best movie I've seen in five or six years. I predict the Academy Award this year will be won by Marlon Brando."

Dave Garroway

"Marlon Brando gives a prize-winning performance in 'On the Waterfront'."

Leonard Lyons

They all agree! Marlon Brando on the Waterfront is the greatest!

On The Waterfront
AN ELIA KAZAN PRODUCTION

Marlon Brando

Karl Malden - Lee J. Cobb - with Rod Steiger - Pat Henning - and introducing Eva Marie Saint

Produced by Sam Spiegel - Screen Play by Budd Schulberg - Music by Leonard Bernstein - Directed by Elia Kazan

A HORIZON PICTURE
Britain Has More Dollars But Wants New US Film Pact

LONDON, July 11.—In spite of Britain’s improved financial situation there is no likely agreement in the Anglo-American film relations which was discussed at re-negotiation Sept. 22 in Washington. This view was expressed by a Board of Trade spokesman in reply to press questions that American reports suggested that Britain might agree to allow full reciprocality. The spokesman said that the Americans might well be expected to ask that as our position has improved, there was a probable request for a more generous deal. He likened the situation to “that of a sick man taking medicine—the medicine had done us a bit of good, but we had still to go on taking it for a while. There was always the risk of a sudden relapse. We shall fight for the agreement as we have done before,” he said.

Cites Economy of Production

In reply to further questions about the likelihood of Americans slowing down on production here, he said, even without the agreement there would still be incentives for American production in Britain. Not only was it cheaper to print in Britain, there was now a assurance of Easy money through the quota regulations.

The spokesman confirmed that American productions could be expected to absorb their earnings which cannot be remitted by the permitted uses in the agreement.

Figures, in sterling, of the gross dollar expenditure on American films shown in the United Kingdom in the years 1925-33, were revealed in the House of Commons last week as: 1930, £2,000,000; 1931, £2,000,000; 1932, £4,000,000; 1933, £6,000,000.

Figures Not All-Inclusive

These figures included royalties, import costs, and expenses but not unexposed films, the cost of bills, posters and other materials, but excluded profits and exemption accounts under the Anglo-American film agreement.

Fox Personally to Produce ‘Titan’

Matthew Fox, who recently purchased the film rights to the Book-Of-The-Month Club best-seller, “The Fall of a Titan,” will personally supervise production of the picture which is scheduled to go before the cameras within the next year.

To be filmed in color by Technicolor, the picture is expected to be ready for release late in 1953, according to Basil Estreich, executive assistant to Fox, who conducted the negotiations for the film rights.

The script was written by Igor Gouzenko, the former Russian code clerk who exposed a Soviet atomic spy ring some years ago and has lived in hiding ever since.

Delinquency Film Booked

The juvenile delinquency film featurette, “Glass Houses,” has been booked for five Stanley Warner Theatres in Pennsylvania and New Jersey, the distributor, Noel Meadow, announced.
**Clearance**  
(Continued from page 1)

B. Bronstein, Warner Bros. Theatre Equipment Co., and Strohman Co., has sought to remove the Paramount conspiracy, the office to that end. The District Court threw out the case, and was sustained by the Circuit Court.

Harrison's attorneys said the trial court was in error in refusing to allow the Paramount documents in evidence. If the unlawful motives of the distributors and in refusing to direct a verdict for the defendants. This ruling was directly contrary to the Second Circuit Court's ruling in the J. J. Theatres case and with the Ninth Circuit Court's ruling in the Chorak case.

**Makelim**  
(Continued from page 1)

right sale or an "equitable" percentage of the film, Makelim stated. He stressed that it would not follow the pattern of the U.S. plan under which exhibitors sign for guaranteed playdates.

The first picture in the co-production deal will be based on a book and is reported to be a popular novel in England entitled "Solid, Said the Earl." The film title has been tentatively set as "G. I. in Ermine."

**Reopen Guatemala**  
(Continued from page 1)

would undoubtedly be approved at a convention scheduled for tomorrow, the MPEA indicated.

The major 10 American film distributors suspended film shipments to the Latin America country in June, 1953, after the pro-Communist regime imposed additional taxation in a move to lower the $700,000 U.S. product out of the local market. The junta, Guatemala's interim governing body, has eliminated the tax, and distributors have received at MPEA offices here. The decision to resume immediate shipments is based on a determination by the U.S. companies to extend fullest cooperation to the new regime in its effort to restore pre-Revolution morale to Guatemala.

**Injunction Could Halt Tax**  
(Continued from page 1)

take place in Supreme Court, Queens County, at 10:00 A.M. At that time the city attorneys must show cause why the law is not in violation of four respective city, state and Federal laws. They are:

1. Section B32-5.0, of the Administrative Code,
2. The New York State "enabling act," which empowers state municipalities of 25,000 and over to levy a tax on amortizations of up to five percent.

If the Supreme Court issues the temporary injunction, one of several possibilities may result, pending a trial. One of these possibilities is that the injunction could cause collection of the tax by motor picture houses in the city, Raftery spokesman reported. Among other possibilities, outlined by exhibitor attorneys, is one permitting the city to run a bond and hear all the alleged violations. Another would have exhibitors holding the collected taxes and thereby nullifying the injunction effect, "in trust," until termination of the restriction or a trial.

Theodore These, a national industry spokesman believes it will be an important "test case," which may set a precedent all over the country. While there is no possibility of a trial being delayed by the city, exhibitors and film industry union leaders warned against a "settlement" with the MPEA, and state municipalities using the New York City law as a precedent for imposing new levies.

The latest argument by exhibitors to the recently imposed tax is that they are required under one city law to do what another city law forbids. The admissions tax, like the city sales tax measure, they argue, requires that the levy be passed on to the theatregoer, with the theatre acting merely as agent for the city.

This, they assert, is in direct conflict with the administrative code that forbids a theatre to make a levying tax other than its stated admission fee, plus any Federal law.

In another development, Mayor Wagner on Friday signed an amendment to the tax law giving partial relief to both motion picture houses in the city which have advance ticket sales.

The amendment exempts pre-sold tickets bought before July 1, and affects the Warner Theatre and the Radio City Music Hall. The tax was absorbed by the Radio City Music Hall on tickets sold prior to June 20 for performances after July 1, according to Russell V. Downing, general manager.

**Waterfront' Invited For Venice Festival**

*On the Waterfront,* Elia Kazan produced and directed, and Marlon Brando starred, has been requested for inclusion in the international competition of the 15th Venice Film Festival, which will open on the island famous city of Aug. 22 and will run for 16 days. The invitation was tendered by Sam Spiegel, producer, currently in Italy.

The film will have its world premiere engagement at the Astor Theatre later this month.

**Break-Figure Pact Is Sought By U.K. Trade**

LONDON, July 11—A Board of Trade reminder that a statutory Eady levy will be introduced failing agreement on a voluntary scheme appears to have focused attention toward a settlement of the "break-figure" dispute.

Following two more meetings of the Film Exhibitionists Trade Union, a specially convened meeting of the Kinematograph Renters Society it has finally been decided that exhibitors and distributors should meet before an independent chairman, Cyril Salmon, Q. C. Although the preliminary meeting will decide only whether or not either side shall be represented by lawyers at subsequent hearings, both sides are expected to abide by the decision of the independent chairman.

**Object to Attorneys**

K. R. earlier agreed to a meeting before the independent chairman on July 15, C. E. retaining Sir Harley Shawcross, Q. C., to represent the exhibitors' case. The renters maintain that the conciliatory atmosphere needed in the negotiations may be destroyed by the introduction of lawyers. There is no legal question involved, so why employ counsel, they ask.

It is understood, however, that the C. E. A. intends to have Sir Harley Shawcross representing the Association at the preliminary meeting. The K. R. S. on the other hand will be represented by its own officers. No date has yet been fixed for the first hearing.

Meanwhile, progress has also been made between the exhibitors and producers over the sharing of the entertainments tax remission. Exhibitors complained that the producers' original memorandum did not contain sufficient information to justify their claim for a higher levy. Exhibitors are now determining what extra information they will need to proceed with the Four Trade Associations met again last week to discuss this.

**Compulsory Plan Ready**

The Board of Trade reminder of the possibility of a statutory levy was made at a press conference last week when a spokesman said: "The president of the Board of Trade had stated that if there is no satisfactory voluntary scheme thestatutory one. The Government is watching the present situation carefully and while it hopes the industry will reach a voluntary agreement to extend the present scheme beyond July 31, a draft of a compulsory scheme is ready, having been prepared by Sir Harley Shawcross, Q. C., as required by the Government, and it is now expected that the Government will have to be prepared to come forward in July in case the industry fails to agree to the voluntary scheme."

**New Conn. Drive-In Opens on July 15**

HARTFORD, July 11—Connecticut's newest drive-in project, the East Hartford Family Drive-In, is being realized by a sale by the Windsor Realty Corp., headed by Abe Bronstein, Hartford.

Cost of construction is estimated over $25,000.

**In the THEATRE**

**Equipment & Refreshment World . . . . with RAY GALLO**

THE Fairchild Recording Equipment Co., 707 W. Lark St., has announced a new model of the Perspecta Sound "Integrator" with the standard "integrator" and power supply mounted on a vertical chassis of the recessed type. Designated Model 315C, the new unit is designed for mounting in theatres where horizontal booth space is at a premium. The unit is made for normal rack mounting and features easy accessibility to all components for installation as well as service. All under-chassis wiring may be reached by removal of the front panel. Shipments of the new model are already being made, according to Sherman M. Fairchild, company head.

For large theatre operations Manley, Inc., Kansas City, Mo., has developed a new model of its "Super Silent-4" sound system featuring an enclosed top. The new design is to "enable operators to take advantage of all the advantages and possibilities afforded by a closed-type machine." The top has flash lights corners to attract customer attention and reflect from the top "reflect on the fully-enclosed mound of corn in the case to show off its best advantage."—Charles H. Brinkmann has been appointed vice-president in charge of sales of the Rose Manufacturing Co., New York, makers of coin-operated equipment for the vending of a variety of products. He was formerly assistant sales manager, his C. H. Brinkmann, of both the company and its parent company, the Rose Company, who also reported that Rose is currently engaged in forming a new organization with additional offices and personnel. The expansion will mean "better service for our customers throughout the country."—Greene.

Rollin K. Stonebrook, former theatre manager, has been named national manager of theatre sales for the Cole Products Corp., Chicago, manufacturers of beverage dispensing equipment. During his many years of association with theatre operation he was connected with Paramount, Loew's and Arthur M. Wirtz. Before joining Cole at Park National, S. M., at Park National, Palace in Chicago, both of which have "ColeSpa" equipment, which includes a drive-in dispenser containing carbonated and non-carbonated beverages.
IN FEBRUARY 1955
COLUMBIA PICTURES
WILL PRESENT

TYRONE POWER • MAUREEN O’HARA
in JOHN FORD’S
THE LONG GRAY LINE

CINEMASCOPE
COLOR BY
TECHNICOLOR
**Preparring Draft Arbitration Group Starts Initial Parley**

Sub-Committee in 5-Hour Meet; Again Tomorrow

First steps leading to the drafting of an industry arbitration system got under way here yesterday by the sub-committee composed of exhibitor and distributor representatives. While the actual drafting of proposed provisions of an initial blueprint was not undertaken, the group did explore the possible subjects for arbitration.

The committee recessed yesterday after more than five hours of con-

(Continued on page 4)

**Arnall Asks Probe of MPEA by the FTC**

In addition to asking the U. S. Department of State to make a complete study of the Motion Picture Export Association's pact with France, Ellis Arnall, president of the Society of Independent Motion Picture Producers, has similarly requested the Federal Trade Commission to "investigate and determine" the MPEA's operations and basic authority in entering foreign agreements.

Releasing the contents of a letter to FTC chief counsel Bernard B. Smyth, the former Georgia governor repeated that a thorough and complete investigation and determination be made by the FTC as to:

"The detail and involved operation of the MPEA and its basic authority under the law and trade policies of the U. S."

(Continued on page 4)

**Film Executives In Stock Sales: SEC**

WASHINGTON, July 12—Har-old J. Mirisch sold 18,125 shares of Allied Artists common in May, according to a report yesterday to the Securities and Exchange Commis-sion.

The stock was held through Ken-lsworth Investment Co. Mirisch still owns 41,200 shares through Kenilsworth, 1,331 shares in his own name and 200 shares through Harry Mand-ell and Co.

Barney Balaban was reported sell-

(Continued on page 4)

**Italian Reds Hit New U. S. Film Pact**

ROME, July 12.—Communist members of Parliament on Sat-urday asked that the new film agreement with American com-

panies be made more favorable to the Italian film industry than it is. The expressions came during debate on the govern-

ment's new budget.

Communist Senator Egisto Cappellini asked that Parlia-

dment be informed as to how the frozen money of the Amer-

can film companies here was used. Communists, he said, as-

sume it was used to finance anti-Communist propaganda.

**Judge Dismisses Suit Filed Against Majors**

HOLLYWOOD, July 12—Su-

persior Judge Ellsworth Eleyer dismissed the $51,750,000 damage suit against the major studios and their execu-

tives James Stewart, in the case of Anne Revere, Michael Wilson and 21 other plaintiffs who charged the studios deprived them of employment unwaveringly after they had declined to answer questions asked by House Un-American Activities committee.

The court ruled, in 24-page opinion, that the defendants were within their rights, and quoted a Supreme Court decision sustaining this opinion. The jurist also ruled that plaintiff's bills lacked sufficient facts for cause of action, and dismissed the suit without leave to amend.

**RANK CUTS U.S. PLAYING TIME**

Two Circuits Said to Increase U.K. Films Quota from 30 to 35 Per Cent

By PETER BURNUP

LONDON, July 12.—Withdrawal of 20th Century-Fox films from the J. Arthur Rank Odeon and Gaumont-British circuits has resulted in a toughening of the Rank attitude towards Hollywood films generally.

Orders have been given, it is under-

stood, to step up the circuits' offi-

cial 30 per cent British film quota to 35 per cent in all Rank houses.

John Davis, managing director of the group, declares that in some of the theatres an even greater number of British pictures will be screened. "British films are increasingly popu-

lar in every country in the world," says Davis. "Only in America is it still difficult to get a fair showing of them. We want to help our own producers and help them earn money."

It is reported that the Rank group found itself faced with a booking gap of up to 24 weeks in the current year following the 20th-Fox withdrawal. Other American companies had al-

(Continued on page 4)

**Mexican Film Strike Off Until July 23**

MEXICO CITY, July 12.—A strike scheduled to start today against 1,200 Mexican theatres and against foreign and domestic distributors has been deferred until July 23. The walkout had been called by the National Cinematographic Industry Workers Union to force its demand for a 35 per cent wage increase, but the de-

ferment was ordered by the Confeder-

ation of Mexican Labor, to which the union belongs.

The Confederation seeks a general 24 per cent wage increase and it hopes to win its demands during the strike abeyance period. The trade has hopes, too, that the labor trouble will be erased, probably with a wage hike of from 10 to 20 per cent before July 23.

**RKO May Dispose Of 3 Coast Houses**

Disposal of the Pantages and Hillside Theatres in Hollywood and the Golden Gate in San Francisco is under considera-

tion by RKO Theatres. Sol Schwartz, president of the cir-

cuit, returned here from the Coast yesterday, it is reported, he discussed the sale of the-

theaters with an interested group.
Colo., Projectionist Is Poet Laureate
DENVER, July 12.—Milton E. Shields, projectionist at the Kiva Theatre, Durango, Colo., has been named poet laureate of the state of Colorado by Gov. Dan Thornton. Shields, who has had four books of poetry published, wrote many of his verses in the projection booth, getting his ideas from the pictures’ themes, from travelogues and newreels.

McLendon, Tri-State Head, Dies in Dallas
DALLAS, July 12.—Jeff D. McLendon, theatre and radio station owner, who had been in hospital a year after a two-year illness, was 77 years old. McLendon attended the University of Georgia and its law school. In 1930 he founded the Tri-State Theatre circuit that operates 20 theatres in Texas, Oklahoma and Louisiana. He was board chairman at his death and also owned an interest in several radio stations.

Surviving are his widow, a son, Barton McLendon; two brothers, two granddaughters and four great-grandchildren.

Senate Group Passes Insurance Tax Bill
WASHINGTON, July 12.—The Senate Finance Committee approved without change the House-passed bill to extend Federal unemployment insurance, which has four or more workers during 20 or more weeks of the year. Present law covers firms which have eight or more workers for 20 or more weeks of the year.

The Beachcomber’ Acquired by UA
The Beachcomber,” starring Robert Newton and Taro Yamasaki in the Technicolor film version of Somerset Maugham’s story of the tropics, will be released by United Artists, presented by B. Kesten.

It was written for the screen by Sydney Box, directed by Muriel Box and produced by William MacQuitty for London Independent Producers and the J. Arthur Rank Organization.

Mass. Drive-in Opens
BOSTON, July 12.—The newest drive-in of the E. M. Loew Theatres chain is set to open its gates in Belmont. Called the Route 128 Drive-In, it accommodates 1,000 cars and has John Ugolini as manager.

“Cowboy’ Premiere
“The Cowboy,” full-length color documentary film on the life of American cowboys, will have its New England premiere at the Barometer Aug. 2.

Brewer Ticket Adds Travers for VP Slot
HOLLYWOOD, July 12.—JATSE, presidential candidate, Roy M. Brewer, Inc., announced that with business agent, Toronto Projectionists local, will be a candidate for the Canadian vice-presidency on the Brewer slate.

Brewer supporters who attended the dinner given last week by Califormia Theatres and Nebraska Theatre representatives, returned to their homes over the weekend after expressing satisfaction with the outcome of the debate between Brewer and incumbent international president Richard Walsh. They said the debate lasted more than five hours.

Those who traveled West for the occasion were James V. Sipe, Russell Moss, William L. Bennett and Oscar P. Olson, all Brewer supporters. The press was excluded from the meeting and although the debate was recorded, quotes were released for publication.

Cleveland Set for ‘Obsession’ Debut
CLEVELAND, July 12.—Universal-International’s “Magnificent Obsession” will world premiere at the RKO Palace Theatre here Thursday evening.

Motion picture critics and newsmen will attend the showing, which will be broadcast from Canton, Youngstown, Warren, Toledo, Columbus, Dayton, Cincinnati and Steubenville, all connected by telephone to Cleveland for the ceremonies, which will be televised and broadcast.

In connection with the premiere, Anthony J. Calello’s, famed Cleveland detective, proclaimed the seven-day period beginning Thursday as “Magnificent Obsession Week” in Cleveland as part of the civic activities centering around the opening.

Included in U-Is advertising campaign for the picture will be a series of receptions for the film’s stars, a comprehensive series of merchandising tours involving Cleveland department stores and the Mothers of the New Decca album of the sound track of the picture.

100 to Attend Bow Of ‘Living’ in A.C.
ATLANTIC CITY, July 12.—Four hundred members of the Screen Producers and Directors of America, radio and TV personalities will leave New York and Philadelphia Thursday morning for this seaside resort and the celebration of the world premiere of Paramount’s “Living Up.”

Dean Martin and Jerry Lewis, the film’s stars, will serve as hosts to the more than 100 attending newsmen from 18 cities across the country. Invitations are scheduled for the two-day program.

Joe Leffert, 49
HOLLYWOOD, July 12.—Funeral services for very popular theatre man, Joe Leffert, 49, veteran assistant director, who died of a heart attack Thursday, will be held here Wednesday, Aug. 2.

Carolina Exhibitors Sign With Makelmin
CHARLOTTE, N. C., July 12.—A number of Carolina exhibitors who would not have to pay for hospital pictures until they had hooked the top quality attractions for showing.

The independent producer said he would remain here an additional day because of the interest which was shown by the local theatemen. Make-up was made of the plans for Atlanta tomorrow.

Seven Films Start, Three Completed
HOLLYWOOD, July 12.—Seven pictures were started and three others completed last week.

Starlet delivery to Bagdad (AA); “End of the Affair” (Col.); “Unchanged” (Indul); “Hell’s Outpost” (Rep.); “Blue Horizons” (Para.); “Air Rescue” and “Black Tuesday” (UA).

Completed were “Police Story” (AA); “Many Rivers to Cross” (M-G-M); “Five Bridges to Cross” (U-I).

Mass. Exhibitor Dies
BOSTON, July 12.—Abraham Mogul, 48, real estate and insurance man, who owned the Capitol Theatre, Malden, Mass., died at the weekend. Funeral services were held Sunday at the Congregation Ezzrah Israel, Malden.

$45,000 for ‘Apache’
“Apache,” which opened Friday at the Mayfair, piled up $25,000 in three days, the largest gross for the first week. The first day gross is 45,000, the theatre stated. The figure was 15 percent higher than a comparable period for “High Noon” at the same theatre.

NEW YORK THEATRES
RADIO CITY MUSIC HALL
THE STUDENT PRINCE
In Cinemascope starring
Ann BLYTH and EDMUND PURDUM
and the Singing Voice of MARIO LANZA
Color by ANSCO
An M-G-M Picture
and Spectacular Stage Presentation
“THE HIGH AND THE MIGHTY”
COLORFUL SCENES AND WARRIOR SCENE
John WAYNE — Eric TAYLOR — LIVIEREY DAY — HENRY STACK
STARRING — JOE LEFFERT — DONALD BRIAN
Paramount pictures
WARNER BROS. — WEDNESDAY
PIONEER THEATRE

MOTION PICTURE DAILY, Monday, July 13, 1954
In August TRUE STORY

these major productions of 3 Leading Studios will be Pre-Sold to

4,000,000 WOMEN

They’re young women (average age: only 28)—box-office regulars, the movie “opinion leaders” whose enthusiastic word-of-mouth advertising ushers millions down the aisles.

They’re emotional women—they seek out “personal” stories, enjoy “good cries,” and hearty laughter!

They’re the wage-earner readers of TRUE STORY magazine, 4,000,000 strong, and quick to thrill to a tale well told.

Yes, M-G-M, Paramount, and U-I are right to pre-sell their great pictures to this huge audience in the magazine they turn to first for entertainment—TRUE STORY.

A TRUE STORY DOUBLE FEATURE. 1,500,000 men read TRUE STORY, too. That’s more box-office potential!
Rank

(Continued from page 1)

ready filled their renting-books.

The gap was filled partly with increased booking of British films; partly with French films which hitherto would not have stood a chance of a Rank booking, One of the later Wagers of Year—his guess round the Odessa circuit with immense success.

With an eye obviously on the impending Anglo-American monetary agreement talks in Washington in September, Davis returns to his earlier plans with discrimination against British films in the U. S.

Speech Misunderstanding

“You take out of Britain at least $22 millions a year”, he tells America. “Yet the results of our films in America are unhappy. We are even told the accents of our players are not understood by Americans, but Hollywood is using the same British actors and actresses with our first in our films with no special voice training”,

Joan Greenwood, Peter Finch and Peter Ustinov are cited as among the latest British stars to go to Hollywood for film-making.

RKO Radio

(Continued from page 1)

sistant to the president, and Perry Lieber, national head of advertising, publicity and exploitation, are attending also.

In addition to the 18 Disney Technicolor cartoons, the shorts schedule, as prepared by Sidney Kramer, shorter subjects sales manager, lists 13 Sportscope and 13 Screeneliners, both one-reelers, from Twentieth subjects from Pathé include eight specials, one “Football Highlights” and one “Basketball Highlights.” RKO Radio will re-release the following two-reel subjects: six Leon Errol, six Edgar Kennedy, two Ray Whitley and two My Friend.

Film Boils Tomorrow

The first feature in RKO’s new re-leasing schedule, “Susan Slept Here,” will have its world premiere in San Francisco, at the Golden Gate Theatre, on Wednesday.

Attending this fourth regional sales conference, for the Western division and the remainder of the Rocky Mountain branches, are J. H. MacNaby, Western division sales manager, and A. L. Kolitz, Rocky Mountain district manager. Branch managers from the areas who are present are Seymour Borde, Los Angeles; Joe C. Emerson, San Francisco; Richard H. Lange, Portland; Eddy A. Lamb, Seattle; Giff Davis, Salt Lake City, and Marvin Goddard, Denver.

Marks 35th Anniversary

HARTFORD, July 12—Hugh J. Campbell, manager of the Criterion Theatre, West Hartford, Conn., is marking his 35th year in the industry.

HERE’S GREAT PRESS RELATIONS:
EDITORIAL PROMOTES PICTURES

MEMPHIS, July 12—When a newspaper gives its lead-off editorial to space advocating attendance of motion picture theatres, that’s news. The Memphis Press-Sentinar expressed its sentiments in an editorial which was placed ahead of political and international comment.

Under the heading of “Let’s Go to the Movies—Five Good Ones Downtown” the paper stated:

All five of Memphis’ downtown, first-run theatres are featuring first-rate films.

Loew’s State has that screen classic, “Gone With the Wind,” whose appeal has not diminished one whit in the 14 years since it was released. The Malco, with “Garden of Evil” filmed in Mexico, and Loew’s Palace with “Three Coins in the Fountain” in Italy, are offering magnificent CinemaScope views of the world we live in. The Strand is rocking with laughter inspired by Danny Kaye’s antics in one of his best comedies, “Knock On Wood.” And the Warner’s lone film is excitement as passengers and crew of a crippled airliner face an uncertain fate in “The High and the Mighty.”

Memphis’ response to all these films has been such that, for the first time in recent memory, all five downtown theatres are holding their current attractions over for a second week.

Have you seen the movies lately? This is a good time to go.

3 American Films
At Venice Festival

HOLLYWOOD, July 12—Four films have been selected to represent the U. S. at next month’s Venice Film Festival, with two of the four coming from Columbia Pictures.

“On the Waterfront” a San Spiegel production for Columbia release, has been added to the original trio of American pictures announced for the coming festival.

“The Caine Mutiny” is the other Columbia entry with M-G-M’s “Executive Suite” and 20th Century-Fox-MGM’s “The Fountain” rounding out the list.

Spiegel recently flew to Italy and personally showed “On the Waterfront” front” to festival authorities, who put it on the list of American films. Ordinarily, only three films are permitted to be entered by each nation.

“Rear Window”

(Continued from page 1)

and a pair of honeymooners. From his rear window across the way, Stewart studies these people through binoculars. He observes a quarrel between the jewelry salesman (Raymond Burr) and his invalid wife, followed by several excursions of the husband with a suitcase, the wrapping of a saw and the suicide death of the bird-hunter, and all about the courtyard garden. Stewart concludes that the wife has been chopped up and buried in the flower bed. Lisa Fremont (Grace Kelly), a Park Avenue beauty who loves him, finds the murdered woman’s wedding ring, the needed proof. The killer catches her signaling Stewart who has frantically phoned the police. Aware of his pursuer’s whereabouts, Burr crosses over to his apartment. Unable to get out on his window, Burr jams a chair into the window. Nevertheless, the police officer reaches Stewart, upsets his wheel chair and pushes the agonized victim out of the open window. His fall is broken by police below, sufficiently to save his life.

There are plenty of plot complications in addition to the stars’ and producer’s director’s names. Accordingly, the box office prospects for this one are exceptionally bright and it should enjoy long and satisfying runs in theatres of every description.

Credit Hal Pereira, with his theatrical looking set; it tightens the story, encloses the action without smothering it. And of course there is always the Hitchcock-directed camera, never idle but constantly interested. John Michael Hayes wrote the screenplay from a story by Cornell Woolrich.

Running time, 112 minutes. General classification. For release in September.

Arbitalion

(Continued from page 1)

in entering private film agreements with foreign governments containing subsidy payments whereby to arrogate unto itself the control, domination and monopolization of the American export film business. “The terms, conditions and contents of the so-called MPEA-French film agreement, including cover letters, collateral and oral understandings, working arrangements and subsidy provisions as well as their legality or illegality and their propriety or imprioperty.”

Arnall, in a letter last week to Secretary of State John Foster Dulles, wrote that he consent to make a study of the MPEA’s agreement with France.

Eric A. Johnston, MPEA president, in a trade press conference last week, denied that new two-year agreement with France includes a subsidy payment. “If do not consider any payments we have made a subsidy,” Johnston said when questioned about the agreement. “We have made a settlement of all disputes outstanding,” he said.

Stock Sales

(Continued from page 1)

ing 400 shares of Paramount Pictures common, dropping his holdings to 24,500 shares, while Austin H. Keough increased his holdings by 100 shares to 500. Harry Cohn sold his remaining 400 shares of Columbia Pictures preferred, while Jack L. Warner bought 3,100 shares of Warner Brothers Pictures common. His holdings now total 274,899 shares in his own name and 13,400 in trust accounts.

WANTED

An outstanding first-run short subject producer or photographer for The N. Y. Premiere Engagement of “THE COWBOY”

Starting Monday, August 2nd at The Baronet Theatre, N. Y. C.

Phone, write or wire:
JACK P. HARRIS, Walter Beede Theatres, 701 Seventh Ave., N. Y. 36, N. Y.
Circle 5-5250
THE telecast last May of the NBC-TV “Home” program direct from Gimbel’s department store in Philadelphia proved so successful that the network will originate next Monday’s program from the Jordan Marsh store in Boston. Incidentally, Arlene Francis, the series fencer, hails from Beantown, so she should feel right at “home.” (ouch) . . . With nine radio programs a week plus four TV newscasts regularly, Bob Troutt, who’s been doing 11 o’clock news over CBS-TV on a temporary basis, will continue as a regular. Don’t be surprised! "Your Show of Shows" left a new "Special" successor to the late Don Hollenbeck turns out to be Raymond (Graum) Swing. . . One of the best produced summer replacement programs on video is “Stage Show,” the Jimmy & Tommy Dorsey musical, filling in for Jackie Gleason. CBSaturdays. This long-time aggregation can miss a TV sponsor in the fall.

Bettie Hutton will be the first star in the new “Max Liebman Presents” series which will NTBee-off Sunday, Sept. 12. The program, originating at the new NBC-TV studios in Brooklyn (former Warner Bros. Vitaphone studios) will be seen twice a month on Sundays from 7:30-9:00 P.M. and alternate Saturdays in the same slot formerley occupied by “Your Show of Shows.” Centrally producer-director Max Liebman completes a personal cycle having started as a child actor at this studio. . . After a week in New York conferencing with TV Programmes of America on distribution, Norman Pincus, co-producer of “Ellery Queen” telefilm series, returned to Hollywood where latest chapter of the whodunit, “Death on a Field Trip,” went before the cameras under the direction of Gerald Mayer. Hugh Marlowe stars in the series. . . Charlie Peter- son has a winner in the “Men About Town” quartet, the lads Bob Davis, Charles Grey, John Schmidt and Jack Paddock, doing a fine job on Arthur Godfrey’s morning program after the Red Head’s “Talent CBScots” contest last week. . . The Walt Fraenders became parents of their fifth child last Monday at St. Joseph’s Hospital in Far Rockaway. Like the others in the family, the latest arrival has four letters in his name, Mory Benn. (Lese now-Walt, his wife, Evvy, Jill, Gary, Ladd and John.)

Years ago orchestra pilot Sammy Kaye had an idea that millions of people nourished secret ambitions to lead a band. His “So You Want to Lead a Band” was a most successful novelty. ever since he became a teacher of orchestras, clubs, dance bands and radio, and comes Thursday, Aug. 5, Kaye will present his “S.Y.W.L.A.B.” series TV/ABC and sponsored by Britto. (Aside to Mitch Miller: Sammy Kaye’s Columbia Platter of “Lighthouse in the Harbor” is covered with stardust. Give a listen and don’t thank us—just send a generous contribution to the Danaon Runyon Cancer Fund.) . . . NBC-TV’s so-called “Spectacular” will be produced in the fall by Max Liebman and Leland Hayward, respectively, may have yet another dramatic segment produced by Tony Munier if and when sponsors are available. Gary Stevens, back in New York to wind up his affaires and fly to the Hollywood next week where he starts on a major TV assignment.

Proxy of Music of Distinction, Inc. and one of the pioneers in the tape recording field, R. R. Vanlandingham set up a new company, Tapeway, Inc., which will record conventions, meetings, musicals and complete dramatic shows, etc. . . . George V. Denny w.k., radio moderator and his wife have officially launched their “Park-Beside-the-Pool” restaurant in West Cornwall, Conn. . . Dorothy McGuire will make a TV debut Tuesday, July 20 on the U.S. Steel Hour’s ABCast of “A Garden in the Sea,” Michael Dyne’s adaptation of Henry James’ classic novel “The Aspern Papers.” Miss McGaure rocketed to screen fame in “A Tree Grows in Brooklyn” and is currently co-starred in the 20th Century-Fox production “Three Coins in the Fountain.” Ballerina Mary Ellen Terry has been signed to appear in Floriano Zambach’s new telefilm series.

Latest COMPO Ad Aimed at Newspapermen

Motion pictures are made for the people who read newspapers and for this reason they are newsworthy, says the 20th Century-Fox Press Ad in the Editor & Publisher, which was published Saturday.

Suggested to newspapermen that they attend the theatres if they “want to know what the people are thinking about,” the ad points out that “movies are really made for the millions, for the people who follow the comics, who read your woman’s page, who devour your sports pages, the people to whom you appeal for circulation.”

They are made, the ad continues, “for the millions who complain the cost of their recreation, who need hours of economical relaxation to refresh and freshen people for the time they spend on the assembly line, at the desk, behind the counter, in the kitchen. Yes, and among the movies’ patrons is the business man who finds relief from the day’s anxieties in the darkened movie theatre.”

The ad, which is directed primarily to newspapermen, says: “Just about 75 percent of your able-bodied readers go to the movies more than you do.”

Max Liebman

Eastman Eulogized By Adolph Zukor

ROCHESTER, N. Y., July 12.—The basic accomplishment of the late George Eastman were reviewed yes-

day by Adolph Zukor, chairman of the board of Eastman pictures, at the commemorative ceremony at the Eastman Theatre here.

Zukor, in his eulogy of Eastman, said that Eastman’s accomplishments are part of the daily lives of millions scattered all over the world. Like the truly great things created and enjoyed by the world a better, a more productive and a more enjoyable place to live in.”

The ceremonies at the Eastman Theatres were attended by the Governor of Eastas and Zukor commemorate all the late inventor’s contributions to photography and motion pictures and his philanthropy to education, music and health.

Altec Starts Tooling For Perspecta Units

A. A. Word, Altec vice president in charge of manufacturing, announced today that tooling up for the production of Perspecta Sound integrator units has started in Beverly Hills. It is expected that these units will be available to the theatres by the fall. Sales to theatres will be handled by the theatre supply companies.

James Hughes Retires

HARTFORD, July 12.—James Hughes, chief of the service staff at Loew’s Poli Theatre here, has retired after 20 years with the first-run house. He was tendered a testimonial dinner by 100 friends and colleagues.

Anglo-U. S. Meet on

TELEVISION--RADIO

with Pinky Herman

THEMOTION PICTURE DAILY Tuesday, July 13, 1954

LONDON, July 12.—The Holly-

wood Federation of Labor Films

Council has told Tom O’Brien, head

of Theatre & Kin Employees Union,

that it is prepared to discuss the

problems arising from its threatened

boycott of British TV films.

He received a cable from Dolph
Thomas stating: “Your telegram. We

shall be happy to meet with you here

concerning your problems during your

visit. In any case we will try to see you

at Cincinnati during L.A.T.S.E. con-

vention to discuss the problems of

theatricals.

O’Brien is scheduled to visit Amer-

ica at the end of this month, and will

attend the International Alliance of

Theatricals, Stage Employees annual

convention starting Aug. 9.

Rules in Favor of Groton Drive-in

HARTFORD, July 12.—Superior

Court Judge William J. Shea has de-
nied an appeal from State Police

Commissioner John C. Kelly’s action

in approving an application by the

Groton Open Air Theatre, Inc., for

permission to build a drive-in theatre

at Groton, Conn.

At the same time, Judge Shea di-

rected Kelly to grant permission for

the theatre.

The appeal was filed by area resi-

dents who charged that presence of

the drive-in project would result in

litter of papers in the area and an ex-

cess of carbon monoxide gas from

automobiles in the air.

Every week-day is

“Top-rating” day!

STRIKE IT RICH

THE BIG PAYOFF

Walt FRAMER

PRODUCTIONS

“AMERICA’S LEADING

INDEPENDENT TV PRODUCER”

510 AVENUE OF THE AMERICANS,

New York 20, N. Y. • Oxford 7-3322
Columbia's
THE CAINE MUTINY
$71,519
AT THE RANDOLPH, PHILA.
IS THE GREATEST
FIRST WEEK GROSS EVER
RUNG UP BY ANY THEATRE
IN THAT CITY-
WITH ONE EXCEPTION*

*The Robe did $431 more.
Clearances Attacked
Hints New ‘Jackson Park’ Case by New Jersey Allied

Allied Theatre Owners of New Jersey may take legal action, if necessary, and possibly enlist the aid of the Department of Justice in order to end the unconscionable holdup by Willbur Snaper, president of the unit, stated here yesterday.

The Jersey Allied unit additionally needs a committee, the own- ers, a redress of the Department of Justice in order to end the unconscionable holdup by Willbur Snaper, president of the unit, stated here yesterday.

The Jersey Allied unit additionally needs a committee, the owners, a redress of the Department of Justice in order to end the unconscionable holdup by Willbur Snaper, president of the unit, stated here yesterday.
Motion Picture Daily

Wednesday, July 14, 1954

Personal Mention

A RNOULD M. PICKER, vice-president of United Artists, is back from a brief trip to Europe to handle foreign distribution, left here yesterday for Mexico City.

ROBERT KREGER, 20th Century-Fox's managing director in Austria and Germany, and his wife will leave here today for Europe aboard the "Queen Elizabeth."

* * *

WILLIAM DIZER, executive vice-president of Continental Productions, will leave New York today for Hollywood and Hawaii.

* * *

ARE OLMAN, head of M-G-M's music subsidiaries, will sail from New York today for Europe aboard the "America."

* * *

IRVING H. GREENFIELD, Loew attorney, will leave New York by plane today for Europe and Israel.

Ryder In Favor Of Media Uniformity

HOLLYWOOD, July 13.—Strongly in favor of a standardization of all film processes, Loren Ryder, Paramount's research head who recently returned from a five-week tour of Europe, said here today that he "will go a long way to bring it about."

Demonstrating Paramount's wide-spread VistaVision interest, Ryder said that standardization appeared relatively easy to achieve, "with both the East and West." J. Arthur Rank has adopted VistaVision for all of his theatres and pictures in England, he said.

The research head, in response to questions, stated that European theatres, large and small, can use VistaVision without the "rigging" of present equipment.

Pointing out the economy factor of a standard process, the Paramount theatre, which are limited legally as well as economically in expenditures for modernization, Ryder said that showmen throughout all of the continent were uniformly enthusiastic about the Paramount medium. Asked how much money it amounted to, per exhibitor, he said a fair estimate might be "equal to one year's profit."

Ryder also revealed that field teams sent out from Kansas City in May to check U. S. theatres on their facilities for handling VistaVision have reported virtually total readiness for it. Where some small changes were recommended, Ryder said, "We are fixing up the equipment."

"There couldn't be a more contagious idea. We have found the exhibitors are anxious to take advantage of it," Ryder said. "There is every indication that there will be a rush on VistaVision pictures as soon as they are released."

Stockholder-Hughes SEC Suit Dismissed

HOLLYWOOD, July 13.—Federal Judge Ben Harrison dismissed by stipulation the minority stockholder suit against Howard Hughes, RKO Radio Pictures and Ned E. Dennon on March 6, 1953, which charged violation of the S.E.C. Act.

Dismissal was without cost to either side, but does not bar counsel from seeking compensation for services rendered.

Window to Reopen Rivoli Here Aug. 4

Alfred Hitchcock's "Rear Window," announced by production star, James Stewart and Grace Kelly, will launch the fall season at the Rivoli Theatre here on Aug. 4 with a world première to benefit the American-Korean Foundation.

Hollywood and Broadway stars, radio and television personalities and civic and social leaders will be invited to the opening of this Paramount production.

GWTW 5th Trip Near $1,000,000

"Gone With the Wind," in its fifth year around, has grossed close to $1,000,000 in its first 24 engagements, M-G-M reports. Of these engagements, 15 have been held over for a week or more, the longest being seven weeks.

In several of the new openings, such as in Philadelphia and Nashville, the picture has been too popular to start at the top again in 1939. In New York, where "Gone With the Wind" is in its seventh week at the Loew's State, it has grossed better than $325,000, the company said.

Columbia Dividend

Columbia Pictures announced that the company's board of directors, at a meeting held yesterday declared a quarterly dividend of $1.00 per share on the $4.00 cumulative preferred stock of the company; payable on August 15 to stockholders of record Aug. 2.

AFI Film Council Supports Arnall In MPEA Dispute

HOLLYWOOD, July 13—The AFI Film Council unanimously voted today in favor of a resolution supporting the MPEA's President Ellis Arnall's position with regard to the Motion Picture Export Association's pact with the Motion Picture Federation.

The resolution, voted at a regular meeting of the Council, reads in part: "Whereas on July 2, the honorable E.S. Willard, Secretary of the S. C. E. A., has requested to go in action in granting a subsidy to French industry, which can adversely affect employment in the U. S. of motion picture craftsmen and workers, and whereas on July 8, Arnall also requested the Federal Trade Commission to launch an investigation into the S. J. P. C. A. agreement; be it resolved that the AFI Film Council joins in request that the F. T. C. conduct a thorough investigation by our government of the MPEA-French agreement and into other agreements containing subsidy provisions negotiated between American producers and foreign governments, in order to ascertain present and future effect of such agreements and practices."

National Theatre president Charles Koenigs, conducting a general meeting of the Southern California Motion Picture Association at the circuit's headquarters, said: "We have lots of faith in this business and have no desire to continue in a business which we have nothing to fear. Televisions is the worst competitor we have in the field of the motion picture business, but we have also found the answer on how to get people to come out to our theatres."

He credited the American Cinematheque with having had the idea of the "miracle screen" for contributing a large part in producing the recent box office upsurge.

General manager Edwin F. Zabel, after distributing $34,000 in awards last month, the recently concluded Eddie Zabel-Publishing campaign, announced the start of a "13-week-more dollars in 1954" campaign.

FPA Unveils Series Of New Color Films

At a special closed circuit demonstration at the RKO Radio Coliseum, attended by representatives of the top fifty ad agencies, labs, film suppliers, members of the association and representatives of the press, the Film Producers Association of New York, yesterday unveiled its new series of tests.

The tests, made in cooperation with NBC's Color Corp., were shot and telecast in 35mm and 6mm, using a wide variety of cameras and packages, many of which were supplied by the agencies themselves.

Ivory Pichel Dies

HOLLYWOOD, July 13.—Film director Ivory Pichel, who last week completed directing "Day of Triumph," a religious production for theatrical exploitation, died here after a heart attack today.

UK 'Scope

(Continued from page 1)

One exhibitor nevertheless was heard to ask: "How often do we see a symphony orchestra in a film?"

The general impression left was that the demonstration was forcible evidence of 20th-Fox president Sypress making a stand in his new medium. Also, most of those present remarked that in the demonstration, directed by Dink Zucko, Fox production chief, read a sharp lesson to the trade not only in showmanship but also in motion picture salesmanship.

Among those at the Charlton demonstration today were: J. Arthur Rank, John Ford, Dir. S. Wartier, D. J. Goodlatte, Ernest Turnbull, Robert Clark, John Woolf, Marcel Abelmann, Fox's leading exhibitors and most of the American distribution executives here.

N. J. Allied (Continued from page 1)

shortage is intolerable because of the pressure on the screen. The holding by Broadway has been very damaging. It and other holdings as well as the print shortage have contributed to the very expensive advertising campaigns by the companies. There is no orderly system of distribution."

"And there are all sorts of excuses for the print shortages. I don't understand it. They say they cannot get prints or the prints are too late for realizing. We just can't realize it's complicated. But I have yet to hear anybody in distribution take any of our suggestions or any steps to stop this. I would like to ask this question: "is anything being done?"

Of the request, by telegram, from Ben Marcus of National Allied and Walter Reade, of TOA, to the companies to alleviate the print shortage, Snaper said: "They sat in the exhibitor's eye."

He admitted receiving "letters from outlying points" but insisted that it was "all they ever did." He also pointed out the possibility of raising the difficulty for many companies the "unwisdom" of company policies although short term gains are now apparent. He said there is no reason to believe we exhibitors will sit back and let them grab all this money.

He charged that the shortage of prints and the holdings were occurring in both standard and CinemaScope versions of pictures. He denied arbitrariness but said this was not one thing he had talked about that could be arbitrated, "was his comment.

Mrs. Cappelanni, 82

ALBANY, July 13.—Services were held at St. Teresa's Church for Mrs. Lucia Cappelanni, 82, sister of the late E. Vignola, motion picture director.
Hold on to your 10-gallon hats, Texas! They've never seen the like of M-G-M's promotion for its new fresh-as-a-daisy Color musical. In the newspapers. On TV. On Radio. On the billboards. Tie-ups. Fashion Shows. Personal appearances of five "Brides" from the picture with newspaper contest to select the other two locally. In Person: Howard Keel, star, Jack Cummings, producer and others. And more! More! More!

It's comparable to the excitement caused by the news of Egyptian discoveries. M-G-M is capitalizing on those headlines, promoting this great romantic Color adventure filmed on the Nile. Every promotional outlet used: newspapers, radio, TV, billposting, treasure hunts, ballyhoo, newspaper prize contests, Rochester-to-Cairo telephone interview newspaper tie-up and lots of other stunts!
Film Rental Policies Assailed by Allied's Myers

(Continued from page 1)

The danger of government regulation, growing out of these trade practices, "is more serious than is generally believed," course Allied may elect to pursue.

Myers declared that he was not "hurrying a threat" so far as government regulation was concerned. "We all know," he said, "that there are persons of substance and influence both within and without the industry who sincerely believe that nothing short of government regulation can save the motion picture business, but such regulation, he doubts, will more likely be imposed by the government.

The government might step in, Myers went on, in order to preserve the industry as a communications and cultural medium; in order to protect the heavy investments in the industry, especially in theatres; and in order to prevent the widespread unemployment that would result from the industry's collapse.

It was for these reasons that the government-regulated industries such as railroads, shipping, agriculture, securities, electric power, radio and television, Myers pointed out.

"No one can predict what the action of Congress will be," he said, "if it becomes necessary to follow Col. Col's suggestion that the facts regarding the conditions of the film companies of the exhibitors' rightful share of the tax benefits be submitted to the House Ways and Means Committee and the Senate Finance Committee."

Fair Play Asked

Myers declared that "the mounting crisis in the motion picture business calls for fair-minded consideration and prompt action for the moderation of selling policies and practices by the executive heads of the film companies and not merely the salesmen, but the presidents, also."

He referred to complaints received some time ago by Col. H. A. Cole of the tax counsel of the Motion Picture Organizations, who said he had learned from exhibitors that "the beliefs of the public opinion" in their behalf were being drained off by the film companies in the form of incorrect and misleading statements. He requested that a survey be conducted. Myers continued and recently a committee met to consider the subject.

Allied's committee found no evidence to support a charge that the film companies had formally agreed among themselves "by manipulation of their pricing practices they would appropriate to themselves all or an unfair portion of the benefits of the tax bill." Myers said that there is not even complete uniformity among the several companies in the practices employed.

"In the present practice," he explained, "there are the same brokers employed to the same movies or classes of pictures."

The pattern of uniformity among the practices is "worse than ridiculous," Myers continued, "but in the uniformity of the results obtained."

Allied's committee believed that the practices complained of are too serious and too widespread for adjustment on a case-by-case basis. Myers said, "The condition can be effectively remedied only by a sweeping revision of sales policies and practices." He declared that such a revision would be desirable in the committee hopes to enlist the sympathetic interest and cooperation of the heads of the film companies.

The bulletin listed four objectionable practices.

Rentals Too High

It charged that certain distributors have stopped the practice of granting exhibitors an adjustment of the stipulated film rental at the conclusion of an engagement. An "inability to reach a compromise on the question of rentals than is the affair to pay," Myers said. This practice was followed for so long a time, he explained, that "it became a standard practice and the exhibitors, because it was implicit in every film deal whether or not it was in the contract. About 18 months before the passage of the motion picture tax bill, Myers said, certain companies began notifying exhibitors that the contract prices would hold and that they could not be lowered.

As a second area of complaint Myers declared that under current percentage film rental practices exhibitors have been unable to keep the increase in gross receipts created by the advertising tax reduction. The increased receipts elevate a picture into a higher and therefore more lucrative category, but the exhibitor, he explained, reverts to the first dollar. The film companies have refused to adjust their scales by raising the percentages so as to allow for increased grosses resulting from tax revision and not due to the usual continuing power of the pictures."

Myers also charged that the minimum percentage terms in percentage contracts, "already too high for most exhibitors, have been further increased, so that exhibitors must now pay more for pictures that do not gross beyond the lowest percentage bracket."

As a final complaint Myers declared that there are indications that pictures which would formerly have been placed in the lower brackets are now placed in the top categories.

COMPO Group

(Continued from page 1)

companies advertise forthcoming product to impress upon editors and publishers that "there are more film companies than can be handled by the conference." He also charged that the film companies were "bending their best efforts to run in association with the final COMPO ad on Aug. 14."

Golden Heads MPAA Ad-Pub Committee

Gill Golden, advertising manager of Warner Brothers Pictures, was regarded as a "signal victory for the Motion Picture Assocation of America's advertising and publicity directors committee at a meeting yesterday at the MPAA offices here. The post is filled for a six month term on a company rotation basis.

Golden succeeds Steve Edwards, director of advertising and publicity for Republic Pictures, who served as chairman since December, 1935.

"On the Waterfront"

(Continued from page 1)

boy for the waterfront mobsters, is at its best. Sometimes it is difficult to tell the men and the other characters are acting and reciting memorizing their lines. The performances are too often saccharine. And the story that the picture was shot with a "candid camera" without the players knowing they were being photographed or their voices being recorded.

Each player gives such a character a complete view of the picture that does not require their being unfair to praise without paying tribute to the others, that is prevented by space limitations. Therefore, because of their importance to the theme, becomes necessary to mention, aside from Ralph and Miss Saut, the role of Karl Malden as the parish priest who seeks to bring justice to the waterfront and that of Lee J. Cobb as the ruthless union boss. And, in his own way, Malden is just as tough as Cobb."

It is the story of a waterfront union whose boss and henchmen have control of the docks in the pails of their bloody fists. When a man strays from the fold or is inclined to talk to the Crime Commission, he is liquidated through convenient accidents. Brando, as the kid brother of one of the musclemen, is the more or less innocent accomplice in the demise of one of the rebel longshoremen. The victim is the brother of Miss Saut who, with the help of the priest, seeks to expose the murderers. Through a series of dramatic incidents, during which Brando and Miss Saut fall in love, the union's power is broken and the workers are free to set up an honest organization of their own.

The film is directed by Leonard Bernstein also contributes to the impact and appeal of the production, while Boris Kaufman's photography deserves high praise, Sam Spiegel produced.

Kodak Officials to See 'Scope Reel

Twentieth Century-Fox president Henry H. Willson revealed yesterday that representatives of the Eastman Kodak Co. in the United States will view the hour-long demonstration reel. "The Advancing Techniques of CinemaScope," tomorrow morning.
THEY ALL AGREE! MARLON BRANDO ON THE WATERFRONT IS THE GREATEST!

"On the Waterfront' is a magnificent contribution to the world of drama. It is great entertainment."
Leland Hayward

"I was mad about 'On the Waterfront.' It's a very, very exciting film. One of the best pictures ever made. Marlon Brando excels himself, if that's possible."
Jean Simmons

"A brilliant motion picture. Wrap up all the Oscars, including mine, and send them over to Brando."
Humphrey Bogart

"'On the Waterfront' is an important, exciting picture, beautifully written, directed and acted."
Samuel Goldwyn

"Add 'On the Waterfront' to your list of the memorable films of all time. Kazan's direction is masterful. Brando is his very best."
George Stevens

"'On the Waterfront' is a powerful assault on your emotions from your heart to your head."
Jerry Wald

COLUMBIA PICTURES presents

MARLON BRANDO

On The Waterfront
AN ELIA KAZAN PRODUCTION

co-starring KARL MALDEN • LEE J. COBB • with ROD STEIGER • PAT HENNING • and introducing EVA MARIE SAINT

Produced by SAM SPIEGEL • Screen Play by BUDD SCHULBERG • Music by LEONARD BERNSTEIN • Directed by ELIA KAZAN

A HORIZON PICTURE
Columbia's
THE CAINE MUTINY
HITS THE NORTHWEST!

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = Long Distance Telegram

CF 1104

15F JUL 9 AM 1 34

CO 059 PR 035

PR. IL 024 NL PD-PORTLAND ORG 8

J. J. PARKER: UNITED ARTISTS PORTLAND OPENED CAINE MUTINY JULY 1ST.

FIRST WEEK TABULATION SAME ADMISSION PRICE CAINE MUTINY HAS
OUTGROSSED ETERNITY BY 32 PERCENT. ETERNITY HAD HELD EVERY
PREVIOUS HOUSE RECORD. CAINE MUTINY SMASHING THEM TO SMITHEREENS
AND WILL ESTABLISH NEW ONES. YOU AND I WILL NEVER SEE EQUAL.

STAFF EXHAUSTED. EXHAUSTION RELIEVED BY THE SHEER JOY AND HAPPINESS
OF OUR PATRONS. MEN, WOMEN AND CHILDREN PROCLAIMING CAINE MUTINY
ONE OF THE GREATEST MOTION PICTURES OF ALL TIME. THANKS FOR
THE EARLY PLAYDATE AND KINDGEST REGARDS.

TIM WALSH
New York City
5% Tax Validity Hearing Today

City to Answer Judge's 'Show-Cause' Order

Industry eyes will be on the proceedings in Supreme Court in Queens this morning as city attorneys will attempt to prove the validity of the New York City, five per cent amusement tax.

They must answer a "show cause" order signed last week by Supreme Court Justice Nicholas M. Pette after five Queens theatres filed a suit against the City of New York, the Mayor, the Comptroller and the Treasurer.

Edward C. Rafferty is the attorney for the plaintiffs and assistant corporation counsel Stanley Buckbaum will present the city's arguments.

The hearing is scheduled to begin in Supreme Court, Queens County, Special Term, part one, at 10:00 A.M. A Rafferty spokesman said yesterday that the hearing "shouldn't last over an hour." The proceedings will be open to the public.

City attorneys will attempt to show cause why the law is not in violation (Continued on page 3)

Arbitration Draft To Start Next Week

The industry's arbitration sub-committee, following preliminary conferences, may start drafting the provisions for the proposed system next week. The group met yesterday to discuss the project, exploring the various problems and clarifying points so that work on the draft can start as soon as possible. The committee has scheduled its next meet for next Monday.

House, Senators in Agreement on Tax

WASHINGTON, July 14.—House-Senate tax conference reached agreement on rules to permit exhibitors and other businessmen to write off more of the cost of new investments in equipment and buildings during the early years of the property's life.

The House-passed technical tax bill authorized use of the so-called declining balance method of depreciation, under which about two-thirds of the cost of an asset could be deducted for tax purposes in the first half of its life, compared to half the cost at present. The Senate version accepted this method but added several other and more radical methods of rapid depreciation. The conference, who (Continued on page 3)

2.2 to 1 Ratio

Maximum Height to 'Scope Screen by New WB Device

Report Allied Seeks Early 'Policy' Meet

Complaints of Allied States Association in regard to rental policies and practices may be laid in the laps of distribution heads during the week of July 26. It is reported that a delegation of Allied leaders will come to Washington early this week to discuss the conferences, with the intention of meeting with the company presidents as well as with the top sales executives.

Aram F. Myers, Allied general counsel, in a bulletin on Tuesday, said he had predicted "how long Allied would continue its belief that there should be no government regulation of the industry. It is understood that the Senate sessions with the company heads might determine Allied's position in regard to seeking such regulation or some other drastic action.

There were unconfirmed reports that Allied had dispatched letters to all distribution presidents, asking for a meeting during the last week in July. Presidents who were contacted, however, said they had not received such a letter, but stated that they had received Myers' bulletin which was tagged "An Appeal to Reason."

IPA, TOA Officials In Pre-Conclave Talk

Officials of the International Popcorn Association and the Theatre Owners of America will confer at the TOA headquarters today to plan a combined theatre concessions forum for the 1954 TOA convention and TESMA-TEDA-TOA-IPA trade show, Oct. 31 to Nov. 4, at the Conrad Hilton Hotel in Chicago.

Attending the conference will be J. J. Fitzgerald, Jr., president of IPA; Thomas J. Sullivan, executive secretary and general counsel of IPA; Nathan. Epstein of American Theatres, Boston, and Bert Nathan of Theatre popcorn Vending Corp., Brooklyn, N.Y., first vice president of IPA, co-chairs of TOA Concessions Committee; Herman M. Levy, TOA general counsel; Howard L. Byrant and Dick Pitts of the TOA staff.

The conversation will be the nation's leading theatre concessions manufacturers and suppliers; theatre concessions managers and purchasing agents.

Business Survey

Grosses Spotty in D.C.
Area, But Upswing Seen

WASHINGTON, July 14.—Exhibitors in and around the national's capital give an uneven picture of recent theatre business In the first of a series of PICTURE DAILY correspondences, it was found that some exhibitors in this area report a recent pickup, others report good business all year, others report continued bad business. The most common reaction is an old industry axiom: good business with good pictures, bad business with bad pictures.

Orville Crouch, Loew's eastern district manager, said over-all business is running about the same as a year ago. "On the big pictures, business continues to be very good," he declared, "but on the smaller pictures it's unbelievably bad, horrible. There's just no middle ground." He listed "Men of the Fighting Lady," "Apache," "Executive Suite," "Student Prince," "Three Coins in a Fountain" and "Garden of Evil" as (Continued on page 3)

Sheriff Recommends Drive-in Censorship

CHICAGO, July 14.—Cook County Sheriff John E. Bobb has announced that he is recommending to the county board that it try to establish a censorship board to govern the exhibition of films in drive-in theatres in the unincorporated areas of the county.

The action came as a result of protests over the showing of movies at the RKO Pictures' controversial "The French Line" which opened last week at two (Continued on page 3)

Flick Again Urges Censor Law Re-study

ALBANY, July 14.—Need for re-study of the 31-year-old state censorship law was coupled with emphasis on this survey as it could affect the current "diet of violence," in an address by Dr. Hugh M. Flick, director of the Motion Picture Division in the State Education Division at the weekly luncheon of the Albany Rotary Club.

Dr. Flick said that violence scenes (Continued on page 3)

Broyd to Produce 4 Films for AA Release

HOLLYWOOD, July 14.—William F. Broyd will produce four pictures for Allied Artists distribution during the remainder of 1954 under terms which were finalized today by Walter Mirisch.

The contract additionally includes an option whereby Allied may release four more Broyd pictures during the next calendar year.
Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will leave New York today for Paris and is also visiting the France accompanied by his wife.

GEORGE JOSEPHS, Columbia Pictures' home-office sales executive, is in Washington today for meetings with Mid-East division manager Sam Courtesy prior to visiting company branches in Cleveland, Cincinnati, and Pittsburgh.

VINCENT TROTA will leave here today for Long Beach, Calif., with contestants for the "Miss Universe" contest for which he is the de la Jones.

F. J. A. McCARTHY, Southern and Canadian sales manager for Universal Pictures, will leave here today for Cincinnati.

PERICLES ALEXANDER of the Shreveport, La., "Times," is in New York visiting M-G-M exploitation head easy Austin.

HEIR STEINBERG, Paramount's national exploitation head, and Burt CHAMPION, publicity manager, are in Atlantic City from New York.

AMRIO ABAD, vice-president and foreign sales manager for Universal-International, will arrive here today from London via B.O.A.C. Monarch.

ALBERT E. SINDLINGER, business analyst, is in Indianapolis today en route to Kansas City.

SAM LEVENT will leave here over the weekend for London via B.O.A.C. Monarch.

WILLIAM HORNBECK, film editor and production executive, has arrived here from London.

AROLD HECHT of Hecht-Lancaster productions is in New York from the Coast.

MILTON SPREALING of United States Pictures has returned to the Coast from New York.

ROB MATHIAS and wife have left New York for Quantico, Va., where he will enter the U.S. Marine Corps.

Calihan Resigns from M-G-M L. A. Branch

William A. Calihan, Sr., assistant resident manager of the Los Angeles Exchange, has submitted his resigna- tion to the Pacific Coast sales manager of Metro-Goldwyn-Mayer effective Saturday.

Calihan celebrated his 25th anniversary on June 24 at the Los Ange- les exchange. Prior to coming to Los Angeles, he was associated with the theatre, Radio and Piccadilly Theaters of Rochester, N. Y. He is planning a vacation in New York City.

3 Gel Holes-in-1 In V.C. Tournament

DES MOINES, July 14.—Golfers say the odds against a hole-in-one are 8,751 to 1, but no player since the birth of golf has been able to convince that the Vanaretty Club will believe it. Re- cently, during the club's charity tournament, three con- testants shot a hole-in-one on the course and to the club of about $2,000 in addition to the tournament pro- cession, the money will go toward purchase of a new Cadillac and Plymouth for the winners, Richardson and the former winners of the 1938 event which was developed on the RKO lot.

"Cattle Queen of Montana," starring Maureen O'Sullivan and Robert Young, was released.

Superscope Film Completed

Superscope shooting of "The American" starring Henry Fonda, Ursula Thiess, Cesar Romero and Frank Lovejoy will begin in the studio. Superscope was developed by RKO Pictures.

Services Tomorrow For Grantland Rice

Funeral services for sportswriter Grantland Rice, who died here Tues- day night, will be conducted tomorrow morning in the Brick Presbyterian Church, 140 Park Ave., here at 11:30 A.M.

In addition to his achievements in the newspaper profession, Rice edited the nightly "Kraft Television Theater" and worked for the "Fugitive" series.

Sea' Grosses $1,600 In Trans-Lux Premire

The United Artists release, "Victory at Sea," opened June 19 at Jersey Gardens Theatre, grossed $1,600 on opening day and is expected to earn a high of $12,000 in the initial week, it was revealed today by Tom Ross, general manager of the Trans-Lux Theatres.

Screen Gems Active

Production in the New York studios of Screen Gems, Inc., is at an all-time high with commitments totaling five "Big Playbacks" programs currently before the cameras, Ralph M. Bonds, president and founder of the company, has been accorded the title "producer" by King Clancy, general manager of the Trans-Lux Theatres.

No Appointment Yet Of Ohio Censor Chief

COLUMBUS, O., July 14—Govern- or Lausche denied reports that he would appoint R. M. Eyman of Lan- caster, to the post of state director of education and chief Ohio censor. Eyman is assistant state educa- tion director. Resignation of Dr. Eyman, who has been director of education since Sept. 15, Gov. Lausche said he had re- ceived several applications for the post but had made no decision.

RKO Utilizes All Wide-Screen Media

HOLLYWOOD, July 14.—RKO Pictures is utilizing all the available wide-screen processes for pictures on its Broadway, a $50,000 trust suit against 4 Majors.

The IDA Amusement Co., operator of the Fleetwood Theatre in the Bronx, yesterday filed a $35,000 anti-trust action against RKO, Warner Brothers, Universal Pictures, 20th Century-Fox and J. J. J. Theatres, operators of the Kent Theatre also in the Bronx.

The complaint charges that the clearance of RKO-owned theatres to the Kent over the plaintiff's Fleet- wood Theatre is illegal. The plaintiff also sought relief under the 1945 antitrust laws. Prior to that, it was operated by J. J. The complaint alleges that at no time previously was any clearance accorded the Kent over the Fleetwood.

Eurovision Members Mull Closed-Circuit

Members of the recently established European Television Network (Euro- vision) are considering strengthening liaison arrangements with the use of closed-circuit television, William Rosensohn, executive vice-president of Box Office Televisi, declared recently.

Rosensohn, who just returned from a 30-day tour of Eurovision installations in France, stressed plans to utilize closed-circuit TV in the fields of diplomatic relations, European Defense Community communications in economic, agricultural and educational projects.


Cohen, D.C. Exchange \Man, Dies at 58

WASHINGTON, July 14—Furn- eral services were held here today for Max Cohen, active in distribution circles in New York for the past 30 years.

Cohen died of a heart ailment yester- day, at the age of 58. He was a director of 1934, working with the Universal and Lippert exchanges, and about five years ago establishing his own Minerva Film Exchange.

Kings' Bow Moved Up

M-G-M's "Valley of the Kings" will premiere at the Plaza Theatre here on July 22 instead of July 29 as previously announced.

Bronx Theatre Files $450,000 Trust Suit Against 4 Majors

The IDA Amusement Co., operator of the Fleetwood Theatre in the Bronx, yesterday filed a $35,000 anti-trust action against RKO, Warner Brothers, Universal Pictures, 20th Century-Fox and J. J. J. Theatres, operators of the Kent Theatre also in the Bronx.

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National

Pre-Selling

CARL DORESE has been appointed creative assistant to Frank J. Kaus, director of advertising and publicity for "American Weekly." Dorese was formerly with the advertising department of the NBC network and with the J. Walter Thompson advertising agency.

He will be in charge of future promotion for "American Weekly" third annual movie edition to be published on Sept. 12. It will feature previews of Hollywood productions under the title "You'll Be Seeing." Theatre owners will receive copies of the third annual movie edition at cost, for distribution, door to door or in their offices. He will be matched with theatre names and playdates.

Philip Hartung, motion picture editor of "Fairchild's Home Companion," has reviewed and recommended "The Caine Mutiny" and "Man With a Million" in the July issue.

According to a recent survey made of the four and one-quarter million subscribers of the "Companion," one-third of its readers attend one or more theatres weekly.

A powerful plug for "The Barefoot Contessa" appears in the July issue of "Collier's." There is a beautiful colored picture spread showing Ava Gardner, barefooted doing the flamenco and being watched by 100 gypsies who were hired as extras. In addition, there is a full colored photograph of Ava taken on location, on the top of the front cover of the issue.

M-G-M's star Pier Angeli is the cover girl on "Life's" July 14 issue. Four pages are devoted to an interesting personality story of Pier Angeli's life and career. Her next starring role for M-G-M will be "Green Mansions."

One of the most comprehensive series of merchandising tieups in the history of Universal-International has been set in connection with the "Magnificent Obsession" world premiere at the RKO Palace, Cleveland. The 25 stores of the Erwin-Bye chain are tied into a special contest. The Federal Stores; Euclid Av. Merchants; Standard Drug Stores; Clark Restaurants and all large department stores are saluting the premiere with special promotions.

Exciting photographs taken on the sets of "The High and the Mighty" and "The Movie Goer" in the "magazine view" in the current issue of "Look." "The High and the Mighty" is a Warner Brothers Cinemascope production.

Ed Miller of "Seventeen" selected "Seven Brides for Seven Brothers" as the picture of the month for August.

D. C. Grosses Spotty

(Continued from page 1)

being among the films that have kept help keep business up.

George Crouch, Washington zone manager for M-G-M, Avis, and Warners, said business earlier this year was "nothing to brag about," but that it was "decent" over the weekend. "The High and the Mighty" in first runs both here and in Balti more built up impressive grosses over the weekend, more than a series of 13 tl. The Marciano-Charles fight films also helped business, he indicated.

Warner's manager, K-B Theatres, said April, May and early June were slow, but that business started picking up since mid-June and released average weekly grosses have been considerably above those earlier in the year. He attributed the pickup to the fact that kids are now out of school and going to more films, and to better pictures recently, such as "Beat the Devil," "Johnny Guitar" and "River of No Return."

Vicious Circle

"It was a vicious circle," he said. "The distributors earlier in the year believed they beat the business and that there was no business, and there was no business because there were no good pictures." Kenneth McGuire, manager of the Lopert-owned Playhouse, said business has been "fantastic" both at the Playhouse and the Lopert-owned Dupont. "Last year was the best year we had at the Playhouse since it opened, and this year is ahead of last year," he stated. Danny Kavey's "Knock on Wood" is now in its 14th week at the Playhouse. The Dupont so far has had only two films this year: "Julius Caesar," which set house records, and "Captain's Paradise," in its eighth week and still going strong.

Jerry Baker, manager of RKO Keith's Theatre, was also glowing. "We are running a film that has been running ahead of last year, thanks to better films, and that right now business is better than it was. "The Caine Mutiny" breaking every record in the theatre's history. He estimated "Caine" would run at least until Sept. 12.

On the other hand, Morton Gerber, head of District Theatres, reported his circuit is running consistently behind last year and that even the Fourth of July weekend didn't help. "People are just more selective," he said. "When we have a picture they want, we'll still have business that compares with the best of times. But we just don't have as many of those pictures as we should."

Good Summer Expected

Lloyd Wineland, Jr., of Wineland Theatres, was another who thought he detected a pick-up in the last few weeks. He said that earlier in the year business had been just about at last year's levels, but that the last two weeks it had run much better than last year. "I think we were doing almost as well as we had," he stated. "I think things are going to be very good this summer."

H. H. Roth, general manager of Roth Theatres, thought business has been very good. Most of the chain's circuit is running just about at par with last year, he said, while business at the chain's key art house, the Plaza, has been running well ahead of last year.

Warner Device

(Continued from page 1)

to be the underlying theme of many portions permitted by the state of the theatre. The width of 42 feet, in use before the aperture was placed on the stage, was the theater's maximum. The aspect ratio, stated Warner, was the proportion of 2.2 to 1. New apertures, inexpensive to install, are also being made available to all exhibitors, he said.

Agreement

(Continued from page 1)

began work today, took the Senate to court.

The conferences also approved a provision permitting businessmen to carry back losses for two years, rather than one, and permitted 15 years, to get refunds on taxes in the earlier period.

Review

"Malta Story" (Rank-United Artists)

THE name of Alec Guinness can be exploited in this import about the siege of Malta during World War II. But although Guinness is in the picture and is supported by a distinguished cast of British actors, the film adds up to something rather less than a moving documentary-styled drama. Patrons of import houses may be disappointed in "Malta Story" if for no other reason than having to look for Guinness between the battle scenes which dominate the film's 89 minutes.

In support of Guinness there are Jack Hawkins, Anthony Steel, Muriel Pavlow, Renee Asherson and Flora Robson, all doing the best they can with the story.

As a pictorial glimpse of the effect of the war on the Mediterranean island, the film at times reaches real truth. But as a drama, it fails to supply much semblance of entertainment.

The outdoor pictorial action of the British squadron on the island, Guinness falls in love with a local girl, Miss Pavlow. During their rendezvous some excellent photography records explosions above and upon the besieged island.

In the film's climax, Guinness, given an assignment, is a German corporal, a job at which he is successful but sacrifices his life.

Peter De Sarony produced and Brian Desmond Hurst directed "Malta Story" from the screenplay by William Fairchild and Nigel Balchin. Running time, 98 minutes. General classification. Release, not set.

Additional Finance Secured by Magna

With financial assistance provided by Kuhn, Loeb & Co., an investment banking firm, the Magna Theatre Corp. is set to provide the necessary capital, estimated at $6,000,000, for the production of Rodgers and Hammerstein's "South Pacific," in the wide-angle Todd-AO screen process and CineScope. Magna, a new enterprise organized to produce pictures, was reported, $6,000,000 of five-year debentures, 12,500 shares of cumulative preferred stock, and 2,200,000 shares of common stock.
THE GROSSES ARE MIGHTY HIGH-
THE RUNS ARE MIGHTY LONG!
for WILLIAM A. WELLMAN'S
THE HIGH
AND THE
CINEMASCOPE

STARRING
JOHN WAYNE  CLAIRE TREVOR  LARAINES  ROBERT DAY
JAN STERLING  PHIL HARRIS  ROBERT STACK

WITH  PAUL KELLY · SIDNEY BLACKMER · DOE AVEDON · KAREN SHARPE · JOHN SMITH

SCREEN PLAY BY ERNEST K. GANN

Music Composed and Conducted by Dimitri Tiomkin

A WAYNE-FELLOWS PRODUCTION

Directed by WILLIAM A. WELLMAN
Warners' have over 200 dates running now!

AND ALL 200 ARE 'WAY OVER HONDO!!

THE THEME SONG BY DIMITRI TIOMKIN IS A HIT! Recordings by Harry James - Victor Young - Leroy Holmes & Orch. with Whistling Chorus by Fred Lowery. Johnny Desmond - Georgie Auld & Orch. Dimitri Tiomkin - Les Baxter & Orch. (They're getting terrific air and juke-box plugings everywhere. Talk to your disc jockey!)
These three

GARY COOPER  SUSAN HAYWARD  RICHARD WIDMARK

are launching

20th Century-Fox's

GARDEN OF EVIL

Color by TECHNICOLOR

CINEMASCOPE

to record grosses everywhere!

Play it in your choice of CINEMASCOPE equipment!

4-Track High-Fidelity Magnetic Stereophonic Sound
1-Track High-Fidelity Magnetic Sound
1-Track Optical Sound
Arnall, Officers Reelected at Annual Meet of SIMPP

HOLLYWOOD, July 15.—The Society of Independent Motion Picture Producers re-elected Ellis Arnall as president and all other officers as well as all members of the executive committee at the society’s annual meeting here today which was attended by 30 SIMPP members.

The organization unanimously adopted a resolution commending Arnall for his services as president, and another endorsing the Motion Picture Relief Fund’s project for establishing an industry museum.

Arnall told the members that he intends to take further action toward obtaining a complete investigation and decisions by appropriate government offices on foreign film acts, despite the reported statement by a Motion Picture Export Association spokesman that MPAA will no longer cooperate with independent producers in the foreign field. Citing the French pact, which, he said, contains a $30,000 subsidy arrangement, said “legality or illegality, such subsidies must be resolved once and for all.”

Arnall also reported to the membership on the full year’s activities. Executive secretary Marvin Faris of the producers association reported to the 30 members in attendance on his recent tour of Europe in behalf of SIMPP export program.

Klune Resigns Fox Production Position

HOLLYWOOD, July 15.—Ray Klune, for 11 years executive production manager at 20th Century-Fox studios here, has tendered his resignation effective July 30 after signing a long-term contract as general production manager of Hecht-Lancaster Productions.

Darryl F. Zanuck, 20th-Fox production head, issued a statement regretting the loss of Klune’s services and extended the production manager well wishes” in his future capacity.

House Senate Make New Tax Provision

WASHINGTON, July 15.—The House Senate tax conference decided to make a new corporate tax speed-up plan apply only to firms with tax bills of more than $100,000 a year.

The original House bill made the plan apply to firms with more than $50,000 of corporate tax liability, but the Senate increased this to $500,000. The conference took the Senate figure. Under the plan, the large firms would ultimately pay 50 per cent of their tax in the current year, instead of paying entirely in the following year as at present.

On Major Fractions

5% TAX OVERSTEPS STATE ACT: COUNSEL

Meanwhile, Judge Pette Reserves Decision On Injunction Plea to Halt N.Y.C. Levy

New York City assistant corporation counsel Stanley Buckshahm yesterday admitted that the city is overstepping the provisions of the state enabling act in collecting the five per cent amusement tax. The admission of the violation was made at a hearing before Supreme Court Justice Nicholas M. Pette who had ordered the city to show cause why a temporary injunction should not be revoked against collection of the tax.

After listening to both sides present their arguments in a one-and-a-half hour session, Judge Pette reserved decision on the injunction pending final deliberation.

The hearing resulted from a suit filed against the city by five Queens houses last week, to have the admissions tax declared unconstitutional, “invalid and void” and for an “injunction restraining and enjoining them from enforcing the provisions thereof.”

Buckshahm said that “there is no doubt that the city cannot tax admissions over five per cent.” He was referring to the state legislation, passed in 1947, which empowers municipalities of 25,000 or over to levy an admissions tax “of up to five per cent.”

The plaintiffs allege, what seems to be their strongest point against the

(Continued on page 5)

Stress Concessions

At TOA Convention

The Theatre Owners of America convention in Chicago next November will devote more time to concessions than has given at previous national conclaves. This was indicated here yesterday following a meeting of TOA representatives and officials of the International Popcorn Association.

The preparation of a tentative agenda for the concessions phase of the TOA convention was the principal topic for discussion yesterday.

It was decided that the entire TOA membership would be briefed on concessions and meetings held by the IPA and other groups at the Nov. 4 program of the TOA convention.

Attending yesterday’s sessions were J. J. Fitzgibbons, Jr., Thomas J. Sullivan, Nathan Buchman and Bert Nathan, representing IPA, and Lee Koken of RKO Theatres, Carl Siegel of Stanley Warner, Howard Bryant and Dick Pitts, representing TOA.

SALES MANAGERS READY TO MEET WITH ALLIED HEADS

A majority of the companies’ general sales managers have agreed to meet with leaders of Allied States Association during the week of July 26 to discuss current trade practices and problems, it was learned yesterday. The sessions will be held on an individual basis with each company probably will be staggered throughout the week. One sales head, Charles Boasberg of RKO Radio, is leaving on vacation on July 23 but has agreed to meet with the Allied representatives at a later date.

The Allied delegation will be headed by Abram F. Myers, general counsel, and Ben Marcus, Allied president. Others in the Allied contingent will be Jack Kirsch of Chicago, Nathan Yamin of Fall River, Mass., and Wilbur Snaper of the New Jersey unit.
Personal Mention

Irving Soehn, Universal Pictures short subjects sales manager, is in Cincinnati today from here after visiting Pittsburgh and Indianapolis this week.

J. R. Grainger, president of RKO Radio Pictures, E. L. Walton, executive assistant to the president, and Perry Leider, national director of advertising, publicity and exploitation, returned to Hollywood yesterday from San Francisco.

H. Simon Ullman has joined the staff of the candy firm of Candy Corp. in Albany as assistant to manager George H. Schenk.

Marge Sarpolis, secretary to 20th Century-Fox Cleveland branch manager L. J. Schmetz, will be married tomorrow to Bud Jewell.

Foster M. Blake, Western sales manager for Universal Pictures, will leave here Monday on a tour of his territory.

Peter Roderick, general sales manager of the film division of General Telediso, is in New York from the Coast.

Marshall Fine of the Associated Circuit in Cleveland is a patient at the Lakeside Hospital there.

Len Benton of Benton Film Express in Atlanta has returned from a Florida vacation.

Joe Dumas, Republic Pictures office manager, returned here from a Florida vacation.

Mt. Lawn will leave for Italy today via L.A.-International Airlines.

Geraldine Brooks will leave here today for Rome via L.A.I.

Testimonial Tuesday
In N. H. for Simon

NEW HAVEN, July 15.—More than 300 members of New England’s motion picture industry will attend a testimonial dinner honoring Ben Simon, retiring local manager of the 20th Century-Fox branch at the Waverly Inn, Cheshire, Conn. Tuesday. New Haven’s mayor and other municipal, business and professional leaders plus delegations from Hartford, Boston, Bridgeport and Waterbury will be on hand.

Vicksburg House Goes Back to Para. Gulf

NEW ORLEANS, July 15.—Floyd Murphy, who has been operating the Second Street picture theatre, will attend a testimonial dinner honoring Ben Simon, retiring local manager of the 20th Century-Fox branch at the Waverly Inn, Cheshire, Conn. Tuesday. New Haven’s mayor and other municipal, business and professional leaders plus delegations from Hartford, Boston, Bridgeport and Waterbury will be on hand.

Over 160 Houses in Makelin Contracts

HOLLYWOOD, July 15.—Exhibitors in Charlotte, N. C., representing more than 160 theatres, have subscribed to the Makinel plan, a follow-up expansion program, initiated by independent producer Hal R. Makelin to the Theatre Owners of America group in that city yesterday, according to word received at the producer’s headquarters here.

U.K. Union Dispute Taken to Gov’t.

LONDON, July 12.—Although the Ministry of Labor has not to date taken official cognizance of the already reported dispute between Cinematograph Exhibitors Association and the United Kingdom Federation of Theatrical and Kiné Employees, the former’s officers have been to the Ministry of Labor and general discussions were followed the next day by a delegation from the union.

This is the first time the ministry will now decide to refer the matter to the Industrial Disputes Tribunal or endeavour to bring the parties together for further discussion.

Prepares Case for Members

O’Brien, with characteristic zest for publicity, is preparing his union’s case for circulation to Members of Parliament, to municipal and licensing authorities and to trades councils throughout the country.

He makes tall of striking the theatres. But the threat may be discounted. Apart from any merits in the NATRE, it is also shrewd a strategy to risk a strike which could not in any event be successful.

But if the unions wouldn’t keep open if O’Brien committed himself to strike action.

Conn. Theatre Men Form New Company

HARTFORD, July 15.—Nutmeg Theatres, Inc., New Haven, a new combination of local independent drive-ins, and the Northeastern Theatre Owners, with the approval of the Secretary of State’s office here, have filed for incorporation, under laws of the state, with a capital of $1,500; amount paid in cash, $1,500; amount paid in property, none; president, Norman Blake, New York; vice-president, Leonard Sampson, New York; treasurer, Robert C. Spodick, New Haven; director, same as officers.

The above-named men operate the Crown and Lincoln, New Haven; Art, Norwalk; Riverside; Bridgeport; First, Westport; and Norwalk and Empress, Norwalk, all in Connecticut.

3,200 in Cleveland See ‘Obsession’ Bow

CLEVELAND, July 15.—Universal International’s Magnificent Obsession has set a record for openings in the city last night before a capacity audience of more than 3,200 at the RKO Palace Theatre.

In ceremonies before the screening, the Motion Picture Council of Greater Cleveland, represented a certificate to U.S. through Jane Wyman, one of the film’s stars. The citation designated the film as the woman’s picture of the year.

New Columbus Tent To Open Clubrooms

COLUMBUS, O., July 15.—Columbus Variety Club, whose tent has the know-how of a Club policy, has been taken under the jurisdiction of the Department of Citizenship and Immigration.

Denied ‘Scope Films Theatremen Charges

OKLAHOMA CITY, July 15.—Before a motley crew of the American Legion, Okla., theatre, has filed a $75,000 damage suit in Federal District Court here against 20th Century-Fox charging that the producer had no right to exhibit CinemaScope pictures.

Turner said that he was contacted last week by a representative of Marion Osborne and had agreed to install CinemaScope equipment in his theatre.

The theatre owner, however, had insisted that Turner, the actual, he was contacted by Marion Osborne and had agreed to install CinemaScope equipment in his theatre, but the theatre owner, however, had insisted that Turner, the actual, the suit was filed Wednesday night. Turner said.

The distribution company had given him the $75,000, and he had also sold bookings to a rival theatre, the Vaska, Turner said.

Osborne denied that the Vaska had exclusive CinemaScope rights, and said, “If he wants to outbid the Vaska he can have the pictures.” Osborne said Turner “did not have to show ‘The Robe’ first as we do not go for block bookings.” He also said Turner installed his CinemaScope equipment after the Vaska had done so, and said, “If he went ahead and equipped his theatre before playing the pictures, but he refused.”

Drive-ins Getting First Runs in Cinci.

CINCINNATI, July 15.—First run picture product is being sold away from downtown houses in favor of drive-ins, both here and in the Cincinnati exchange territory. Currently, the Twin Cities, the city with the largest number of drive-ins within the city limits, is playing 20th-Fox’s “Savage of Red River” and Lipper’s “The Big Chase.” Ashland, Ky., and other area drive-ins also are playing first runs.

Hartford House Closes

HARTFORD, July 15.—The Hartford Theatre Circuit has closed its first run foreign film house, the 80-seat Art, for the summer. A wide-screen among new equipment being installed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"The Student Prince" in CinemaScope starring Ann Blyth, Turid Vermund and the Singing Voice of MARIO LANZA

Color by ANSCO

1st M-G-M Picture

SPECTACULAR STAGE PRODUCTION

"The High and Mighty"

WALTER BRODS

WILLIAM A. NEWMAN & WALTER G. NAGLE

THOMAS WADMAN

UNITED ARTISTS

TREVOR-TUNBRIDGE-WALLIS/DAY-RICKERT-STOUTHADALESTAFF/HERBERT CHERRY/STEELER-MAHNIUS/ROBERT NEWTON-DIANO BRIAN CINEMAS

WILLIAM A. NEWMAN & WALTER G. NAGLE
All the Golden Glory of the Age of Chivalry in the Epic Story of England’s Outlaw Knight...

...who pledged his life to save a throne and his love to win the lips of a fabulous beauty!

SPECTACULAR IN CINEMASCOPE

Tony Curtis • Janet Leigh
David Farrar • Barbara Rush
Herbert Marshall with Torin Thatcher

Daniel O’Herlihy • Rhys Williams • Craig Hill

Based on Howard Pyle’s immortal classic “Men of Iron”
And... THIS IS THE NATIONAL MAGAZINE ADVERTISING CAMPAIGN FOR "THE BLACK SHIELD OF FALWORTH" .... a campaign timed to reach your patrons when it counts ...... during the month of August!

15 Important Publications with a total circulation of more than 17 Million

...OVER 50 MILLION READERS!

Universal International presents
THE BLACK SHIELD OF FALWORTH
COLOR BY Technicolor

In CINEMASCOPE and also available to theatres with all other types of conventional projection!
N.Y.C. Tax Oversteps

(Continued from page 1)

tax to date, that certain admissions are tax-

ded, as by as much as two and six

C. Edward Raftery, attorney for

the plaintiffs, cited the fact that lowest admission price are the ones "being

hardest hit," and said the act is "clearly

beyond the enabling act as passed,"

Raftery told Judge Pettee.

The plaintiff owners were nar-

rowed down to alleged violations of

three state and city laws. They are

the enabling act, a section of the

City Administrative Code and the State

Constitution.

Raftery said the section of the

Administrative Code, B32-3, dealing

with theater licenses, is in direct con-

flict with the tax law. The code states

that a misdemeanor is committed if a

two years ago when the admission price plus a Federal admissi-

ons tax.

In this case, Raftery said, theater owners as 

as owners are subject to court

action for committing a misde-

meanor. And anyone who

censes can be revoked for the

violation.

If an employee sells tickets of this kind, he 

and the owner can be convicted of a

misdemeanor," Raftery asserted. He called

the situation "clearly irreconcil-

able." Raftery summed up ex-

hibitor arguments by saying

"we either violate one or the

other, if we try to live up to

both."

In another allegation, he said the

current tax is in violation of a pro-

vision in the city constitution regu-

ling abusive taxes. The exhibitor argu-

ment pointed out that the state en-

abling act had been legislated into law

seven years ago when the city clo-

tivity was in good condition. How-

ever, the advent of free television and

the increased amount of taxes paid by exhibitors in 

New York City constitute an 

"abuse" in the levying of the new

tax, the attorney said.

Thomas Bress, attorney for Loew's

Theatres, told Judge Pettee that "ex-

ception of the enabling act now, seven

years after it was passed is an abuse.

The industry is in a "tailoring posi-

tion" these days, he said.

Buckshahn emphasized that the

state enabling act "said nothing about a

major fraction provision." He said

it has been the custom in the City

to employ the "major fraction" method

in all forms of business and banking.

The city "had no alternative," Buckshahn said, although the

decision was "an onerous one."

He did name an alternative, how-

ever. It would entail issuing "tokens or

stamps" to cover the fractions result-

ing from collection of the tax.

The city is empowered to employ such

a system, Buckshahn stated, but the

current system is not "a clear viola-

tion of the enabling act" although in

some cases it does overlap it.

Buckshahn stated.

He said the city "has no intention of

destroying the tax." This is a

matter for the legislature, "not the

judiciary," the attorney concluded.

In rebuttal, the attorneys for the

plaintiffs said that it is in no way

of using tokens or stamps, they would

it. If the injunction is invoked, "now

the discussion is whether the money

to which they promised. They said exhibitors could hold the money "in trust" and

advise the public to keep their ticket

stubs for possible refunds should the

tax law be revoked.

$23,000 to Clinic of New York V.C.

A gift of $6,000 yesterday brings to

$25,000 the year's total given to the

N. Y. Variety Club Clinic and the

din with Epilepsy at the Columbia-

Presbyterian Medical Center by the

Variety Club Foundation to Combat

Epilepsy. Walter J. Bress, president

of the Foundation, made the pre-

sentation to Dr. H. Houston Merritt,

director of Neurological Service at

the Medical Center.

An additional $7,000, according to

German, has been expended in the

past year on the institute's public

education services, which are designed

to bring about a better public under-

standing of epilepsy.

Review

“Dawn at Socorro”

(Universal-International)

HAVING the names of Piper Laurie and Rory Calhoun for theatre mar-

kets enhances this Western which follows familiar plot lines and

characterizations. Expert camera work and deft editing contribute exciting to a

stud poker game and a gun duel in the final minutes. During the fight the

camera moves from camera man to scene of scenes for a collec-

tive effect. But unfortunately, a routine, somewhat confused story and

the absence of any outstanding performances leave the picture in the realm of

the ordinary. It is in color by Technicolor.

On the set as Brett Wade (Rory Calhoun) falls in love with

Ransel Hayes (Piper Laurie), unjustly labeled “jezebel” and who has been

turned out of her father’s home. She plans to be a Socorro saloon girl in

Dick Branden's (Oliver Drake) Big Casino. Tired of his life of dissipation

plus the misery of an old lung wound, Brett hopes for a peaceful future. He

is leaving Lordsburg where he sided with the McNairs against the Feerises

in a stockyard gun battle. Traveling companion is Jim Rapp (Alex Nicol),

the Sheriff Cantin (Edgar Buchanan), aware of the Brett-Branden hatred plans to meet Brett at Socorro and put

him on the 6 A.M. train to Colorado Springs to avoid trouble. The rivals

tangle. In the end Brett wins his fortune from the casino and in a minor’s love

and loses. At the station, Rapp fires at Brett and is killed. Braden goes, too.

On the train, Brett is joined by Rannah, who offers him her bottle of lung

tonic and her love.

The film was produced by William Alland, and directed by George Sherman

from a screenplay by George Zuckerman.

Running time, 89 minutes. General classification. For release in September.
"On the Waterfront" is a magnificent picture. A picture with a mind behind it. What a relief to see a movie that aims high and hits the mark."

-Peter Ustinov

"Elia Kazan's direction and Marlon Brando's performance in 'On the Waterfront' will live in my memory forever as a great emotional experience."

-Otto Preminger

"One of the finest movies ever made. As for Marlon Brando's performance, I can remember few if any dramatic performances on celluloid to compare with it."

-Billy Rose

"A powerful and wonderful picture. Marlon Brando gives one of the greatest performances we have ever seen. Leonard Bernstein's score is exciting."

-Betty Comden and Adolph Green

COLUMBIA PICTURES presents MARLON BRANDO AN ELIA KAZAN PRODUCTION

On The Waterfront AN ELIA KAZAN PRODUCTION
costarring KARL MALDEN • LEE J. COBB • with ROD STEIGER • PAT HENNING • and introducing EVA MARIE SAINT

Produced by SAM SPIEGEL • Screen Play by BUDD SCHULBERG • Music by LEONARD BERNSTEIN • Directed by ELIA KAZAN

A HORIZON PICTURE
Tradewise... By SHERWIN KANE

The report aired at the annual meeting of the Society of Independent Motion Picture Producers in Hollywood last week did little to ease the foreign producers' anxiety about the increasingly tight restrictions placed on them by the Motion Picture Export Association. The report was not reassuring.

There is considerable criticism, resentment and, even, amusement among MPEA members over SIMPP's or, rather, its president, Ellis Arnall's attack against the foreign agreement. But no serious proposal to end cooperation between the two organizations in the foreign market has been made.

Discussion of Arnall's current action frequently points up the fact that mutually satisfactory foreign agreements were made when SIMPP, a few years ago, assumed its share of responsibility for such pacts and sent a representative along with Eric Johnston to participate in their negotiation.

In fact, when James A. Mulvey, president of Samuel Goldwyn Prod., accompanied Johnston to London on several negotiating assignments, some of the best features of the resultant fiscal agreements were credited to the SIMPP representative.

There is no reason, other than SIMPP's own negligence, disinterest, unwillingness to share responsibility, or whatever, for SIMPP representatives not having accompanied Johnston to Paris at any time during the past year in which the recently signed French agreement was under discussion.

All that time SIMPP was kept fully advised of developments. It did register its opposition to subsidi features in foreign agreements, true enough. But it declined to withdraw themselves from the negotiations. (Continued on page 2)

New Eady Levy Dispute

Rank Organization's 550 Theatres Resign from CEA

By PETER BURNUP

LONDON, July 18.—The J. Arthur Rank Organization with its 550 theatres resigned from all Cinematograph Exhibitors Association branches in protest against what the Rank company termed a "flagrant breach of agreement" by C.E.A. officers on the share of the exhibition tax remission which is to go to As British producers.

Before the government granted entertainment tax reductions, C.E.A. had agreed voluntarily to continue the Eady Levy for the period (Continued on page 3)

MillTokenStill Possibility in NYCTaxScene

As local exhibitors and the New York City administration waited for a decision from a Supreme Court ruling on a temporary injunction against collection of the city's five percent amusement tax, city officials at the weekend said that a token or stamp system has not been ruled out as a substitute for the law's major fraction provision.

The possible system, now employed by the cities of Elmira and Binghamton, supplies exhibitors with tokens or tax stamps in mill amounts covering any fractions which may result from collection of the tax.

Assistant Corporation Counsel Stanley Buchbinder, who presented the city's case for the tax before Supreme Court Justice Nicholas M. Pette last (Continued on page 3)

"Betrayed"

F LAWLESS acting by a stellar cast of an absorbing and suspenseful spy story, "Betrayed" is a notable attraction destined for healthy boxoffice returns. In color by Eastman Color, it tells the story of the Dutch underground during World War II, and is one of the better Hollywood productions dealing with the war.

Clare Gable, Lana Turner and Victor Mature head the cast, with Louis Calhern, O. E. Haslbe, Wilfrid Hyde-White and Ian Carmichael in support. Although all performers contribute outstanding portrayals, Miss Turner's work is especially noteworthy. As an underground agent parachuted into Holland before the Allied invasion of Western Europe, she handles this, for her, unique role with conviction and facility. Photographed mainly in Holland, cinematographer F. A. Young caught a great deal of the beauty and color of the Dutch countryside and seaside to further enhance the film's attractions. Some of the scenes shot at dusk compare with the finest heretofore seen on the screen. The Eastman Color also is impressive. It highlights not only the scenery, but battle sequences as well the most memorable being filmed at night.

In all, however, "Betrayed" stands up as an entertainment-filled and expertly made production which will make its impact upon every type of audience.

The story concerns the activities of the Dutch resistance, led by Mature. The Allies send Miss Turner to Holland to coordinate Mature's efforts with... (Continued on page 6)

U.S. Films Favorable By German People

HOLLYWOOD, July 18.—Western pictures as produced by German companies are "the prime favorite of German people everywhere," according to Dr. Heinz Bartsch of the German News Agency, and Theodore M. Jost, chief editor of "Allgemeine Zeitung," who visited the 20th Century-Fox studios as guests of the American Motion Picture Producers Association.

Both Bartsch and Jost stated that French and Italian films have made recent inroads in Germany, especially in the expense of German products, but have not affected American playing time.
Personal Mention

MARC M. SPIEGEL, Motion Picture Export Association Continental Manager, is in New York from Europe.

STANLEY MORRIS, former exploitation man from Columbia and United Artists, has joined the Mickey Gross-Len Simpson public relations firm.

L. F. GRAN, president of Gran Enterprises, Milwaukee, was married to Ava Cline, Soybean County, Iowa, and is honeymooning in California.

BABBIE J. DOWINGER, president of Television Snapshots, left here at the weekend for Lisbon.

HERBERT F. ENNS, director of publicity for the Altec companies, is vacationing in Florida with his wife.

MAURICE HILLMAN, Warner Brothers producer, has arrived here from London via B.O.A.C. Monarch.

ARTHUR LUIBEN of Columbia Pictures has left here for London via B.O.A.C. Monarch.

BETTY REINHARDT of Buchanan & Co. left here over the week-end for a two week vacation in New England.

RALPH BERQUEST, Universal-International office manager in Atlanta, has returned after a Florida vacation.

BILLY BROWER, Universal sales representative in Atlanta, is the father of a baby girl, JENNIE LEE.

B. W. SMITH of the Paramount sales staff in Atlanta is the father of a new-born son.

House Group Vetoes Business Poll Funds

WASHINGTON, July 18.—The House Appropriations Committee vetoed an administration request for money to finance a survey of business and manufacturing next year.

The survey, which would include detailed statistics for all branches of the film industry, was supposed to have been taken this year, but Congress refused to vote the funds. The administration then put through legislation authorizing the survey for next year, but the appropriations committee has again vetoed the request for funds to carry out the job. The money could conceivably be restored in the Senate.

Mrs. Savini Dies

Funeral services were held Saturday at Holy Name Church for Mrs. Irene Savini, wife of Robert M. Savini, president of Astor Pictures Corp. Mrs. Savini died Thursday of a heart attack in Huntington Hospital.

Motion Picture Daily

Greenie’s Chrome-Plated ‘Wagner Tax’ Pennies Back-Fire, But All Is Well

When Albert Greenie, owner of the Avenue U Theatre in Brooklyn, gave out “Wagner Tax” chrome-plated pennies to his patrons who, in turn, dropped regular pennies into a bottle which, when filled, would be taken to City Hall for “Wagner tax,” Greenie didn’t think he would have Uncle Sam on his neck.

A United States Secret Service man took Greene before a U. S. Commissioner and, after considerable discussion of law, Greene was told that pleading the Fifth Amendment in a U. S. court with one $5.50 bill, he had given out 29,000 pennies and now he’s asking that his patrons return them, offering two shiny new pennies in return for one plated coin. Seemingly Greene was not in fact being tried in front of a judge, but with the caption: “Keep Our Manager Out of Jail.” However, the government is returning good legal tender to Greene for the chrome-plated pennies.

MGM to Reissue 2
On a Test Basis

M-G-M will reissue two pictures on a test basis in five situations today and tomorrow as a combination package. The pictures are “The Jungle” and “They Gave Him a Gun.”

Three Loew theatres will open the combination Monday in Akron, Syracuse and Reading. On the following day, the Loew houses in Harrisburg and Scranton will begin showing the double feature. Special trailers are being prepared for theatres booking the combination.

New Service Staff Formed by Ascap

The American Society of Composers, Authors and Publishers have announced the formation of a new staff service with radio and television stations. J. M. Collins, ASCAP sales manager, said that the specially-trained staff of men will include Syd John Campbell with headquarters in Boston; Fred N. Brown, Atlanta; William J. Barzen, Chicago; William E. Fox, Jr., Dallas; and William S. Hoffman, San Francisco. These men, all of whom have been associated with the ASCAP staff for a number of years, will be under the direct supervision of Samuel E. Feinhman, assistant sales manager.

Canadian Imports Up

OTTAWA, July 18.—Imports of films into Canada increased slightly to $2,742,000 during the first four months of 1954 as compared to $2,729,000 in the corresponding period last year, the Canadian government reports.

Disney Starting Two More for TV Show

HOLLYWOOD, July 18.—Two new “Disneyland” television programs go into production immediately following yesterday’s wind-up of the filming of the next segment of the ABC-TV series to get underway. The two programs are “The Story of You and How Do You Doodle,” both of which will combine live action and cartoon animation. Disney TV shows have been set as Foxcasts.

Cooper Houses Break Okla. ‘Color’ Wall

OKLAHOMA CITY, July 18.—Cooper Foundation theatres have broken Oklahoma’s Jim Crow barrier during the past two weeks with no ill effects, Cooper city manager Eddie Thorne stated.

The plays have been admitted to the Criterion, Harber, Tower and Plaza Theatres, Thorne said, “but nobody in the theatre itself has actually pro- nounced it although we have had a few complaints from people who have heard about it.”

The idea, he said, is to allow Negroes into Cooper theatres came from a high level, Thorne said. “We are not advertising it, but anyone who wants to buy a ticket will not be refused because of his color.”

Announce Changes in Evergreen Personnel

SPOKANE, Wash., July 18.—Richard Stolz, former vice-president and general manager, and Charles Lepper, assistant manager of Evergreen’s Paramount Theatre, Seattle, has been named manager of the State Theatre here. He succeeds James M. Leslie who resigned after 16 years with Evergreen.

Jack T. Hamaker, Spokane city manager, also announces that Robert Cooley has succeeded James Keefe, veteran theatre manager at the Orphum Theatre.

Dale Munkers has been named assistant manager at the State Theatre and Ronald Rogers, former assistant at the State, is now at the Fox.

Frank, UA To Talk On ‘Bull’ Release

HOLLYWOOD, July 18.—Exhibitor-producer W. R. Frank left here at the weekend for New York where he will confer with United. Artists officials on details concerning the distribution of his CinemaScope production, “Sitting Bull,” which he plans to premiere on Aug. 19 in Rapid City, S. D.

Sam Fields, 39

HOLLYWOOD, July 18.—Funeral services were held today for film editor Sam Fields, 39, a former member of the Quigley Publications bureau staff, who died last night heart attack. Fields, who died in an ambulance en route to a hospital from his Van Nuys home, is survived by his wife, two sons and a brother.

Tradewide...

(Continued from page 1)

pose whatever it objected to while the negotiations were in progress, or to endeavor to have included in the agreement whatever safe- guards it felt were necessary.

SIMPP chose to remain at home, to wait until the pact was signed and then battle it, largely on the “subsidy” issue which John- ston denies is valid.

SIMPP’s position as a critic of MPEA agreements would be de- serving of much greater consideration if it accepted its full share of responsibility in the shaping of such agreements.

‘GWTW’ Tops Mark In 1st E. Drive-in

TRENTON, N. J., July 18.—Playing what is said to be its first drive-in engagement in the East, “Gone With the Wind” today was heading for a first-week gross of more than $2,000 at Walter Reale’s Lawrence Drive-In.

The idea is that the opening day gross topped by more than 25 per cent the previous high for an opening day at the theatre.

Filmrow Outing Set

ALBANY, N. Y., July 18.—Employees of all levels of the various film arts, now located along Filmrow here, will hold a steak roast and outing at Picard’s Grove on Aug. 16. Tickets are $8.50 for the meal, games and dancing.

Projectionist Dies

MILWAUKEE, July 18.—Eugene W. Anacker, 60, former projectionist at the Acme, another one just passed away. He belonged to Local No. 164, Motion Picture Projectionists’ Union.

Fabulous speed to LOS ANGELES

Fly United’s new DC-7 NONSTOP

‘The Advance Continental’

Leave at noon. Arrive before 5 p.m. on the nation’s fastest air- liner! Many extra Comforts, full- course meals. DC-7 service also to Chicago and San Francisco!

United Air Lines
Rank-CEA

(Continued from page 1)

C.E.A. president, rejected this proposal and, in consequence, a reduced Exchange rate will become effective on Aug. 1, following some last-minute development.

Nevertheless, C.E.A. intimated that its officers are ready to sit down with government officials at any time to discuss the matter, but still want the rates reduced.

The B.F.P.A. already has reported the matter to the Board of Trade and regretted that unless some action is taken, virtually a complete misimposition of a statutory rather than a voluntary Eady levy.

Chairman of C.E.A., Rank’s theatres announced that they proposed to continue to make Eady payments at the old levy rate, regardless of C.E.A.’s position.

It is momentarily uncertain what action C.G.G.C. will take in view of Warner’s having urged the meeting to continue the old rate.

The detection of Rank’s theatres will be by C.E.A.’s finances by loss of dues payments. The Rank Organization withdrew from C.E.A. on August 1 in November, 1951, but returned to the fold the following month.

NTS Speaker

(Continued from page 1)

magnet shifting and simplifies replace-
ment. The speaker, using a perforated, anodized aluminum speaker screen, a volume control with recessed control limb and an extruded tube handle.

The housing, which is finished in a silver hammertone enamel baked on over a bronze base, has a two-step window bracket for positioning in a car as well as on the speaker post coupling unit. The color finish of the speaker matches the transparent blue of the extruded acrylic handle. The handle, an oval tube, the speaker Thorer Plastics Co. provides space inside for a phos-
phorescent theatre name or slogan cut into it in a reflective material.

A "Killed Kord" or straight nom-
preco cover cable makes the connection from the post unit to the speaker.

'Seventeen’ Magazine Highlights 9 Films

The August issue of "Seventeen," which will be on the newsstands within a few weeks, has devoted considerable space to films currently playing on Broadway here and pictures to be released shortly.

Special stories are used on Warner Brothers’ "A Star Is Born" and David O. Selznick’s "Gone With the Wind." A double page spread, including a picture layout, has been used for "Thieves’ Staircase" starring John Wayne. Other films which are reviewed are "Living It Up," "The Student Prince," "Voyage to the Bottom of the Sea," "Magnificent Obsession," "The Unconquered" and "Her Twelve Men."

Named Station Manager

ALBANY, N. Y., July 18—Leo Rosen, formerly with the Fabian Theatres circuit here, has been named manager of the Schine circuit’s television station, WPTV, succeeding Gas- Lampe, who resigned that post to become managing director of the Cross Country Hospital, Yonkers, N.Y.

Indoor-Drive-in Project in Idaho

MOSCOW, Idaho, July 18—Plans are under way here for a 544-seat indoor theatre to be built on the same site as the Drive-in theatre, so that film entertainment can be provided in bad weather. The new enclosed theatre is expected to be completed during October or shortly afterwards.

Loew’s Theatre Changes

CLEVELAND, July 18—Frank Murphy, Loew’s theatre division manager here has announced the following recent change. Aldro Schubert has transferred from Loew’s Akron to the Loew’s Jersey City; Harry Klyoz has moved from Loew’s Canton to succeed Shubert in Akron and in turn is succeeded by Eugene Molaison of Syracuse.

Asides & Interludes

—by Al Steen

Our friend Irving Lesser phoned the other day and said he had a copy of the Jan. 29, 1910, issue of the Moving Picture World, which included the first explicit mention of the "World" in later years was married to Martin Quigley’s "Exhibitors Herald" and became the "Exhibitors Herald World" and eventually "Motion Picture Herald." We dashed to Irving’s office and picked up that almost prehistorical industry trade paper. Later we learned that we have a whole set of those old issues in bound volumes right here in this office. Oh well, it was nice to get away from the desk for a while.

Anyway, as long as we have this loose copy before us, let’s take a look. A cover ad revealed that the motograph projector in 1910 had a price tag of $150 and up. Not a word about maintaining.

A full page ad by the New York Motion Picture Co. was very out-
spoken about its independent product and its competitors in language like this: "We got ‘em on the run since we started releasing four reels a week. Nothing but headliners. Every licensed exhibitor is beating it for an Independent Exchange to get Independent Service. Do not be a sucker. Pay your license. The licensed Exchange is trying to hand you that the Independent service is no good. Let us say right here that we have them lashed to the mast.

One of the big news stories of the issue told of how the Biograph Company had just acquired a new studio site in the Bronx, but that in the meantime a whole troupe of Biograph players was being sent to California, headed by Leo Frank Griffin. He later became as D.W. The headline was: "Biograph Company Migrates to the Land of Sunshine and Flowers." What, no smog?

A letter to the editor from a Wisconsin exhibitor complained about being "soaked" $39 a week for pictures by a licensed exchange. And that the films were in a state of putrefaction. At $90 a week for film rentals, a lot of ex-
hibitors today might say, "Give us more putrefaction."

A lecturer with motion pictures was able to fill the New York Theatre to capacity that week and the "World" remarked that the event "justifies our arguments for an exclusive and model picture show house on upper Broadway."

The way distributors used to advertise their pictures to the exhibitors was a work of art. Here is one by Biograph for an opus titled "The Honor of His Family," a Civil War drama.

"To the Virginian family, pride and honor meant everything and when old Col. Pickett bids his son George adieu on the young man’s departure for the front, his injunction was: ‘My boy, on the day of battle, bear the deeds that have gone before you. Be fearless, brave and fight, fight. George was the last of the hearty military family, and there was not a prouder man in the South than the old Colonel as he bid him goodbye. George, however, was not of the same metal and when the first skirmish occurred he ran away in fear. What a shock to the Colonel! His son was a coward. The boy enters the home and the father resorts to desperate means that the honor of the family may be saved. He makes it appear that he died, sword in hand, with face toward the enemy."

The synopsis doesn’t say how Junior kicked off in the first place. Maybe the old man merely said, "Drop dead."

N.Y.C. Tax Scene

(Continued from page 1)

enforced, it would avoid any overstep-
ing of the state law and the five per cent on gross rental, which contains a provision allowing for adoption of the token system.

Loew’s, in order to cover such a system would create added hardships for local exhibitors, according to Thomas Bress, Loew’s Theatres attorney. In addition to extra taxes, real and personal property, estate and licenses, among others, a token system would add the inconvenience of additional bookkeeping and handling.

Bress said the current statute must first be amended so as to strike out the provisions for the issuance of the tokens and then could the token system be initiated, he said.

Court last week Buchs-
baum pointed out that the current collection method is included in a separate section of the tax law that could be dropped without affecting the rest of the law.

He stressed that the "enabling act" and "exemption act" are two different pieces of legislation, and that the current excise tax on film rentals, real estate, and licenses, among others, a token system would add the inconvenience of additional bookkeeping and handling.

Referring to another city statute under attack by the singe theatres, Bress said that the law depends for its enforcement upon the licensing of theatres, if obeyed, places the-
treasors in the position of "Seyla and the Sphinx" between the devil and the deep blue sea.

He was referring to a section of the city’s administrative code which placed a restriction on collecting amounts exceeding the fixed admission price plus a Federal tax. If theatres collect an admission tax and a Federal tax and the employees are subject to penalty of committing a misdemeanor, according to the code.

A spokesman for Edward C. Raf-
tery, attorney for the plaintiffs, said at the weekend that he doubted the city would switch to a token system of collection.

Such a method would be "uneco-
nomical" and also provide an escape for the money involved in bookkeeping, print-
ing and issuing the tokens or stamps, which would be subject to another tax.

It would be easier for the city to alter the amount of the tax to a lower amount, Bress said, while both sides in the dispute waited for a decision from Justice Pette. The Supreme Court has yet to rule on the tax under the system, he asserted.

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Makelim

(Continued from page 1)

Theatre Owners Association to-
night.

Makelim was in New York to con-
clude the agreement with William Gell to release the Makelim program in the United King-
dom. It has already been announced that a liaison is to be set up between Cell and Makelim for a three-
screen slate to be produced in Eng-
land.

Window’ Bows Aug. 4

Eighty-three business, civic and govern-
ment leaders will sponsor the world pre-
miere of Paramount’s “Rear Win-
dow,” which will reopen the Rivoli Theatre on Broadway, Aug. 4.
They're playing—they're great—and they're yours to date right now. They're blasting the big money from today's big-picture market. They're proving that now you get "Big Pictures Only—From Paramount"!

A summer stand-out everywhere! Hundreds of engagements matching the figures of Paramount's all-time top grossers.

DANNY KAYE

in

KNOCK ON WOOD

Co-starring

MAI ZETTERLING

Color by TECHNICOLOR

Choreography by Michael Kidd
Words and Music by SYLVIA FINE
Written, Produced and Directed by NORMAN PANAMA and MELVIN FRANK
First openings, New York and Los Angeles, have set the profit pace for scores of key dates during July and August.

Opens this week at Criterion on Broadway—following its headline World Premiere in Atlantic City that received coast to coast news coverage.

SHIRLEY BOOTH
ROBERT RYAN
in
HAL WALLIS'
PRODUCTION
ABOUT MRS. LESLIE
Co-starring
MARJIE MILLAR • ALEX NICOL
Directed by DANIEL MANN
Screenplay by KETTI FRINGS and HAL KANTER
From the novel by Vina Delmar

DEAN MARTIN & LEWIS
in
LIVING IT UP
Co-starring
JANET LEIGH • EDWARD ARNOLD
with
FRED CLARK • SHEREE NORTH
Color by TECHNICOLOR
Produced by PAUL JONES • Directed by NORMAN TAUROG
Screenplay by JACK ROSE and MELVILLE SHAVELSON
From the Musical Comedy HAZEL FLAGG • Book by Ben Hecht • Music by Jule Styne
Lyrics by Bob Hilliard • Based on a Story by James Street
Israel in Move to Stimulate Industry

TEL AVIV, Israel, July 18—A bill aimed at boosting the Israeli motion picture industry has been passed by parliament. Here are its main provisions:

Film programs of 90 minutes or more must include an Israeli newcomer. In addition, feature-length pictures must be shown four days per week. Each week, if the weekly average of performances increases.

The new language, it is said, is an effort to stimulate local production, is that exhibitors will not be compelled to show newcomers older than 30 days on other films older than two years.

To benefit under the law, newcom- ers must total a minimum of 250 meters, of which 200 should reflect mat- ters of public interest. Also, 80 per cent of a film must be developed and processed in the country.

Certain foreign-made pictures can be shown provided they have been processed in Israeli studios.

2 ‘Kings’ Premieres Seven Hours Apart

The world premiere of MGM’s “Val ley of the Kings” will be held in New York and Cairo seven hours apart. Wednesday evening, the company an- nounced at the weekend.

In New York the film will open at the Plaza Theatre, with box office re- cepts to be turned over to the School of Archiology of the University of Cairo. The Cairo premiere will be at the Metro Theatre and the audience will include local dignitaries.

“CRASHOUT”

We plan shortly to put into production a new feature-length black and white motion picture, “Crashout,” starring William Bendix, Arthur Kennedy, Robert Strauss and other stars to be announced. It will be directed by Lewis R. Foster and has been written for the screen by Lewis R. Foster, Hal H. Chester and Fred Freiberger. It is the story of six convicts who crash out of prison and leave a trail of blood and violence across the countryside.

At this time we are soliciting offers from theatres to play this picture.

Upon telegraphic request, we will air-mail the synopsis of this story. We plan to release this picture on or about November 15, 1954.

Any theatre operator who is interested in playing this picture should write us prior to August 2, 1954, making an offer to license the picture for exhibition. In such offer he should identify the theatre, giving its seating capacity, and state the terms he offers for playing the picture in such theatre.

If any offer so made is acceptable to us we shall advise the theatre operator and send him our usual form of picture licensing agreement incorporating the terms of such offer, within the period of ten (10) days.

FILMMAKERS RELEASING ORGANIZATION

233 South Beverly Drive
Beverly Hills, Calif.

Reviews

“The Diamond Wizard” (Pallos-United Artists)

A SUCCESSFUL low budget picture is always welcome, but one that looks and sounds its cost has little to recommend it. Acting and photography are routine and the direction, Dennis O’Keefe’s first effort, lacks distinction. It was made in England for 3-D but is being released in 2-D.

O’Keefe, also the film’s star, plays a T-man who goes to London and with the help of Scotland Yard Inspector, Philip Friend, searches for the slayer of his lovely, killed while trying to escape from police. O’Keefe solves the mystery of the gold-做到了, shown with a $1,000,000

The London looks plan to give them flawless synthetic diamonds in exchange. At the Yard he meets Margaret Sheridan, who does not know that her father has been forced to produce the synthetic diamonds. When the wild-haired wizard rebels, Margaret is intercepted and both are locked in the vault of a one-time bakery, now turned laboratory. Here the intended 3-D effects of the hussing灿烂的和 the flashing lights and sparks of the control booth lose some of their effectiveness in the standard film. O’Keefe rescues the pair while the ringleader is destroyed in the flames.

The cast also includes Alan Wheatley, Francis De Wolff and Eric Berry. The screenplay is by John C. Higgins. Steve Pallos produced.

Running time, 83 minutes. General classification. Release date, not set.

“Betrayed”

(Continued from page 1)

those of Allied armies. Gable is a Dutch agent who falls in love with Miss Turner.

After several exciting and realistic battle sequences the group learns that it is suffering extraordinarily high casualties because of a spy in its own ranks. Gable is assigned to uncover the spy, first at first, a spy but, after several escapes and a great deal of observation, he learns that Nature is the guilty one. In a stirring climax, Nature is shot when he tries to escape capture and Miss Turner returns safely to Gable from behind the German lines.

Gottfried Reinhardt directed the screenplay by Ronald Millar and George Froeschel. Walter Goehr wrote the score.

Running time, 108 minutes. General classification. For release, Sept. 29.

FRANKS BACKLAM

COMPO Ad Reprints E & P Editorial

The 25th in a series of COMPO ads in Editor & Publisher, which was published Saturday, reprints an editorial from that publication which raises the question as to why newspapers do not give their free space to television. The editors’ competitor, while applying a penalty advertising rate to theatres, which do not compete with newspapers.

Headed “The $64 Question,” the editorial says: The manager of a group of moving picture houses presented a $64 question recently when he asked California men why they did not give free space to television listings while charging movies premium rates for advertising. A show of hands at the meeting indicated about half of those present accept local theatre ads at the local rate, the other half getting a premium rate.

The big question, the editorial continues, involves two questions: should newspapers be giving radio and television, competitors for the advertising dollar, a free ride in program listings; should newspapers be charging local theatres, which do not compete for advertising, premium advertising rates?

“Baron to Portland”

PORTLAND, Ore., July 18—A W. Baker, Warner Brothers sales- man, has joined the Portland sales staff. He was for a number of years located in San Francisco. He replaces Carl Miller, who transferred to the San Francisco office in a sales capacity.

In the THEATRE Equipment & Refreshment World . . . . with RAY GALLO

LITERATURE describing a com- plete line of “Stimulate” multi-channel and single-channel sound systems designed specifically for small theaters has been sent out by the Westrex Corp. Last month the company announced similar equipment for the near future.

The new “Standard” systems include the “912” reproducer for multi-channel magnetic sound and the “Integrator” for Perspectives (multi-channel optical) Sound. Also included are the “A110” power amplifier, the “T604-A” pre- amplifiers; and the T7200 control as- sembly, which includes a muting ampli- fier for audirotium speaker control in addition to the four magnetic pre-amplifiers and switching arrange- ments. The Westrex “Standard 38” cabinet provides for three-channel or four-channel amplifier and additional gen- eral lighting equipment, self-contained monitoring and non-synchronous and emergency switch facilities. Stage loud- speakers assemblies are also available, including the “L9” at a minimum cost; the “L9” for somewhat larger theaters and the “L19” at somewhat higher cost than both.

The nine shades of “Lustra Double-Duty” fluorescent lamps are described and illustrated in a new brochure titled “A Miracle of Light,” issued by Lustra Corporation, Brook- lyn, N. Y. The brochure presents the company’s expanded fluorescent lamps line and, in addition, general lighting information, contains suggested applications for each of the nine fluorescent shades.

“The Cadet” is a dispenser for non-carbonated beverages (see photo) designed as a smaller adaptation model of the “Cascader” may be e- ntered by the Fridineak Dis- tributor Co., Chicago. Both dis- pensers are equipped for il- lumination, exceeding action of the beverage, and in addition, display. The new unit’s capacity is six gallons, and it has a 4/8 h.p. hermetically sealed compressor. All working parts are easily accessible for cleaning. The unit is 16 inches in diameter and stands 25 inches high.

Arthur C. Bryan has been appointed vice-president and general manager of consumer products and William H. Feathers, vice-president and general manager of the National Carbon Co., a division of the Union Carbon and Carbon Corp., according to an announcement by A. S. Johnson, president.
**PARAMOUNT TRADE SHOWS • TUESDAY, JULY 20TH**

**JAMES STEWART**

**ALFRED HITCHCOCK'S REAR WINDOW**

Color by **TECHNICOLOR**

**GRACE WENDELL KELLY • COREY RITTER**

with RAYMOND BURR • Directed by ALFRED HITCHCOCK

Screenplay by JOHN MICHAEL HAYES

BASED ON THE SHORT STORY BY CORNELL WOOLRICH

A PARAMOUNT PICTURE

Come and see the Important Attraction that's "HITCHCOCK'S BEST!"

— M.P. DAILY

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<table>
<thead>
<tr>
<th>CITY</th>
<th>PLACE OF SCREENING</th>
<th>TIME</th>
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<tbody>
<tr>
<td>ALBANY</td>
<td>FOX SCREENING ROOM, 1032 Broadway</td>
<td>2:30 P.M.</td>
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<tr>
<td>ATLANTA</td>
<td>R.K.O. SCREENING ROOM, Atlanta</td>
<td>2 P.M.</td>
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<tr>
<td>BOSTON</td>
<td>PARAMOUNT PROJECTION ROOM, 58-62 Berkeley Street</td>
<td>2 P.M.</td>
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<tr>
<td>BUFFALO</td>
<td>PARAMOUNT PROJECTION ROOM, 464 Franklin Street</td>
<td>2 P.M.</td>
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<tr>
<td>CHARLOTTE</td>
<td>PARAMOUNT PROJECTION ROOM, 305-7 South Church Street</td>
<td>10 A.M.</td>
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<tr>
<td>CHICAGO</td>
<td>PARAMOUNT PROJECTION ROOM, 1306 South Michigan Avenue</td>
<td>1:30 P.M.</td>
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<td>CINCINNATI</td>
<td>PARAMOUNT PROJECTION ROOM, 1214 Central Parkway</td>
<td>2:30 P.M.</td>
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<tr>
<td>CLEVELAND</td>
<td>PARAMOUNT PROJECTION ROOM, 1735 East 23rd Street</td>
<td>8:30 P.M.</td>
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<td>DALLAS</td>
<td>PARAMOUNT PROJECTION ROOM, 401 N. Pearl Expressway</td>
<td>2 P.M.</td>
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<td>DENVER</td>
<td>PARAMOUNT PROJECTION ROOM, 2100 South Street</td>
<td>2 P.M.</td>
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<td>DES MOINES</td>
<td>PARAMOUNT PROJECTION ROOM, 1125 High Street</td>
<td>2 P.M.</td>
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<td>DETROIT</td>
<td>PARAMOUNT PROJECTION ROOM, 479 Ledyard Avenue</td>
<td>2 P.M.</td>
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<tr>
<td>INDIANAPOLIS</td>
<td>PARAMOUNT PROJECTION ROOM, 116 West Michigan Street</td>
<td>2 P.M.</td>
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<tr>
<td>JACKSONVILLE</td>
<td>FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.</td>
<td>2 P.M.</td>
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<tr>
<td>KANSAS CITY</td>
<td>PARAMOUNT PROJECTION ROOM, 18th and Wyandotte Sts.</td>
<td>10 A.M.</td>
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<td>LOS ANGELES</td>
<td>PARAMOUNT PROJECTION ROOM, 1613 West 20th Street</td>
<td>1:30 P.M.</td>
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<tr>
<td>MEMPHIS</td>
<td>PARAMOUNT PROJECTION ROOM, 362 South Second Street</td>
<td>12:15 NOON</td>
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<tr>
<td>MILWAUKEE</td>
<td>PARAMOUNT PROJECTION ROOM, 1121 North Eighth Street</td>
<td>2 P.M.</td>
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<tr>
<td>MINNEAPOLIS</td>
<td>PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue</td>
<td>2 P.M.</td>
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<td>NEW HAVEN</td>
<td>PARAMOUNT PROJECTION ROOM, 82 State Street</td>
<td>2 P.M.</td>
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<tr>
<td>NEW ORLEANS</td>
<td>PARAMOUNT PROJECTION ROOM, 215 South Liberty Street</td>
<td>10:30 A.M.</td>
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<tr>
<td>NEW YORK CITY</td>
<td>PARAMOUNT PROJECTION ROOM, 1501 Broadway (9th Fl.)</td>
<td>10 A.M.</td>
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<tr>
<td>OKLAHOMA CITY</td>
<td>PARAMOUNT PROJECTION ROOM, 701 West Grand Avenue</td>
<td>10:30 A.M.</td>
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<tr>
<td>OMAHA</td>
<td>FOX SCREENING ROOM, 15th &amp; Davenport Streets</td>
<td>1:30 P.M.</td>
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<tr>
<td>PHILADELPHIA</td>
<td>PARAMOUNT PROJECTION ROOM, 249 North 12th Street</td>
<td>2 P.M.</td>
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<tr>
<td>PITTSBURGH</td>
<td>PARAMOUNT PROJECTION ROOM, 1727 Boulevard of Allies</td>
<td>2 P.M.</td>
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<tr>
<td>PORTLAND</td>
<td>PARAMOUNT PROJECTION ROOM, 999 N. W. 19th Avenue</td>
<td>2 P.M.</td>
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<tr>
<td>ST. LOUIS</td>
<td>PARAMOUNT PROJECTION ROOM, 2949-2953 Olive Street</td>
<td>1 P.M.</td>
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<tr>
<td>SALT LAKE CITY</td>
<td>PARAMOUNT PROJECTION ROOM, 270 East 1st South Street</td>
<td>1:30 P.M.</td>
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<tr>
<td>SAN FRANCISCO</td>
<td>PARAMOUNT PROJECTION ROOM, 205 Golden Gate Avenue</td>
<td>2 P.M.</td>
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<tr>
<td>SEATTLE</td>
<td>B. F. SHEARER COMPANY, (PROJECTION ROOM) 2318 Second Avenue</td>
<td>1:30 P.M.</td>
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<tr>
<td>WASHINGTON</td>
<td>PARAMOUNT PROJECTION ROOM, 306 H Street, N.W.</td>
<td>8 P.M.</td>
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</table>
BUSY...yes,
busy bringing bigger
and better business
to your boxoffice.
Because the crowds
follow the signs
that point the way
to Showmanship!

Make your street...
that busy street
with more Trailers
and Accessories
to sell your shows...
more of all those things
that add up to Showmanship
and Profits!
FEDERAL TRADE COMMISSION AND
MPEA TO MEET ON FRENCH PACT

WASHINGTON, July 19.—Officials of the Motion Picture Export Association are scheduled to meet with Federal Trade Commission officials some time this week to give the Commission a side of the recent French agreement.

Ellis Arnall, head of the Society of Independent Motion Picture Producers, has protested to the FTC that the recent French agreement brings MPEA into violation of the Webb-Pomerene Act. The Commission is investigating this complaint, and as part of the investigation has scheduled the meeting with MPEA staff members.

Wide Screen, Sound Installations Cause Slight PT Net Drop

Increased depreciation charges, due to the installation of new theatre wide-screen and sound equipment, were primarily responsible for a small drop in the net operating profit in American Broadcasting-Paramount Theatres’ second quarter, president Leonard O. Goldenson explained four days ago in announcing second quarter and half-year earnings.

Goldenson reported that the estimated profit for the second quarter was $715,000 or 14 cents per share on the common stock, compared with $720,000 or 14 cents per share for the same period last year. For the first six months of 1954, the estimated net operating profit was $1,754,000 as against $2,236,000 for the corresponding 1953 period.

Capital gains for the second quarter and for the first six months were due to local European product, and one

Set Meet on Eady Levises

LONDON, July 19.—Representatives of British Film Producers Association and Cinematograph Exhibitors Association have been invited by Peter Thorneycroft, president of the Board of Trade, to meet with him tomorrow to discuss differences in views on future Eady Plus payments. The differences led last week to the resignation from C.E.A. of J. Arthur Rank’s Odden and Gaumont circuits.

Thorneycroft made it clear that the meeting will be explanatory and exploratory and that there is no suggestion of the government acting as arbitrator in the dispute between the two.

Survey Reveals

N.E. Grosses Are Topping Same Period of Last Year

By FRANCES HARDING

BOSTON, July 15.—The general interest that the public has displayed towards wide screen and CinemaScope productions, plus the 10 per cent reduction in the admission tax has

Sid Rogell Succeeds Klune at 20th-Fox

HOLLYWOOD, July 19.—Sid Rogell has been appointed executive production manager of the 20th-Century-Fox studio, succeeding Ray Klune who resigned last week to join Hetich-Lancaster Productions. Rogell has held top executive posts with EKO and Columbia, produced a western series starring John Wayne for Warner Brothers and has been with 20th-Fox since December, 1952.

Not Ready for Draft

Arbitration Group Seeks Agreement in Principle

Discussions to date on the formula for an industry arbitration system have been centered on efforts to reach an agreement in principle on the entire scope of arbitration, it was reported yesterday following a meeting of the joint exhibitors-distributor arbitration sub-committee. No effort has been made as yet to put the proposed provisions into “language.”

Problems such as the issues that are to be subjects for arbitration have been explored in the sessions held thus far. These problems are said to be those incorporated in the distributors’ draft of an arbitration plan drawn up in 1952. Technically, the sub-committee is still in the drafting stage and the ultimate formula may be placed in the hands of a different group, it is reported.

The committee is scheduled to meet here again tomorrow.

Korda Joins Woolf; Plans Four Yearly

LONDON, July 19.—Sir Alexander Korda, separated from British Lion since the government put the company in the hands of receivers recently, will release through John Woolf’s Independent Film Producers.

Korda plans four films annually, the first of which will be Shakespeare’s “Richard III,” starring Laurence Olivier. Robert Dowling is reported to have offered Korda financing. Woolf will provide distribution guarantees for the Korda productions. Korda’s four, added to Woolf’s Romulus Films’ output, should provide a schedule of about 12 top-grade films in the next year.

Heretofore, the Woolf product has been distributed by British Lion. Whether or not that arrangement will be continued has not been determined yet.

Illinois Allied Elects Officers on Thursday

CHICAGO, July 19.—Officers and directors of Allied Theatres of Illinois will be held here on Thursday at a meeting in the Blackstone Hotel.

At a directors’ meeting, Jack Kirsch, unit president, echoed the sentiments of Abram Myers, Allied general counsel, in scoring the distributors for allegedly demanding “unreasonable” terms for product, he said, “is threatening the existence of exhibition and is depriving the ex—
Personal Mention

LEO F. SAMUELS, worldwide distribution chief for Walt Disney Productions, returned to New York yesterday from the Coast.


MEYER FINE, president of Associated Circuit of Cleveland, accompanied by his wife, has left for a European vacation.

Marty Wolf, assistant general sales manager of Altec Service Corp., is in Washington from here.

L. D. NETTER, Jr., general sales manager of Altec Service Corp., has returned to New York from Chicago.

WILLIAM D. KELLY, head of M-G-M's print department, has returned here from a Florida vacation.

U-I Reports Record 'Obsession' Gross

Universal-International's "Magnificent Obsession," which had its world premiere at the RKO Palace Theatre in Cincinnati last Thursday the night before openings Friday in Chicago, Atlanta, Akron and Youngstown, is rolling up record business in all these situations, the company announced yesterday.

The picture, which is being given "Theatres Everywhere Four Day Emotional Treatment by U-I," outgrossed its predecessor in its premiere and first three days at the Palace. RKO has grossed $20,246. At the United Artists Theatre in Chicago, it is said to have broken the 28-year house record over the weekend with a gross of $24,900. In Atlanta, it was $10,318 at the Loew's Grand and at the Warner in Youngstown it grossed $7645. The Palace three-day figure was $7,220, also outgrossing "Glen Miller."

See $18,000 For 'Suscan'

SAN FRANCISCO, July 19. — RKO Pictures' "Susan Slept Here" is expected to gross $18,000 for the initial week of its world premiere at the Golden Gate Theatre, as has been reported yesterday. The film's gross for the first four days was $14,000.

Dietz on New TV Show for Autumn

Howard Dietz, Loew's M-G-M vice-president, will be a panel member on the new television show, "Riddle in Rhyme," to be presented in the fall by Herbert Rudley. Odgen Nash will be the host. The program will be a weekly quiz program with Faye Emerson, Ilka Chase and Abner Dean as other panelists.

This Year's Annual Milestone Award

HOLLYWOOD, July 19.—This year's recipients of the Screen Producers Guild Annual Milestone Award will be Joseph N., and Nicholas M. Schenck, it was announced at the weekend by Arthur Freed, SPG president.

Freed said that the Schenck brothers had been elected unanimously by the Guild for their historic contributions to the motion picture industry. The award will be made at the Guild's annual dinner here in November. Joseph Schenck, who was a co-founder with Darryl F. Zanuck of 20th Century Fox Corporation in 1924, was joined in his other companies by his brother, Nicholas Schenck who is president of Loew's, Inc.

The Schencks entered the amusement field in 1908 with the construction of Paradise Park, Ft. George, N. Y., later purchasing Palisades Park in New Jersey, in which Marcus Loew became a partner.

Oppose Ticket Tax

Increase in Italy

ROME, July 19.—The government was urged by the Parliamentary committee for entertainment to avoid imposing any new fiscal burden on the Italian film industry, as was stated, already is paying all that it can bear.

The group issued a statement yesterday referring to the proposed increase in the government's admissions tax. The statement included all political affiliations, including Neo-Fascists, Democratic Christians and Communists. It made reference to the Federal law of 1939 which has given the Federal admission tax in the U.S.

An exhibitor association bulletin in the Italian reports that exhibitors may own more tickets to the Italian theatres and that the tickets were increased.

West Coast 'Angels' Company Formed

HOLLYWOOD, July 19.—President Wallace Garland of Broadway Angels, Inc., the firm that manages and other stage play, yesterday announced the formation of an affiliate organization, Hollywood Angels, Inc., which will finance the theatricals, motion pictures, television packages and other stage enterprises.

Lawrence Schwartz, Jr., will head the new company.

'Apache' At Mayfair Takes $45,000 in Bow

Hollywood-Lancaster's "Apache," a United Artists release currently at the Mayfair Theatre here, recorded a high gross of $45,000 in its first week at the Broadway house, the theatre announced yesterday. The "Apache" gross was termed as "the best of the industry leaders at Bernhard Rites

More than 200 leaders of the industry attended the funeral services for Joseph Bernhard of the Stanley Pictures, who for many years a prominent figure in industry activities, Sunday morning at the Frank E. Campbell Funeral Parlor here. Rabbi Wm. E. Rosenblum of Temple Israel officiated. Intimate friends accompanied Mrs. Bernhard and her four children to the internment at the Mount Carmel Cemetery, Philadelphia. Among those present in the Chapel were: Mr. and Mrs. S. H. Fabian, Sam and his family; Mr. and Mrs. Harry M. Kalmin, Major and Mrs. A. W. Warner, Nathaniel Lapkin, Louis deKochomont, J. Howard Rubin, Mr. and Mrs. Syros Skoars, Al Lichtman, Ben Kalenson, Ned Depinet, David Fogelson, Moe Silver, Fred Schiirmeister, Harry Goldberg, Frank Damis, W. Stewart McDonald, Sol Schwartz, Mr. and Mrs. Siegel, Sigmund, Borden Mace, Wolf Cohen, Arthur Rapp, Harold Berkwitz, William Growden, Phil Harling, Frank Marshall, Stuart Aarons, David Trieter, Herb Copelan and William Brumberg.

'Little Fugitive' to UA For Foreign Release

United Artists has acquired the distribution rights for "Little Fugitive" in Canada, and in the other countries of the Commonwealth, it was announced by Ace R. Misle, treasurer of Joseph Burstyn, Inc., which is releasing the picture in the United States.

International distribution for "Little Fugitive" has already been set in France, Belgium, Italy, Spain, Portugal, Sweden, Switzerland, Denmark, Norway, Holland, Greece, Israel and Yugoslavia, while negotiations are continuing with representatives of other foreign countries.

New Italian Film Pact Better Than Old, Rome Believes

By ARCEO SANTUCCI

ROME, July 19. — Official sources here say the new film agreement with the American industry is more favorable than the one that the expiring agreement which authorized the remittance to America of 40 per cent of film grosses.

The balance of the profits is to be frozen here and, it was stated, 40 per cent of it can be used only for co-productions, the purchase of Italian films or in payment for American distributors' expenses here. The other 60 per cent can be used for "socially important" investments.

U. S. Allowed 225 Releases

Under the two-year agreement the American companies are authorized to release 189 features per year directly and through Italian distributors. Of the 225 features which the Americans could import under the old agreement, 189 were released through independents.

It was also stated that I.F.E.'s debts to American companies through funds remitted in 1953, which had been previously repaid, has satisfactorily settled that I.F.E. could plan a five-year program for the import of American films and Italian releases in the American, Canadian and Far Eastern markets, including improved dubbing studios and sales to American television.

Eady Tax (Continued from page 1)

trade associations. Exhibitors will con- clude that the exhibitors must show detailed figures demonstrating their need for the new Eady levy they are demanding. Thorneycroft reportedly agreed with the exhibitors in this stand on the basis of a private show made only to him.

The whole design is that the exhibitors are ready to assist worthwhile producers in accordance with their need, but are not willing Curt Foster to bolster swollen profits of the film makers.

New York Theatres

Radio City Music Hall

Rockefeller Center

The Apollo, Prince

Radio City Music Hall

In General Manager

Ann Blyth Edmund Purdom and the Singer Voie of Mario Lanza

The High and Mighty

Cinemapalace

The High and Mighty

In Spectacular Presentation

John Wayne - Claire Trevor - Larry Linville - Robert Stack - Sterling Hayden - Richard Widmark - Gish Moirne

Para Mount
JULY 4th IS OVER
BUT THE APACHE FIREWORKS HAVE JUST BEGUN!

HOLDOVER! CHICAGO, Roosevelt Theatre
HOLDOVER! BOSTON, Loew’s State & Penn
HOLDOVER! NEW ORLEANS, Loew’s State
HOLDOVER! PITTSBURGH, Loew’s Penn
HOLDOVER! DETROIT, Palms
HOLDOVER! HARTFORD, Loew’s Poli
HOLDOVER! DAYTON, Loew’s
HOLDOVER! FRISCO, United Artists—3rd Week

And in N.Y., Variety reports
"Soaring to a terrific figure at the Mayfair"... but that’s only part of
the story—you can’t list them all
and they’re all terrific!

BURT LANCASTER * APACHE * JEAN PETERS
Screen Price Cut
C'Scope Changing Release Pattern of 20th in U.K.

By PETER BURNUP

LONDON, July 19.–A one-third cut in the price of Miracle Mirror screens—which are now fully priced in Britain—is announced by J. Arthur Rank's British Optical Engineering Corp. 

Two types of the screen are now available: 

1. Head-on pattern for theatres where projector and screen are approximately in horizontal line; 
2. Tilted pattern with an in-built tilt for steep projection angles.

A bottle-neck in stereophonic sound installation has been encountered by exhibitors here with a delay up to four months. Twentieth-Fox states that it is doing everything in its power to meet the projected position and one exhibitor has found it possible to obtain a full installation, including Philips concern in Enedhoven, Holland.

Sidney Bernstein's Granada Theatres proposed to add a third stage in the CinemaScope release pattern. The group has gone over wholeheartedly to full stereophony. Seventeen of the group's 22 screens are fully equipped with six others, currently in process. Bernstein estimates that the majority of his 35 theatres will be fully equipped by the end of 1954. So strong has the Bernstein CinemaScope booking position become in the U.K. that he is now receiving offers from other bookers in the London suburb of Croydon—must hold up its screening of the "The Robe" until the picture comes to the neighborhood Bernstein house.

That situation may be corrected if it is not now possible to push between 20th-Fox and Associated British Cinemas to meet its price; A.B.C. has placed a long-term order for its product and A.B.C. has given notice to the company's "Three Tem- prowess of workable."

It is understood that 20th-Fox has hopes of A.B.C. taking over the Rank group's traditional position of principal exhibition channel of 20th Century-Fox product.

Abolf Sees Overseas Boom

(Continued from page 1)

N. E. Groups

(Continued from page 1)

tals are still high but it is first and last the quality of the film that counts, the boxoffice thriller.

Breaking down the sectors into downtown theatres, neighborhoods, theatres in industrialized areas and drive-ins, it appears that the Boston theatre chains are generally ahead of last year's figures, a survey shows. One of the major circuits having an outlet in the Metropolitan and the twin Paramount and Fenway Theatres, reports that the new CinemaScope films with stereophonic sound has proved its value. The choice CinemaScope films which the company began using April 15th, eventually go into the 4,300-seat Metropolitan, with the Paramount and Fenway taking the second best selection. These films do well. But with a shortage of top CinemaScope productions, the twin houses sometimes have to suffer from lack of good product, which causes the grosses to drop to a degree. The Metropolitan, playing more of the so-called "big" pictures and many of the CinemaScope films can report grosses ahead of last year.

The same is true with the Keith Meta-theater which is a second-run picture palace which installed the full CinemaScope equipment in its earliest stages. Lowe's twin houses in the Oak Square and Huntington Theatres, for example, it is now Metro, have done good business with the top M-G-M films, particularly CinemaScope films. The Al- tor, an independent house which plays longer runs and "artier" films, is also about to produce the "The Caine Mutiny" housed there for an indefinite run, broke all house records in its first week.

Local Public Interest

The neighborhoods and suburban theatres without the new wide screen equipment are suffering from lack of public interest. These spots are really hot. Many have no adequate parking facilities and the 10 per cent reduction in the admission price is the only thing keeping them open. Despite the difficulties the exhibitors with the single optical sound track for showing CinemaScope pictures are running on a good light. However, a top picture, one that is recognized on its merits, can pull the theatre out of the doldrums.

In industrialized areas where the textile business has suffered losses of plants to the southern sections of the country, the movie industry is booming. The growth of the industry is the horizon is the drive-in. This New England area was perhaps the last to enter the drive-in category on a large scale but with the lure of the dollars coming streaming in, the market is beginning to open.

At one cinema, four opening day for a new-developed TV section to get its patrons back into the theatre. The whole industry is the horizon is the drive-in. This New England area was perhaps the last to enter the drive-in category on a large scale but with the lure of the dollars coming streaming in, the market is beginning to open.

The optimistic about the future of the business that the management is spending large sums of money to add new wide screen equipment, additional ramps and larger and more of the strongest arguments against the change of television was in 1952. Abolf said that European exhibitors are in a much better position to fight the television rise than exhibitors were when the new medium came on the American scene.

They won't be "caught" as exhibitors were in the U.S. to say, again he named top American product, of superior quality, as the determining factor in European exhibitors' fight to stem the television tide.

The increasing strength of pictures over the past eight to 12 months, Abolf said, is, in addition, "our best defense." In the "Europe of foreign distribution," he pointed to the fact that European exhibitors were "anxious to make a good profit," Abolf said. This is apparent, he continued, in spite of imports being made by local producers, Germany especially. But the quality of U.S. product has "enabled us to hold our own," Abolf said.

During his tour abroad, Abolf said that approximately 200 foreign exhibitors were shown excerpts of current and coming U-I productions. The U-I product was shown to exhibitors in Italy and West Germany, with positive reactions from all, he said. Exhibitors are making money on both domestic and top U.S. product, according to the U-I executive. He cited West Germany and Italy as three of the best markets for U.S. pictures.

The recent Italian agreement, he said, is not the best thing in the world but it is now possible to market European product to foreign markets.

In Germany, U-I is doing good business as compared to last year despite many difficulties. The German exhibitors are very pleased with the product and a good deal of the American pictures have been sold for the future for many years, has given a release to the company's "Three Tem..." and "The Caine Mutiny" housed there for an indefinite run, broke all house records in its first week.

AFO Convention

(Continued from page 1)

AB-PT Net

(Continued from page 1)

-PT $25,000 and $96,000 respectively, as compared to $62,000 and $4,214,000 in 1953. The Aurora is the principal sale due to the sale of television station WKBK in Chicago following the merger of the two companies.

The estimated cash throw-off for the second quarter and for the first six months of 1954 was $344,000 and $180,000 respectively over the corresponding periods of 1953 as a result of increased depreciation charges.

Goldenson said that, while a shortage of "box office" pictures and the effects of the snowstorm, a small number of communities continued to be factors adversely affecting theatre business in the second quarter, there was a pickup in theatre grosses and earnings in June. The reduction in the Federal admissions tax contributed to the pick-up, he said. Further improvement is expected in the third quarter based on the number of fine pictures scheduled for release at that time, he added.

Goldenson reported that the ABC Division operated at about a break-even position. The company is now setting its programming for the Fall broadcast season. Substantially all of the important sponsored TV programs that were on the network during the past year have been renewed and, to date, several new sponsored shows have been added.

IF E Convention

(Continued from page 1)

strate that I.F.E. can play an important role in achieving the products. To which this American exhibitors have been commenting.

Among those attending the convention will be Seymour Schaussel, Eastern division manager; Phil Levine and Sal Di Gennaro of Greater New York; Mike Siegel, Washington; Al Herman, Northeast district manager, Boston; Dave Leff, Buffalo; Alex Cooperman, Western division manager; Harry Bush, Denver; N. J. Lefi', Cincinnati; San Francisco; John Jarvis, Southwest district manager and David Williams, Atlanta; representing the exhibitors in New York, Los Angeles, Chicago, Dallas, and S. B. Zimmerman, Kansas City; Mark Goldman, Central Sullivan, "The Steel Cage" was produced by Bernet Swartz and Walter Doniger directed.

UA to Distribute 'The Steel Cage'

"The Steel Cage," based on Warden Clinton T. Duffy's book, "The San Quentin Morning," has been authorized for release by United Artists, it was announced by president Arthur B. Krim.

Starring Paul Kelly and Maureen O'Sullivan, "The Steel Cage" was produced by Bernet Swartz and Walter Doniger directed.

Illinois Allied (Continued from page 1)

Scriber of his rightful share of the recent admission tax reduction. The directors also endorsed a full-summer policy of "Save Park Sanitarium the week of June 8.

A special committee was created to look into becoming a matter of increased newspaper advertisement.

UA to Distribute 'The Steel Cage'
$1,250,000 Charities
Goal Set By PPC

HOLLYWOOD, July 19.—Reflecting confidence in that the recent increase in film production is to continue, Regis Toomey, president of the Motion Picture Distributors Assn., announced that the goal for the 1955 campaign has been raised $250,000 to $1,250,000.

Many newcomers in both talent and craft groups have been added to company payrolls, Toomey said, "and new facilities provided, together with automatic payroll deductions on a percentage basis from one-half percent upwards, is increasing steadily."

Deny Divestiture to Schine Defendant
BUFFALO, July 19.—A motion by Elmar Theatre, Inc., of the defendants with Schine Theatres, Inc., and others in civil and criminal contempt of court proceedings in Federal Court, for permission to dispose of certain theatre holdings has been denied by Judge Constance M. Knight.

The government opposed the move on grounds that pending contempt of court actions should be filed first. Contempt actions are based on the contention that Schine, its officers and other corporations failed to report by the 1949 anti-trust decree issued by Judge Knight directing the Schine circuit to dispose of certain theatres and make available first run films to competing theatres.

Judge Knight gave Schine permission to purchase four pieces of equipment from the Lake Theatre, Canandaigua. The Lake Theatre will be converted into business property.

The 1949 contempt of the purchase was requested so that Schine could comply with the anti-trust decree.

Alien Property Bill Could Affect Aniline
WASHINGTON, July 19.—The Senate Judiciary Committee approved a bill to return to its former owners all alien property seized by the U. S. Government during the war.

However, the President could direct that a particular property be sold by its former owner.owyever, he has been found to be in the national interest. Presumably this would cover the huge General Aniline and Film Co., the largest of the property seized by the Alien Property Office: Under the bill, U. S. District Courts would supervise the disposition of American nationals in these cases.

Chances are slight that the bill will clear both House and Senate this late in the session.

Canadian TV Pact
OTTAWA, Ont., July 19.—Radio and Television Employees Association of Canada, has signed its first collective pact with Canadian Broadcasting Commission, covering over 1,300 employees, effective Aug. 1.

Provisions allow six per cent pay boost retroactive to Feb. 1 and other benefits.


elevision--Radio

with Pinky Herman

We never thought we'd see the day when "Heddy Doody" would be NBC-cancelled (even for a day) but the effervescent little red-head will have a day off on Tuesday, August 10th. Of course all the "future presidents of America" would be up in arms (not their mothers) were it not for the fact that this most unusual pre-emping is due to a special NBC program in honour of a former President of the United States, Herbert Hoover, whose 80th birthday will be celebrated at this time at his birthplace, in West Branch, Iowa. But comes Wednesday, Aug. 11, Bob Smith, producer Roger Muir, and puppeteers Allan Swift, Ruffs Rose and Lee Carney submerge their personalities in favor of "the President for all Seasons." If you are a WOR fan, you may have heard that Billy Liebman, w.k. songwriter and coach is grooming a youngster named Frank Speach. The baritone was found working as a waiter at the Flamingo Hotel in Miami Beach and sounds like "another Perry Como."

Charles Sanford

Television--Radio

Upper M.W. Theatres
Report Good Season; Steady 'Scope Swing

MINNEAPOLIS, July 19.—CinemaScope installations in closed or limited theatres are continuing at a steady rate and are able to dent the "good business" which upper Midwest drive-in operators are reporting. Outdoors, however, it was learned, that the "best season" which they now have, has progressed too far in order to make a "home" to CinemaScope. The drive-ins have been exhibiting films with the conventional 1.33:1 aspect ratio.

Spectators in this area seem undisturbed by the lack of interest expressed by theatre owners in the conversion. Outdoors, because of the number of drive-ins, or "four-wall" are installing CinemaScope and stereophonic sound steadily. Within a six-state area, the average is 17 closed houses to one drive-in installation of equipment for the medium.

One Minneapolis salesman said, "After all, with the exception of the Twin Cities, few of the drive-ins are competitive and most of them are playing out of date movies. Here "is still plenty of good product to use."

Outdoor theatres are worried about the trend of freezing off world daylight saving time which is banned in Minnesota. A bill legalizing the switch may go before the legislature this winter.

If passed, the starting time of drive-in shows would be 9:30 p.m. instead of 8:30 p.m. well past children's bed time.

37 Pictures Now Before Cameras

HOLLYWOOD, July 19.—"Oklahoma," R & H Todd-AO, CinemaScope, Eastman (Ind.), has started shooting.

"Outsiders," Hammer Film Prod. (Lippert); "Cattle Queen of Montana," Dore Schary, Technicolor (Rep.); "White Feather," Panoramic, CinemaScope, Technicolor (20th-Fox), and "Stranger on Horseback," Goldstein, Technicolor (U-A) are also in production.

Finishing were "Royce to Bagdad" (A-A); "Long John Silver," Kaufman, CinemaScope, Technicolor (Ind.); "Black Widow," CinemaScope, Technicolor (20th-Fox), "Smoke Signal," Technicolor, and "Albatross," a sequel Meet the Keystone Kops" (U-1).

Gould Joins CBS

Jack Gould, radio-TV editor of the New York World-Telegram, has been named information adviser to CBS, it was announced by Frank Stanton, CBS president. Gould has associated himself with newspaper affiliation and will assume his new duties on Aug. 2.

Imogene Coca

Averill W. Harriman, . . Coca-Cola has renewed "Bob & Ray" for another 13 weeks over WINS, N.Y. The clever team rates another shot at TF. . . Chevrolet Dealers will sponsor the Gross-Kramer telefilm series, "The Love Wolf" over WNTD starting in September, making the New York area the fourth market sponsored by G.M.'s Chevvy division. Deal set by United Television Programs' veep, Aaron Beechek.

Ronzon Macaroni and U.S. Tobacco, which co-sponsor the Ziv telefilm series, "I Led Three Lives" on NBC, Sundays at 10:30 P.M., have been granted first refusal rights on the new series, which moves to WABC-TV, Sept. 23, upon expiration of the NBC contract. Phillips Petroleum has moved its "Out West" series to WOR, for another 52 weeks, according to M. J. Rilkin, v.p. in charge of sales for Ziv TV Productions. . . . 35 years and two weeks after he won the world's heavyweight championship, Jack Dempsey will talk about it on Martha Deane's WOR program Friday.
Once again 21,000,000 movieminded readers of The American Weekly are invited to a section devoted exclusively to movies and movie personalities.

**STARRING ... HOLLYWOOD**

The visual highlight of this year’s movie annual will be the “You’ll be Seeing” feature devoted to filmland’s forthcoming productions.

**DIRECTED BY ... MOVIE MINDED EDITORS**

Ernest Heyn, Editor-in-Chief... Adele Fletcher, Women’s Features Editor... and Liza Wilson, Hollywood Editor... are compiling a picture and story package into one of the most effective promotion pieces available to the Motion Picture Industry.

**PRODUCED BY ... The AMERICAN WEEKLY**

Our more than 9½ million movie-going families will plan their movie-going decisions from this issue. Last year the readership of the Movie Annual attained extraordinary heights... a fact of special interest to movie producers.

Branch Offices:
Atlanta, Boston, Chicago, Cleveland, Detroit, Los Angeles, San Francisco
Kansas Censor Law Is Unconstitutional, District Court Rules

KANSAS CITY, July 20.—A ruling that the Kansas motion picture censorship law was unconstitutional has been handed down here by District Court Judge Harry G. Miller who stated that the law creating the censor board was unconstitutional because it violated the freedom of speech clauses, Paul E. Wilson, first assistant state attorney general, indicated that Judge Miller's opinion would be appealed to the Kansas Supreme Court.

Judge Miller specifically ruled in the lower court that the State Board of Review could not enforce its ban on "The Moon is Blue." Under the chairmanship of Miss Frances Vaudin of Bonner Springs, the board had banned the picture in Kansas because of its "decency and suggestive dialogue." Holhby Productions and United Artists appealed the board's ruling to the district court.

The court said that it was a clear violation of the Federal Constitution.

First of Series

MPEA, FTC Officials Meet On French Pact Complaint

By J. A. OTTEN

WASHINGTON, July 20.—Officials of the Motion Picture Export Commission met with President of the Motion Picture Export Commission officials to discuss the recent French agreement brought into violation of the Export Trade Act.

The charges were made by Ellis Arrall, head of the Society of Independent Motion Picture Producers, in a letter to the Commission.

Sidney Schreiber, MPEA general counsel; vice-president G. Griffith Johnson and special counsel Theodore Smeth, all of the FTC's Export Trade Division, and members of its staff.

After the meeting, Smyth said that "nothing definitive" had been established and that he expected that there would be future meetings with both MPEA and SIMPE officials. He said the first job the FTC had to face was to attempt to "narrow the issues" between the two associations.

U.S. Survey Reveals Theatre Receipts Down 17% From '48; Concessions Up

WASHINGTON, July 20.—U. S. motion picture theatres had total receipts from customers in 1953 of $1,280,505,000, down 17.1 per cent from 1948, the Census Bureau estimated.

Receipts from admissions, excluding Federal and other admission taxes, amounted to $890,985,000—20.5 per cent below 1948. Receipts from candy counter sales, sales of 3-D glasses, vending machine receipts and other earnings from customers were up 38.5 per cent, however, to $120,027,000.

In other words, total receipts from customers, excluding admission taxes, amounted to $1,115,972,000—down 16.5 per cent from 1948.

The Census Bureau figures were preliminary estimates based on a survey of a representative group of theatres throughout the U. S. This was the Bureau's first attempt to form the complete census of all businesses in 1948. Portable motion picture establishments are excluded from the survey.

The bureau estimated that there were 18,205 theatres in the U. S. in 1953, compared to 18,509 in 1948, a drop of 1.6 per cent.

Total receipts from customers were put at $1,323,830,000 last year, compared to $1,596,665,000 five years earlier. These totals include all admissions taxes and also certain direct receipts, such as the candy and popcorn sales. They do not include commissions or other earnings from similar facilities owned or operated by others, nor do they include receipts from the sale of stock, film or books.

Total receipts from admissions were put at $890,985,000 in 1953, compared to $1,244,355,000 for the earlier year. This was a drop of 20.5 per cent.

Senate Group OKs Copyright Project

WASHINGTON, July 20.—The Senate Judiciary Committee has approved legislation designed to implement the new international Copyright Convention.

Chances are dim, however, for the legislation to become law this year. The bill is bound to be fought bitterly by the typographical unions and some book publishers, since it permits books by alien authors to get copyright protection in the U. S. without actually having to have their books printed here. The Administration has made it clear that it supports the bill.

CINERAMA INTERNATIONAL: MATTHEW FOX ASSOCIATED IN DEAL

Walker Leaves Bank Of America Aug. 31

Tom Walker, currently and for the past five years special representative in New York of the Bank of America N. T. & S. A., announced yesterday he will terminate his association with the bank on Aug. 31.

Walker was for a period of years an officer of the Bank of America. He was also secretary and treasurer (Continued on page 6)

Odlum Plan to Buy RKO Not Finalized

HOLLYWOOD, July 29.—Negotiations between Atlas Corporation’s Floyd Odlum and Howard Hughes concerning the possible purchase of RKO Pictures by Atlas are not expected to reach final status, either way, for the next few weeks, it was learned authoritatively today.

Odlum, whose activity in acquiring RKO stock has been a lively topic on Wall Street and in trade discussions, arrived here Sunday to continue negotiations with Hughes in person.

Hughes’ firm offered to buy all outstanding RKO Pictures stock at $56 per share runs until the close of business on July 31, but the offer already has been extended once and presumably, can be extended again.
Personal Mention

A. THOMAS SILVERSTONE, assistant general sales manager for 20th Century-Fox, will leave here to-day for a tour of Western Canada with Ernie Myers, Canadian division manager.

A. BERNSTEIN, United Artists exploitation representative, has announced the wedding of his daughter, Mrs. Arlene S. Desutel, to Lieut. L. I. The couple presently is honeymooning in Nova Scotia.

GEORGE H. MACKENNA, general manager of Basil's Lafayette in Buffalo, and family, will vacation with Ernie P. Lux of Elmart Theatres of Buffalo, and family, at Shantur Lake in northern Ontario.

ARTHUR KROLL, American Broadcasting-Paramount Theatres district manager in Buffalo, is on a weekly vacation on Long Island with his wife.

P. E. ESSECK, head of Modern Theatre in Cleveland, and family, are vacationing in Spring Lake, N. J., with the Jack Essex family.

NORMAN KAPLAN, M-G-M home office photographer, has returned here from a Belgrade Lakes, Maine, vacation.

LEONARD W. ECKSTON, president of J. Arthur Rank's Canadian subsidiaries with offices in Toronto, is visiting in England.


HAROLD HECHT of Hecht-Lancaster Productions has returned to the Coast from New York.

EMERY AUSTIN, M-G-M exploitation head, is vacationing.

Endres Wins MGM 'Caesar' Award

J. M. Endres, manager of the Cadorene Theatre, Hempstead, L. I., has been presented the M-G-M's "Julius Caesar" contest for theatre men in the Metropolitan New York area.

With trade paper showmanship editors as judges, Endres' campaign for the Shakespearean picture was declared the best submitted by exhibitors and managers in the local area. He will receive a United States Savings Bond for $100 as a reward for his unusual efforts.

'Malta' at Guild Takes $5,900 in Bow

J. Arthur Rank's "Malta Story," a United Artists release currently at the Guild, has accumulated a record $5,900 in its first three days with an estimated first week gross of $14,000 expected. J. Arthur Rank, president of Guild Enterprises, announced.

Study Ratio of Gross to Terms

In what is said to be the first move of its kind by a circuit, Shea Theatrical Enterprises, Inc., this week put into effect a new booking procedure as they relate to costs in order to best meet the "circus" in sales and difference in "distribution" in its dealings with distribution, Gerald Shea, circuit president and general manager, revealed yesterday. Each independently operated house is made by a "qualified certified public accountant" for the Shea circuit and the snap of their concern on a new method of film rentals to "groses," he said. He estimated the study would be complete in about six weeks.

The circuit executive said that he felt this step was necessary in order to be objective and to "satisfy ourselves" to the fact that the cost of films "so far as possible are within the perval of good business administration."

To Learn Existing Problems

This is a "truthful expression of our position" that distribution problems, Shea contends, will not solve. Shea, however, has been "demanding" and distribution has been "not doing its best way to meet the situations and differences of opinion are with facts," he added. Commenting on the same subject, Shea expressed confidence in the industry as well as distribution.

Touching on the subject of new film releases, Shea emphasized that his "showman" has "brought lack realism to theatres." He said he has been completely sold on the showmanship values of the M-G-M "Duel in the Sun." The new franchise holders are Harold (Babe) Cohen, Lipper Pictures of Louisiana, serving the New Orleans territory; Nina Bridges and Bob Herrill, United Film Exchange, to the Kansas City area; and William M. Richardson, Capitol Releasing Corp., for the Atlanta territory.

Signing of Dallas and New England franchises were confirmed earlier.

Altec Awarded Pact By VA Hospitals

Awarding of a contract to Altec Sound Corp., by Veterans Administration Hospitals has been announced by L. D. Netter, Jr., general sales manager. The contract, covering a total of 178 V. A. hospitals, provides for the use of Altec service engineers in the installation and maintenance of television, motion picture projection and sound equipment, and radio and voice transmission equipment.

Einfeld in Paris

PARIS, July 20—Charles Einfeld, vice-president of 20th Century-Fox, arrived in these parts, a few days ago, through Europe, meeting with company representatives and leading exhibitors on plans for "The Egyptian," arrived in the Valley en route to Paris.

Here's One Way to Be a Bingo Winner

DAYTON, O., July 20—The Sherwood Drive-in Theatre here witnessed an unexpected real life drama during a recent Bingo game, held as an added attraction. A Cincinnati man, his wife and another woman were arrested when one of the former presented the winning card for a $1,975 jackpot. Manager Sam Levine, was suspicious of a carded police. He said that the winning numbers were printed on a small press set up in his car. The fourth party, a man, escaped with the press. Levin will file larceny charges.

VistaVision for Far East Theatres

All of the Army Motion Picture Service's 1,500 theatres in the Far East will be converted from the VistaVision presentation, Paramount reports. Plans are already under way for premiere of Irving Berlin's "White Christmas, the spectacular, in Tokyo. East Far AMPS chiefs are at work equipping theatres with the largest screens possible.

Set 3 More Outlets For 'Duel in Sun'

Frank J. Davis, Jr., president of Selznick Releasing Organization, yesterday announced the closing of three additional franchise agreements for distribution of David O. Selznick's "Duel in the Sun." The new franchise holders are Harold (Babe) Cohen, Lipper Pictures of Louisiana, serving the New Orleans territory; Nina Bridges and Bob Herrill, United Film Exchange, to the Kansas City area; and William M. Richardson, Capitol Releasing Corp., for the Atlanta territory.

Signing of Dallas and New England franchises were confirmed earlier.

New Myer's Affiliation

TORONTO, July 20—Joseph Myers, formerly with Warner Brothers in Chicago, has joined International Film Distributors, Ltd., as a sales representative here handling M-G-M product in Canada, it was announced by general manager D. V. Rosen.

5 From UA in Aug.

Five productions, "Crosed Swords," "Down Three Dark Streets," "Malta Story," "Victory at Sea" and "Middle of the Road," will be released by United Artists during the month of August.

Bigger Budget for U.S. Film Program During Fiscal Year

WASHINGTON, July 20—The government's Overseas Film Program will operate with a considerably larger budget during this fiscal year than last. The administration was revealed as officials of the U. S. Information Agency indicated they had intended to break down under previous 'victims' media the funding just voted by Congress for the fiscal year starting July 1.

Films Get to $14.324,000

The government will get $4,132,000 for its operations during this new year, compared to $3,590,117 during the past year. In the preceding 1953 fiscal year, it operated on a budget of $7,557,362.

The administration had originally sought $89,000,000 for the USA for this year, of which $69,640,000 was earmarked for the motion picture service. The House voted $75,814,000, which $29,516,000 was for the film division, and the Senate voted $83,814,000, including $33,931,000 for the film division. The conference compromise finally put the governments to $77,114,000, leaving it to the agency to allocate the amount among the various media. The total government had been allotted $4,132,000 of the total.

Showplace of the East

For Your Screens

Sneak Preview

for exhibition

By A.C. BURTON

MOTION PICTURE DAILY

ARTICLES

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FULL SCREEN

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A/C UTILITY

PITTSBURGH, PA.

Milwaukee, Wis.

Cleveland, O.

Chicago, Ill.


San Francisco, Cal.

Las Angeles, Cal.
Men have been abducting reluctant maidens since time began. Probably the most famous—and most wholesale—abduction happened when the ancient roamin' Romans kidnapped armloads of the Sabine women and carried 'em off, 'sobbin' and throbbin'." Great paintings still tell the story.

Plutarch says the Sabine girls were soon happily knitting little togas and refused to be rescued. That's the theme of MGM's gay shot-gun wedding musical, "SEVEN BRIDES FOR SEVEN BROTHERS"!

But our girls are from Oregon and the boys are seven red-headed bachelor brothers. It's original and too funny for words (and it's in CinemaScope and Color).

You'll be carried away, too!

starring JANE POWELL • HOWARD KEEL • with Jeff Richards Russ Tamblyn • Tommy Rall • Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley • Based On the Story "The Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer Music by Gene de Paul • Choreography by Michael Kidd • Color by Ansco • Directed by Stanley Donen • Produced by Jack Cummings

Above: Sample of the off-beat ads. Other big display ads in large campaign.

"BABY STAR" CONTEST
Baby photos of M-G-M stars, including those in the picture, were used in a "Baby Star" contest that was one of the most widely publicized and successful contests in local annals.

RADIO AND TV
An attractive model dressed as a bride visited all radio and TV disc jockeys with the record-album of songs from the picture. Later the "Seven Brides" repeated the visits. Additionally they modeled costumes from the picture in Style Shows and were interviewed by 100 local teen-age girls in their modeling school. They got reams of space.

WEALTH OF STUNTS
Romance in a Haystack: With a local jeweler's cooperation, engagement and wedding rings were planted in a haystack located in a downtown parking lot, with local girls taking part in the search.

Snowballs in July: The "Brides" were greeted, upon arrival at the airport, by local critics and celebrities and a giant pile of real snow. A simulated snow-ball fight took place in 100-degree weather.

"Just Married" Parade: Open cars carried the "Brides" and local officials from the airport. Flying wedding ribbons and "Just Married" signs, with banners advertised the picture.

Opening Night Square-Dance: Probably the most colorful opening night idea in the city's show business history was the square-dance with hillbilly band in front of the theatre in conjunction with the Gala World Premiere.

PROMOTION EVERYWHERE
Thirty stores carried posters, counter cards and other materials in ticket-selling tie-ups. Complete coverage was obtained, especially in stores where records were sold, thereby stimulating attention for the records-album. A giant standee in lobby three weeks ahead, and an appealing trailer far in advance gave the show long-range attention.

PERSONALITIES
The arrival of Howard Keel, co-star of the picture, and Jack Cummings, producer, climaxd the big promotion campaign. An opening day extra was the personal appearance for three shows on the stage of the State Theatre of Keel, together with the 5 starlet "Brides" and a popular hillbilly band.

WORD-OF-MOUTH
Critics and disc jockeys saw the picture three weeks in advance. Then came a screening for record-album promotion, store personnel, TV and radio people and others. A sneak studio preview took place five days before the opening.

IT MAKES HISTORY
Local Texas showmen assert that the campaign for "SEVEN BRIDES" set a new high in modern motion picture showmanship. Most of the activities, apart from personal appearances, are easily adaptable to any situation.
Magnificent RECORD GROSSES IN ALL FIRST ENGAGEMENTS!

Cleveland! OUTGROSSING "THE GLENN MILLER STORY" PALACE THEATRE!

Chicago! BREAKS 20 YEAR HOUSE RECORD UNITED ARTISTS THEATRE!

Atlanta! SETS ALL TIME U-I HOUSE RECORD LOEW’S GRAND!

Youngstown! SETS ALL TIME U-I HOUSE RECORD WARNER THEATRE!

Akron! FIRST THREE DAYS TOP "GLENN MILLER STORY" PALACE THEATRE!
OBSESSION

Universal International presents

JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS' MAGNIFICENT OBSESSION
COLOR BY TECHNICOLOR

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER
Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter
"The Raid"
(20th Century-Fox)

VAN HEFLIN tops the cast of this well acted and well made Leonard Goldstein production in color by Technicolor, based on an actual incident of the Civil War involving a Confederate raid on the town of St. Albans, Va., up near the Canadian border. The factual background enhances the drama and, with a good measure of action, suspense, and romance included, the picture's chances for healthy grosses are good, especially where adventure films are in demand.

As a Confederate major and prisoner of war, Hefflin leads 11 other Rebel prisoners in a break from a Union camp in northern Vermont. It is near the end of hostilities and at this distant Northern location there are few Union troops in the area. Hefflin plans to destroy St. Albans, which he has entered, posing as a neutral Canadian business man, and devastate other towns in retaliation for the destruction of Southern communities by Union forces.

His plans are complicated when he falls in love with his landlady, played by Anne Bancroft, and becomes the hero of her small son, Tommy Retting. Further complications are added by the hot temper of one of his Confederate associates, Lee Marvin, whom Hefflin is forced to kill to prevent a murder in the village church. The incident makes him a hero in the eyes of the townspeople, but Hefflin, nevertheless, proceeds with the burning of the village. Before Hefflin, he dons the Confederate uniform, revealing himself in his true role to those who believed him their friend.

Robert L. Jacks was producer, with Goldstein as executive producer. Hugo Fregonese directed and Sydney Boehm contributed the screen play, which was based upon the Howard R. Ravenal Sais story, "Affair at St. Albans.

Running time, 83 minutes. General classification. Release date, not set.

"The Earrings of Madame De"
(Aran Pictures)

CHARLES BOYER and Danielle Darrieux head the cast of this Max Ophuls' production, which also offers Italian director Vittorio De Sica as an actor. Performances are uniformly good but the story, which starts off as something amusing soon begins to take itself too seriously and becomes over-long and tragic. The necessary ingredients of wit, irony and spice are missing from this turn-of-the-century tale, and its prospects for other than "art" houses are not good.

Desperate for money, Madame De . . . (Miss Darrieux) sells her diamond earrings to a jeweler. They were a wedding gift from her husband, Monsieur De . . . (their last name is not used), played by Boyer. Fearing a scandal, the jeweler sells them lock to the husband. The wife pretends they are lost. The husband presents them to his mistress who is bound for Constantinople. She loves them even more, after which wealthy diplomat Baron Donati (Vittorio De Sica) purchases them and presents them to his cherished mistress, Madame De. When she pretends to have found them, her husband, who loves her and no other, realizes that the Baron, fresh from Constantinople, gave them to her. For the sake of the Baron, he demands that the jeweler return the earrings and sell them to the jeweler, so that he can buy them back again.

Madame De is caught in deceit and the Baron's love for her wanes. The earrings change hands a bit more before the lover and the husband meet in a gun battle. Madame De is overcome and dies on the street. Marcel Archard and Ophuls wrote the screenplay. Ophuls directed as well as produced.


"The Weak and the Wicked"
(Marble Arch-A.L)

Hollywood, July 20

WASHINGTON, D.C. With the absence of top-player names, this British production which deals with prison life featuring minimum-security jail over the old, iron bars, inside the depiction of confinement, is a genuinely dramatic realization by a cast headed by Glynn Johns, the principal player, who has some U. S. following which may help the picture commercially. The film contains plenty of melodramatic material, emotions and reactions of feminine prisoners. The production appears to rely to a larger extent on the sensationalized type of promotion, and it presents case and dialogue lines that suggest limitation to adult audiences.

This film is a Marble Arch Production produced by Victor Stentzky and directed by co-writer Lee Thompson.


"River Beat"
(Lippert-Abston)

Hollywood, July 20

With American Phyllis Kirk heading a list of top British players, this film qualifies as a standard English melodrama for satisfactory exhibition or this side of the Atlantic. The cast is, for the most part, the time, the picture can be handily fitted into either panel of a dual program, or, if suitably surrounded by appropriate subsidiary subjects, the picture can play on a single bill. It is, in whatever way or connection it is booked, a properly professional maximum, in a profession which seeks a spot of diamond smuggling on the side, gets caught at it, plus some murdering, and is jolly-well given the what's-for the minions of the law, namely Scotland Yard.

Kirk portrays a third rate American Ends up aboard a ship captained by the gentlemanly smuggler whose complicated operations include using her as an unknowing conveyor of diamonds concealed in cigarette packs. How she meets and falls in love with a man who turns out to be a British detective and the ultimately successful victor over the peripatetic seaman and his felonious associates is set forth in orthodox fashion, with occasional violence and the usual climactic chase.

The American actress Helen Cohen is due to a double producer, with England's Victor Hanbury as producer of this hands-across-the-sea melodrama which is directed by Guy Green from a screenplay written by Rex Rienitz.

Running time, 73 minutes. General audience classification. Release date, July 16.

Eady Levy
(Continued from page 1)

ment merely confirming that the Eady Plan was discussed and that the talks were on the subject of the Vietnam conflict.

Observers attribute the official reticence to the fact that the subject has been set down for discussion in the House of Commons on Thursday. In answering the question which will be put to him then, ThorneyCroft is expected to make a full statement.

Loew Net
(Continued from page 1)

for the 40 weeks ended June 10 were estimated at $138,350,000 against $133,621,000. For the current June quarter, these were estimated at $414,774,000 against $399,248,000.

Censor Law
(Continued from page 1)

principle that the power to censor motion pictures is vested in the Federal Government but only where "definite and specific standards" are provided by statute. The Kansas statute "does not provide these standards," Judge Miller said.

Walker
(Continued from page 1)

or Transamerica Corporation. For nine years he was vice-president, treasurer and general business manager of Edward Small Productions, Inc., and, prior thereto, was vice-president of United Artists Corp.

Fellerman to Coast
For Product Survey

Max Fellerman, vice president and general manager of Lopert Films, Inc., operators of the Astor and Bijou Theatres in New York as well as theatres in Washington and Chicago, is here to rely for his annual trip to Hollywood.

Fellerman, who recently booked Warner Brothers' "A Star is Born" for initial showing in both the Astor and Victoria Theatres, will confer with major studios as well as the independents on plans for the Astor and Victoria Theatres for the coming season.

Cinerama
(Continued from page 1)

time in the fall, to be followed by Cinerama shows in Rome, Tokyo and other cities in South America and Germany before the end of 1954.

When "This Is Cinerama" is launched in these five countries, Stanley Warner, in association with the Robin International group, will further extend its operations in certain other foreign countries.

Robin International, Inc., is a corporation dealing exclusively in foreign trade, with offices in all parts of the world. It represents some of the largest American enterprises abroad. This is not Mr. Reisman's first venture into motion pictures since he has been engaged in foreign film distribution.

Commenting upon his association with Cinerama, Reisman said that there is no doubt that "This Is Cinerama" will be a "spectacular" audience success abroad, perhaps even more so than in the United States.

"However," he continued, "I am fascinated by the future of Cinerama in value. I have always believed that Cinerama is much more than a commercial enterprise. It is a remarkable example of American know-how in the motion picture field, demonstrating a technical advance beyond anything known."
National Pre-Selling

'Magnificent Obsession' Condensation in 'Companion'

JANE WYMAN, star of U.I.'s 'Magnificent Obsession' approves of two-page editorial spread in full color featured at the beginning of the Lloyd C. Douglas story in the August issue of 'Woman's Home Companion.' The story continues through eleven pages! Looking at the layout with Jane Wyman is her husband Fred Karger. (Photo at right.)

"Redbook" has four motion picture ads in the July issue. Two half-pages across a two-page spread on "The Caine Mutiny" in color, a full page ad on "About Mrs. Leslie," a striking ad on "Magnificent Obsession" and a Picture-of-the-Month ad on "The Student Prince" which appears on the table of contents page.

"Life," in reviewing "On the Waterfront" reports in the current issue that "Marlon Brando gives his finest film performance to date and gets sensitive support in the love department from a new discovery from TV, Eva Marie Saint." Eva is the cover girl on the issue. Almost seven years ago "Life" said that "Miss Saint may some day be a household word like Lankhead, Bergman or Berle. But it will probably be as Edie in "On the Waterfront" that she fulfills the prophecy and starts her real fame."

A striking page ad in two colors on U.I.'s "The Black Shield of Falworth" and an eye-catching full page ad on Paramount's "About Mrs. Leslie" will appear in the August issue of "Seventeen."

"True Story" recommends and reviews in the August issue, "The High and the Mighty," "Demetrius and the Gladiators," "About Mrs. Leslie" and "Betrayer."

"Look's" cover girl on the current issue is Janet Leigh, star of U.I.'s "The Black Shield of Falworth." The cover is in full color and it should attract a substantial amount of attention on the newsstands.

WALTER HAAS

Quigley Awards Judging on Friday

Judging for the Quigley Awards, second quarterly entries, will be held in the offices of Quigley Publications, Friday, at 11:00 A.M., it was announced yesterday.

The judges named are: Isabelle Austin, advertising and publicity director, Roxy Theatres; Blanche Upton, advertising and exploitation department, RKO Theatres; and Beatrice Ross, exploitation manager, Republic Pictures.

VV Demonstration Acclaimed Abroad

Acclaim for VistaVision, Paramount's new process of film production and screen presentation, in its overseas demonstrations, has matched the reception of exhibitors in every part of the United States, according to called reports received here by George Welser, president of Paramount International Films.

The demonstrations, all held last week, were in Mexico City and in Sydney and Melbourne, Australia.

'Kings' Bows Tonight

M-G-M's "Valley of the Kings" premieres at the Plaza Theatre here tonight at 8:30 P.M., just seven hours after the picture is to be opened at the Metro Theatre in Cairo, Egypt. Dr. Ahmed Hussein, Egyptian ambassador to the U.S., will attend with members of his staff. Box-office receipts will be turned over to the school of Archaeology of the University of Cairo.

SEVENTEEN'S August Picture-of-the-Month: SEVEN BRIDES for seven brothers

U. S. Survey

(Continued from page 1)

per cent. Receipts from Federal, state and local admissions taxes amounted to $297,943,000 in 1953, of which Federal taxes accounted for $194,294,000. In 1948, admissions taxes accounted for $201,330,000 of the total receipts, with no separate figure available for the Federal share.

Direct Receipts Rise

Direct receipts from customers, other than admissions, was the only item to rise, going up 3.2 per cent from $90,980,000 in 1948 to $126,027,000 last year. Again this includes only receipts from candy and popcorn sales, vending machines, 3-D glasses and other sales directly by the theatre management, and not from commissions, earnings or rents. These figures do not include sales of similar items by independent concessionaires operating within theatres owned by others.

Total theatre receipts from customers, excluding admissions taxes, therefore amounted to $1,115,895,000 last year, compared to $1,335,335,000 in 1948.

House Denies Funds for Census Bureau Survey

WASHINGTON, July 20 — The House today sustained the action of its appropriations committee in refusing a Census Bureau request for $8,430,000 to conduct a comprehensive survey of business and manufacturing next year. The Senate, which might grant the funds, takes up the request next.

An MCM Cinemascope Color Production starring
JANE POWELL HOWARD KEEL

It'll be history's biggest march down the aisle ... in movie theatres all over the country ... as Seventeen's 2½ million readers (on the arms of their Dads, Moms, Best Friends, Best Beaux) all say I DO want to see "Seven Brides for Seven Brothers!"

seventeen

The magazine that sends girls and their families to more movies.
A TOWERING MASTERPIECE CARVED OUT OF A MAN’S LUST FOR POWER!

Spencer Tracy in Broken Lance

Date it now for August!

Produced by SOL C. SIEGEL • Directed by EDWARD DMYTRYK • Screen play by RICHARD MURPHY

Play it in the Wonder of 4-Track Magnetic Stereophonic Sound!
NYC WEIGHS MEANS TO OFFSET POSSIBLE 5% TAX INJUNCTION

As local exhibitors awaited a Supreme Court decision on the granting of a temporary injunction which would block collection of the New York City five per cent amusement tax, pending trial of a suit lodged by five theatres against the city, city attorneys intimated they may resort to the Civil Practice Act in order to sidestep the possible injunction, if it is granted. The "ace in the hole" afforded the city, should the injunction be invoked, stems from an §71 of the Civil Practice Act which states that "in an ordinary case involving a municipality, the mere filing of a notice of appeal stays execution" pending the appeal.

New York City assistant corporation counsel Stanley Bachuschnik this week intimated that the statute provides the city with an opportunity of continuing collection of the tax, even in the face of a temporary injunction. Under the law, the mere filing of an appeal would "stay the injunction" or permit the city to continue collecting the tax, lawyers say.

The key to the statute's phrasing, according to Thomas Bress, Loew's attorney, is "an ordinary case." He said that attorneys for the theatres in this case will attempt to prove to the Supreme Court that it is an "extraordinary case" and therefore negates the statute's wording. Such actions would be necessary only if the city filed the notice of appeal, however.

In addition, Bress stated, the allegations that the city is violating a section of the Administrative Code and the New York State enabling act, would eliminate the case from the Civil Practice Act phrasing. With

Non-Raiding Pact to Be IA Meeting Issue

Delegates to the IA/SE convention in Cincinnati next month will press for an answer as to why the IA has not signed an agreement, it was stated here yesterday by a delegate to the convention. It was pointed out that approximately 1,200 U. S. unions have signed the non-raiding pact.

Whether the witholding by the IA/SE means that it intends to raid other unions within the amusement industry appears to be a subject for speculation among the affiliated units. Local H-63 of the Home Office Employees, a special department, is one that has announced its intention to try to lure film publicists into its fold. At present, only the Paramount office of the Home Office publicists are represented by H-63.

Plan Public Showing Of Lenticolor in Fall

A public demonstration of Lenticolor is scheduled for the fall, the process having been sidetracked during the last year because of the development and introduction of new screen techniques. It is reported that the color process will be "taken out of mothballs" and prepared for screen utilization.

A few test reels have been made in the process by 20th-Century-Fox which it is understood, may be the first to give the system a full treatment. The company holds an interest in Lenticolor.

Brackett Confirms Academy Difficulties

HOLLYWOOD, July 21.—Confirming reports that the Academy of Motion Picture Arts and Sciences is experiencing financial stress recently, President Charles Brackett issued a formal statement that the Academy "has completed negotiations with the American Motion Picture Producers whereby they have agreed wholeheartedly to establish the services of the Academy for which we

Bright Future

Baltimore Exhibitors Report Business Has Improved

Baltimore, July 20.—Business is better in the Baltimore motion picture territory and exhibitors have ample reason to expect a brighter future, according to a consensus among theatre owners here. A particular note of optimism is sounded by Leon Back, president of the Allied Motion Picture Theatre Owners of Maryland, Inc., and general manager for the Rialto Theatres, a local chain.

"Business has shown a marked improvement," said Back, "and indications are it will be even better in the near future, particularly the coming autumn.

"The improvement, I'd say, is due to the fact that pictures are better, and we also can thank the recent innovations in projection along with the increased quality of product."

Viewing the forthcoming months brighter, Back added that he believes

Special Group Will Probe UHF Problems

WASHINGTON, July 21.—A Senate Commerce subcommittee which has been investigating the problems of UHF television broadcasters agreed to create a special and secretive committee to study various of the problems solutions it received during its investigation.

The committee would include representatives of all branches of the radio and television industry and of the public. The subcommittee also recommended

Commerce Dept. Reports

Of Grosses in 1953

WASHINGTON, July 21.—Drive-in theatres accounted for more than 20 per cent of total theatre gross receipts last year, the commerce department's film branch estimated.

It said that about 4,000 of the approximately 18,000 35 mm. theatres in the U. S. last year were drive-ins. It estimated average weekly attendance at all theatres in 1953 at 50,000,000.

These estimates were contained in the introduction to a six-page pamphlet listing "basic information sources on motion pictures" and published by the Motion Picture Division of the Commerce Department's Business and Defense Services Administration.

Only yesterday the Census Bureau issued a report estimating that 18,305 theatres doing business last year had total receipts from customers of $1,232,838,000.

The Commerce Department listing emphasized that the film industry is "one of the major industries in the United States" and that these information sources might be helpful in understanding the industry. The pamphlet listed publications by government agencies.

No 'Radical' Changes In Arbitration Draft

Several changes in the 1952 distributors' draft of an arbitration system have been proposed by the sub-committee now working on the project, but the changes are said to be "not radical." Committee members, however, are reluctant to discuss the issues until a new draft has been completed.

The committee will hold several more meetings before actual work will start on putting the formula into writing. The group met again today and probably will hold sessions once or twice a week until the assignment has been completed.

\'U\' to Redeem 33\% Debentures Sept. 1

Universal Pictures has completed arrangements with the First National Bank of Boston for the refinancing of its debentures, it was announced yesterday by Milan R. Rackmil, president.

In line with the arrangement, Universal has elected to redeem on Sept. 1 its outstanding 3\% per cent sinking fund debentures which were due on March 1, 1959. There presently are $2,893,000 of the debentures outstanding in the hands of the public.
Better Than 1953

Pittsburgh Picture Business
Helped By Scope, Cinerama

By LEONARD MENDELWITZ

PITTSBURGH, July 21.—Picture business in general is better in the Pittsburgh area now than it was in the same period of the last year with CinemaScope and stereophonic sound being a major factor in credit in reinvigorating business.

Both circuit and independent exhibitors feel optimistic for a fine Fall season. Pittsburgh exhibitors are confident business will improve in the coming months.

This has been a trying season for Pittsburgh exhibitors due to several factors which haven't been so pronounced in other circuit and independent operations. Pittsburgh faced two major strikes, a crippling transit tie-up of the city, a 22-day department store strike which began last November and is still in progress. This highly industrialized section, too, was plagued with an alarming increase in unemployment and cutbacks in production due to the end of the war. The reduction in business in its many mills and factories have caused a big dent in theatre patronage.

Addition of television to the picture business was a thing. "This Is Cinerama" in its seventh month at the Warner Theatre did its biggest business in months last week, and seems to be going appreciably. The Fulton had a life saver this season in "Three Coins in the Fountain." Its heat too, was well. The Art Cinema where it is now in its seventh week.

Another Warners executive noted that the Pittsburgh zone includes 87 houses throughout the Tri-State area in Western Pennsylvania, Ohio and West Virginia has sluttered only eight houses this Summer, and will probably put them all back in.

Practically all of the circuits have installed CinemaScope, and many of the independent operators such as Al Wolf at the Strand Theatre, have added stereo and found that the wide screen is a vital necessity. Weiss announced this week that he will install Cinerama in his second-run Capitol Theatre in addition to his major first-run Liberty. The Harris Amusement Co. pointed out that "Demetrios and the Gladiators" stayed three weeks in the J. P. Harris, and it looks forward to a long run in Cinerama.

Although business has been spotty, quality pictures still draw. Bill Elder shot the film, "Got the Wind" because "Apache" held up surprisingly well, "The High and the Mighty" proved both high and mighty in the theater.

As usual, the drive-ins are mopping up too, especially those fortunate enough to have had CinemaScope installed.

The Warner and Fox special screenings of big pictures to come has everybody proclaiming optimism for the post Labor Day period—provided of course, no more strikes, mar the local scene.

May. Wagner to Open Art Show at Rivoli

Mayor Robert F. Wagner and Kenneth C. Nankowsky and others will have the public exhibit of Korean art tomorrow at the Rivoli Theatre for the benefit of the American Red Cross.

The show will continue until the world premiere on August 4 of the Paramount-Alfred Hitchcock film, "Rear Window"; the premiere being sponsored by 83 business, civic and social leaders.

Harriet Parson Here

Harriet Parsons, producer of RKO's "Susan Slept Here," will arrive in New York today from Hollywood for three weeks of press interviews, radio and TV appearances and receptions for her Technicolor comedy which opens on July 29 at the Victoria Theatre.

Lytell on Tour

Bert Lytell will make a month-long tour of the Central and Eastern states with Darryl F. Zanuck's Cinerama production "The Egyptian." Lytell, who is president emeritus of Actor's Equity, will cover 13 states including territories and the District of Columbia.

N.C. Drive-in Offers Back-to-back Screen

FAYETTEVILLE, N. C., July 21.—H. B. Meissel and Clayton Stockton, owner and manager respectively of the Fox Drive-in Theatre here, have come up with the idea of placing two screens, back to back, to enable a single picture to be made up into a "drive-in." The outdoor house, which is fully equipped with CinemaScope and stereophonetic sound equipment, allows occupants of 565 to see a picture on one screen with 435 others being able to see the film on the other.

Johnston Clarifies Italian Impacts

G. Griffith Johnston of the Motion Picture Association of America said yesterday a breakdown of film import agreements revealed the industry was not as much as the United Artists' Italian distributor and this year they are not included in the Motion Picture Production Code. Thus, a fair basis for comparison would be 205 features in the old agreement, rather than 225, Johnston said. On the same basis, in the new agreement, there are 209 authorized features, plus 16 which can be discounted.

Freed Names Eight to SPG Committee

HOLLYWOOD, July 21.—Screen producers Guild president Arthur Freed announced today that Jerry Siegel, Frank Heindel, John Heindel, Sam Zimbalist, Robert Fellows, Jerry Wald, and Larry Weingarten have been chosen to represent the Motion Picture Producers and Allied Independent Guild, at the guild's monthly meeting with the press representative of the Brown Derby restaurant here.

New Buffalo Drive-in

BUFFALO, July 21.—A drive-in will be built on the southeast corner of Transit Road and Wehrle Drive. The Lancaster Town Board has issued a permit for the outdoor theatre, which will cover six acres, to Sarks Stephen of Kenmore. It will feature a CinemaScope screen.

New RCA Sound to 14 Smith Drive-ins

CAMDEN, N. J., July 21.—The Smith Management Co. of Boston, said to be one of the nation's largest drive-in theatre circuits, has signed for installation of RCA magnetic sound equipment on 14 outdoor houses in eight states, J. F. O'Brien, manager of theatre equipment sales, of Radio Corp. of America, announced yesterday.

RCA has already begun installation of Smith's PA-G sound system, designed to enable theatres equipped for single-track optical sound to project four-channel sound equipment through existing amplifier systems and convert the four-track sound into single-channel magnetic sound.

Party for Hussein

Metro-Goldwyn-Mayer gave a cocktail party for Dr. Ahmed Hussein, Egyptian ambassador to the U. S., at the Hotel Ambassador, in conjunction with the premiere of "Valley of the Kings" at the Plaza Theatre last night.

Lesser to Relief Fund

HOLLYWOOD, July 21.—Producer Sol Lesser has been appointed to the executive board of the Motion Picture Relief Fund, representing the Screen Producers Guild.

House-Senate Group Agrees on Tax Bill

WASHINGTON, July 21.—House-Senate conference on the tax bill reached final agreement tonight.

One last minute decision was to throw out House provisions to ease the tax treatment of foreign income. The provisions would have benefitted some industry firms with overseas theatre holdings, but it would not have helped the distributors.

Another decision was to give stockholders of 500 excess corporation per cent credit on dividend income. There may be a fight in the Senate to reject the conference bill on this provision.

Set Trade Conclave Date

TORONTO, July 21.—The Motion Picture Industry Council of Canada announced for the second consecutive year the annual film exhibition on Nov. 23-25 at the King Edward Hotel here in conjunction with the industry convention. Gerald Fitzgerald is the organizer of the equipment show.

S W Dividend

At a meeting of the board of directors of Stanley Warner Corp. yes- terday a dividend of 25 cents per share was declared on the common stock of the company. No dividends have been declared on the $100 face value stockholders of record on Aug. 4.

Job N' Club of Kinemac" Back to School Sale

NEW YORK, July 21.—For the first time in over 16 years as a society of Motion Picture Herald; Motion Picture and Television Almanac; Fama. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3a, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 50c.
NYC 5% Tax
(Continued from page 1)
suspense mounting on both sides as they awaited Supreme Court Justice Nicholas J. Jaman's decision on the issue, legal opinion became divided as to whether the mere filing of a notice of appeal, by the city would stay the injunction.

Injunction May Stay Tax
The City Corporation Counsel, ac-

cording to Enchshaim, feels that such filing, if that is what it will stay it. However, according to Bress, attorneys for the theaters feel that section 571 does not provide for security on appeal and would not stay an injunction in this case, as it is claimed that the city is in violation of a state law and a New York City statute.

Bress said, if need be, an appeal by either side may be taken to the Ap-
pellate Division, second department, should they be dissatisfied with the ruling of the Supreme Court.

Academy
(Continued from page 1)
are compensated.” The Brackett state-
ment explains that these include the use of the Academy Theatre for pre-
views.

“Temporary budget difficulties were-created mainly by capital expenditures necessary for the installation of new wide-screen equipment, stereophonic sound equipment and air conditioning the auditorium. An approximate $60,000 was spent last year, according to the Academy, which is celebrating its 15th anniversary.

“Traditionally, the Academy Awards voting last winter so that the Academy could present 1953 pictures in their proper sound and aspect ratios,” the statement said.

UHF Problems
(Continued from page 1)
affirmed its earlier stand that the 10
per cent Federal excise tax should be
removed from TV sets capable of re-
ceiving UHF as well as HF signals.

A chance are that these are the only actions the subcommittee will take this session as the result of its hearings.

‘Egyptian’ Exhibits
Reach 500,000 Mark
Attendance at the 20th Century-Fox
“Egyptian” traveling exhibits has
reached the half-million mark as the trans-continental tour of the dual ex-
hibition trucks to the North-Central and Southern states met with accept-
ance from the public, the company an-
nounced yesterday. Latest stops were
in Richmond, Va. and Syracuse, N. Y.

Reports from all cities reached by
the tour show the exhibits—visited by an average of 20,000 to 25,000 per-
sions a day with a larger group being reached through personal appearances at the theatre and TV and radio appearances by the “Egyptian” hostesses traveling with the show.

‘U’ Florida Changes
JACKSONVILLE, Fla., July 21.—
Buford Matthews, Universal-International branch manager here, has announced the following appointments: Elmer Oliver Matthews has been promoted to head booker; Barbara Greenwood and Garrett Newman have joined the booking department; Jacqueline Vaughn and Flora Lea Currie have joined the secretarial staff of the booking department.

Students Ordered to
See M-G-M’s ‘Suite
SOUTH ORANGE, N. J., July 21.— Dr. Austin Murphy, dean of the School of Business Ad-

ministration at Seton Hall Univer-
sity here, has instructed all student
graduate students of the ad-

anced course in the graduate busi-
ness curriculum to attend a screening of two top level executives, to see the films in the “Suite” as a require-
m ent for passing the course.

Dr. Murphy’s course, Executive Decisions and Prediction Making, provides for three credits in the five week term. After the stu-

dents see the picture, they must report back to Dr. Murphy in order to get credit.

Baltimore Improvement
(Continued from page 1)
motion picture theatre owners would be
benefited if a reasonable distribu-
tion procedure might be established and if there could be more regularity in release of pictures, particularly in sub-runs.

He further stated that the ‘alleged shortage of prints is interfering greatly with the orderly release of pictures and mentioned these situations as one of the obstacles in the complete recovery of the motion picture business.

Improved Business

Striking another note in tune with the directors appointment of Stanley C. Fischer, general manager of the Hicks Theatres of Baltimore, said he finds business improved.

He went on to state that in his opinion, people are beginning to grow restless with watching television and that the industry has come out at just the right time with its giant screens, improved sound, new projection equipment and other innov-
ations.

There’s a lot of value in word-of-

mouth advertising and the public has started speaking favorably once more

of the films that are being released now and of those heralded for the near future. Theatres are resuming

their confidence in the screen at-

tractions.”

A theater exhibitor, head of a Balti-
more chain, stated: “Business is slow-
ly rising.” He is Meyer Leventhal, vice-president and general manager of the Philip J. Schecter Enterprises, who admits he has “seen the money grow from their nickelpedays.”

“Business in Baltimore is near the top of the list of the biggest performers that have television sets. Consequently, we will be slower in getting back to normal where theatre business is concerned. But, people are getting over the TV-jitters and going back to the theatres.

Hopes for Better Films

“I wish that Hollywood would stop making what is known as ‘quickies’ and devote its entire time and effort to better stories and finer quality pictures which could have a greater extent now and that’s what is help-

ing confidence among the movie-goers,” Mr. Leventhal said. “And, we can’t fool the public; better pictures will mean better business, such as it has, in a slow rise, recently.”

 drive-Ins
(Continued from page 1)
ment agencies such as the Census Bureaus, the decision of the Federal

Department of Health, Education
and Welfare; books by private authors and the Motion Picture, Television
and radio trade directories, such as Vol. 1 Motion Picture and Television Almanac; trade
journals, including Motion Picture Daily, Variety, and trade associations.

The pamphlet is described as business service Bul-

letin No. 40.

Selznick in Boston
Phone Interview
BOSTON, July 21.— Producer
David O. Selznick will meet the Bos-

ton film critics tomorrow via coast-to-

coast telephone interviews at the Hotel
Bradford here in order to discuss the
forthcoming re-release of “Duel In
The Sun.”

Selznick, who is in Hollywood, will
talk with Elmar Hughes, Boston Her-
ald; Alta Maloney, Boston American; Franella Hall, Boston Post; Mary X. Dollery, The Boston Evening
Gazette; Leo Goffiny, Boston Record, and

Representatives of the Association
of television and radio network will tran-
scribe the proceedings.

Zukor to Sell 1st
Ticket to Window
Adolph Zukor, board chairman of
Paramount Pictures, today will sell
the first ticket to the Aug. 4 world
premiere of Alfred Hitchcock’s “Rear
Window” at special ceremonies in
front of the Rivoli Theatre, where the
premiere will be held.

The premiere will benefit the Amer-

ican-Korean Foundation, and today’s
ceremonies will take place after the
opening there of a two-week pre-
premiere lobby exhibit of Korean art,
ceramics and handicraft.

Set Canadian Golf Meet
TORONTO, July 21.—The third
annual Canadian Motion Picture Golf
Championships will be held on Aug.
12 at the St. Andrew’s course, near
Toronto, by the Canadian Motion
Pictures.

New AA Title

“The Human Jungle” is the final
title for Allied Artists’ “The Police
Story.”

Fox Slates 24-Sheet
‘Egyptian’ Campaign
Darryl F. Zanuck’s CinemaScope
production of “Tales of the Egyptian” will
employ a 24-sheet billboard campaign of
the largest in 20th Century-Fox history, the company announced. The film will
open in most major cities.

The campaign, which will utilize
$500 posters placed in and around 51
key cities, will be concentrated on large
urban centers as well as their sur-
rounding communities.

Consisting of 100 per cent showings
in major cities, the campaign will in-
clude regular as well as illuminated
boards, with a posting period running
throughout the entire campaign. The
campaign will begin Aug. 12 and continue into September.

Bulldog Drummond
Features to TV
Eight “Bulldog Drummond” fea-
tures have been acquired by Governor
R. W. Taft for TV sales from Congress Films, it was an-
nounced by Arthur Karmen, president
of Governor. The films were made by Paramount Pictures.

In addition, Governor has acquired the TV distribution rights to a large
number of feature titles, some of which
are released from Moe Karmen’s Regal Television
Pictures Corp. The group consists of
five Hal Roach features, 22 Laurel and
Hardy features, 130 Bob Hope shorts, 80
two-reelers and 300 miscellaneous shorts.

M-G-M Buys ‘Tea’
HOLLYWOOD, July 21.—“Tea
and Sympathy,” Broadway stage hit,
has been purchased for the screen by
Paramount. It was announced by Doré Schary, executive pro-
duction head. Pandro S. Berman has been assigned to produce the picture and no release date has yet been
set. There’s a chance that Deborah Kerr, the play’s original star, and Elia Kazan, its director, will resume for the film.

Adding 2 Units to MGM Cartoon Staff
HOLLYWOOD, July 21.—Follow-
ing the annual mass vacation of the
MGM cartoon staff, July 27 to Sept.
20, two additional units will be added to the present production staff, Fred Quimby, cartoon producer, an-
nounced today.

The demand for additional product in CinemaScope is responsible for the increase, Quimby said. “Toche Pappy Cat,” “Brave Little Mouselette,” “Pete Peeve” and “Southbound Duck” are new CinemaScope cartoon subjects now in work.

The new units will resume produc-
tion of the “Droopy” and “Barney
Bear” series. The two units will be in abeyance during the filming of a “Snabad the Sailor” sequence for the feature musical, “Sing to the Dance,” starring Gene Kelly. This
sequence will be completed before the cartoon staff leaves for its vacation.

Peckham Re-Elected
HOLLYWOOD, July 21.— Ralph
Peckham, business agent of the Mo-

tion Picture Set Painters, Local 720, IATSE, was re-elected by a vote of 339 to 304 for all opposing candidates. Peckham is co-chairman of the committee supporting Roy M. Gechter in his campaign for the IATSE leadership.

Ascap’s Ball Team
Joins Music League
ASCAP has organized a soft-
ball team and has joined the league composed of various
music organizations. The team,
managed by Hank Hofschuster, will open the fall league slate next Tuesday at the 62nd Street diamond in Central Park where it will play the team representing Columbia Records.
"Its magnitude will propel it into a prominent place among the year's top money pictures!"
BOXOFFICE

"Magnificence in splendid style that should reap a box-office harvest! Rarely has the screen exhibited so much dash and bravado!"
THE INDEPENDENT

"Fills the breadth of the CinemaScope screen with a wealth of pageantry—an ace entertainment!"
HOLLYWOOD REPORTER

WARNER BROS. FOLLOW THE BOX-OFFICE NO

KING RICHARD

Out of the Adventure Pages of the Ages! From SIR V

STARRING REX HARRISON • MA

CINEMASCOPE WARNERCOLOR STEREOPHONIC SOUND
GHT OF 'THE HIGH AND THE MIGHTY' WITH
AND THE CRUSADERS

ALTER SCOTT'S 'The Talisman,' tumultuous epic of the Quest for the Holy Sepulchre!

NIA YO • GEORGE SANDERS • LAURENCE HARVEY

WITH ROBERT DOUGLAS
SCREEN PLAY BY JOHN TWIST
MUSIC BY MAX STEINER
PRODUCED BY HENRY BLANKE
DIRECTED BY DAVID BUTLER
Consider the star. The color negative captures her at her brilliant loveliest. Here, time for processing the film is a minor consideration. But in release prints she must be "re-born" in all her original beauty, again and again, at money-making speed.

To do this—faster—calls for meticulous attention to printing and processing . . . for color printing control systems, for example, that not only provide exposures at rates up to 200 fpm, but take care of scene-to-scene variations in negative density and in color balance.

Problems such as this are being solved by the industry. As a means of co-operating in all areas—especially in film selection, film processing and projection—Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY
Rochester 4, N. Y.

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

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

Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois
Bar N.Y.C. from Collecting Tax Fractions Over 5%

Columbia Announces Lineup of 19 Films On Current Program

Columbia Pictures yesterday announced a lineup of 19 productions which it plans to release this year, according to the strongest product schedule in the company's history. The 19 films are entering release, awaiting release, in production or in final planning. "The Caine Mutiny" is being looked upon by the company as the pace-setter for the entire program, although Columbia executives say that future product may top the marks set by "From Here to Eternity" and "Caine Mutiny." The lineup's ten pictures include the Technicolor and four in CinemaScope. Part of virtually all of the pictures, Columbia stated, were filmed on location in this country and abroad, while "On the Waterfront," was shot entirely on location. Among the early releases will be "On the Waterfront," to be followed shortly by Columbia's first CinemaScope film, "Three for the Show," starring Betty Grable, the Champions and Jack Lemmon. Already pencilled in for February release is John Ford's "The Long Gray Line," also in CinemaScope and Technicolor. "Joseph (Continued on page 5)

Censor "War" Seen in Md.

Baltimore, July 22—A new censorship law for Maryland which purports to regulate the content of movies on the state's Order Monday; Trial Is Set for Sept. 13

New York City exhibitors won a decisive victory in their fight against the recently passed municipal five per cent amusement tax yesterday when Supreme Court Justice Nicholas M. Peck issued a temporary injunction against the tax's "major fraction" feature, declaring it illegal and setting the case for trial on Sept. 13.

The September 13 hearing will decide whether the injunction issued yesterday should be made permanent.

One effect of the ruling will be the elimination of the tax on all admissions of less than 20 cents. Admittedly, this will apply to only a limited number of theaters and almost entirely to children's tickets in those.

Indications are, according to Thomas Bress, Loew's attorney, that the injunction would not become effective until Monday. Today, the exhibitor plaintiffs will file an order for the court to show, which will be argued along with the form of order to be drawn up by the city. Amount of a bond to be posted by plaintiffs also will be argued.

Bress said plaintiffs will recommend a $500 bond be posted. On Monday, both sides will argue the question of the order after which Justice Peck will decide which to sign. At that time the temporary injunction will go into effect.

The restraining order will not halt collection of the tax. Although three other charges were filed recently by five Queens theatres against the city, the court found only the city tax's "major fraction" feature to be illegal.

Although exhibitors still will be required to collect the tax from patrons, any part of the levy in excess of the (Continued on page 5)

U.K. Declines Role In Eady Levy Fuss

London, July 22—The government apparently has no intention of fixing the new Eady levy rate, as reported by the British Film Producers Association following the disagreement with Cinematograph Exhibitors Assn. on the matter.

Answering the question put to him (Continued on page 5)

"Broken Lance"

[20th Century-Fox]

(CinemaScope)

One of Spencer Tracy's most notable acting performances in recent years in a powerful, moving and, at times, tender story, places "Broken Lance" high on the list of top films to come before the CinemaScope lenses. In CinemaScope and color by De Luxe, the film explores a violent family conflict which results in bloodshed, the color line as it pertained to the American Southwest in the 1880's and the character of a self-made man who carved a cattle empire out of Indian country.

"Broken Lance" shows every indication of achieving box office success everywhere. It is the type of film which should appeal to every type of audience. Action, breath-taking scenery, engrossing story and realistic acting by every member of the cast are combined to entertain and enthuse both young and old alike.

Tracy tops the cast, with Robert Wagner, Jean Peters, Richard Whitmack and Katy Jurado matching the veteran’s stellar performance. Hugh O'Brian would depict a picture can be termed "immoral" or "tend to incite crime" was urged here yesterday by Mr. B. Traub, chairman of the state's Board of Motion Picture Censors. At a hearing before a special committee of the Legislative Council, Traub cited the recent censor law passed in New York and added that the current Maryland laws are "inadequate" because of the decisions of the U.S. Supreme Court.

Yesterday's hearing by a Legislative Committee was dominated by a State Senator, Layman Redden was the first of several which will be held this summer and fall. They will be pre- (Continued on page 5)

Republicans Win First Round of Court Fight with City; Hearing On Form of Order Monday; Trial Is Set for Sept. 13

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Embassy 26-Week Net in Slight Rise

For the 26 weeks ended May 1, Embassy Pictures Corp., and its subsidiaries reported a net profit of $1,035,392 before Federal tax provisions, estimated Federal normal and surtaxes of 11% of $565,000, or a net after taxes of $480,392.

For the 26 weeks ended April 24, 1943, Embassy reported a net profit of $1,019,150 before Federal tax provisions, estimated Federal normal and surtaxes of 11% of $546,000, or a net after taxes of $473,150.

U.K. Declines Role In Eady Levy Fuss

LONDON, July 22—The government apparently has no intention of fixing the new Eady levy rate, as reported by the British Film Producers Association following the disagreement with Cinematograph Exhibitors Assn. on the matter.

Answering the question put to him (Continued on page 5)
Personal Mention

A BRAM F. MYERS, Allied States, and general counsel, returned to his Washington, D.C., headquarters yesterday from a Maine vacation.

THORSTEN SANTORI, publicity director for National Theatres in Portland, Ore., is working with RUSSELL BROWN and WILLIAM TILDEN of Evergreen Theatres in Seattle.

MORRIS MICHMAN, owner of the New Theatre, Baltimore, is entertaining his wife and family this week in Florida, who is visiting with him.

CARL MAGINE, building supervisor for Evergreen Theatres in Seattle, is in Portland, Ore., to re-check the New Fox Theatre.

JOHN R. PATSO, Jr., of the Paramount Theatre, Springfield, Mass., will vacation at Waterville, R.I., next month.

J. LAWRENCE SCHNEIDER, owner of Keith's Theatre, Baltimore, is vacationing at Atlantic City.

ROONEY COLLIER, manager of the Staley Theatre, Baltimore, is vacationing in Hershey, Pa.

JIM LARKIN, B.O.A.C. theatre representatives, will leave here today for Bermuda and Europe.

LEW GRADE, British actor, has left New York for London aboard a B.O.A.C. Monarch.

RALPH MARTIN of "Seventeen" will leave here today for a three-week vacation.

CHARLES VANEL, French actor, arrived here yesterday from Europe enroute to Hollywood.

Lance' Bows July 29

Twentieth-Century-Fox's CinemaScope production, "Broken Lance," will open at the Roxy Theatre here on July 29, the film company announced.

Average Admission Price Now at 49c

The average admission price at U.S. theatres today, according to a current Motion Picture Herald Institute of Industry Opinion poll, is 49 cents for adults and 16 cents for children. The average in 1938 was 22 cents and 10 cents, and in 1948, 9 cents.

Average adult price in towns up to 7,500 is 40 cents; 7,500 to 30,000, 46 cents; 30,000 to 100,000, 57 cents, and over 100,000, 54 cents. The survey consisted of 49 cents, the survey, which covers the Institute's exhibition panel, disclosed.

Group's Annual Meet

KANSAS-MISSOURI EXHIBITORS PLAN SEPT. 28-29 CONVENTION

KANSAS CITY, July 22—The annual convention of the Kansas-Missouri Theatre Association will be held Sept. 28-29 at the Hotel President here, it was announced following a meeting on Wednesday. The meeting was presided over by Larry Hart, president, and Dallas Harrell, Mo., president of the group.

The directors also extended an invitation to the newly organized West Coast Leagues to participate in the convention to take part in the monthly meetings of the Kansas-Missouri board.

During the two-day convention, the proceedings of the association decided that there will be no commercial displays. Promotion of public relations were discussed by Howard Green, associate. A COMPO message on selections of publicists of the industry in this area to bring regional work was endorsed by the group's board.

Board members reported on incidents in which contacts were made with editors and publishers and had received

Youngstein Back From Europe Tour

Max E. Youngstein, United Artists executive, will arrive in Paris today from after completing a 10-week survey of the company's production and exhibition operations in France, London, Rome, and the United States.

During his tour of Europe's major film centers, Youngstein conferred with producers and playing pictures at major motion picture exhibition offices, where he held conferences with sales and publicity chiefs in Paris, Rome, London, Stockholm, Copenhagen, Brussels, Paris, Madrid, Barcelona, and Frankfurt to map promotions for the roster of fall and winter releases.

Disney Suit Hearing Scheduled For Today

HOLLYWOOD, July 22—Superior Judge Arnold Frager will hear arguments today on a motion filed by Walt Disney's counsel for a dismissal of a minority stockholders' suit filed June 17, 1953, against Disney and others by Clement J. Melancon, who charged the film producer has paid an excessive salary under a contract which is unfair to the stockholders.

Today's motion was based on the plaintiff's failure to post a $50,000 surety by July 14. Melancon, in his suit against Disney, also said that the producer has not paid out any dividends to the stockholders since 1947.

Brides' in Houston Grosses Over $13,000

HOUSTON, July 22—"Seven Brides for Seven Brothers," in the first four days of its world premiere engagement at the Loew's theatre, has grossed over $13,000, MGM announced.

The filmgrossed over every MGM picture in the area at distributors' prices, except $16,000 in the Americas and $12,000 in foreign; single copy, 10c.

People

Roy M. Winkler has been named vice-president and creative art head of Burman & Burman advertising agency. Winkler, who has been with the agency for 12 years, also was elected to the board of directors.

CARY HAMBERGER will take over the management of Batman's Centre Theatre when that lease reopens later this week.

WILLIAM FELDRITZ, Realpart Pictures, Des Moines, has been appointed sales representative for Louis de Rochemont's "Martin Luther" in the Omaha and Des Moines territories.

ROBERT ROSEN, thousands in a meeting with King Paul and Queen Frederika of Greece. Rosen is in Athens scouting locations for "Al- exander, the Conqueror."

Herman Barnett has resigned as artistic director of RKO Theatres here, effective today. He will announce his new affiliation shortly.

ERNST N. ARNBERG, vice-president of Theatre Drapery Supply Co. of Seattle, was killed in an automobile accident near there this week.

Harry Lewis, Oregon representative for National Screen Service, became the father of a baby girl this week.

Herman King has arrived in Rome to merchandise "Carnival Story" throughout Europe.

Green Signs New Pact

HOLLYWOOD, July 22—Johnny Green, head for the last five years of M-G-M's music director, has signed a new long-term contract with the studio which gives him complete charge of all the studio's music activities.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

"SEVEN BRIDES FOR SEVEN BROTHERS" in CINEMASCOPE starring JANE POWELL - HOWARD KEEL - JACQUELINE BISSETT - CLAUDE DAUPHIN - and SPECTACULAR STAGE PRESENTATION.

Motion Picture Daily, Friday, July 23, 1954

Motion Picture Daily

MOTION PICTURE DAILY

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what
the
boys
have
been
waiting
for...
Introducing KIM NOVAK
THE STAR FIND OF THE YEAR IN THIS YEAR'S GREAT SUSPENSE DRAMA

Pushover

starring FRED MACMURRAY PHIL CAREY FROM Columbia

and introducing KIM NOVAK with DOROTHY MALONE

Screen Play by ROY HUGGINS - Produced by JULES SCHERMER Directed by RICHARD QUINE - A COLUMBIA PICTURE

FOR AUGUST RELEASE

COMING IN FEBRUARY
TYRONE, MAUREEN POWER, O'HARA - JOHN FORD'S THE LONG GRAY LINE
NYC Papers Reject Big "French" Ads

The New York "Times" and New York "Herald-Tribune" rejected large display advertising of the scantily clad figure of Jane Russell in her dance posture in "The French Line" heralding the opening of the film in subsequent run houses in the Metropolitan area.

The papers prominently featured the catchwords: "That Picture" and "That Dance." Other New York newspapers carried the large display ads placed by RKO Radio on a cooperative basis.

Newspapers in other sections of the country, notably Chicago, also have refused the "French Line" advertising.

Enjoin City on Tax

Censor 'War'

Enjoys Levy Fight

in the House of Commons today. Peter Thorneycroft, president of the Board of Trade, said: "We have arranged for a letter to be sent from my department to all members of the House of Commons, informing them that the Government has decided to share the burden of postage and telegraphic charges with the House of Commons, and that, as a result, the House of Commons will receive a grant of £8,500 per year."

The House of Commons today also received a letter from the Postmaster General, Sir John Simon, which stated: "The Government has decided to share the burden of postage and telegraphic charges with the House of Commons, and that, as a result, the House of Commons will receive a grant of £8,500 per year."

31 Shorts Produced

OTTAWA, July 22—The Canadian government reports that 314 of the theatrical and non-theatrical shorts of five minutes or longer were produced during 1953. Of these, 134 were French and 16 in other languages. The other 75 were silent films.
Film Shares Active; New Highs Are Set

Amusement stocks, active and strong on the New York Stock Exchange for some time, moved to several new highs in yesterday's trading.

Among the leaders were Loew's and National Theatres closed at a new 1954 high of $17.75. Decca Records, with a 16,200 share turnover, closed at a new high of $14.50. The issue has been heavily traded recently, giving rise to reports that unidentified interests were buying.

Paramount, which controls Universal Pictures. The latter at a closing price of 24, was near its high for the year.

Loew's and National Theatres were other amusement issues whose trading yesterday exceeded the 16,000 share mark.

The Dome closed at a new high for the year.

In addition to being a Grade "A" murder melodrama, "Pushover" has the added drawing power of Fred MacMurray in a role that fits him like the proverbial glove. Also introduced is Kim Novak, a star type, who gives a capable performance.

Director Richard Quine keeps the tempo running smoothly throughout the grim action which deals with murder-for-profit and a $200,000 bank robbery. MacMurray plays the role of a detective assigned to crack the robbery case and, in so doing, takes up with Miss Novak, girl friend of the suspected thief. Paul Richards, on the theory that Richards eventually will contact her. Their friendship develops to a joint bordering on love. When Miss Novak discovers that MacMurray is a cop, she proposes that he shoot Richards when the latter contacts her, in violation of MacMurray's orders to bring Richards in alive. The plan can leave town together with the stolen money. MacMurray's surrender to the lure of money provides the motives that lead to the climax.

The scheme, however, backfires and MacMurray is killed in a gun battle which is established as a romance between MacMurray's detective partner, Phil Carey, and Dorothy Malone, a nurse, who occupies the apartment next to that of Miss Novak.

The story by Thomas Walsh and William S. Ballinger was adapted for the screen by Roy Huggins.

Running time, 88 minutes. General classification. For August release.

"Broken Lance"

(Continued from page 1)

Scope lens, deserves mention. Nearly all of the film's panoramic shots, as well as many of the close-ups, enhance and add to the interest of the forceful performances.

Told in flashback, as Wagner reminisces about his dead father, Tracy, the film shows the effect of the dominating rancher on his four sons and the inhabitants of the Southwest territory.

By the end of the sons' revolt against their father's tyranny and woe control of his ranch after he is afflicted by a stroke. Their hatred stems from Miss Jurado, an Indian, as Tracy's second wife, and Wagner as her half-breed son.

Wagner is released from prison to fight it out with his antagonists, but soothes by the wisdom of his mother and his love for Miss Peters, as the governor's daughter, he decides against further bloodshed. The love affair, between a half-Indian and the daughter of the governor, is treated with tenderness and good taste.

Sol C. Siegel produced and Edward Dmytryk expertly directed from Richard Murphy's screenplay. The film is base on a story by Philip Yordan. Running time, 96 minutes. General classification. For release in August.

"The Law vs. Billy the Kid"

(Biologicals)

BILLY THE KOI rides again tonight from the law in this Western produced by the gunman who was also so fast on the draw that before long it didn't matter who had the right. Scott Brady makes a manly Billy and Betta St. John is appealing as his girl.

Billy goes to work for British-born cattle rancher Paul Cavanaugh, who treats him like a son. Betta, who has a jealous ranch hand who hates Billy, arouses the neighboring county's sheriff and his man to action. Cavanaugh is murdered without cause, so Billy declares personal war on Hale.

Otos Garra, as Gov. Wallace (the same Lew Wallace, it is revealed, who wrote "Ben Hur"), offers Billy freedom if he will lay down his arms and keep the peace. Desiring retribution for Cavanaugh's slaying, he refuses. He captures, tried and condemned to hang but escapes, shoots Hale and returns to Miss St. John. Thereupon he is killed by duty-bound friend, James Griffith.

The picture has standard production values for its bracket and in kind. It should fill the bill where Westerns are in demand.

It was produced by Sam Katzman and was directed by William Castle from a screenplay by T. Williams.

Running time, 73 minutes. General classification. Release date, not set.

"Final Gold" 

(Continued from page 1)

The story was produced by Sam Katzman and was directed by William Castle from a screenplay by T. Williams.

Running time, 73 minutes. General classification. Release date, not set.

Gualino Relected 

President of ANICA

Dr. Renato Gualino has been re-elected president of the International Federation of Motion Picture Producers Association for a two-year term.

A veteran film industry leader, Dr. Gualino is also chief of ANICA's foreign offices, president of P.F.B., director general of Italian Films Export and president of Lux Films.

Jackson to Seek 

IATSE V-P Office

HOLLYWOOD, July 22—Alan Jackson, business agent for the IATSE Laboratory Technicians, Local 685, will run for the second vice presidency on the R.M. Breier ticket opposing-Carl Cooper, who is an international representative here. It was announced today. The IA administration has nine vice-presidencies.

Film Quality Quotes 

In New COMPO Ad

The 22nd in the series of COMPO ads has been designed by the "Daily Journal & Publisher," which will be printed in the issue of tomorrow, summarizes some of the current pictures by the nation's newspaper writers on the quality of current films, and predicts that the pictures coming up for the fall will be "perfectly better than those in 1953.

The ad, captioned "Adjectives, Sure, But This Time They're Not Ours," features the "New York Herald Tribune" critic, in writing in his paper about the task of selecting his favorite pictures of 1953 had this to say: "The vastly improved quality of recent movies makes this a tough year for a man who has to do the job. There's not enough to justify a list of 20 or 30."

The new wily Oliver, AP writer, is quoted as follows: "The movie industry is maintaining its hard won gains of recent months and looking for a new boost later in the year from a crop of top-flight pictures."

Bob Thomas, another AP correspondent was quoted as saying: "You, the ticket buyers, are going to the movies more often. The 'lost' time, lost again at the movies. You and your neighbors don't care to TV sets as much as you used to."

The ad also quotes from the annual report of the new COMPO motion picture division of the General Federation of Women's Clubs, which states: "The fact is that two exceptionally fine motion pictures were released every week in recent months from which movie goers saw a greater number of outstanding motion pictures during the past year than in any previous 12-month period in history."

"Believe us," the ad says, "there are plenty of good movies. And with new wide screen devices and sweeping improvements in production and projection, they're getting better every day. Hell, there in the mood for a movie, there's always time worth seeing."
Tradewise...
By SHERWIN KANE

NEW YORK CITY exhibitors pinpointed a glaring flaw in the municipal five per cent admission tax which went into effect July 1 in their Supreme Court suit, decided in their favor last week.

They charged, and the court agreed, that the tax scale imposed upon motion picture theatres by the city, in some specific price instances, resulted in a tax of nine per cent.

The enabling act under which the state authorized the city to impose an admissions tax limits such tax to a maximum of five per cent of the ticket price.

Unfortunately, the city's presumption in helping itself to a tax almost double the amount it is legally entitled to, does not invalidate the entire tax ordinance. The city can continue to collect what the state enabling act authorizes it to, but no more.

It is recalled that the city's financial "experts" gave some confused estimates of the probable yield of the tax during public hearings prior to its adoption. The explanation might be that some of the estimates were based on an illegal nine per cent tax, if they got away with it, and others on the authorized five per cent tax, in the event they didn't.

City financial authorities would be well advised now to re-appraise their income not only in the light of the Supreme Court decision with respect to the admissions tax, and the cost of collecting and policing that levy, but also in the light of the effect of that decision on the city's three per cent sales tax collections.

These, too, have been confiscating an apparently illegal share of brokerage where the tax amounts to less than one cent but more than a half-cent. There is the possibility of recovery suits being instituted against the city involving millions of dollars in that field.

There is also in the offing the possibility that the state will revoke (Continued on page 2)

RKO Extends Stock Purchase Period To Sept. 30 to Hughes and 'Holders

Another extension of time in which stockholders of RKO Pictures may exercise their privilege of tendering stock to the corporation for redemption at $6 per share was authorized by the board of directors at the weekend, this time until Sept. 30.

The board also extended to the same date the period within which Howard Hughes may accept the company's offer to purchase from him, at $6 per share, all or any stock owned by him. The previous deadlines had been next Saturday.

At last reports, RKO stockholders had tendered an approximate 900,000 shares of stock for redemption. Hughes, however, has not indicated one way or the other whether he will accept the corporation's offer to buy his holdings.

Meanwhile, the outcome of the Hughes-Floyd Odum maneuvers for control of RKO remains speculative. For the last few weeks, there have been reports that an announcement of the wrap-up of the deal could come "any minute."

Para. to Celebrate 40th Anniversary With Sales Drive

The 40th anniversary of Paramount Pictures, 1914-1954, will be celebrated this autumn by the Paramount sales organization with a national sales drive titled, "Paramount's 40th Anniversary-A Salute to the Future."

The drive, envisaged by the sales organization as the biggest event of its kind in the company's 40-year history, will open Aug. 29 and continue for 14 weeks.

Loew Gets Another 6-Month Extension To Divest 8 Houses

WASHINGTON, July 25—Loew's has received another six months extension of its divestiture deadline.

Under the original consent decree, Loew's was to have gotten rid of 25 theatres by Feb. 6, 1954. Early this year, this was extended to Aug. 6, and now the Justice Department has agreed to extend it again until Feb. 6, 1955. Justice officials said Loew's still has eight theatres to dispose of.

Set Tentative Dates Allied Meeting With Sales Heads May Start Aug. 17

WASHINGTON, July 25.—Allied meeting with distributor heads now hopes to hold those meetings starting Aug. 17.

After talking by long-distance telephone to Allied president Ben Marcus, general counsel Abram F. Myers said Willard Snapper, president of New Jersey Allied, who is arranging the meetings for Allied in New York, would be asked to try to set up sessions with the various companies for Aug. 17, 18, 19 and 20. Allied's committee is planning to discuss its complaints that high rentals have been depriving exhibitors of the benefit of the recent excise tax cut and other charges against the distributors.

Myers explained that Allied preferred to hold the meetings starting the 17th because those days are just before Allied's summer board meeting in West Virginia, and thus Allied officials from the West could make both the New York sessions and the board meeting on one trip.

Appeal 'Mandatory'
NYC Theatres
Map Strategy
Move on Tax

Meanwhile, Hearing in Queens Court Postponed

By FRANCIS BACKLAM

Exhibitors and attorneys representing five Queens theatres which won a temporary injunction last week restraining a provision of the New York City five per cent amusement tax, at the weekend called a strategy meeting for tomorrow morning to map future plans in their opposition to the tax.

The meeting, at which suing exhibitors and the Lowes will discuss the latest developments in the tax picture and devise new strategy, will be held tomorrow morning in the offices of Joseph R. Vogel, Loew's Theatres vice-president.

The new development postpones a hearing previously set for today in Supreme Court, Queens, at which exhibitor and city attorneys were to have filed orders for the court to sign. The exhibitor order, when presented, will be argued along with the form of order to be drawn up by the city. Amount (Continued on page 8)

Johnston to Address IMPDAA on Aug. 9

Eric A. Johnston, president of the Motion Picture Association of America, will address a closed membership meeting of the Independent Motion Picture Distributors Association of America at a luncheon on Aug. 9 at Sardi's Restaurant here, it was announced by Arthur L. Mayer, IMPDAA president.

Johnston will fully explain the newly concluded motion picture contract with the French government. IMPDAA members are said to be greatly (Continued on page 8)

'Brides' Opening Day Sets RCMH Record

The biggest opening day gross ever recorded at the Radio City Music Hall was announced at the weekend. The 15-M-CinemaScope production, "Seven Brides For Seven Brothers," grossed $25,100 on opening day Thursday.
Personal Mention

FRANK R. FICK, United Artists vice-president in charge of foreign distribution, will arrive in Hollywood over the weekend from Mexico City.

PHILIP SMITH, president of the Smith Management Co., Boston, and family have returned here from a Cape Cod vacation.

HAROLD RANE, 20th Century-Fox trade director, has returned here from a West Coast vacation.

RAY McNAVAR, Allyn Theatre, Hartford, and family have returned here from a Cape Cod vacation.

IREA TULIPAN, 20th Century-Fox publicity representative, is vacationing in Nantucket, R.I.

MEYER HUTNER, of the 20th Century-Fox publicity staff, has returned from Woodstock, Vt., vacation.

ROBERT ROSS, producer, arrived in New York from Rome on the weekend via Pan American.

DENNIS HOLY, British actor, will arrive here today from London via BOAC Monarch.

Brewer Barnstormers For IATSE Post

Roy M. Brewer, IATSE president, is making his first visit to the West Coast for a 10-day cross-country barnstorming campaign tour which will culminate in Washington on Aug. 4, according to Russell M. Moss, executive vice-president of Home Office Employees, local H-50, IATSE.

Moss said the first vice-president of IATSE, will meet Brewer when he arrives in Washington after which both candidates will proceed to Cincinnati for the IATSE bi-annual convention on Aug. 9.

Barnstorming stops in Nebraska, Utah, Montana, Iowa and Illinois, recruiting support for his election, before arriving in the nation’s capital, Moss said.

Powell Cools Closed Theatre With Fans

ST. GEORGE, U., July 25—Thanks to Dick Powell’s recent visit here the RKO’s “The Conqueror” troupe, the local theatre may stay open during the summer months, the first time in its history.

The producer-director had giant fans installed to lessen the heat while screening the daily rushes and left them behind in appreciation of the interest shown by the townspeople in his work.

French Like ‘Scope Showing: Einfeld

Emphasis for “The Advancing Techniques of CinemaScope” was registered by more than 700 exhibitors and representatives of the French film industry following demonstrations at the Normandie Theatre in Paris, according to Charles Einfeld, president of 20th Century-Fox, who received the weekend in New York by the French film press. Einfeld, who is making a swing through Europe on behalf of the forthcoming CinemaScope production “The Egyptian,” reported acclaim for the film from exhibitors and demonstrated the film’s merits last long after the showing was over. He had no slight acting or acting as hosts for the occasion were Murray Silverstone, president of 20th Century-Fox International Corp., Albert Cornfield, manager for Europe, and Jack Ascarelli, publicity manager for Europe.

Einfeld also held meetings with the following company foreign managers, Federico Maccani, Italy, Sven Nygren, Sweden, Henry Delay, representative on “The Egyptian” and other upcoming pictures.

Einfeld leaves for Scandinavia tomorrow for Stockholm, Copenhagen and Oslo.

79 Italian Films in Works at Mid-Year

A total of 79 films went before the cameras in Italy in the first six months of 1954, including 74 new projects, to this American project, and four features on which shooting, which began in 1953, was resumed this year, according to the latest figures released by Italian Films Export.

Fifteen new pictures were begun last month, the same number were started in March. Figures for the other months were: January, 19; February, 1; March, 2; April, 9; and May, 7.

Of the 74 new Italian films, 14 are co-productions with French companies and one each is being co-sponsored by Spanish and Egyptian companies. Thirty-two of the pictures are color productions with 17 in Fermin, six in Italia, four each in Cinicolor and Eastmancolor, two in Gervacolor and one in Warnercol.

‘Detective’ Selected For Venice Festival

Columbia Pictures moved into a commanding lead in the Venice Film Festival yesterday when the company announced that “The Detective” on G. K. Chesterton’s “Father Brown” stories, had been selected for showing by an all-important European judging panel.

This makes the third Columbia film requested for showing by officials of the Venice Film Festival, and represents the first time in years that the company has announced that “The Caine Mutiny” and “On the Waterfront,” which were screened at the international board at Venice.

Ill. Allied Equipment Group Aids Members

CHICAGO, July 25, —A special equipment committee set up by Allied Theatres of Illinois for the purpose of making a survey of all the various cinema and stereophonic sound systems has served a definite purpose, president Jack Kirsch said here in his annual report.

“We earnestly believe,” he said, “that the existence of this committee has been responsible in creating a definite demand for equipment to the extent of creating an element of competition among manufacturers and dealers with the result that prices for equipment quoted to individual exhibitors were gradually lowered after the committee issues its report to the public.”

Kirsch said that as soon as the equipment “moddle” adjusts itself, in the light of the many developments which are coming out, this committee will resume its functions and pass all available information to the unit’s members.

The purpose of the committee was two-fold; namely:

1) To appoint a technical staff which would be responsible for a complete technical survey of each Allied theatre.

This technical staff would be made up of engineers from the various sound and projection equipment firms, whose responsibility it was to determine which type of equipment was required for the proper installation of wide-screen and stereophonic sound equipment.

2) To obtain from manufacturers and manufacturers of quality merchandise the best possible prices on the group purchasing of equipment required for each individual Allied theatre.

As a result of this committee’s activities, Altec Service Corp., made no charge on a 100 percent basis and no cost and the results of these surveys were turned over to the exhibitors involved.

Milwaukee 50% Over Makelin Plan Quota

MILWAUKEE, July 25—Independent producer Hal. R. Makelin announced that over 50 per cent of the quota in the territory assigned to his production plan after a meeting of the Allied Independent Theatre Owners of Wisconsin at the Holiday Inn here.

Makelin explained his 12-picture plan to the representatives of the 200 theatres.

Ben Marcus, National Allied’s president, who introduced the producer to the membership, summed up the Makelin plan as the “solution to the many problems facing the independent exhibitors of America.”

Files ‘Piracy’ Suit

Authors Edwin Buckler has filed suit in the N. Y. Federal Court against Paramount Pictures for an accounting of profits. The suit charges Paramount’s “Sunset Boulevard” (released in 1950) was pirated from its original screenplay with Frances Goodrich and Albert H. Goodrich.

The suit was brought prior to 1947 and allegedly submitted to Paramount. The company then demanded the extent to the damage of $20,000,000.

Tradewise... (Continued from page 1)

...the city’s authority to levy the admissions tax at all.

Indeed, the Wagner administration has excellent cause at the moment for regret that it refused to heed the head exhibitors’ arguments against the tax at the public hearings at City Hall in June. Had it done so, it might have averted not only some troublesome but, also, extremely costly consequences.

No matter what the Wagner administration says, it has had almost all of the world against it. And in enacting the levy, it was inviting trouble.

The invitation, it would begin to appear, is being accepted.

Heller & Co. Profit Up for Half-Year

CHICAGO, July 25,—Walter E. Heller & Co., which is active in mo-

toring and photographic industry, announced its consolidated net earnings of $1,179,096 for the six months ended June 30. Comparable earnings in the first half of 1953 were $792,496.

According to preferred stock dividend requirements, the 1954 half-year earnings will result in a 50c, a share on the 60,118 shares of common stock outstanding, including $51.64, a share of common stock outstanding, in the same period a year before.

Walter E. Heller, president, said that receivables acquired through the company’s November merger with National Discount Corp. of South Bend, Ind., and through the later’s subsequent operation as a division of Heller, had been sold in their entirety in June.

As a result of the merger and subsequent sale of receivables, Walter E. Heller & Co. increased its capital and credit without cost and has derived some gain from the sale.

RKO Indianapolis Shipping to NFS

INDIANAPOLIS, July 25,—Physical distribution of RKO Radio pro-

duction here has been taken over here by the new Indianapolis offices of National Film Service, Inc.

Outside of two shipping depots, RKO handles its physical distribution through its own offices; the arrangement here marks the first time that RKO has assigned its shipping to an outside organization in a regular city.

Resigns Hartford Circuit

HARTFORD, July 25,—A. Grecaula, an executive with the Hartford Circuit since 1943, has resigned to become office manager of the Symphony Society of Greater Hartford and is also serving as manager of the Colonial Theatre here, and also was the Hartford circuit's advertising and publicity manager.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsey, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 120 South 6th Street, Rockefeller Center, New York 21, New York. Telephone Credle 7-1100. Cable address: "Quigline, New York." Martin Quigley, Publisher; Malcolm Quigley, Vice President; J. J. Fordham, Treasurer; Alfred Quigley, Secretary; Al Steen, News Editor; Herbert V. Fiske, Advertising Manager; Gus H. Fossel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2857; Chicago Bureau, 60 West Madison St., Chicago 2, Illinois: Walter Kirsch, Editor; cable address, 'Quigline, London.' Other Quigley Publications: Motion Picture Mirror, Motion Picture and Sound, and Motion Picture Herald: Motion Picture and Television Almanac: Fame, Entered as Third Class Matter, Mar. 3, 1939. Subscription rates per year, $6 in the Americas and $1 foreign; single
Cincinnati Area Business
Okay in Scope Theatres

CINCINNATI, July 25—A survey of theatre business in the local and surrounding territories reveals that receipts during the past few months, although there are a few isolated exceptions. The scales have been increased, but in one house, the attendance of the larger of the Scope units at nearby Hamilton, O., admissions have been reduced from the original 700 per week to a scale of 50 cents for matinee and 70 cents evenings. Three downtown and five suburban houses in Cincinnati show Scope programs, although on a sporadic basis. When playing regular product, business conforms to the usual pattern, the better pictures garnering good grosses, while those in the mediocre category suffer on the vine from the box office angle, a problem, it is declared in Cincinnati is being done by Cinemation at a scale of $1.20-$2.00.

Subsequent Runs Suffering

Although CinemaScope has proved a blessing for the theatres showing it, the subsequent run houses are suffering large losses, here, because of the patrons taking advantage of the cooling systems, our greatest problem, and it is indeed a big problem. Our bookings are becoming increasingly more difficult. Since downtown business in the suburban spot, we have a ship which offered the regular product for subsequent run availability. We are not equipped to show CinemaScope, and even though we can get the smaller houses to afford to pay the high percentage terms which the distributors are demanding, we are making a definite hardship and it is impossible for us to plan for or predict what future business will be, if any.

Hopeful With Crossed Fingers

"The consensus of exhibitor opinion is, the trend will continue. The first-run pictures will adjust themselves sooner or later. Otherwise, the future outlook for the Scope films is bleak. The opening does not present a very optimistic outlook. I speak in behalf of my fellow exhibitors, he concluded. "We are very hopeful our fingers crossed and are hopeful.

Some of the drive-ins here and in the surrounding area are booking first run pictures. The Scope films are playing third bills of the other releases. Business generally at the outdoor theatres is good, but in most cases things are not as good for the patrons as they may be for the persons in the audience. Business at the Scope theatres here has been reduced 50-80 per cent. Many of the patrons are很好来 the Scope theatres and are not sure if they will come as they are and the added economy of not having to employ a baby sitter.

Wants To Drop Charter

OTTAWA, July 25—Esquire Films, Ltd., of Toronto, has applied to the Secretary of State of Canada for leave to surrender its charter. 

People

R. Keith Petzold, until recently general manager of Jesse James Theatres, Portland, Oreg., and previously advertising manager of J. Parker Theatres, has been named executive secretary of the Portland Junior Chamber of Commerce.

Mrs. Rose Lancaster, who has been in the hardware business for the last 27 years and with Astor Pictures for the past 10 years, has resigned to go with Strickland Film Co. as laboratory technician.

Louis Orlove, M-G-M exploiter for Wisconsin and Upper Michigan, rated a four-column feature story in the Madison, Wis., "Capital Times" for his plan to beauty neglected graves.

Gordon Scott, a six-foot-three-inch actor, with Terra Hoft, Las Vegas, is the newest "Tarzan." He will debut in "Tarzan's African Legend," to be produced by Sol Lesser for RKO release.

L Roy Pierce, former district manager for Fox-Wisconsin Theatres and recently a key man in Milwaukee, has retired after 19 years in the industry to Klamath Falls, Ore.

Walter Lantz, cartoon producer, and Mrs. Lantz will leave Aug. 20 for a six-week tour of Universal's European offices to stimulate Lantz product sales overseas.

Mary Fears, who has been with the Interboro Circuit here for 19 years, has resigned to join another industry. She will be replaced by Stanley Portman.

Nate Oberman, head booker for the M-G-M exchange, in Boston, is in the Allerton Hospital, Brookline, for an emergency appendectomy.

Harold Young, director, is off to Amsterdam to direct Robert Alda in a TV series for Triangle Productions.

Albert D. Van Brunt also of Buchan Co., has been named a vice-president.

Herald-T. Ran ‘Line’ Ad; World-T. Balked

"Motion Picture Daily" inadvertently reported on Friday that the N. Y. Herald-Tribune in addition to the N. Y. Times had rejected the daily advertising on the "French Line" ordered by RKO Radio for the metropolitan area subsequent runs of the picture. 

The N. Y. Herald-Tribune ran the ad in question. It was the N. Y. World-Telegram which, after running the ad on Wednesday, declined to repeat it on Thursday.
MILLIONS WILL SOON BE HEADING TO YOU

JAMES STEWART in Alfred Hitchcock's REAR WINDOW
COLOR BY TECHNICOLOR

The most unusual and intimate journey into human passions ever filmed!

with RAYMOND BURR - Directed by

GRACE KELLY - WEN
“HITCHCOCK'S BEST…”
—M. P. Daily

“Hitchcock's biggest boxoffice success. A knock-out. Recommended on all counts without qualification.”
—M. P. Herald

“Sensationally good. Top line entertainment. Hitchcock at his best.”
—Film Daily

“Sturdy grossing in keys and elsewhere. Very earthy quality to relationship between Stewart and Miss Kelly. Both do fine job.”—Variety

“It's easy to review this for exhibitors. They should book it and play it. They will make money with it.”
—Hollywood Reporter

“Bright boxoffice outlook. Tight suspense show.”—Daily Variety

WORLD PREMIERE
New York
RIVOLI
WEDNESDAY, AUGUST 4th

ELL COREY - THELMA RITTER
HITCHCOCK - Screenplay by JOHN MICHAEL HAYES
BY CORNELL WOOLRICH - A PARAMOUNT PICTURE
Britain Opens First Theatre in 15 Years

By PETER BURNUP
ABERDEEN, Scotland, July 25.— Aberdeen, after a lapse of 15 years, has been the scene of motion pictures today, with the opening of the Aberdeen Theatre. The new theatre was opened with great ceremony, and the premiere was attended by many notable attendances and a gala opening program scheduled.

Work on the theatre was begun in 1939 and had to be suspended in 1941 with the outbreak of the war. Post-war building restrictions then prevented a resumption of construction until last November, when the necessary building permit was issued.

Most Modern Theatre

Inception of the new screen techniques last year occasioned other delays as proscription and other adjustments had to be made in order to accommodate the Aberdeen cinema, about the hardest stone known to construction engineers, of which the theatre is built. It will open exactly as Britain's most modern theatre. The equipment includes wide screen, Christian Pictographs, 3-D film and perspective sound.

The Harkness screen has a maximum size of 45 feet in length, 24 feet in height, and four screens that can be used simultaneously, the masks are of different colors. The projector accepts a CinemaScope projection on a dimension of 45 by 60 inches. The "Widescreen" of 33 feet six inches by 19 feet two inches.

J. L. Lingen, associated with the industry for 40 years, took charge of the management of the new ABC theatre.

4 UK Unions Hit U.S. TV Policy

LONDON, July 25.— Four labor unions, representing all phases of British TV, have threatened to take steps to retaliate if Hollywood unions attempt a halt on the production of U.S. TV programs. British Hollywood reports were cited by British unions to the effect that the Film Council of the American Federation of Labor had told that American productions in Britain be sent back to the U.S.

The council said: "An increasing number of American films are being shown on British television, and with the introduction of commercial television in Britain, it is clear that a not insignificant proportion of the program will be of American recorded material.

"The present position, therefore, gives a much too favorable balance in favor of the American product and we are not convinced that the present council is taking counter-measures if the restrictionist attitude of the Hollywood council is maintained.

Mexican Film Extras Win 10% Increase

MEXICO, City, July 25.— Film extras have won 800 a 10 per cent wage increase, retroactive to June 1, by a decision made by the Mixed Commission of Employers and Labor of the Cinematographic Industry, it was announced.

Benefiting some 1,000 extras, affiliated with the technical and manual workers section of the Picture Producers Defense Council (PC), the hike was granted to make up the rising living costs since the devaluation of the Mexican peso.

LILI HERE 73 WEEKS; 161 WEEKS IN 17 OTHER CITIES

When MGM's "Lili" was booked into the Times Lax 52nd Street here, it made $700,000 mark in 161 weeks. Today, 73 weeks and 25 prints later, the run is just as indefinite as it was when it opened six years ago at the same quarters as an industry phenomenon. "Lili" is a leader in the long-run list, having been seen on six times, by patrons, employed the top 100,000 managers last year and doubtless will have the same effect this year. Charity presents, star appearances and display ads during holiday seasons have also sparked the picture's popularity.

The night "Lili" was premiered here, a newspaper and advertising Berg purchased stickers in the lobby. The proceeds went to Long Island's North Shore Hospital, a charity which "Lili" is a success. This form of formula has been followed successfully in many cities, it is reported.

U.S. Attorney Still Mulls Greene Case

The U.S. Attorney's office at the weekend was pondering action in the case of Albert Greene, Brooklyn ex-deputy who was convicted of seven counts of forgery and impersonation. The record set to be distributed to patrons in protest of the city's five percent increased tax.

To date, Greene, by offering two cents for one to patrons, has recovered 23,800 of the 36,000 he had distributed. He had these de- chronicled and carried them in six sacks to the Secret Service office on 597 Church Street last week.

As to action against him by the government, Greene declined comment and said that the U.S. Attorney's office in Brooklyn is handling the case now.

He did offer comment, however, concerning what he called "some disappointment in fellow employers" who failed to give him at least moral support when his problem arose. "I am disheartened and want no more of it," Greene commented.

"I said that he was "being his voice in the darkness" and that the nation-wide publicity arising from it was "almost too much" for him to handle alone. He did credit neighborhood dealers and merchants, however, who helped move the charges when they had been circulated. At the same time, Greene said that business had improved and that it was "favorable since the incident, although he couldn't credit it definitely the publicity he has received.

AA Will Use 'Cell' Pattern for 'Jungle'

Allied Artists: "The Human Jungle. Gary Merrill-Jun Sterling star in this production, put into national release on Sept. 28, it was announced by Morey R. Goldstein, vice-president and general manager. The same distribution pattern as used in "Riot in Cell Block 11" will be followed, with the exception that bookings are being handled by an extensive television, radio and newspaper advertising campaign.

Sam Spiegel Reveals 3 More Projects

Independent producer Sam Spiegel, whose Rosenberg picture for Columbia "A Letter to Three Wives" will premiere here at the Astor on Wednes-

day, revealed over the weekend that he has set three new sets to unfold in rapid succession in the near future.

The producer, who leaves soon for Europe—to oversee the dubbing of "On the Waterfront" in French, German and Spanish and to attend the Venice Festival in which the film is entered—announced that his next projects will be made in Europe in the late summer. No further details are based upon a novel for which final negotiations are now taking place. Spiegel adds that a top director and first-run stars will be employed on the picture.

To Use Connecticut Locales

The second of the next three Hori- zons' productions is "The Morning's at Seven," based on the hit comedy by Paul Osborn which was staged in Broadway in 1938 by Josh Logan. "Morning's at Seven" will re- quire eight top stars to fill the eight equally important leading roles, will be made of location in Connecticut next Spring. In this Spiegel and Elia Kazan will be following the technique of Kenann's "On the Waterfront," which was shot entirely on the Hudson River piers and the adjacent area.

Following "Morning's at Seven," Spiegel will return to Europe to make the screen version of Jean-Fecht's other chamber novel, "This is the Hour." It is based on the lives of Goya and the Duchess of Alba. Eklof is to scout this project, with the exteriors to be photographed in Spain, the widest possible screen system available at the time will be used.

Seattle Censorship Board Reappointed

SEATTLE, July 25.— Mayor Alan Pomeroy has reappointed nine members of the Seattle Censorship Board here. This is a censorship body for motion pictures and entertainments in general. The confirmation by the City Council is re- quired. Three members will be replaced each year.

Appointed for one year were Mrs. May F. Carroll, Robert A. Yothers and Frank Anthony Ursino. They will be subject to reappointment by Pomeroy, whose term of office expires in 1956. Appointed for two years were Maurice D. Salle, Charles C. Crickmore and Mrs. Jack C. Sperry. Three year appointees are Mrs. Morris D. Kennedy, Mrs. Victor Zdnick and Mrs. Ursino.

Up Kalisch, MGM To Home Office Aide

Elia Kalisch, Loew's and MGM salesman, has been promoted to home office aide from first assistant the Midwest sales manager. He succeeds Sidney Lefkowitz, who did recently. Kalisch started as an usher with Loew's in 1934 and became assistant manager of the circuit's 83rd Street Theatre in 1939. A graduate of New York University, he spent a major position was salesman for MGM in the company's Cincinnati office.
"SEVEN BRIDES"
BIGGEST OPENING DAY GROSS
(Holiday or otherwise!)
IN 21½ YEAR HISTORY OF MUSIC HALL!

BRAVO TO ALL! M-G-M presents in CINEMAScope "SEVEN BRIDES FOR SEVEN BROTHERS" starring JANE POWELL • HOWARD KEEL • with Jeff Richards • Russ Tamblyn • Tommy Rall • Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley • Based on the Story "The Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer • Music by Gene de Paul • Choreography by Michael Kidd • Color by Ansco Directed by Stanley Donen • Produced by Jack Cummings.

* and Soon! "BRIGADOON"! (M-G-M, of course)
Paramount

Theatres Map Tax Strategy

(Continued from page 1)

F & M Labor Dispute Rejected by NLRB

WASHINGTON, July 25.—The National Labor Relations Board has upheld a trial examiner's refusal to issue a subpoena duces tecum in a labor dispute involving eight Fanchon and Marco Theatres in California.

The board sustained the examiner's finding that the theatres were "predominantly local enterprises" and therefore not interstate commerce subject to NLRB jurisdiction. The dispute was between IATSE and Fanchon and Marco and Southside Theatres in Los Angeles. The examiner found—and the board agreed—that no showing had been made on which a finding that the dispute would affect interstate commerce to the extent to warrant the NLRB's asserting control.

Johnston

(Continued from page 1)

Awarded Contract

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Aid to Production
50% of U. S. A.
Frozen Funds
To Italy Banks

Agreement Is Reached by MPEA and the ANICA

ROME, July 26.—Fifty per cent of the frozen funds of American film distributors here will be entered into the accounts of selected banks, it was disclosed today in an authorized statement by ANICA. The arrangement was settled under an agreement between the Motion Picture Export Association and ANICA, it was said.

The purpose of the agreement is to allow the banks to act as a greater extent in allowing credit to native Italian producers. It is expected that the bank will be encouraged to finance native production more generously in view of getting a larger share of the American blocked deposits.

Miss Parsons Frowns On Standardization

An individual medium or process cannot be the salvation of the industry, RKO Pictures producer Harrriet Parsons declared here yesterday. No one as yet has fully realized the importance of color in helping the presentation of the new medium to the public.

In New York for advance promotion of her film, "Susan Slept Here," Miss Parsons (Continued on page 5)

Allied Prepares for Silver Anniversary National Convention

MILWAUKEE, July 26.—In preparation for Allied States Association's "silver anniversary convention and trade show," committee chairman have been appointed for the event which will be held here Oct. 12-14. Ben Marcus, national Allied president, and Sig Goldberg, president of Wisconsin Allied, will serve as convention co-chairmen. William Ainsworth, former president and treasurer of Allied States, has accepted the post of chairman of the national attendance committee.

Other committee chairmen who have been appointed are E. E. Johnson, year book and exhibits; Oliver S. Gruen and Angelo Provenzano, publicity; F. J. McWilliams, reception; Rita Goldberg and Cefe Marcus, ladies committee; Russell Ledyard, state attendance, and Marcus, advisory.

The convention will observe the 25th anniversary of the national organization.

Senate Unit Cuts Tax On UHF-VHF Sets

WASHINGTON, July 26. — The Senate Finance Committee today passed a $7-a-disc fee on TV sets capable of receiving both very high frequency and ultra high frequency signals.

The provision, tacked on to a highly technical estate tax bill passed by the House, is designed to stimulate production of sets. However, the relief doesn't go as far as UHF partisans wanted; they had rec (Continued on page 5)

Survey Shows

Product, Not Scales, Rules Grosses in Cleveland Area

CLEVELAND, July 26.—Comparing May and June in 1953 with that of the apparent downtown first run business in Technicolor 6-Month Profit, $622,784

The consolidated net profit after taxes on income of Technicolor, Inc., for the six months ended June 30, is estimated to be $622,784, equivalent to 32 cents a share on the new stock's par of $10. This compares with $1,668,709, or 84 cents a share for the six months ended June 30, 1953.

Despite Injunctions

N. Y. C. EXHIBITORS MUST CONTINUE TAX CITY ISSUES WARNING; THEATRE MEN WILL HOLD STRATEGY MEETING HERE TODAY

As the plaintiffs and their attorneys in the amusement tax case commingle this morning for a last minute strategy meeting in preparation to filing an order to the Supreme Court for a temporary injunction against a segment of the New York City amusement tax, the city, at the weekend, issued a warning that exhibitors are expected to comply strictly with the tax, despite last week's court ruling.

Supreme Court Justice Nicholas P. Petree on Thursday, in an action brought in Queens by operators of five motion picture houses, temporarily enjoined the city from collecting "breakage" on the admissions tax in cases where loss control board would authorize a full cent in place of a fraction exceeding one-half cent.

Order Expected Today

The temporary injunction will not go into effect, however, until a formal order is signed by the judge. Exhibitors are expected to present the order soon after today's hearing.

City Comptroller Lawrence E. Gerous, who issued the warning to the operators, said that he had been advised by Corporation Counsel Adrian P. Burke, that the court would issue a notice of appeal from Justice Pette's decision "the moment an order is signed." The filing of an appeal would automatically stay the temporary injunction, city officials said.

Gerous told exhibitors and others subject to the major franchise provisions of the tax that "any theatre owner who failed to collect the full tax from patrons would be in danger of ultimately paying the uncollected tax out of his own pocket should the appellate court reverse Justice Pette's decision."

Burke expressed confidence that the city would win an appeal on the (Continued on page 4)

Rites Tomorrow for Para.'s Henry Randel

HENRY RANDEL, 58, Metropolitan New York district sales manager for Paramount Pictures, died Sunday at his home here. He had been ill of a heart ailment recently. Funeral services will be held tomorrow at the Riverside Memorial Chapel, 76th Street and Amsterdam Avenue.

Randel, who first joined Paramount (Continued on page 6)
Arbitrators Reject UK 'Lab' Hours Bid

LONDON, July 26.—Two arbitra-
tors appointed to resolve the month-
ly long film laboratories dispute to-
day held that the union's claim for re-
duction of the weekly work hours from 44 to 40, and specified an aver-
age reduction in the use of skilled labor, instead of the union's demand for an overall increase of 30 shillings. Apart from a reduction of the hours in hand in the smaller, 5,000 camera plant from 45 to 44 hours, the deci-
sion places the laboratories in accord-
with the regulations and rules generally prevalent in the industry. Both sides ac-
cepted the arbitrators' report, the union's statement that it was "pleased with the outcome."

Sunday Exhibitions Put to Referendum

LUMBERTON, N.C., July 26.—
The City Council here has asked the
voters of Lubertont to ap-
prove or disapprove a referendum
on July 30 on whether the present city regulations limiting Sunday films
and baseball shall be amended to allow exhibitions between the hours of 1 p.m. and 3 p.m. and 9 p.m. and midnight.

The election is best termed an "ad-
visory referendum." The result is determined in their future
cause.

Set 'Black Shield' Pre-Release Dates

The "Black Shield of Falworth,"
Universal-International's Technicolor
Scope production in Technicolor star-
ting Tony Curtis, Janet Leigh, David Paterson, and France Dusso-Marshall, has been set for a series of August pre-release openings from coast to coast, the company announced. Among the August pre-release openings are those set for Chicago, Denver, Indianapolis, Salt Lake City, Atlanta, Chicago, New Haven, Dallas, Kansas City, Boston, Cleveland, Washington, and Louisville.

Giveaways Start in Conn. Drive-ins

HARTFORD, July 26.—First pre-
release giveaway in effect at a metro-
politan Hartford drive-in is reported at the East Windsor (Conn.) Drive-In. The Lockwood Drive-In has started a 12-week encyclopedia give-
away, charging regular admission, plus a 50-cent service charge. A similar giveaway was started some weeks ago at the L.G. Danbury (Conn.) Drive-In, near the New York state line.

Named to Film Board

OTTAWA, July 26.—The Cana-
dian government has appointed Jules
Lefort to membership on the National
Film Board.

New Schwartz Office

Fred J. Schwartz, head of Century
Circuit, has moved to new headquar-
ters at 2801 W. Division St., Chicago.

New Rodgers Firm Moves Tomorrow

Amalgamated Productions, Inc., recently formed production company headed by William F. Rodgers, former M-G-M vice-
grade, will move to new offices at 1270 Sixth Ave., here, tomor-
row. The company, which will be
an office on the 19th floor of the building.

Egyptian' to Open Here on Aug. 24

"The Egyptian," 20th Century Fox's
filmization of Mika Waltari's best-
seller, will have its benefit world
premiere at the Roxy Theatre here on
Aug. 24.

Daryll F. Zanuck, and other film
capital personalities will attend the
event, from which all proceedings will be
turned over to the Emergency March
of Dimes Drive. The Roxy will be
entirely refurbished to launch the
picture.

Schwalberg Week To Start Para. Drive

The initial week of Paramount's forthcom-
ing 14-week 40th anniversary
sales drive has been designated "A. W.
Schwalberg Anniversary Week" as a
tribute to the president of Paramount
Film Distributing Corp., Monroe R.
Goodman, drive co-ordinator, an-
nounced.

"A. W. Schwalberg Anniversary Week"
will run from Aug. 20 through Sept. 4.

Dignitaries to Attend Window Premiere

Herbert Hoover, James A. Farley, and Mrs. Wendell Willkie are among the dignitaries who have reserved tickets for the world première of Alfred Hitchcock's "Rear Window," at the Rivoli Theatre on Aug. 4. The opening is being held to the benefi-
t of the American-Korean Foundation. The premiere is being sponsored by 83 business, civic and social leaders.

$12,232 'Apache' Bow Sets Phila. Record

United Artists' "Apache," Heath-
land's Technicolor production, grossed $12,232 in Philadelphia in the first day of its engagement at the Moulin Theatre, William J. Hein-
eman, vice-president in charge of dis-
tribution for UA said yesterday, claiming it a record.

Brenner to Release 'Affairs of Dr. Holl'?

Joseph Brenner Associates of New
York has communicated to the
Moulin Productions for the distribu-
tion of the feature film "The Affairs of Dr. Holl," which stars Maria Schell.

The feature will be distributed na-
tionally in both the German language
and the English dubbed version.

MEXICAN CITY, July 26.——The National Cinematic Workers Union (STIC), which demanded for a
35 per cent blanket pay increase closed 1,257 theatres here as well as the offices of all foreign distributors, has reduced its
demand to a request for a 24 per cent hike. The new figure conforms to the
demand made upon all employers of union help by the Confederation of Industrial Workers (CTM), to which
STIC belongs. The 25 distributors, including the American National, Paramount, 20th Century-Fox, RKO, Warners, Colum-
bus, Universal-International and Re-
leip—suspended work in sympathy with
the exhibitors and telegraphically ordered their agencies in the provinces to suspend operations until further
notice.

Theatres here showing stage shows,
which had been doing only fairly well, are expected to increase in business as a result of the elimination of
their principal competitor.

Lynn Mayor Closes 'Line' After Opening

LYNN, Mass., July 26.—In what is said will be the city's last opening for the year in this city, a film was banned after it had begun an engagement. Lynn Mayor Arthur J. Frawley ordered the Capital Theatre today to stop show-
ning RKO's "French Line." He acted after a report from Arthur W. Wee, assistant manager, and Mrs. Anne McDermott, a police
woman. Mayor Frawley had sent them to review the film after he had received some unfavorable reports from patrons.

New TWA Lounge

Trans World Airlines yesterday an-
nounced the opening next Sunday of its new lounge of the Ambassador
Club, at Los Angeles International
Airport.
"Oh! Those Brides!"

"SEVEN BRIDES"

For SEVEN BROTHERS—M-G-M and CinemaScope

BIGGEST FIRST 4-DAY GROSS
(Holiday or Otherwise!)

IN MUSIC HALL HISTORY! (21½ years, that is!)

And that ain't all! Following those lovely brides into the Music Hall will be M-G-M's sensational CinemaScope production of the famed Broadway musical "BRIGADOON"!
MOTION PICTURE DAILY

Tuesday, July 27, 1954

People

Charles J. Bachman, in charge of maintenance and sound for Stanley Warner Theatres, Newark zone, has resigned to join Fairchild Recording Equipment Co. He will be succeeded by John Damis, while Charles Pfltz has been placed in charge of the sound department.

Harry Rubin, chief of the United Paramount Theatres projection department, has been in Buffalo supervising the installation of Cinemascope in the Niagara Theatre.

Ben Lorber, insurance manager for Universal Pictures, will speak today at a meeting of the Kiwanis Club of Perth Amboy, N. J. He will discuss motion picture insurance.

Val DiNobile, of the Pastime Theatre, Arlena, O., is acting mayor of that town during the illness of the mayor.

Margie Knight, of the booking department of Allied Southern Exchanges, Atlanta, has resigned to join Realart Pictures.

Hector M. Frascadore, manager of E. M. Loews' Farmington (Conn.) Drive-in, is a candidate for nomination as one of the two Bristol, Conn., posts for State Representative on the Republican ticket.

Morris Mechanic, owner of the New and Centre theatres, Baltimore, was victimized by burglars who ransacked the former in the Bythewood Road section.

Johnny Green, for the past five years general manager of the director at the M-G-M studios, has been signed to a new long-term contract in the same capacity.

Harold Bennett, manager of the Buffalo office of National Screen Service, continues recuperating from an operation at Sisters Hospital.

See Amusement Tax Rise in Canada

OTTAWA, July 26—Canadian Government reports estimated net general revenues of provincial governments from recouping from an operation at Sisters Hospital.

News Roundup

Mayor Acclaims Cinemana

CHICAGO.—Labelling Cinemana as "one of the most important ges-
tures of good will since 'A Century of Progress in 1933,' Mayor Ken-
nelly held the anniversary of the Lowell Thomas-Merrian C. Cooper
entertainment medium in a proclamation in anticipation of the film's
anniversary on July 29.

"This Is Cinemana," which has been playing here for almost a year, has
passed the 1,000,000 mark in attend-
ance. Otto Eitel, head of the Palace
Theatre and president of the Chicago
Convention and Visits Bureau, estimates that 40 per cent of Cinemana's
patronage comes from out of Chicago.

Special Highway Bus

TORONTO.—L. J. Williams of the Port Elmsley Drive-in has ar-
granged for special bus service in the district every Tuesday and Thursday
evening for the convenience of pas-
trogs. Traveling on schedule, the highway coach leaves Smith's Falls
for the drive-in theatre and picks up
passengers at intermediate points. The
maximum fare for the round trip is
75 cents.

Showman Retires

HAMILTON, Ont.—Mrs. Jean
Ford of Hamilton has retired after operat-
ing the Windsor and York theatres here for 12 years in partners-
ship with Odean Theatres, Ltd., Mrs. Fred
Smith, of the Hamilton Theatre Managers Associa-
tion.

Allied Moves Offices

KANSAS CITY.—The Allied Art-
ists exchange offices here will be moved on August 1 from 711 West
18th St. to 130 West 18th St.

Theatre to Be Remodeled

SEATTLE.—Fred Danz of the Sterling Theatres, operating the Lake
City Theatre, has announced that the theatre has to be remodeled in or-
der to conform with city rules as the subur
b has been included in Seattle
proper.

Sets Re-release

John Ford's "She Wore a Yellow Ribbon" will be reissued by RKO
Pictures in September, it was an-
nounced by Charles Isacksberg, gen-
eral sales manager. The Technicolor
outdoor drama was produced by Ford for Merian C. Cooper's Ar-
go Pictures.

Disney Will Screen

"Prairie Thursday"

Walt Disney will screen "The Van-
ishing Prairie" for the trade press Thursday night at the Johnny Victor
Theatre, to be preceded by a dinner at the
21 Club.

Asides & Interludes

—by Al Steen

THIS column is beginning to have a bad influence on our readers. For
example, this came in the mail: COMPO's Bob Coyne, his wife and son
were hired by a theatre to take a bath in the lobby's drinking-water basin so
that the house could advertise "Three C" (\softwarecoy\"
the Fountain.

And from that ace of Hollywood press agents, Dave Epstein, we get
this gem: "With so many stars going into television nowadays, novelat-
scriber Frank Gruber points out that when you hear an actor say he's
flirting with the new medium, you don't know whether he just got an
offer from video or met a pretty agent-killer."

Last week this column was devoted to excerpts from a 1910 issue of the
"Motion Picture World." It was so popular that we received thousands—
even, at least a half dozen—requests for more of the same. So we went to the
file, closed our eyes and reached blindly for a bound volume. It turned out
to be a collection of issues of early 1922. Old-timers in the business tell
us that we have had 3-D pictures before 1927, but perhaps they have forgotten
the startling announcement made by Tiffany Productions in that year.

It seems that Tiffany obtained control of a three-dimensional process which,
under the guise of "development," would have quite different from the usual
use of colored spectacles by the audience to bring out the stereoscopic effect.

"According to the invention by Messrs. Emil and Jacques Burckhard of
St. Louis, Mo., for producing, producing, projecting, and controlling 3-D motion
pictures, it is far superior to the existing process of reducing 3-D pictures on 2-D film
and printing it in a reduced size on 2-D film. This process has been adopted
by most motion picture producers because it requires the use of colored spectacles by the audience.

It was further pointed out that the first picture under the process was about
to go into production. Wonder what happened to it?

It's kind of fun to look through the trade papers of a couple of decades or
more ago. In the "Exhibitors Herald-World" of Aug. 18, 1928, there is a story about the first motion picture television broadcast at East Pittsburgh, Penn., which was well received: "Rushed to the scene, H. P. Davis, vice-president of Westinghouse, predicted 'that there will be
a time when radio listeners can sit in their homes and have motion pictures
projected on their individual radio screens.' How right he was!"

Well, so much for the past. Director Roy Rowland tells us that after giving a screen test to an actor who claimed that, during the war, he had
been a track-walker in the Paris subway.

"Pooch, a salesman from out of Salt Lake
Said to a "sleepy" to an exhibitor named Jake.
"Sale to his project,
"That salesman's a perfectionist,
I can't get my audience awake."

Exhibitors Must Continue Tax

(Continued from page 1)

ground that the major fraction pro-
vision in the law followed established
practice in tax administration, bank-
ing and commerce. Burke advised
Cerrato that the Supreme Court's de-
cision did not, in his opinion, in any
way affect the sales tax law.

For arguments for the plaintiffs yesterday said that the en-
tire situation would be discussed and
reviewed at today's meeting. Before
the principles draw up further action
against the city, the spokesman said,
they will analyze every aspect of the
issue, including evidence that "nothing is certain as far as the plaintiffs are concerned," every angle must be explored before further action can be taken.

High on the agenda of the meeting
will be the amount of bond to be
posted by the operators to assure the
City of collecting the interim accumu-
lation of disputed breakage should there
be a reversal on appeal.

As far as the amount the city
will demand, Assistant Corpora-
tion Counsel Stanley Buchs-
baum yesterday stated that it would
"depend on what they ask.
He revealed that attorneys for the plaintiffs have rec-
dicted a desire to discuss the
problems and proposals of the case
after the meeting today.

During the meeting, exhibitors are expected to work out the wording of their proposed order, basis for which has been already drafted. It is ex-
pected to name the City of New York, the mayor, the comptroller and the
bailiff to temporarily enjoin the exhibitors from continuing col-
lection of the tax in excess of five per
cent, pending a final judgement.

The order is expected to be sub-
mitted to the Supreme Court "on be-
half of all others similarly situated"
in connection with immediate proceedings. This would mean that the case is be-
ing fought by exhibitors on behalf of
all other amusements coming within the bounds of the tax law.

(Continued from page 1)
**Miss Parsons**

(Continued from page 1)

Parsons said that “I do not see how there can be any standardization of the new processes unless they are developed on a large scale.” The motion picture industry, he said, has not been able to agree on any standardization of the new processes.

**Addresses Trade Press**

Speaking to the trade press at the Sherry Netherland Hotel, here, the RKO producer, who has been with the studio for 11 years and at present is working on a new agreement, said that the importance of color is not being fully realized. “Its usage in presenting new media such as CinemaScope, or VistaVision, has been very important. A film is enhanced by color and 1 for one does not care to make any effort to make a white film,” Miss Parsons stated. “An exception is when the story is a ‘noir’ one or a mystery which lends itself to black and white,” she said.

Commenting on the various wide-screen processes, Miss Parsons said that those she prefers would range in size from 1.66 to 1.75. “This size,” she said, “would make two practically indistinguishable.”

“Susie Slept Here,” Miss Parsons said, can be seen at the Rivoli, which offers a new project of 1.33 to 1.75 to 1. “However, I prefer the ratio of 1.66 to 1 for the film,” the producer said. She clarified this by adding that to the price of the picture’s quality would be lost if a larger aspect ratio were utilized.

“Susie” in Conventional Form

The picture will be released by RKO nationally in the SuperScope process as announced, she said. “The studio, 1 believe, plans to distribute ‘Jet Pilot’ in SuperScope first,” she said.

Commenting on the latest sound developments in motion picture, Miss Parsons said that “the use of multiple horns in music and other devices is the work of a committee. When voices are recorded, at many times it is distracting.”

There is still plenty of room for additional developments, she said, and the use of magnetic tape in recordings is “wonderful, but there are still many difficulties that can be encountered and the results are not always satisfactory.”

Cites Importance of Drive-ins

The RKO producer said that he is concerned about the drive-ins. “The picture is not a drive-in picture,” Miss Parsons said, commenting on this topic of drive-ins, mentioned the possibility of separate prints for separate showing of drive-ins. “Each one of the two drive-ins operators with separate prints of films which have more than normal light.”

Cecil Parker, executive producer of the new hour-long “Red BDSkelton Show” joined Selznick-International Studios in 1937 upon his graduation from the USC School of Cinema and worked as assistant director on "The Adventures of Don_Q," "The Gal Who Touched Frank Tashlin and myself," she said.

**HOWARD E. STARK**  
Brokers and Financial Consultants

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Specialists in Motion Picture Industry

**Freddie Robbins**

commended repeal of the 10 per cent manufacturers’ excise tax, which was voted much more recently.

The committee also voted to remove the 10 per cent excise tax on compositions and copyrights, which was a major provision of the 1947 Copyright Amendment Act. The committee felt that this tax would affect borderlines such as theatrical television equipment.

**Says Reel Tax Could Replace Censor Fee**

COLUMBUS, O., July 26.—The film industry may find itself saddled with double or triple the $3 per reel censor fee if the tax is nullified by the courts, said Robert Vincent, International News Service writer, in a story printed in the Columbus “Dispatch.”

A tax of $3 to $10 a reel is a ‘distinguished’ one, the writer predicted. He indicated the Ohio Legislature might approve such a tax, divorced from censorship. Vincent said “some of the state’s highest legal eagles say there is no bar to an outstanding tax on each reel of movie film shown in the state.”

“This could double or triple the state’s income from the film industry and it would cost a lot of work without the present expensive censoring machinery.”

Judge Ralph Bartlett of the Franklin Circuit, sitting in a Plea Court, has ordered an injunction against the Ohio censors of RKO Radio Pictures, the Independent Theatres Owners of Ohio, Martin Smith of Toledo and Horace Adam of Cleveland. If the judge decides in favor of the plaintiff, the $3 per reel fee would be invalid and “censorship would end in Ohio,” according to Vincent. He said the case is “virtually certain” to be fought “all the way up to the U.S. Supreme Court,” regardless of Judge Bartlett’s decision.

**Ben Babb Re-joins SRO in New York**

Ben Babb, New York and coast public relations counsel rejoins Selznick Releasing Organization as advertising-publicity chief, it was announced by Frank I. Davis, Jr., SRO president.

Bab was with Selznick from 1946 through 1948, operating a coast studio, later representing N. Peter Rathvon, film financier, and various independent producers.

Bab will start immediately on the national re-release of “Duel in the Sun,” which was handled in the West during 1946-1947.

**Toronto Drive-in Opened**

TORONTO, July 26.—Nat Taylor’s Century Theatres has opened its twelfth drive-in here, the 400 Drive-In, with a capacity for 1,000 cars.
Product, Not Scales, Vital in Cleveland

(Continued from page 1)

they attribute this largely to the greater number of fine attractions offered and in interest in the new presentations in the Twin Cities. As the federal tax, plus good pictures, has increased the takes. Both Murphy and Wright look forward to a good season because of the quality of entertainment announced.

Deluxe first subsequent run houses, like the Fairmount, Fairview, Richmond and the Mayland, according to their circuit, owned with the big pictures, are heavy attendance this year than they did last year, clearly indicating a new interest in quality motion picture entertainers. But all report that average pictures fall flat.

Subsequent run neighborhood houses, the survey shows, are in box-office trouble. Most of them do not have new equipment. This rules out the possibility of playing the big, new product even if it were available. But, according to J. Stuart Cangney, Jewel Theatre, the little neighborhood house has been going through an arid picture period the past six months. "The long downtown theatre, with the hold up product so that we have long stretches of weeks when there are no pictures, are still very good business. They are still doing less business than we did last year."

Leo Jones of the Upper Theatre, Upper Sandusky, who has claimed that his business, except for "The Hobo," has been way down, says that by June of this year indicated an upswing, but the bottom dropped out of business in April, May and June. The Fourth of July was a real boost, but the "Gladiators" indicated the first break in this downward slide." As to the recent "Supervision," he said, "At least we have an even break," he said, "and with a steady flow of outdoor business, the business has increased in houses that have the latest equipment.

Reif Reports Upswing

Howard Reif of Modern Theatres circuit reports that attendance in its houses last year was slightly lower than this year. "Better pictures, plus the Federal tax reduction hints that business will be pretty good this season. I do not look for the war-time profits but in my opinion, we will do all right."

George Manos, of Toronto, Ont., is owner of a chain of downtown theatres, says business in his situations is affected by lay-offs in the steel industry. "We are doing a good business. Our plant shut downs, we can't expect much. And the future depends entirely on the economic situation in our towns."

Helene Ballin of the Shenley Theatre, Youngstown, Ohio, says the steel shut downs are reflected in lower theatre attendance, says "the market graph is one of hills and valleys. The big pictures do well, but the lesser pictures do absolutely nothing."

Dale Tysinger, manager of Shenley's Anchor Theatre, Youngstown, says "Our business is as good as the picture business we have to sell. The big pictures do very well at the box-office, but there is no place at all for the intermediary pictures."

Tuesday, July 27, 1954

MOTION PICTURE DAILY

May Re-Study T-II's Circuit Application

WASHINGTON, July 26—The Motion Picture Relations Board may be ready to take a look at earlier rulings that theatres operating as part of interstate chains are subject to the Taft-Hartley Act. The board has recently issued seven important changes in its standards for jurisdiction over local circuits. The changes were almost all in the direction of deciding against asserting jurisdiction any longer in various specific fields.

Change Seen Likely

Board officials noted that none of the new standards fits the theatre industry, but also confirmed that the industry's contention that changes in board policy on theatre cases might come if some new specific case were brought in. The changes announced by the board all grew out of specific cases in the retail, utility and other fields.

The board's policy in theatre cases has been laid down in two decisions. In December, 1949, in the Princess Theatre case, the board asserted that a jurisdiction over theatres operated as "an integral part" of chains doing business in more than one state. In July, 1950, in the Royal Theatre case, the board said it should not take jurisdiction over theatres that are primarily local enterprises, and added that even a family operating six theatres in two states would not affect interstate competition and would not warrant the board's taking jurisdiction.

One Action Last Week

Only last week, it refused to take jurisdiction over a dispute involving Fanchon and Marco and Southside Theatres in Los Angeles. Board officials said that no case had arisen recently involving a large interstate chain, so there was no opportunity to change its standards over theatre cases as it had to change its standards in other industries. But, the motion picture industry officials certainly indicate that the board will consider changing its standards and not only exempting all but the very largest theatres in the very largest chains.

U. S. Producers Have 35 Films in Work

HOLLYWOOD, July 25—Production by Americans, in this country and abroad, climbed to a total of 35 features in shooting stages as of the weekend, following start of six new projects and completion of three others during the seven-day period.

After Injunction
NYC Theatres May Collect Full 5% Tax "breakage" Difference in Trust

The possibility that local exhibitors may comply with the full provisions of the New York City amusement tax, in the face of a pending injunction against the law's 'breakage provision,' grew yesterday after plaintiffs in the case and their attorneys met to map strategy and policy before filing their injunction order with the Supreme Court.

Exhibitor attorneys expressed the opinion that 'principal consideration' would be given to continued collection of the full tax and the holding of the breakage difference in trust pending a final determination of the suit.

The attorneys will meet with Stanley Bachshaum, city assistant corporation counsel, in his office today at 2:30. (Continued on page 4)

Print Shortage Will Close More Houses, Ben Marcus Declares

MILWAUKEE, July 27.—Claiming that the reduction in the number of box-office productions has been responsible for the closing of many subsequent-run theatres, Ben Marcus, president of Allied States Association, charged that the reduction of prints will "hasten the closing of considerably more subsequent and small town houses.

The Allied president, in a statement here, alleged that M-G-M, "which has always had enough prints for good distributions, has now reduced, as much as 40 per cent, the number of prints to... (Continued on page 5)

NYC Exhibitors Plan Policy-Making Meet

As New York City exhibitors continued their fight against the city amusement tax, with court action the venue of the battle, a meeting was called yesterday for next week. The gathering has been scheduled for Tuesday in the Loew's Theatres projection room.

Movietone Is Mulling 'Scope Newsreel

Twentieth-Century-Fox's Movietone News, which will celebrate its 25th anniversary in September, is experimenting with and planning a CinemaScope newsreel, it was learned here yesterday.

Edmund Reek, vice-president and producer of Movietone News, said that "a CinemaScope newsreel is in the planning stages now." Reek is marking his 35th anniversary with the 20th-Fox newsreel-producing subsidiary this month, having joined the old Fox News in 1919.

Operators of CinemaScope equipped theatres have been inquiring for such a newsreel version, it was reported.

Goldsmith Is Named M-G-M Head in UK

LONDON, July 27.—Charles Goldsmith, assistant managing director since 1952 here, will assume the duties of managing director of M-G-M Pictures, Ltd. and the New Empire, Ltd., on Aug. 1, it was announced today.

Sam Eckman, board chairman in a prepared statement said: "The appointment of Charles Goldsmith as managing director of M-G-M, Ltd., and the New Empire, Ltd., possibly may give rise to rumors of my retirement. In fact, there have been similar rumors floating around the industry and they have no foundation. My contract with the company, which was renewed in 1952, continues for several years. I have intended to retire... (Continued on page 5)

Theodora, Security, AA to Make 'Combo

HOLLYWOOD, July 27.—Walter Mirisch, executive producer of Allied Artists today disclosed completion of an agreement with Theodora Productions and Security Pictures to jointly produce "Big Combo," with Cornel Wilde, Jack Palance, Jean Wallace co-starring. Sidney Harmon will produce from a script by Philip Yordan, his partner in Security Pictures. Theodora is Wilde's producing company.

To Hold Meetings

Arnall in D. C. to Press Protest on French Pact

WASHINGTON, July 27.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, arrived in town for a series of talks with government officials to drive home SIMPP's protests against the recent French film pact.

Arnall and SIMPP contended that the French agreement, negotiated by the Motion Picture Export Association, has subsidy features which the U.S. government should declare illegal and out of line with U.S. foreign trade policy. Arnall earlier wrote the State Department asking for such a policy declaration and also demanded that the Federal Trade Commission investigate whether MPEA has violated the Export Trade Act.

Arnall met this afternoon for an "off-the-record exploratory" talk with... (Continued on page 5)

First Discussion

TOA Starting Search for a 'Coordinator'

Association Leaders to Launch Financing Study

Preliminary discussions looking toward the employment, by Theatre Owners of America, of an "industry coordinator" were started this week by TOA leaders at a meeting here. A number of possible appointees were considered, but as yet nobody has been selected.

The decision to employ a coordinator to perform a variety of functions was reached at a meeting of TOA's executive committee last month in Los Angeles. Its duties, according to the plan, will cover a wide scope.

The TOA leaders directed that the officers and executive committee prepare and execute a plan defining the functions of the liaison officer. The plan, it was stated, will be "to comprehend all matters relating to the executive... (Continued on page 5)

RKO Theatres Net Up for 2nd Quarter And 1st Half Year

Consolidated net income of RKO Theatres Corp. and subsidiary companies for the second quarter of 1954 was $418,666, after taxes and all other charges (including profit of $12,567 on sale of capital assets, before taxes). This compares with consolidated net income for the second quarter of 1953 of $92,740, after taxes and all other charges (including profit of $5,609.59... (Continued on page 5)

AB-PT to Retain Texas Drive-in

American Broadcasting - Paramount Theatres was granted the right to retain the Airport Drive-in Theatre in Paris, Tex., and to dispose of the Bucher Drive-in in Northeast Dallas, under an order signed here yesterday by Federal Judge Henry W. Goddard. In modifying the consent decree, Judge Goddard rules that the Agreed Purchase price of the theatre must be sold to interests that were not defendants in the case of U. S. vs. Paramount, et al.
MOTION PICTURE DAILY
Wednesday, July 28, 1954

JEFFERS NAMED HEAD OF DISNEY CHARACTER MERCHANDISING

Appointment of Vincent H. Jeffers as manager of the Disney Character Merchandising Division, with offices in New York City, was announced yesterday by Roy Disney.

In addition to the licensing of Disney character merchandising duties, Jeffers will include supervisory and merchandising sales promotional activities, as well as serving as liaison between Walt Disney Productions and the sponsors of the Disneyland TV show which premieres Oct. 21 on NBC.

Jeffers, formerly vice-president of Times Square Store Chain, joined the company four years ago.

V. H. Jeffers

YANISH PRANIE TO FINE ARTS HERE

Walt Disney's "The Vanishing Prairie," second full-feature-length True-Life Adventure and successor to the Academy Award-winning "Living Desert," has been set for its world premiere at the Fine Arts Theatre in current engagement of "Mr. Hulot's Holiday."

Transferred from the screen a script by Algar, W. H. and H. B., "The Vanishing Prairie" was filmed with the cooperation of the United States Department of the Interior National Park Service, Wind Cave National Park, Yellowstone National Park, National Park Service Bureau of Indian Affairs and the Crow Indian Tribe. Its setting stretches from the Mississippi to the Rockies.

FORMER IA OFFICIAL DIES AFTER OPERATION

ATLANTA, July 27—William F. Rainey, former general secretary-treasurer of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the U. S. and Canada, A.F.L., died here yesterday at Georgia General Hospital where he had undergone an operation last week.

Rainey, who retired from his IA office last August, joined the craft union in 1910 helping to establish a number of locals in the Northwest before he became a charter member of the Atlanta Variety Club. Services will be held at the H. M. Patterson and Son Funeral Home here tomorrow at 10:30 a.m.

RAID BOWS AT PALACE

"The Raid," Technicolor Panorama Production released by 20th Century-Fox, will have its New York premiere at the Palace Theater on Aug. 13.

MOBILE PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherman King, Editor; Terry Ramsay, Consulting Editor. Published daily, except Saturdays, by Motion Picture Herald Company, 27-29 East 70th Street, New York. Subscription rates, $6.00 a year, $4.50 a year, $3.00 a year for remittance. Entered as second-class matter, Sept. 21, 1918, at the post office at New York, N. Y., under the Act of March 3, 1917. Subscriptions paid per year, $6 in the Americas and $3 foreign; single copies, 10c.
Those Beautiful, Bountiful, Buxom, Box-Officey

"SEVEN BRIDES"

FOR SEVEN BROTHERS" in CinemaScope from M-G-M

BUST MORE RECORDS!

BIGGEST ALL-TIME

FIRST 5-DAY GROSS

(Holiday or Otherwise!)

IN 21½ YEARS AT

THE MUSIC HALL!

Also The Biggest Non-Holiday
Monday Gross Ever At The Hall!

And that "Brides" business will bounce right along when the next wonderful attraction, M-G-M's "BRIGADOON" bounds into the Music Hall. This great CinemaScope musical production of the famed stage hit was screened yesterday in the M-G-M Projection Room and it's even more sensational than the advance Coast reports! Oh Boy! "BRIDES"! "BRIGADOON"! BOX-OFFICE!
May Collect Full 5% Tax

(Continued from page 1)

...to discuss the terms of their order and other particulars in the case. Buchsbaum called the attorney's attention to the course of their meeting yesterday and requested the meeting. After the call exhibitor attorneys quickly agreed to meet the city counsel.

Size of Bond a Factor

The reasoning behind the move to comply fully with the tax, motion picture attorneys said, is that the city may not insist on a large bond to be posted, or may waive the bond requirement entirely, if exhibitors comply in its entirety.

The attorneys indicated that city theaters will "in all probability" go along with the procedure of collecting the tax, although it now exceeds the five per cent limit set by state law, and hold the difference in trust pending the ultimate decision in the suit.

Another point brought out at the meeting, pointing to continued collection of the tax in the full amount, is that abandonment of the "breakage provision" would cost the city $2 per week on estimated $6,700,000 annual yield expected from the amusement industry as a whole. The loss would amount annually to approximately $2,800,000, a year, exhibitor lawyers pointed out.

Leading Circuits Represented

The lawyers attending yesterday's strategy meeting included Mitchell Kupi, representing the Century circuit; Leopold Friedman, Thomas Bress and Donald Schib, Loew's; Edward C. Raftery, for RKO and Cecilia H. Goetz, representing熏Brand Theatres.

Exhibitors Ask Fox About 16mm 'Scope

Foreign exhibitors in 24 territories throughout the world who are serving Cinemascopeforeign territories with 16mm first-run prints, have been asking the company about CinemaScope versions of their films, it was learned here yesterday.

An executive of 20th-Fox, at the Century Theatre demonstration of "The Advancing Techniques of CinemaScope" a short time ago, stated that the company's engineers have been working on light ring projection equipment to produce 16mm. CinemaScope films.

One to Three Years Behind

The foreign 16mm market in the 24 distribution areas, which are one to three years behind domestic release, are serviced by 20th-Fox exchange offices which in some instances handle the distribution of prints in a number of countries. In Mexico, for instance, the distributor supplies exhibitors with 16mm. prints of 20th-Fox productions. Recent new 16mm. markers for 20th-Fox, it was learned, are New Zealand, Uruguay and Indonesia.

Image-Forming Plan For Live TV Shown

HOLLYWOOD, July 27. — The "Invasion Image-Forming System," research scientist, was given its first press demonstration today at the KTQ Television studio, where its usefulness in connection with live-television was manifested in ingenuity tests that appeared to display considerable gain in definition and in background clarity. The system, developed by Terwelinger for the film industry, is said to be adaptable with equal advantage for motion picture and television purposes.

A motion picture demonstration will be made in the near future, the inventor said.

Drive-Opening Slated

HARTFORD, July 27. — South Windsor Realty Corp., completing a $125,000 drive-in theatre, to be known as the East Hartford Drive-In Theatre, at South Windsor, Conn., has scheduled an opening for early August.

Cuba Likes VistaVision

Paramount's VistaVision was very well received at its first demonstration in Cuba, which was held last week in Havana, according to Arthur Pratzhet, Latin America division manager for VistaVision, who was on the wire to George Welnier, president of Paramount International, who said, "VistaVision has taken Havana in one frontal assault."

Plan New Mass. Booth Rules

The commissioner of public safety of the State of Massachusetts has called a public hearing for Aug. 18, when he will propose a new set of regulations affecting the operation of projection booths in the state.

Three Japan Films to Italy

Italian Films Export, American representatives of the Venice Film Festival, have named three Japanese films to be entered in the competition. They are "The Sun and the Sahara Dust" and "Albero de Osaka."
Goldsmith

(Continued from page 1)

from the film industry which has been my life and my livelihood for so many years, but it is not in my current capacity. My position with M-G-M will still be on a full time and active basis as I will remain as chairman of M-G-M Pictures, Ltd., and the New Empire, Ltd. Also I will continue as a director of Loew's International Corp. and M-G-M Enterprises, Ltd. Additionally, I will serve as chairman of Robbins Music Corp., Ltd., Leo Feist, Ltd., D. Feldman and Co., Ltd., Dis- limited and British and Continental Music Agencies, Ltd."

Goldsmith first came to Britain in 1930 as an assistant to Samuel Goldfish, but after five months he found himself unable for personal reasons to remain in London. In 1932, he returned to take up the duties of assistant managing director.

RKO Net

(Continued from page 1)
on sale of capital assets of the company before taxes.

Net income before deduction for special items for the first six months of 1954 was $955,117, as compared with $368,553 for the first six months of 1953. This represents a gain of 164 per cent. The net income was $964,664 for the 1954 period as compared with a net loss of $2,437,603 for 1953. The special items in the 1954 period included losses from the disposal of theatre properties amounting to $86,092 resulting in a net income of $467,601 for 1953. The special items in the 1954 period included losses from the disposal of theatre properties amounting to $86,092 resulting in a net income of $467,601 for 1953.

BOT Negotiating

(Continued from page 1)
release is expected to be produced in the fall, with the actual date to be announced later on.

Rosenman estimated that the actual costs to motion picture theatre owners will range between 50 and 75 cents per ticket to cover the costs with all profits to be retained by the theatres. Estimated costs of the entire production will run well over $1,000,000, Rosenman said.

Arnal Protesting French Agreement

(Continued from page 1)

you start to pay the French a subsidy, where do you stop?" he dem-

FPC chairman Edward T. Howrey. He said he had meetings set up for tonight with officials of the FPC's export trade division, the State Department's Office of Economic affairs, and the Justice Department's anti-

teria to meet the union demand, according to reports.

Para. Canadian Sales Drive Head Named

TORONTO, July 27. — Gordon Lightstone, general manager for Para-

mount in Canada, today announced the appointment of P.0. S. Bernard as Dominion captain of Paramount's 40th anniversary sales drive which will begin here and in the U.S. on Thursday and extend for 14 weeks.

Print Shortage

(Continued from page 1)

for some of its exchanges," adding that "other distributors report similar reductions." Continuing his blast against alleged print shortages, Marcus said:

"This is a very short-sighted and foolish economy and will further tend to the creation of a surplus of film pictures, a situation which will result in a reasonable time after first-run in the cities. It will waste the effective advertising and publicity that usually precedes and follows the first-run city opening.

Calls Move 'Sensless'

"It is hard to conceive that the heads of the major producing companies would embark on such a senseless economy move, particularly after the excellent financial statements they all have reported, which far exceeds the figures of a year ago; and, whereas the exhibitors are fighting for survival and existence under existing conditions, I sincerely hope that the distributors will re-examine the print shortages and reduction situation and increase instead of reduce the number of prints to the exhibitors in order to make box-office pictures available to the much-needed sub-

strike in Mexico

(Continued from page 1)

losses from taxes, announced that 97 per cent of all the theatres throughout Mexico are closed.

The entire industry, it is expected, will come into a standstill to the Film Production Workers Union which sympathizes with the STIC, the government said. It is also expected that the STIC will force the closure of playhouses and perhaps other amusement in an effort to force the AFI to meet the union demand, according to reports.

IFE Adding Two To Release Slate

IFP. Releasing Corp. announced yesterday the addition to its 1954-55 production list of two Pathé color productions—"Hardy-Gurdy" (former title: "Neapolitan Carousel"), a musical, and "The Fra. Slave Em-

press," a historical adventure production.

The screening of the two films will be held in the March 1955 International Film and Television sales convention which will convene in New York Aug. 6, extending through Aug. 10. The convention will be held at the Waldorf Astoria, where district managers and salesmen from the six major sales districts as well as executives from the New York office.

National Pre-Selling

"WOMAN'S HOME Companion" has created a new format for the reviewing and recommending of motion pictures in the August issue and subsequent ones.

Each month, special emphasis will be placed on one picture while several others will be recommended to their readers.

MG M's "Briggadon" is one selected for August treatment in the August issue. Almost an entire page is devoted to the review and photos taken on the formation set of this film. Phil Hartung, motion picture editor, reports the basis theme of "Briggadon," is: "If you love anyone deeply enough, anything is possible."

"Look" has a very unusual cover subject on the current issue; it is the villain of Walt Disney's "20,000 Leagues Under the Sea." The villain, a giant squid modeled after actual squids that prowl the sea depths and fight with whales, would, if alive, would weigh 20 tons. It is probably the biggest special-effects creature "Hollywood" has ever embarked on. According to Kong seem a pygmy by comparison.

Three pages of the issue are devoted toTON-Ta movie and how the giant squid attacks submarine Nautilus and its crew.

Lonella Parsons selected "The High and the Mighty" as the best production of the month and awarded it "Cinemagram." July, "The High and the Mighty," was produced in CinemaScope and WarnerColor. Miss Parsons says: "It was so flawlessly acted, moving and surprising that it deserves Academy at-

"Life" reports in the current is-

"The most pleasant surprise of this month," according to "Cher" (Continued from page 2) "Collier's" color camera made beautiful photographs of U.A.'s "Vera- Cruz" while on location in Mexico. They appear on a two-page spread in the current issue.

The cast, Gary Cooper, Burt Lan-
caster and a new Mexican discovery, Sarita Montiel, are shown in action and romantic scenes that should create a substantial amount of interest with the readers of "Collier's."
In every part of America—and even abroad—millions of people use the COMPANION movie review as their guide to good pictures. And they couldn’t be “right-er!”

All these movie-going COMPANION readers may not even know their power—but it’s a fact that they carry weight with both theater owners and movie producers. Because the impact of COMPANION approval shows up quickly in their revenue, theater owners seek it eagerly.

Hollywood producers show their cognizance of the COMPANION’s influence by continuing their 7-year habit of spending more advertising money in the COMPANION than in any other monthly magazine.*

*Except, of course, the fan magazines.

Currently advertised in the COMPANION

About Mrs. Leslie.... Paramount
7 Brides for 7 Brothers..... MGM
Brigadoon..... MGM

"Good—but it doesn’t compare to a COMPANION-approved movie!"
Arnall Finishes D.C. French Pact Talks

WASHINGTON, July 28.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, left here this afternoon after discussing with various government officials the pact opposition to the French film agreement. SIMPP contends the French pact, negotiated by the Motion Picture Export Association, has illegal subsidy features.

At a meeting with State Department film expert Colton Hand, Arnall renewed SIMPP's argument that the department should destroy the pact violates United States foreign trade policies. At meetings with Edward P. Hodges, acting chief of the Justice Department's anti-trust division, and Bernard Smyth, head of the export trade division of the Federal Trade Commission, Arnall urged that Justice and the FTC declare illegal MPPA's actions in connection with the subsidy features.

Government officials would not comment on the meetings.

RCA Earnings and Sales Hit New Mark

For 6-Month Period

Sales of products and services of the Radio Corporation of America and subsidiaries attained an all-time record volume of $444,509,000 during the first six months of 1954, exceeding by $33,863,000—or 8 per cent—the previous peak established for the first half of 1953. Elig. General David Sarnoff, chairman of the board of RCA, announced.

RCA earnings before Federal income taxes, for the first six months of 1954, amounted to $30,603,000—also an all-time high. After providing $9,335,000 for Federal taxes, the net profit for the half year amounted to $19,268,000, an increase of $1,083,000 or 6 per cent over the 1953 period.

After payment of dividends on the preferred stock, this represents earnings on the common stock of $1.25 per share, compared with $1.18 per share earned in the first half of 1953.

An all-time record volume of business was achieved by RCA in the second quarter of 1954, with sales of products and services totaling $217,700,000 compared with $202,679,000 in the second quarter of 1953, an increase of 7 per cent.

Schine, Others Get Trust Suit Extension

ALBANY, July 28.—Defendants in the $250,000 triple damage anti-trust action brought by Smalley Theatres, Inc., and Smalley Norwich Theatre Corp., against Schine Chain Theatres, Inc., other Schine corporations and eight major distributors have received a second extension of time to Aug. 20 to file answers. The suit was recently instituted in the U.S. District Court, the Smalley companies’ complaint having been filed at Utica by Attorney Leonard L. Rosenthal, of Albany.

A number of the attorneys are (Continued on page 2)

Should Aid Box Office

Provisions of New Tax Law To Affect Film Companies

By J. A. OTTEN

WASHINGTON, July 28.—The most comprehensive revision of the nation’s tax laws since 1896 is about to go on the statute books, and dozens of provisions affect films in the film industry.

The industry will of course be affected indirectly by the fact that the law means another $1,363,000,000 of tax relief, bringing to more than $5,000,000,000 the extra spending money in taxpayer’s pockets in the next year. Presumably some of this extra spending money will go into theatre cash registers.

Most of the provisions directly affecting the industry are in the direction of tax relief, though some mean tougher taxation. For example, the bill extends until next March 31, retroactively from April 1, 1954, the 12½ per cent corporate tax rate. Otherwise it would drop to 47½. Another provi—

(Continued on page 3)

Atlas Not Tendering

Its RK0 Stock

The 884,900 shares of RK0 Pictures stock held by the Atlas Corp. will not be tendered for redemption prior to the Sept. 30 deadline, James R. Grainger, RK0 president, told stockholders in a letter dated July 27. The date had been extended from July 31.

Grainger added that Howard Hughes has not indicated to the management whether the latter would or would not tender his stock under an offer by RK0 to purchase all or part of the 1,262,120 held by him.

Principals Meet Again

OFFER COMPROMISE IN 5% TAX ISSUE

City Would Waive Bond and Interest If Theatres Consent to Stay Injunction

Stanley Buchsbaum, New York City Assistant Corporation Counsel, offered two compromise measures on the city assessment tax issue to legal representatives of four circuits using the city over the legality of the tax, at a Municipal Building meeting yesterday.

Thomas Bress, attorney for Loew’s Theatres, yesterday revealed that the city is willing to waive bond by the plaintiffs if they consent to a stay to a temporary injunction pending final determination of appeal from an order. The order must be submitted to the Supreme Court by the plaintiffs before the injunction goes into effect.

The city is attempting to stay the operation of the injunction in order to continue full collection of the five per cent tax. After the early two-hour meeting with Buchsbaum and his assistants, Bress said that exhibitor attorneys would now debate whether or not to consent to the proposed stay.

He said that the plaintiffs’ order probably would probably be served to the city by the end of the week. It is a “common courtesy” practice to submit an order of this kind to an opponent, Bress said, in order to enable him to prepare a counter order.

According to law, a two-day delay (Continued on page 2)

Balaban to Europe

For More VV Talks

Barney Balaban, president of Paramount Pictures, will leave New York today by plane for Paris for additional conferences with company representatives in Europe following the VistaVision demonstrations he attended recently in London, Paris, Rome and

(Continued on page 2)

Call Off Mexican Industry Strike

MEXICO CITY, July 28.—The strike of employees in theatres and distribution offices here has been called off, but negotiations for settlement, under government supervision, will continue. Although some of the theatres reopened today, all of the houses that had been closed by the walkout are expected to resume operations tomorrow.
**Personal Mention**

**Milton R. Rackmil,** president of Rackmil Pictures, will return to New York today from Hollywood. Alfred E. Date, executive vice-president, returned here from the Coast yesterday.

**Charles Lytton,** Walt Disney Productions publicist editor, will leave here tomorrow for Europe via B.O.A.C.

**Helen Stevenson,** office secretary at the Home Office Employees, H-63, J.A.T. will be married here Sunday to Irving C. Hauser.

**Irving Schein,** Universal Pictures' short subjects sales manager, has left New York for an extended trip through the Western territories.

**John Guilfoyle,** of the Paramount home office advertising production department, will go to New York for a vacation in Pennsylvania.

**Walter Snapper,** president of New York Allied, will leave New York today for a vacation in the Maine woods.

**George A. Smith,** Paramount Western division manager, will leave Los Angeles on Sunday for Wyoming.

**Gilbert Roland** is scheduled to arrive here tomorrow from England via B.O.A.C. Monarch.

**SAG Board Seeks Employment Data**

HOLLYWOOD, July 28.—A confidential committee of SAG president Snider and Screen Actors Guild members to report "the number of days you were on salary in motion pictures during three different six-month periods" was dispatched today, returnable immediately, to the full membership, for the purpose of gathering data that "may help the board bring about more employment for actors."

**Anthony-RKO Suit Is Settled Privately**

HOLLYWOOD, July 28.—The two-year-old old-painters' dispute with RKO Pictures Corp. in which writer Joe Anthony sought $2,500,000 on the charge that "The Bachelor" and the "Bobby Soxer" had been taken from his work, "Sister Eve," was dismissed with prejudice today by Judge Ernest Toole following a private settlement involving a sum called "substantial."

**SAG TV Pact Brings $62,240 to Members**

HOLLYWOOD, July 28.—Residual payments to actors by television stations and fund-raising selling groups will be included in the SAG contract with video producers went into effect last year and have amounted to $62,240, the Guild today reported.

**Tax Compromise Is Offered**

(Continued from page 1)

is required from the time an order is placed until the film is actually submitted to the courts. If served by the end of the week, the plaintiff's order should be before Supreme Court Justice W. A. Bigelow at that time.

The other compromise offered the lawsuit threatening by the city, according to Bress, was that if they let a pending trial scheduled for Sept. 13, and had to pay the tax, no interest would be awarded for the period.

The tax law stipulates a six per cent payment on the amount due at the time of payment. First payment is due at the time of the return. Important E. L. Legal opinion is that the trial would last past this date if it began on the 13th.

Edward C. Raferty, of the law firm of O'Brien, Driccol and Raferty, at the time the RKO Film fund group is currently drafting and will submit the plaintiff's injunction order on behalf of the suing group, Bress said.

**Still Mull Bond Figure**

Although the city offered to waive a $50,000 bond which would have been good had it not been for the suit, should they consent to a stay of the injunction, the latter are still going to their bond on a $100,000 figure, if they decide not to accept the offer.

Exhibitor counselors who met with Buchanan and his staff included District Manager Ronald Lockwood, directors for Loew's; Mitchell Klupp, for the Century circuit; Raftery and William Friedan, executive branch for Universal-Fox, and Cecilia H. Goetz, for Brandt Theatres.

**Balaban**

(Continued from page 1)

Frankfurt. Balaban returned to New York July 5 from Europe, where he spent three weeks in conjunction with new arrangements for the opening of Paramount's new production and screen presentation process.

In the current East Coast trip will be briefer than the previous one. He and Mrs. Balaban, who now is in Europe, are scheduled to sail for New York 11th.

**Enthusiasm Reported**

Attending exhibitors, newspaper representatives and others at the European demonstrations were said to have greeted VistaVision with high enthusiasm, and immediately following the London demonstration the J. Arthur Rank Organization announced that Pinewood Studios would become the first film production center in Britain to adopt the system.

**Both Sides Confident in IATSE Contest**

As the date approaches for the crucial IATSE contract conference, which is to open on Aug. 9, the camps of both president Richard Walsh and Roy Brewer, who is seeking election to the top post, appear to be confident of victory.

Brewer, currently on a last-minute nationwide tour of key cities, reportedly has received promises of support from a number of locals. The Walsh supporters, on the other hand, appear to feel certain that he will be reelected.

Local No. 4, of Brooklyn, is passing out handbills which read: "We don't like to write letters and we don't discuss union affairs in the newspaper, so we do know that the delegates have voted and the ballots are counted that Richard F. Walsh will continue to be president."

**'Desire' Here Aug. 6**

"Human Desire," Columbia's tense drama of passion and violence will have its New York premiere at the Palace Theatre here Aug. 6. The picture is currently being released.

**Schine**

(Continued from page 1)

presently engaged in another Sherman anti-trust law suit for $500,000, triple damages, against Schine, et al, by a group of investors, Inc, operating the American in Canton, and involving Schine's Studio and Piatek in Ogdensburg.

A series of pre-trial conferences have been held before District Court Judge Stephen W. Brennan in Utica earlier this year, with the case taking about two over a-day period in this city. The case, pending for two years, is expected to go to trial this fall.

**'Obsession' Held In 18 Situations**

"Magnificent Obsession," Universal-International's Technicolor film production is establishing 18 holders in its initial pre-release engagements which started with the world premiere at the RKO Palace Theatre in Cleveland on July 15, according to U-I.

Holdovers include the RKO Palace, Cleveland; the United Artists, Chicago; Warner Youngstown, Palace, Detroit; Palace, Fayetteville, Buffalo; Memorial, Boston; Hollywood, Atlantic City; Court, Wheeling; Grand, Atlantic; Midwest City, Plaza, Oklahoma City; Empire, Des Moines, N.C.; Uptown, Salt Lake City; Orpheum, Kansas City; Beverly, Los Angeles; Warner, Milwaukee, Broadway, Portland, Ore., and Academy, Provo, U.

**'Scope, Technicolor For 'Gabriel's Horn'**

HOLLYWOOD, July 28.—CinemaScope and color by Technicolor will be featured by Hecht-Lancaster Productions for "Gabriel's Horn," which Lancaster will both direct and star in. Last today disclosed. The picture will be filmed wholly in location.

**N. Y. C. May Change Plan for Estimating Annual General Fund**

The offices of New York City Controller Lawrence E. Gerosa are currently preparing local legislation which would change the city's method of estimating its general fund each year. Gerosa's plan is to have the city be ready for the City Council in a month, City Hall spokesman said.

The current law, the controller must make his estimate of what the general fund, the total of the miscellaneous taxes and fees the city can expect to pay amounts to for the coming fiscal year.

Included in the list are sales, business and amusement taxes, license, and real estate revenues. The new bill would provide that each year the controller would estimate a general fund at the average of the most recent three years.

Gerosa's plans to get a general fund change were disclosed earlier this week by first deputy Controller Henry Cohen when he answered a charge by the Citizens Budget Commission that Gerosa had been $4,000,000 low in estimating the city's 1953-54 general fund revenues at approximately $586,000,000.

**Large Saving Seen Likely**

The commission, a voluntary civic group, said Monday that another $1,000,000 in additional revenues could have been used to provide the bulk of the estimated $7,000,000 yield of the newly enacted city five per cent amusement tax.

The commission, in addition, argued that a big void would have avoided the levy altogether.

Explaining the need for the new legislation, Cohen said that the present controller every year the responsibility of predicing in his estimates, the exact amount that wibbe's business for the following year, as reflected in business, sales, amusement and other taxes.

**Window' Selected For Venice Festival**

"Rear Window," Alfred Hitchcock's latest production, has been selected for showing at the Venice Film Festival. Although closing date for entries to the Festival Awar films had been closed some time ago, the selection committee reeks the choice of "Rear Window" after viewing a print of the picture which had just been made available for the Venice Festival.

The Venice Festival gets underway on Aug. 22. "Rear Window," will, however, have its world premiere showing at the Roxy Theatre, New York, on Aug. 4 at a performance to be held for the benefit of the American Council for the Deaf, and its European engagement of the picture will start on August 5th.

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Motion Picture Daily

Thursday, July 29, 1954

Film Industry Affected by New Tax Law

(Continued from page 1)

profit for the second quarter of 1954 was equal to $1.86 per share on 749,509 shares of common stock, which was the average amount outstanding during the period. For the similar 1953 period the profit was equal to $1.21 per share on 649,087 shares of the company outstanding at the end of that period.

Net Sales and Profit

For the six months ended June 30 consolidated net sales were $54,305,190 for 1954 and $51,402,900 for 1953 and consolidated net profit, after adjustment for minority interest, was $2,540,000 for 1954 and $2,469,000 for 1953. The net profit after dividends, on preferred and preference stocks, was equivalent to $3.57 per share on 704,000 shares of common stock, the average number outstanding during the period. For the similar period of 1953 the profit reported was $2.22 per share on 649,087 shares outstanding at the end of that period.

Operating results of Link Aviation, Inc., are included in the above figures only from date of its acquisition by GPE April 30.

For the six months ended June 30, the number of outstanding shares of common stock increased due to acquisition of Link Aviation, Inc., a partial exchange of "retained shares" of the Kearfott Co., Inc., and the conversion of part of the $2.50 cumulative preferred and preference stock. As a result of these transactions, common stock outstanding of the 30, amounted to 704,231 shares, compared with 649,087 shares Jan. 1 of last year.

President Place stated that the management "feels that in view of the changes in the number of shares of common stock outstanding, and the fact that earnings of Link Aviation, Inc., are included for only May and June, it is appropriate to state the profit per share for the second quarter and for the six months period on the basis of the average number of shares of common stock outstanding during those periods".

General Precision Net Rises

(Continued from page 1)

for several years at one time. The law now says that those taxes can be deducted only in the years they are actually paid, permits taxpayers on an accrual basis to spread the tax deductions over the years in which the tax payments were made.

Many theatre enterprises are operated by partnerships, and the new bill provides—for the first time—clear rules about how partnerships losses are to be taxed. Moreover, small partnerships—those with fewer than 50 partners—are subject to be taxed as corporations if they found that to their advantage.

Overseas Business Included

Right now, distributors and other firms doing business overseas can take a credit on their U.S. income tax returns for the main taxes they pay foreign governments. However, at present they must reduce their foreign incomes by their foreign losses and take a credit only for the taxes paid on that amount of profit that is earned abroad. The bill does away with this requirement.

Many firms are depositing admittance receipts and other forms of holding income taxes in so-called "depository accounts" at banks each month. The bill provides a new one per cent per month charge for failure to pay or for underpaying these taxes into the depository accounts.

The bill tightens up on the present law's ban on "collapsible corporations" and also acts to prevent the use of "collapsible partnerships." These are devised to use the tax laws to the advantage of the film industry to get profits on producing a picture taxed at current income tax rates rather than at ordinary income tax rates. A firm is organized, produces a film, and then liquidates, distributing a share in the film's profits to each partner or stockholder.

Many other provisions affecting companies, partnerships, and certain profit-sharing plans, employee stock options, "successor corporations," and similar items will probably affect one or more of the film industry. The best advice to firms with problems in these fields: get a good tax lawyer.

Near $7,000 for 'Waterfront' Bow

With a gross of $3,400 reported at 4:00 P.M., yesterday's opening of "On the Waterfront" at the Astor Theatre was reportedly the biggest non-premiere opening day in the history of the theatre.

It was expected that a final gross of over $7,000 would be reached by the end of the day. Since this was the new mark, SKO crowds were on hand since the Astor opened its doors for the "Walt Disney" release, which is now playing in both the Astor and on the street in front of the theatre.

$3,066 for 'Susan'""""

PHILADELPHIA, July 28—RKO's "Sultan Slept Here" broke all preview-day records at the 1,000-seat Trocadero. On Tuesday, with a gross of $3,066. The film, a comedy, starring Dick Powell and Debbie Reynolds, had its formal opening yesterday.

Technicolor Print Output Increases

As a result of about 25 per cent rise in release print manufacture, Technicolor has added approximately 150 employees to its staff since July 1, it was announced by Dr. Herbert T. Kalmus, president and general manager.

Dr. Kalmus said that improving conditions at the Los Angeles and industry wide call for more prints has accounted for much of the heightened activity in Technicolor. He evidenced particular satisfaction that the increase being experienced by Technicolor was due to the company's improved manufacturing techniques.

Dr. Kalmus said that the technical improvements so far realized by Technicolor's behoove all firms in the current program and that Technicolor looks to continuing increase of its manufacturing volumes.
The greatest grosser yet from their first from a Broadway hit musical! And it’s got SHEREE NORTH, shaking in all directions, in the same dance that stopped the stage show!
LOOK AT THESE
“SHANE”-PLUS PERCENTAGES!

107% OVER “Shane” – at Olympia, NEW BEDFORD
47% OVER “Shane” – at State, PORTLAND
39% OVER “Shane” – at Palace, ALBANY
24% OVER “Shane” – at Stanley, PHILADELPHIA*

22% OVER “Shane” – at Paramount, SPRINGFIELD
14% OVER “Shane” – at Metropolitan, BOSTON
8% OVER “Shane” – at Boulevard Drive-in, ALLENTOWN
6% OVER “Shane” – at Lincoln, TRENTON
4% OVER “Shane” – at Embassy, READING
1% OVER “Shane” – at Paramount, BUFFALO

DOLLAR FOR DOLLAR with “Shane” at State, HARRISBURG
DOLLAR FOR DOLLAR with “Shane” at Colonial, RICHMOND

ALL THIS TOPPED BY SMASH FIRST 5 DAYS
AT CRITERION, NEW YORK CITY!
"For writing, there’s

the Pulitzer prize;

for acting, there’s

the Oscar;

and for men in the

motion picture exhibition

field, there’s the

Quigley Award

for showmanship"

Quoted in the house organ of Famous Players Canadian circuit of 208 theatres—from a speech by R. W. Bolstad, vice president and treasurer, at a company luncheon in honor of Charles Doctor, Quigley Award winner.

At the luncheon in Toronto honoring Charles Doctor, winner of the Quigley Award: James R. Nairn, Charles Doctor, Bob Eves, Mrs. Doctor, and R. W. Bolstad.
Attorneys Say
NYC to Fight
5% Tax Case
'To the Hilt'

3 Pending Suits Against
City Said to Be Reason

On the eve of serving an injunctive order to the city calling for restraint of the "breakage provisions" of the New York City tax for liquor, the aldermen for the four circuits in the suit against the city yesterday predicted that the city will "fight the tax case as hard as it can.

The attorneys for the plaintiffs in the suit said that three pending suits in which New York City is currently involved, and which, they said, show indications of being lost by the city, would cost the city an approximated...

Would Halt Rental
Taxes in Germany

WASHINGTON, July 29.—American film companies would no longer pay income taxes to the German Government on their film rental earnings in Germany under a tax convention which the President submitted to the Senate today.

The convention, which must be ratified by the Senate, also would relieve German film companies of their obligations to pay U.S. income taxes on their rental earnings here.

Screenings Held

Story Line Injected into
New 'Cinerama Holiday'

"Cinerama Holiday," produced by Louis de Rochemont, the second edition of the wide-screen process which is credited with having paved the way for the successive innovations in screen techniques, was presented this week in a series of special screenings at the Warner Theatre here between the matinee and evening performances of the original "This is Cinerama."

The new version is different from the original in edition that it has the semblance of a plot, a story line that justifies the domestic and foreign locales. Whereas "This is Cinerama" is a travelogue, "Cinerama Holiday" is a travellingogue with a narrative that ties together the scenic shots. It follows the adventures and travels of the British, American and Swiss, on a jaunt to places of panoramic beauty.

Swiss and U.S. Couple in Cast

This test showing, which was projected from a "rough working print," takes two of these couples about Europe and the United States. In place of the now famous scenic railway ride, a bob-sled trip down a Swiss mountain is equally exciting. There are aerial shots of the Swiss Alps, a tour of the way the Swiss deftly navigate their narrow, fast moving cars which takes off and lands on a carrier. A New England fair where the viewer is taken for a ride in a ferry boat, and through the Lapland, American west and southwest, including a visit to Las Vegas.

Scene Changes; Now 'Too Many Films'

Independent exhibitors who were complaining about the dearth of product in May and June are now claiming that the distributors who, allegedly, held product back during those two months are scheduling too many pictures for July and August. One spokesman for a circuit of smaller town situations in this area said that the distributors' promises of an "orderly release system" have not been fulfilled in view of the shortage the area have been faced with the virtual abundance of product now available.

On the other hand, a check-up reveals that approximately 140 features are slated for release between now and Dec. 31, compared with 168 for the same period last year.

N.Y. Summer Festival Effect Doubtful

Although New York City department stores report good business as a result of the current "Summer Festival," theatres, both first run and subsequent, have not been able to pinpoint any conclusive proof that the campaign itself has attracted business.

Spokesmen for Broadway and neighborhood theatres say that the patronage so far this summer has been excellent but that it can not be determined whether the so-called festival has anything to do with it. Summer months have been boom periods, anyway, since air conditioning has become practically universal, and the long periods used to be in the cooler months.

Although there is no way to prove such a question on the effectiveness of the project, there appears to be logical indications that Festival advertising has heaved a favorable edge in motion picture business. Hotel managers and reservation clerks are consistent with railroad station representatives when they say that there is always a lot of traffic in the summer time, but their general impression is that the influx is greater this year.

The Hotel Taft, right in the mid-town area, reports that it does consistently good business but Monday is "cynical," because Vincent Lopez offers a special production in the hotel minus the 10 per cent Federal tax. This sort of thing lures the tourist, as it seems probable that picture houses get their share of business, hotel men say.

One thing is certain: Picture houses have generally been kept out of business. Most of them have lost on their screens. As an example of current patronage, these figures are indicative:

The Radio City Music Hall, showing "Seven Brides for Seven Brothers," reports the greatest non-holiday first week in its history with a figure of $188,000. "Living It Up" at the Criterion piled up $59,000 in its...

In an Added Bid
Report Odum
Seeks Hughes' Aircraft Co.

Meanwhile Deals for
RKO Stock Continuing

Atlantic Corp., negotiations with Howard Hughes are reported to include not only a bid for Hughes' interest in RKO Pictures but for the purchase of Hughes Aircraft Corp. Culver City, Hughes Aircraft is a principal producer of electronic devices and has extensive government contracts.

Hughes and Floyd Odum, Atlas president, two weeks ago were said to have been on the brink of consummating an deal whereby Hughes' holdings in RKO Pictures would be acquired by Atlas, but that differences developed over the appraisal of inventory. However, sources close to the situation are of the opinion that the differences may be ironed out and that, inasmuch as the parties were so close to a deal, the sale is likely to be finalized in the near future.

According to reliable sources, the...

Technical Tax Bill
Approved by Senate

WASHINGTON, July 28.—The Senate today approved the conference report on the technical tax relief bill, sending it to the White House. The President is expected to sign it. The measure went to the White House exactly as reported by the conference, including provisions for faster depreciation of new equipment, extended loss carryback, new partnership rules, and other tax relief changes.

The bill also extends the 52 per cent corporate tax rate until next April 1.

Okays 'Sweeping'
Trust Laws Study

WASHINGTON: July 29.—The Senate Rules Committee approved a resolution of Sen. McCarran (D., Nev.) authorizing the Senate Judiciary Committee to make a sweeping study of the anti-trust laws and recommendations for changing them. The resolution, which still must be approved by the Senate, directs that the study be completed by next Jan. 31.
Personal Mention

HAROLD J. MIRISCH, Allied Artists vice-president, has left Hollywood for New York. He will sail from here aboard the “United States” on Aug. 4 for England.

L. DAFFEN, consultant on Technicolor, and D. STEELE, executive in the Douglas Fairbanks organization, have arrived in New York via B.O.A.C. Monarch.

EDWARD M. SAUNDERS, M-G-M assistant general manager, returned to New York from a vacation to New England and Canada.

SAM SPITZER, Columbia Pictures producer, will leave New York today for Venice.

HARRY BROWNING, home office executive of New England Theatres, has returned to Boston from Hartford.

ALBERT E. SINDLINGER, business analyst, arrived in Hollywood from New York.

HORACE MCMANUS, featured in “Susan Slept Here,” left here yesterday for Chicago.

STANLEY DONEN, M-G-M director, has arrived in New York from Hollywood.

HARRY ROSE, manager of the Loew’s Poli Majestic Theatre, Bridgeport, Conn., has returned there with Miss Rose from Atlantic City.

JACK ELLIS, president of Ellis Films, is in Boston from New York.

Minerva Marks 25th Year, Release 7

Minerva Film of Rome, one of Italy’s leading companies, which is marking its 25th anniversary this month, has scheduled seven films for early 1954, including one release as a sort of second-quarter of operation, Italian Films Export announced.


AA Plans Big Drive For ‘Yuman Jungle’

HOLLYWOOD, July 29.—A campaign patterned after that used for “Riot in Cell Block 11,” and budgeted at $28,000, will be launched in behalf of “Yuman Jungle” (formerly “Police Story”), Allied Artists’ advertising-publicity chief, John C. Flynn today disclosed.

Roxy Dividend 37 1/2c

Roxy Theatre, Inc., yesterday declared a quarterly cash dividend of 37 1/2c per share, payable July 31, to stockholders of record Aug. 16.

C'Scope Independent

W.R. Frank Foresees 100% Stereo Sound in Theatres

By LESTER DINOFF

All exhibitors will eventually equip for complete CinemaScope and four-track magnetic stereophonic sound, W. R. Frank, the first independ- ent producer to be granted a franchise by M-G-M, stated here yesterday. Frank stated that he and poster- mer and myself are installing four-track magnetic sound in our 18 houses which are located throughout Minne- sota.

Views on ‘Big’ Pictures Popular

The American public has been an exhibitor for 43 years, stated that “the people are going for Cinema- Scope pictures because we have four- track stereo sound in the suburban areas, they like big pictures.” A theatreman does not want the run-of-the-mill picture, any more, he said.

Frank said that “Sitting Bull” will be available to exhibitors with all forms of stereophonic sound and will eventually be available also for con- ventional screens. This Eastman color picture was filmed in Mexico on a budget of about $1,000,000, he said, of which $900,000 had been spent. The picture has been given a portion of the wide-screen medium saying that the public has wholeheartedly ac- cepted CinemaScope.

“Some of the 125,000 feet which 1 filmed will also be used in my next production, ‘Dull Knife,’ which I am now working on,” he said.

Frank said that “Rocky Mountain” will also be produced by his unit.

Cartoon Producers

And IA Local Sign

HOLLYWOOD, July 29.—The Cartoon Producers Association and IA Local 139 of the International Alliance of Theatrical Stage Employees have reached an agreement on terms of a new four-year contract granting a five per cent wage increase and pension provisions.

Balcon Resigns from U.K.’s Group 111

LONDON, July 28.—Sir Michael Balcon, because of the pressure of other commitments, has resigned from the chairmanship of Group 111, Ltd. Balcon who held the position since the company’s formation three years ago, notified the board in July 1953 of his intention to retire but it was agreed to remain until the end of June this year.

Group 111 was established and financed by the National Film Finance Corp., owing to the effect of 1949-50’s production crisis in discouraging the original financing of new creative talent in the industry. To date, the corporation has approved loans of $58,935 to Group 111. Advance outstand- ing is $41,142, of which more than $16,500 stands as provision against loss.

The contract for loss is made against the first 17 films of “moderate budget. However, the Group was for an extension of six months upon the contract of “Conquest of Everest,” a film that appears to be assured a good profit. If the contract does not extend, Sir Michael Balcon, who will fill Balcon’s vacancy for the present.

AMPP Host to 204 Guests in 6 Months

HOLLYWOOD, July 29.—The International Committee of the Association of Motion Picture Producers today disclosed that 204 distinguished visitors, representing 22 countries have been official guests of the Hollywood branch of the film industry dur- ing the six months ending June 30. Among them were Celal Bayer, president of Turkey; Emperor Hali of Ethiopia, and Dambre Dog Hamarskjöld, Secretary General of the United Nations.

ABC Circuit Opens New Scottish House

ABERDEEN, SCOTLAND, July 25.—Associated British Cinemas’ 1,000-seat ABC Keith Theatre was opened in Great Britain in 15 years, was dedicated in a formal opening which included the times of killed Scottish Highlanders bagpipe drummers as shownmen throughout the country and notables in attendances included M-G-M’s CinemaScope producer, “Knights of the Round Table.”

Prior to the start of the film, theatremen were heard to comment that “nothing is too good for the humblest customers.” Actor Richard Todd told the theatre’s opening was “a sign of a great country’s recovery.”

The ABC circuit’s guests at the ceremonies proclimated the CinemaScope vision and stereo sound as “unexcelled and heretofore not seen by theatre audiences even in London’s West End.”

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Houston Drive-in Finds Way to Stop ‘Trunk Crashers’

HOUSTON, July 29.—When Jack Farr, owner of the Trail Drive-In Theatre near here, got tired of catching “extra patrons” hidden in the trunk of his car, he decided to do something about it. Farr had been bothered with the practice for some time, having only recently watched a registered nurse drive into his open air theatre, calmly open the trunk compartment while a car was parked and release three other registered nurses. It’s been the custom to arrest the offenders who are given a stay of 31.

But that didn’t stop the free Loaders. The other night three young fellows drove in and three of their pals crawled out of the trunk case a few minutes later. Farr gave them a ticket, got out of the car and cut them off the next day and cleaning up the lot. And so on the hottest day of the year, the sextet labored for two hours picking up small stones and rocks. Farr thinks he has the situation licked—at least until cooler weather sets in.

864 N.Y.C. Theatres, Notes Film Directory

According to figures listed in the 1954 New York Directory of Motion Picture Theatres, houses located in the metropolitan area total 864. This figure includes 821 conventional theatres and 43 drive-ins.

New York City’s five boroughs have 436 theatres and two drive-ins. The breakdown is as follows: Manhattan, 160; Brooklyn, 146; Bronx, 88; Queens, 79, and Staten Island, 10. The Bronx and Staten Island each have one drive-in in operation.

Theatres in Long Island, outside of Queens, total 72, plus eight drive-ins, while Nassau and Suffolk have 14 drive-ins in the southern part of New York State, and northern New Jersey has 210 theatres and 19 drive-ins.

International Projectionist Officers

At the International Projectionist Officers Association’s annual convention in Chicago, Mr. and Mrs. W. J. Thompson of the West Coast, Mr. and Mrs. J. A. O’Brien of New York, Mr. and Mrs. E. O. Sprott of Los Angeles, Mr. and Mrs. W. H. Howard of Cleveland, and Mr. and Mrs. Donald K. Mattson of California, were installed as associations.”

Radio City Music Hall

Rockefeller Center

“Seven Brides For Seven Brothers” in CINEMASCOPE starring:

JANE POWELL - HOWARD KEEL

Color by ANICOL - An M-G-M Picture

SPECTACULAR STAGE PRESENTATION

CLYDE BEATTY-MICKEY SPILLANE RING OF FEAR

CINEMASCOPE and WarnerColor

A Wayne Fellows Production

RADIO THEATRE

PARAMOUNT

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

“SEVEN BRIDES FOR SEVEN BROTHERS” starring:

JANE POWELL - HOWARD KEEL

Color by ANICOL - An M-G-M Picture

SPECTACULAR STAGE PRESENTATION

CLYDE BEATTY-MICKEY SPILLANE RING OF FEAR

CINEMASCOPE and WarnerColor

A Wayne Fellows Production

RADIO THEATRE

PARAMOUNT

NEW YORK THEATRES
Detroit Picture Bright, Local Managers Feel

More Holdovers

Columbus Area Enjoying Best Summer in 6 Years

COLUMBUS, July 29.—This summer has seen indications of the healthiest box-office returns in the Columbus area in the past six years. Attendance and there is renewed interest in films, perhaps sparked by the new technical improvements such as wide screen, Cinemascope, sound, and phonicomic sound and audiophones.

"Gone With The Wind" proved to be one of the biggest boxoffice attractions in the history of Loew's in while "The Moon Is Blue" ran over three months at the World. "Three Coins in the Fountain" did three and a half weeks at Loew's Broad and pictures like "Garden of Evil" and "Living It Up" registered two weeks.

The trend is to big pictures, with the ordinary films doing just fair business. Higher prices, such as those charged for musicals, pictures and attractions like "Gone With The Wind," do not seem to deter audiences to the point where the pictures price is less of an object today than it has been for some time.

Drive-ins Also Gain

"Film business is on the upgrade," said one executive of a local circuit, which has both indoor and drive-in theatres. "The climb up is a gradual one and may be to the peaks of the 1945-47 period but the technical improvements have created a new audience. Exciters are scratching and can't get all good stuff. A house without 'gimmicks' that has to depend on six pictures a week is in bad trouble."}

Helen Bower, "Free Press" screen writer: "I was talking to Sol Krina (Krina theatre) and he says that a year ago everyone was worried about product. This year you don't hear that complaint. There seems to be plenty of product. Krina's Theatre is a semi-art with usually long runs, probably doesn't run two dozen films a year.

Consensus: Detroit's business indi- cates down 15 per cent. Merging auto producers and seasonal change- overs returning to the scene have been the most serious standard pressure level in years. In the face of that, or perhaps because of that, attendance at last year's level, admittedly record high, would be good. With only one reporting business level and only one reporting it low, the picture is bright.

Arthur Herzog, press agent: "Last year was a peak year. In 1952, the theatre business did a 'Take her out at least once a week.' program. The re- sult was that business increased to outnumbers. The industry in this country in '53. Compared to '52 and '51, business is very good. At least no one is talking suicide this year; neighborhood houses particularly to spend more money if we get the needed promotion and on physical upkeep.

This has been generally a good season for drive-ins in the Columbus area. One circuit in particular has been spending more money on newspaper advertising, higher than any recent year. This circuit has instituted free coffee-and-doughnuts midnight shows on Saturdays.

Central Ohio Summer Takes Highs: Shea

Despite what is called an "economic lag" in Central Ohio, grosses in that area for the first half of the summer are running slightly, as compared to the same period in 1953 in the houses of Shea Enterprises, according to Gerald Shea, president and general manager.

Shea predicted "optimistic business, gross-wise," for the remainder of the year. This summer is, in Theatre, Ohio, Pennsylvania, Massachusetts, New York and New Hampshire.

He said there is a "response to good product," which indicates growing public interest despite the economic lag in Ohio. In his description of the Central Ohio business picture, Shea made reference to his first-run houses only.

Mentions Three Films

Featured first-run films in the in- dustrial, agricultural and mining area, which are doing well at present, in- clude "The High and the Mighty" and "Garden of Evil," both in CinemaScope, and "Gone With The Wind," in Technicolor and wide screen.

Shea also mentioned good response to "The High and the Mighty" in his New England theatres. He called the lively summer business being done by the Shea circuit a "reawakening" which didn't occur until the last week in July of 1953. This summer, Shea added, the reawakening of patrons to the circuit occurred around the Fourth of July.

"He summed up his thoughts on the Detroit business as: 'CinemaScope pictures, and if we do our part in selling them, business will continue to be good.'

Quality Key to Grosses, Say N.C. Exhibitors

By EMERY WISTER

CHARLOTTE, July 29.—Distributors' representatives and theatre managers in this territory report that "business is good when the picture is good." Recognizing the problems of the local theatres, the managers and theatre managers are quick to point out that the grosses rise and fall with each attraction.

A manager of a leading theatre here said that business was better only when a good film was the attraction. "Why a two-week walk, back my home to see a mediocre or fair picture when he can do as well by staying home and watching television," the showman stated.

Calls Product Vital

The business depends on the product, the theatre manager said. "There is no such thing as regular business any more," he said. "Every show, every picture, and falls with each attraction." The manager was quick to add that a good picture today draws better than ever.

An officer of one of the larger theatre circuits in the Carolinas said the problem of product is acute. For example, the Central Carolina Circuit has seen product in "Beverly Hillbillies," "Perry Mason," "Subway," and "Topper." He added that he was "on the verge of dissolving," where product of lower quality is solicited.

Another exchange manager said business was improving steadily after months of "slowdown," and conditions. Up to and shortly after the March 15 income tax deadline, business was down but since then, he said business has been "on the upswing.

CinemaScope Strong

In the Atlanta Area

ATLANTA, July 29. — Business conditions throughout the Atlanta area are somewhat better than in 1953, mainly due to CinemaScope and good pictures, The Fox Theatres, the largest house here, reports that CinemaScope films which have a two to three-week run, do tremendous business.

"The High and the Mighty," currently at the Fox, is doing extra good business. "It is reported, "Pinoccio," at the Rialto Theatre, did more business in its second run here than the first run here.

The suburban theatres reported that business at this time is about 25 per cent above last year.

Theatres and agree that good films make money and that small pictures are a thing of the past, even in drive-in areas. According to managers and operators report that they are enthusiastic about the business, which they believe will continue on the upgrade.
"MAGNIFICENT IS ROLLING UP GROSSES EVERY"

CLEVELAND—Palace Theatre
Outgrosses "Glenn Miller" both first and second weeks!

CHICAGO—United Artists Theatre
Sets twenty-year house record!

ASHEVILLE—Plaza Theatre
Bigger than "Glenn Miller"

AKRON—Palace Theatre
Joins "Miller" as U-I's biggest grosser!

SALT LAKE CITY—Uptown Theatre
Record opening... bigger than "Miller"

KANSAS CITY—Orpheum Theatre
Bigger than "Miller"... U-I record in K.C.

ATLANTA—Grand Theatre
Joins "Miller" as U-I's all time high grossers in Atlanta!

YOUNGSTOWN—Warner Theatre
Sets all time U-I house record!

AURORA—Paramount Theatre
Bigger than "Glenn Miller"

OKLAHOMA CITY—Midwest Theatre
Neck-and-neck with "Glenn Miller"
OBSESSION
"GLENN MILLER"
WHERE!

MICHIGAN CITY—Tivoli Theatre
Outgrossing "Glenn Miller"!

JOLIET—Rialto Theatre
Neck-and-neck with "Miller"!

...and
HOLDING OVER
Everywhere!

JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS
Magnificent Obsession
COLOR BY TECHNICOLOR

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER
Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter
**People**

Casey Shawhan, city editor of the "Los Angeles Mirror," has been appointed director of press and publicity for the National Broadcasting Co. in Hollywood, it was announced here by Syd Eiges, vice-president for Press and Publicity.

**Harriet Parsons**, producer of RKO's "Susan Slept Here," played host to a group of 50 celebrities last night during an advance screening of the film at the Victoria Theatre here, prior to the picture's official opening today.

**J. E. Holston**, Charlotte branch manager for 20th-Century-Fox, has converted the screening room in his office for CinemaScope and stereophonic sound. The screen which he is installing is 14 feet in comparison to the present one of nine feet.

Ira Uhr, former Hollywood execs' agent and talent scout for Columbia Pictures, has been signed by Screen Features Inc., television subsidiary of Columbia, as casting director. He replaces Marvin Schnall, who has resigned.

**Bertha Fried Rosen**, secretary to Sydney Braumberg, M-G-M attorney, will leave today for Denver, where she will be on hand to take part in the convention for the Jewish National Home for Asstmatic Children. Following the convention, she will vacation at Lake Tahoe, San Francisco, Yosemite and Las Vegas.

**Summer Festival**

(Continued from page 1)

first week. Its actual time record was $63,000. The Mayfair's "Apache," is up about $16,000 total at the third week's end. "The Caine Mutiny" is still going strong in its fifth week at the theater. 

"Wind" breaks Records

Re-issued "Come With the Wind" broke all MGM records after seven weeks at Loew's State and continues at $175,000 in its eighth week. The Paramount grossed $185,000 with "The High and the Mighty" in the theatre's first four weeks since April, 1949. Its stage shows were dropped the following November. Its new picture, "King of Fear," is expected to gross about $90,000 in its first two days.

**COMPO Ads**

(Continued from page 1)

ads and their method of presentation. The lone dissenter felt the ads were too long and that the industry's appeal should not have been made to the public through newspaper advertisements.

Signers included editors of some of the largest and most widely circulated newspapers in the country. Their names are being kept confidential by COMPO.

**Tax Fight**

(Continued from page 1)

ostly $14,000,000 in currently collectible revenues.

This, and the fact that the amusement tax case may have direct bearing on the "breakage provisions" of the local three per cent sales tax, which, like the ticket levy, oversteps the city's power in some instances, points to an increasing danger to the amount of revenue the city must collect in order to meet its record 1954 budget.

**Three Suits Similar**

The three laws suit now being brought against the city involve gross receipts tax laws collected by the local municipality. Although not directly related to the amusement tax, the trio of suits have in common with each other the question of whether the city has the right to tax gross receipts of business firms which have offices here and operations in other parts of the country.

At the same time, the city's taxing law has received severe criticism from the Citizens Budget Commission as well as other civic groups. The report, issued in December, warned that the city's amusement tax would probably have the effect of substituting or removing from other levies.

**Yesterday, attorneys for the exhibitors in the local suit prepared an injunction order, expecting to serve it to the city today. It is "common courtesy practice" to submit a bond of this kind to an opponent in order to enable him to prepare a counter order.**

**Buchsbaum Truculent**

Assistant Corporation Counsel Stanley E. Buchsbaum yesterday emphasized in the city's determination to vigorously oppose the exhibitor suit. Facing serious revenue losses in other pending cases, Buchsbaum said there is "no question but that we will fight to uphold the basic principles of this case."

**Earlier this week, it was learned that lawyers for the plaintiffs' may agree to a stay to the temporary injunction pending final determination on appeal from an order of a Federal district motion picture attorneys admitted that there is some opposition to such a move within their ranks.**

If they agree to a stay of the injunction, the tax would continue to be collected in its full amount. If, however, exhibitors would then collect the tax only up to the five percent limit set by state law.

**City Could Lose 17% of Yield**

If exhibitors decide to abandon the law's "breakage provisions," the difference of the amount being collected and the amount adhering to the five cent limit would cost the city 12 per cent of the estimated $16,700,000 annual tax yield expected from the amusement industry as a whole.

The buck for this tax would amount to approximately $2,800,000 a year, exhibitor lawyers point out. If local operators go along with the procedure of collecting the tax, although in certain cases it exceeds the five cent limit set by state law, they expect the courts to "give them the benefit of the doubt" pending the final decision in the suit.

**Weshner Represents UA 'Suddenly'**

David E. Weshner has been named producer's representative for United Artists' "Suddenly," a Robert Bader production starring Frank Sinatra, UA announced yesterday. "Suddenly," amade into an independent production after an 18-year association with 20th-Century-Fox, was purchased from Lewis Allen, who holds the original screenplay by Richard Sale.

**Still 'Alexander'**

"Alexander The Great" has been seen in New York by Alexander the Great's forthcoming production for United Artists release. The film was formerly entitled "Alexander the Conqueror." The picture has concluded the first day production overseas in the fall, according to UA, Location sites under production include Spain, Morocco, Germany, Iran, Russia is now in New York for meetings with UA executives to finalize production plans.

**Cheesman to New RCA Sales Post**

CAMDEN, N. J., July 29—William E. Cheesman has been appointed field manager for RCA's theatre products in the Eastern and Northeastern regions, it was announced by J. E. Fisher, theatre equipment sales manager, Engineering Products Division, Radio Corporation of America. Cheesman succeeds Bernard Sholtz, one of the industry's pioneer field sales representatives, who has retired recent- ly to a position as RCA salesman in the country for more than a quarter of a century.

Cheesman takes over the newly opened theatre carpet and chairs for the last three years. Cheesman now assumes responsibilities for sales of RCA theatre products, including microphones, screens, carpets, and chairs in the Eastern-Northeastern region. This area includes several major theatre centers as New York, Philadelphia, Washington, Boston, Pittsburgh and Buffalo.

**News Roundup**

Sunday Film Ban Upheld

The Lambert, N. C., City Council, which called for a referendum on the question of lifting the ban on Sunday motion pictures, reiterated that as a result of the public opinion poll, the ban will continue. Results of the vote showed that 262 were in favor of continuance with 678 against.

**Macy's In Film Tie-up**

R. H. Macy's ran its first tie-up ad for a motion picture in six months when the department store devoted a full-page to RKO's "Susan Slept Here."

**'Egyptian' Campaign Starts**

Posting of more than 3,500 billboards in 51 cities for 20th-Century-Fox's "The Egyptian" will commence across the U.S. starting at the weekend. This is said to be the largest campaign of its kind in company history.

**M-G-M to Film 'Ben Hur'**

"Ben Hur" as a brand new production has been given a Spring 1955 starting date, according to an announcement by Dore Schary, M-G-M studio production head, following discussions with C. Schaeck, president of Loew's Inc.

**'Boats' Author to Tour**

Universal Pictures and Little Brown and Co., publishers of "Away All Boats," have joined in a promotional venture in the joint sponsorship of a three-week coast-to-coast tour of Kenneth Dodson, author of the novel, which Universal has purchased.

**Odlum**

(Continued from page 1)

Hughes-Odlum parleys have involved the acquisition of Hughes' interest in both RKO Radio, the operating company, and RKO Pictures, the holding company.

Odlum is due back in New York next week from his conferences with Hughes on the Coast. His return here gave rise to some conflicting opinions, some asserting that it meant that the projected deal had bogged down again, while others believed that Odlum was returning East to wind up final details.

**'Susan' Opens Well In 18 Houses: RKO**

RKO's "Susan Slept Here," opened in 18 theatres this week in Buffalo, Los Angeles, Chicago, Washington, and Richmond, it was announced yesterday by Charles Boasberg, general sales manager.

The Century Theatre in Buffalo grossed $2,825 on opening day outdistance any previous RKO feature, including those shown at advanced prices, it was said. In Syracuse, Keith's drew an excellent $1,746, according to Boasberg.
"Bless Your Beautiful Hides!"
(That's one of the hit songs from the picture)

BIGGEST 1st WEEK GROSS EVER (21½ years, that is.)
AT MUSIC HALL!

Of course we're talking about the M-G-M hit that's the Talk of the Industry!

"SEVEN BRIDES!"

BLESS ALL YOUR BEAUTIFUL HIDES:

M-G-M presents in CINEMASCOPE "SEVEN BRIDES FOR SEVEN BROTHERS" starring JANE POWELL • HOWARD KEEL
with Jeff Richards • Russ Tamblyn • Tommy Roll • Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley
Based on the Story "The Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer • Music by Gene de Paul
Choreography by Michael Kidd • Color by Ansco • Directed by Stanley Donen • Produced by Jack Cummings

Next Music Hall Sensation: M-G-M's "BRIGADOON"!
THE
Broken
RECORDS
HAVE
STARTED*

20th Century-Fox
presents

SPENCER TRACY
in
Broken Lance

COLOR by DE LUXE

The first motion picture photographed with the newly
perfected Anamorphic camera lenses in

CINEMASCOPE

PLAY IT IN GENUINE 4-TRACK
MAGNETIC STEREOPHONIC SOUND

ROBERT WAGNER · JEAN PETERS
RICHARD WIDMARK · KATY JURADO
with Hugh O'Brien · Eduard Franz

Produced by SOL. C. SIEGEL  Directed by EDWARD DMYTRYK
Screenplay by RICHARD MURPHY

Smash Opening at Roxy, N. Y.!
NCA May Take
Print Shortage
To the Courts

**Group Claims Dearth Is Artificial Situation**

MINNEAPOLIS, Aug. 1—Stanley Kane, executive counsel of North Central Allied, has been instructed by the NCA to explore the possibility of taking legal steps to force delivery of prints on time in accordance with their respective clearance dates. At a membership meeting, the print shortage situation was claimed to be so serious that a new and illegal system of runs and clearances.

The NCA also discussed a demand by the projectionists’ union for additional pay when programs call for both CinemaScope and conventional pictures.

According to Kane, his office has been deluged with complaints from exhibitors, both urban and outstate, that they are unable to get product on schedule because the film distributors claim there are insufficient prints (Continued on page 4)

Seek Basis for New Mexican Wage Scale

MEXICO CITY, Aug. 1—Following a six-day strike of theatre and exchange employees here, the Labor Ministry at the weekend sought to establish the basis for a wage scale that would terminate the walkout permanently. The union had asked for an increase of 35 per cent. It was estimated that the strike had cost the distributors and theatres approximately $500,000, with the exhibitors bearing the heaviest losses. Salaries continued during the strike.

Theatre reopened on Thursday to slow business, but attendance picked up at the weekend.

**Autry-Rogers Rep. Case to High Court**

HOLLYWOOD, Aug. 1—Spokesmen for Gene Autry and Roy Rogers confirmed reports that their principals, who sued Republic Pictures in connection with latter’s right to sell for television old pictures in which they appeared, intend to petil their selected sampling points, has dispatched to the Council of Motion Picture Organizations his report on the effects of tax relief, which he compiled in April.

**NYC Theatres Serve Injunction Order**

Attorneys for four New York City circuits served a proposed injunction order on Friday to Stanley Buchsbaum, assistant corporation counsel for the city from beating the fractional part of one cent as imposed by the five per cent amusement tax and further would enjoin the city from attempting to collect a tax that would equal more than five per cent. The order is returnable in Queens Supreme Court on Wednesday.

The amount of the bond which each of the plaintiffs will post will be determined by Supreme Court Justice Nicholas Pette on Wednesday. It is reported that the city wants the circuits to post a large bond, while the circuits will advocate a moderate one.

It was reported at the weekend that Buchsbaum may get a stay of the injunction by appealing to a justice in Brooklyn. He claims that under Section 571 of the Civil Practices Act, the filing of a notice of appeal automatically stays a temporary injunction. The circuit-plaintiffs claim that such a move does not have that effect.

**Films a Year-Round Business: Compo Ad**

The 23rd in the series of COMPO ads which appeared in “Editor & Publisher” on Saturday, stress the change in show business tradition which has made pictures an all-year-round business.

“There is no holding back of the ‘big ones’ awaiting the resurgent Fall season,” the ad says, pointing out that schedules of the major producers indicate that some of the most important and costliest motion pictures ever to emanate from Hollywood are being shown in the theatres this Summer.

The ad quotes the Bureau of Advertising: “You can find 94% of the people at home at any time during June, July and August—and they’re still spending at a fast rate.”

In explaining the reasons for the ending of the summer slump, the ad says air conditioning is one factor because “today the cool comfort of the movie house is increasingly the (Continued on page 5)

**“Sabrina”**

[Paramount]

In addition to an appealing story based on a Broadway stage success, exhibitors have plenty to sell in this Billy Wilder production. Three Academy Award winners in one picture should sell box-office and this film has them—Audrey Hepburn, William Holden and Humphrey Bogart, each turning in a sterling performance. And Wilder, himself, owns an Oscar. An intelligent script, believable dialogue, good comedy situations and striking backgrounds caught by Charles Lang’s camera all add up to the kind of film fare which exhibitors can cash in. It’s in black and white, too.

“Sabrina” is a Cinderella-type of story, a format which usually has a certain fascination for all ages. Miss Hepburn, who lives up to her past performances, portrays the daughter of the chauffeur for a wealthy Long Island family, high in social circles. Her romantic entanglements with two men—Bogart and Holden—provide the love interest. When Holden becomes too interested in her to please his brother, "(Continued on page 5)
**Personal Mention**

**Darryl F. Zanuck,** vice-president of 20th Century-Fox, in charge of production, arrived in New York from Hollywood on Saturday and left here shortly thereafter to plane for Europe.

**Walter Branson,** RKO Radio general manager in charge of foreign distribution, and **Edward L. Walton**, executive assistant to president J. R. Grainger, will leave here by plane to London for the Conference.


**Victor J. Haare,** vice-president of Selsich Releasing Organization in charge of foreign sales, has arrived in New York from London.

**Charley Franke,** Paramount trade paper contact, has left New York for a vacation in the Picos Mountains.

**Robert Rossen,** producer, left New York Friday by B.O.A.C. for Europe.

**Joanne Deu** is scheduled to arrive in New York today from Hollywood.

**Richard Burton** will arrive in New York by plane today from London.

**Rossen’s ‘Alexander’ In ‘Scope or VV**

Producer-director Robert Rossen’s “Alexander the Great” will be filmed for either CinemaScope or VistaVision exhibition, Rossen said here on Thursday, before he flew to Rome following a trade press conference, said that shooting on “Alexan- der” will begin in November at locales in Spain, Greece and Iran.

Here for talks with Arthur Krin, president of United Artists, which will distribute the picture, Rossen said Spain was becoming a major production center and that the country was welcoming American pro- ducers.

**Chicago Celebrates Year of Cinerama**

CHICAGO, Aug. 1.—The Palace Theatre’s lobby rang with high praise for “This Is Cinemar” as city offi- cials, civic and business leaders and white-suited Waves sat down at a Cinerama birthday luncheon in the lobby.

“This Is Cinemar” marked its first year of continuous exhibition at the Palace where it has played to more than 1,000,000 persons and has grossed over $1,000,000 in the climax.

The all-day-time-box-office record for Chicago.

The lobby luncheon was the climax of a week-long celebration.

**Maco Ad Boasts August “Greatest Movie Month”**

MINNEAPOLIS, Aug. 1.—Minn- esota Amusement’s executives took a look at the August film releases and then drew up a four-column 15-inch ad which calls the next month “the greatest movie month in all history!”

Bounced “August 11th Wave of New Wonder Movies,” the lettered card described ads for six top features scheduled to go into general release. They are Columbia’s “Come Back,队,” Paramount’s “Living Up,” MGM’s “Seven Brides for Seven Brothers,” U-T’s “Magnificent Obses- sions,” “Gentleman’s Agreement” and Warners’ “The High and the Mighty.” Three of the six are in CinemaScope.

Running first in the St. Paul papers, the ad will be used in the dailies in each Maco’s location.

One Maco official, commenting on the ad, said: “We aren’t kidding either. Did you ever see a product line-up as strong as this one?”

**Bolivia Adopts Film Import Controls**

WASHINGTON, Aug. 1.—The government of Bolivia has put into effect on July 1 controls over film imports designed to assure “cultural and artistic neutrality,” according to Com- mercial Department film chief Nathan D. Golden.

He said each distributor must now submit a list of films which he wants to import, giving title, producer, date of release and other data of origin and the reviews of the film by U.S. and Argentine trade papers.

The government may confiscate films from the list and allocate foreign exchange for the films chosen.

Bolivia has also to act up spur con- struction of new theatres by waiving all import taxes on construction ma- terials, supplies and equipment for new theatres, Golden reported. He added that the government plans other in- terventions for the construction of new theatres.

Also, there are now 82 theatres in the country showing 35 mm. films, and about 80 per cent of all films from the United States.

**FBI Label on Films May Need Gov’t OK**

WASHINGTON, Aug. 1.—The House Judiciary Committee on Friday approved a bill to place a requirement on film companies, television producers and other commercial enterprises from implying that the Federal Bureau of Investigation endorsed their product when, actually, it had not.

The bill says it will be illegal to use the name of the Federal Bureau of Investigation or its initials, FBI, in any way to convey FBI endorse- ment or support of any production unless there is a written letter to that effect from the FBI head, J. Edgar Hoover.

**Wisc. Variety Club Outing Sept. 13**

MILWAUKEE, Aug. 1.—Variety of Wisconsin’s annual stage outing and golf tournament will be held Sept. 13 at the Brynwood Country Club.

Golf cards, contests and other planned events will contribute to a day of fun with correspondence. There will be sales of memberships in the club.

**Copyright Action**

**Prospects Brighter**

WASHINGTON, Aug. 1.—Pros- pects have suddenly grown much brighter for possible action before Congress on implementing the proposed International Copyright con- vention.

The Senate has already ratified the Copyright Convention, but this means nothing until Congress enacts leg- islation to remove certain restrictions in the ratification that would hobble publication of authors of other countries. This im- plementing legislation has been bitterly resented by the printing trade unions and was believed that the bill was dead for the year.

But the Senate Judiciary Committee approved the bill in mid-July, and on Friday the House Judiciary Commit- tee also approved. The question now is if the House and Senate will have time to pass the bills before Congress quits.

The convention, if implemented, would give U.S. films, books and other artistic works more certain copyright protection abroad.

**Boston Papers Laud ‘Duel’ and ‘GWTW’**

BOSTON, Aug. 1.—“Big Selznick Pictures Act Like New Films.”

Developing this theme, the “Boston Telegraph,” in a two-column box, has called attention to the fact that “Duel” and “GWTW” are both being done by two of Selznick’s re- issued films: “Duel in the Sun” and “Gone with the Wind.” Both films are currently playing here, “Duel” in two situations.

The continued popularity of “Duel” was also the subject of a news story in the “Boston Herald” and in Peggy Boyle’s department of the “Evening American.”

**Levy Added to IFE Sales Organization**

Arthur H. Levy will join I.F.E. Re- leasing Corp., as sales representative for the exchange areas of Washing- ton and Philadelphia today, Bernard Jacon, vice-president in charge of sales, announced.

The addition replaces Mike Seigel, who has 25 years of sales and branch manager experience with Columbia, Buena Vista and United Artists.

**Tex. Drive-in Assn. to Meet August 22-24**

SAN ANTONIO, Aug. 1.—Industry executives are scheduled to address the convention of the Texas Drive-in Theatre Owners. Associated by here August 22-24. Among the speakers slated to speak are Charles Enfield, vice-president of 20th Century-Fox; R. J. O’Donnell, vice-president and general manager of Texas Interstate; William McGraw, executive director of Variety Club of Houston; William Foreman, vice-president of Pac- ific Drive-in Theatres; Red Shouem, special assistant to the drive-in operations, and Dr. Frank Tiller, head of the Lunar Research Center, who will report on his 10-month study of drive-in operations.

**Landsmans Is Chairman**

The Texas association will be host to a group representing the Interna- tional Drive-in Theatres Assos- ciation, of which Claude Ezell is presid. Arthur Landmans of San An- tonio is general chairman of the con- cent. The board consists of Al Reynolds, Tim Ferguson, Eddie Joseph, Gene Muller, S. K. Barry, Dan Goodwin, Chima Einfeld, Charles Albert and Tom Summers.

**Set Jane Russell’s First UA Film**

“Gentlemen Marry Brunettes,” said to be a multi-million-dollar musical starring Jane Russell, will be released by Universal in United Artists re- lease, it was announced by Arthur K. Rossen, president of United Artists.

The musical will costar Jeanne Crain and will be produced in Cinema- Scope.

Featuring a score comprised of hit songs by George and Ira Gershwin and Richard Rodgers and Loren Hessing, will be Jane Russell’s first starring film for United Artists re- lease, it was announced by Arthur K. Rossen, president of United Artists.

The musical will costar Jeanne Crain and will be produced in Cinema- Scope.

Featuring a score comprised of hit songs by George and Ira Gershwin and Richard Rodgers and Loren Hessing, will be Jane Russell’s first starring film for United Artists re- lease, it was announced by Arthur K. Rossen, president of United Artists.

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**ROCHESTER SINGS FOR “VALLEY OF THE KINGS”!**

M-G-M’s Test Engagement Terrific! Picture Off To Flying Start in New York and Everywhere! You Can Duplicate This Campaign Locally!

---

**See How It Happened!**

in the ‘VALLEY OF THE KINGS’

TODAY’S HEADLINES COME TO LIFE IN THE Timeliest, Most Thrilling Picture of the Year!

---

**M-G-M’s SPECTACULAR ROMANCE FILMED IN EGYPT!**

"VALLEY OF THE KINGS"

Robert TAYLOR - Eleanor PARKER - CARLOS THOMPSON

with KURT KASZNAR - VICTOR JORY - and SAMIA GAMAL

written by Robert PIROSH and Karl TUNBERG - Directed by ROBERT PIROSH

ABOVE: Special 1-sheet capitalizing on headlines of Cheops discoveries.

---

**THE BUSINESS!**

M-G-M gave it the business, and Loew’s Rochester Theatre reaped the business in return. This test engagement has proved beyond doubt that in “VALLEY OF THE KINGS” showmen have a solid, up-to-the-minute attraction with a wealth of promotion angles.

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**FUNDAMENTALS**

The fundamentals of local penetration were thoroughly covered:

**Posting:** 800 cards attached to poles in mainstreets downtown and suburban. 200 special 1-sheets planted in store windows, on buildings, at bus and railroad stations. (Shown above.)

100 pictorial posters on special 1-sheet, boards city-wide. 75 regular pictorial 3-sheets posted in key locations. 4 beautiful pictorial 24-sheets in downtown spots. 125 de luxe window display cards placed in better stores. 50 cards (22 x 28 size) tacked on newstands downtown.

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Special Marquee: Transparencies, flags and bunting around marquee highlighted with strings of lights from top of theatre in canopy fashion. Floodlights and special moving lighting effects for “Hollywood Opening Night” ballyhoo.

**Lobby:** Big 40 x 60’s around the theatre with newspaper stories of the Cheops discoveries tied in with picture. Tell-A-Story display in prominent lobby spot illustrated with 8 x 10 color photos and slides. Ushers wore ribbon arm bands.

**Trailers:** Teasers was used three weeks in advance followed by regular trailer for two weeks ahead of opening.

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**RADIO AND TV**

Supplementing M-G-M’s regular radio spots, there were three contests, plus the Eleanor Parker interview record. Saturation TV campaign over a three-day period prior to opening. Dr. Carl Hersey, local authority on Egyptian culture interviewed on TV; other TV interviews with Curator of Rochester Museum regarding the significance of the Cheops discoveries; visit of a girl in Egyptian costume to programs with perfume tie-up and invitation.

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**STREET STUNTS**

Poles with 30 x 40 cards attached were stuck in the ground at excavation with copy: “Danger! Men at work! Looking for the Tomb in Valley of the Kings.” Also, sidewalk stencils with copy: “Straight Ahead for ‘Valley of the Kings’.”

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**TREASURE HUNT**

Thousands of bathers at local beach searched for hidden envelopes containing certificates redeemable for prizes in tie-up with local store chain. Widely publicized through the stores, the newspapers and radio.

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**LIBRARIES**

City-wide tie-up with libraries was exploited with 18 Branches posting material and photos on their bulletin boards.

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**HYPNOTISM IN WINDOW**

In the window of a leading downtown store, a girl dressed in Egyptian costume was placed in a state of hypnosis with contest; “GUESS WHAT TIME SHE WILL AWAKE?” Unusual publicity and word-of-mouth.

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**NEWSPAPERS**

Advertising: Underline 20 days in advance of opening. Large scale teaser campaign followed by big display series.

Publicity: Overseas telephone conversation between local columnist and Cairo was just one of many press breaks, interviews, feature placements, contests.

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**WINDOW TIE-UPS**

Countless window flashes: Robert Taylor photos in men’s shops: Eleanor Parker coiffure photos in department stores and beauty shops; travel shops, photography stores featuring scenes of Egyptian backgrounds; jewelry stores.

(Choice of Sound: Perspecta Stereophonic or Optical 1-Channel.)
Drive-ins Thriving
Albany Area Sees Bright Fall-Winter Prospects

ALBANY, Aug. 1—The business is the brightest at present for drive-ins, of which there are approximately 50, of a few years ago, for a number of first-run conventional theatres. The situation is less encouraging for subsequent-run houses, and decidedly unpromising for neighborhood theatres. Since the territory includes many small and old theatres, the overall road shows cannot be too strong for the phenomenal growth of drive-ins. This type of theatre provides a small but necessary outlet for distributors in the exchange area.

Feel TV Interest Is Declining
Prospects for fall and winter are good, in the opinion of numerous industry men questioned. They based their reports on strong product in CinemaScope, plus other new systems, and a decline of public interest in television. "Theatre business is bad," according to distributors; "Summer business is bad, because the show product, Fall and winter patronage will be terrific again because of sterility pictures."

Some of the small-theatres' managers are optimistic about the coming season. One well-informed source in this group said: "A product shortage exists for small theatres. CinemaScope is not the answer for them. On top of the high in percentages for show product, the costs. The small houses do not gross enough to offset these additional charges. The drive-in, with its CinemaScope pictures to a greater degree than they do conventional releases, but you can't prove this with profit and loss figures. The clientele that go into drive-ins are intangible."

Neighborhoods Hard Hit
It is no secret that numerous neighborhood theatres have fallen off in the past year. The reason, at least, is the comment frequently heard in area industry circles, whether they are true or not is subject of debate and difference in opinion.

Many observers take the negative view, believing that "neighbors," or "localities," would take the positive viewpoint; opinion that "with a different break" and heroic measures, such houses might be salvaged.

One disadvantage under which they operate, and certain others which are termed in the trade as "shooting galleries," is not a problem confined to this group. The overabundance of drive-ins in the territory, say observers, which should be extensively refurbished. They need more "modernity, modernization, and expansion of personnel. Larger house underfunding, held to be the factors."

Larger, houses are being maintained by Harry F. Shaw, division manager of the Loew Poli X.E. Theatres, James R. Conn, manager of the Strand and Downtown theatres; James Darby, manager of the Paramount, New Haven; Ted Jacobs, general manager and Lloyd Hoffm an, New Haven. The distributors' committee co-chairmen are Henry Germaine, branch manager of the Ansonia; Louis Pavone, branch manager of Allied Artists. Publicity is being handled by Louis A. Brown of the Loew Poli X.E. Theatres.

Local Told to Conform
The exhibitors also instructed Kane to instruct local 219 of the projectionists' "to conform" with the terms of its contract which expires Nov. 30 of this year. The union has demanded a complete 219 of the CinemaScope complete 2D show, including trailers, and that where this is not possible, the exhibitor is paid in full for the processing of the extra minutes per day preparation time. The exhibitors point out that since newscasts and warm-up ads are better, and that one of the attractions is available only in 2D it is impossible to comply with the union's demands. In such a case, a violation of the existing contract, The Allied membership also asked appearance of Minnesota Amusement present's policy of running advertised sneak previews at Radio City in Minneapolis, and Kane was instructed to write Harry B. French, Mac president, asking that the policy be discontinued.

Harry A. Burke, Reade city manager in Saratoga, relayed the information that business there for the first three months of 1954 was about 30 per cent above that for the same period in 1953. It diminished, as usual, between Decoration Day and July 4, when a rebound was noted. The week after the Fourth, the regular Augustaugust was down, again, until a moderate August going the traditional August average at the flat screen —should be profitable. The fall-winter season holds promise "due to product and fast business." Reade's Community recently installed CinemaScope with single track optical sound. The accurately made version "is believed to be above last year's, even making allowance for the 10 per cent tax expected." "The poorest" month of the year, with the exception of December—but improved in July. "Fall and winter?" They are "A. and B. Again, in July, because "product schedules appear impressive."
**People**

Adolph Zukor, chairman of the board of Paramount Pictures, will visit City Hall, with Major Robert F. Wagner with the first guest ticket to the world premiere of Alfred Hitchcock's "Rebecca Window," to be held Wednesday evening at the Rivoli Theatre. All proceeds from this event sponsored by 83 civic, social and business leaders, will be turned over to the American-Korean Foundation.

Gene Kilburg, former chief banker of Wisconsin Variety Club, will be given a testimonial luncheon on Aug. 2 by the Wisconsin Variety Club at the Faucett and Shumway, 2035 N. Fourth Street, the northern half of the 30th district.

Stanley D. Kane, executive counsel for North Central Allied and secretary of National Allied, has announced his candidacy for the Minnesota legislature. He will seek the seat being vacated by Larry Haeg of Minneapolis, a seven-term member of the northern district.

Michael Myerberg of New York, who invented "Bi-Oral" sound and who demonstrated it to selected soundmen at the Huntington Park Theatre last week, will remain on the Coast this week for additional demonstrations, which probably include a demonstration for the press.

Milton Saul, screen story analyst for the Motion Picture Magazine, married Marjorie Morse, of the Paul Rosenberg Galleries over the weekend.

Charles Le Maire, director of wardrobe on "The Egyptian" and head of women's wardrobe for 20th Century-Fox, will embark Aug. 15 on a personal appearances tour through cities of the company's Western division to herald Darryl F. Zanuck's first personal CinemaScope production.

John Springer, RKO publicist here, and his wife, singer Monica Laine, have announced the birth of a son, Gary John, born last week at the New York Lying-In Hospital.

**Canada Film for Reade**

"Stratford Adventure," the Canadian Film Board's first picture to the organization and launching of the annual Stratford, Ont., Shakespearean Festival, has been booked by the Barbette, the Walter Reade theatre here, to accompany the New York premiere of "The Cowboy" today.

**People**

**Comedy Ad**

A. W. Smith

(Continued from page 1)

714 prints of one of the agency's new films, in a total of 40 languages, were placed on three VICOU exhibition channels of Warner Brothers, RKO, 20th Century-Fox and Paramount. Altogether during the past year, USA Films has printed 17,650 prints of a total of 202 pictures.

"With the industry's assistance," Smith said, "our new films may now reach a maximum initial audience at minimum cost, without diminishing their value for the thousands of showings throughout the world arranged by our own agency personnel for influential and socially distinguished uses. Smith added that industry firms were helping in producing films for the agency at low cost.

**New Scope Schedule Set By 20th-Fox**

Maintaining a print delivery pace of at least one CinemaScope production on a weekly basis, and single magnetic sound forms, 20th Century-Fox has announced a new print schedule for its product covering CinemaScope productions through "The Egyptian."

Output in the single sound systems is in addition to the production of CinemaScope prints in full four-track magnetic high fidelity stereophonic sound.

The first personal production in CinemaScope by Darryl F. Zanuck, "The Egyptian," will be available to exhibitors in the single sound systems starting Sept. 11. On the same day, prints of "Three Coins In The Fountain" in single optical and magnetic sound will be ready.

Availability of "Broken Lance" and "Guns of El Dorado" in the one-track sound forms has been scheduled for Aug. 12 and 21, respectively; while during the current month single-track prints have been turned out on "Night People," "Prince Valiant," "Hell and High Water in the Hill Country," "Faces," and "River of No Return."

Laboratory reports disclose that "King of the Khyber Rifles," in the one-track sound systems will be released by Sept. 18, and that a Sept. 25 date has been set for "Beneath the 12-Mile Reef," "Demetrius and the Gladiators," Sept. 4.

Delivery of single-track prints on

**In the THEATRE**

**Equipment & Refreshment World**

... with RAY GALLO

THE Projection Optics Co., Inc., Rochester, N. Y., has placed into production a new "Hilux" variable anamorphic lens. It has a complete anamorphic magnification spread from the 3.1 ratio up to the full 2.35 ratio for CinemaScope. The company plans to demonstrate the new lens at trade centers throughout the country soon.

Day-Brite Lighting, Inc., New York, has added two new filament lamp downlights to its line—one a recessed and the other a semi-recessed lamp. The new "Deep Recessed Derby" has a baffle assembly finished in black matte and a gold finish in a bonded "super-white" enamel; while the "Deep Baffled Recessed Derby" has a baffle finished in matte black with the reflector assembly and face plate in white enamel.

William D. Oldham, carpet sales representative with Jules Lees and Sons Co., Bridgeport, Pa., since 1923, has been named central division sales manager with headquarters in Chicago. He succeeds I. Stanley Bailey, who resigned. The central division includes Illinois, Michigan, Wisconsin, Minnesota, Iowa, Indiana, and part of Ohio.

Development of a non-toxic film cleaning solution "which can be offered to processors and users of motion picture film at a price comparable to existing products" under the name of "Brandon" of the type" has been announced by Oscar F. Neu, president of Neumade Products Corp., New York. It is called "Removex" and is said to be non-inflammable as well as to render film anti-static so that it repels dust particles or lint. A two-colored, illustrated brochure giving prices and details of the solution will be supplied upon request.

Two new models of the "Ice-O-Bar" beverage dispenser have been added to its line of equipment for refreshment service by Manley, Inc., Kansas City, Mo. One is equipped with a "push-button" device which also prevents dispenser dilution of the drink, and the other model is a smaller version of the company's regular dispensing unit.

New literature describing it milk shake machine, the "Milkshake," has been issued by Mills Industries Inc., Chicago. Operation of the new machine is explained in detail and illustrated. Also included are tables giving costs and showing possible profit margins on shakes of various capacities.

"The Robe" commenced June 19 followed by how "To Marry a Millionaire."
David O. Selznick Presents

DUEL
in the SUN
in Technicolor

Starring Jennifer Jones
Gregory Peck, Joseph Cotten

With Lionel Barrymore, Herbert Marshall, Lillian Gish, Walter Huston, Charles Bickford

Directed by King Vidor

Currently blanketing New England
317 dates in 21 days!
Cinerama Overseas Bow in Damascus

The Department of State and the U. S. Information Agency have announced that arrangements have been concluded with S. H. Fabian, president of Stanley Warner Cinerama Corp., for the showing of "This Is Cinerama" as part of the official representation of the United States Government at the International Trade Fair, to be held in Damascus, Syria, from Sept. 2 to Oct. 1. This Near East showing will be the first overseas presentation of the medium.

A narration in Arabic will replace the current one by Lowell Thomas. Engineers from Cinerama, Inc., is providing the equipment and technical services for the showing at the fair, are already on their way to Damascus.

Expect Counter Order

Exhibitors Here to Decide On 5% Tax Fight Strategy

Local industry's legal battle to enjoin the section of the New York City amusement tax which exceeds the cases, will gain momentum today as

30 Pictures on 'U's Production Schedule Starting on Nov. 1

Universal-International's executive meetings at the studio have concluded with the decision to place before the cameras its most ambitious program of "top-budget top-starring productions in many years," the company announced yesterday.

U-I's 1955-56 production calendar, commencing with its fiscal-year start on Nov. 1, will see its sound stages producing approximately 30 pictures already blueprinted for production, 22 of which will be in color.

Nearly half of this program will be high-budget films providing for a total expenditure of several millions of dollars in excess of previous production budgets, it was stated, Spark-

(Continued on page 3)

Trade Show Set for Allied Convention

MILWAUKEE, Aug. 2. — A "silver anniversary" trade show will be held in conjunction with national Allied's "silver anniversary" convention here Oct. 12-14, it was announced by the host unit, Allied Theatres of Wisconsin.

Sixty-eight booths will be available for displays. The exhibit space will be on the convention floor of the Schroeder Hotel.

Judge Declares

OHIO CENSOR LAW 'CONSTITUTIONAL'

Rules Supreme Court Decisions Did Not Nullify Police Powers of the States

COLUMBUS, Aug. 2—Constitutionality of Ohio's censor laws including the $3 per reel fee was upheld by Franklin County Common Pleas Judge Ralph Bartlett in a 22-page decision in the injunction suit brought against the board by RKO Radio Pictures, independent Theatre Owners of Ohio, Martin Smith and Horace Adams. Judge Bartlett said that neither the 40-year-old law nor the collection of fees violated the provision of Federal or state constitutions.

The fees do not constitute a tax, he said, as claimed by plaintiffs. He concluded that the fees "to some extent exceed the necessary cost for making inspections" but that does not make them taxes. The judge said that recent U. S. Supreme Court decisions have not nullified the police power of sovereign States. He added the Supreme Court has "not removed community control of films by censorship" and that his court "will not do so under the claim of complete unconstitutionality of such censor laws."

The judicial sense supporting the (Continued on page 3)

Joseph Curtis Rites; Son of Jack Cohn

Funeral services were held here yesterday for Joseph H. Cohn, 37, son of Jack Cohn, executive vice-president of Columbia Pictures. Curtis, who was vice-president of the Donahue & Cohn advertising agency, died of a heart attack on Saturday.

(Continued on page 3)

Conn. Police Urge State Censor Board

HARTFORD, Aug. 2. — The Connecticut State Police Association, comprising 65 organized departments throughout the state, has approved a resolution urging passage by the State Legislature of the establishment of a State Board of Censors to pass upon motion picture plays, literature, and comic books. Under the present situation, each community must make a decision in individual cases with the result that what is banned in one town may be allowed in a nearby community.
Emphasis on 'Egyptian'

Sales Meeting This Week

RKO Studio Payroll Hits Year's High

B'nai B'rith to Cite Balaban at Dinner For Aid to Israel

Barney Balaban, president of Paramount Pictures, will be the guest of honor at a "Guardians of Israel" dinner here next week. Mr. Balaban, who administered the affairs of the Metropolitan Council of B'nai B'rith, was announced yesterday as the official guest of presi- dent, and Nat Klein, chairman of the Israel Committee, of the Metropolitan Council. "Guardians of Israel" is the name of an honorary society for those persons who have purchased $1,000 in State of Israel development bonds.

Note Was Unanimous

Balaban, acting for many years in major civic, charitable and patriotic enterprises, will be honored at the dinner in accordance with the unani- mous vote of the executive commit- tee of the Metropolitan Council, which undertook the sponsorship of the trib- une last week. At the close of the week, Siegel, in the announcement, stressed the fact that this was the seventh year that the National Council would be paying such tribute, and it was only the "extraordinary nature of the merging a great personality with an important cause" that motivated the executive committee's de- cision to hold the dinner honoring Barney Balaban. In cooperation with the national B'nai B'rith pro- gram formulated earlier this year to involve all units in the sale of $7,500,000 of State of Israel bonds during 1954. This figure is one-tenth, and $7,500,000 is an amount which must be raised this year through the sale of the bonds, now being conducted on an international basis.

Johnston to Address IMPDA Here Monday

Eric Johnston, Motion Picture Association president, is expected to return to Washington tomorrow from Sjakoste, Johnston is sched- uled to be in New York Monday to address the International Motion Picture Distributors Associ- ation on the recent French film pact.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

JANE POWELL - HOWARD KEEL

Color by ANSBA - An M-G-M Picture

and SPECTACULAR STAGE PRESENTATION

CLYDE BEATTY-MICKEY SPILLANE

RING OF FEAR

CINEMASCOPE and WHEELER COLOR

A Wayne-Fellers Production

Paramount

B'NAI B'RITH INTERNATIONAL

DINNER 7-3000

IN CINEMASCOPE

SIX BRIDES FOR SEVEN BROTHERS

in CINEMASCOPE starring

JANE POWELL - HOWARD KEEL

Color by ANSBA - An M-G-M Picture

and SPECTACULAR STAGE PRESENTATION

Wednesday, August 3, 1954

UA Wins Point in Milw. Towne Case

MILWAUKEE, Aug. 2.—A defense motion to stay the taking of depositions in a suit involving United Artists and the Milwaukee Towne Corp., and its major stockholders, has been denied by Judge Robert E. Tenah on the grounds that the delay might prejudice the rights of the plaintiffs and that the early oppor- tunity to examine the records is essen- tial to the case.

In a suit filed last week, UA charged that the major stockholders of the Milwaukee Towne Corp., opera- tors of the Towne Theatre here, violated company by-laws and the corporation by-laws by conducting business "without corporate authority." UA holds a one-third interest in Milwaukee's Towne Theatre. The motion was sought in order to rescind its contract with UA.

"Vanishing Prairie" Bows Here Aug. 16

Aug. 16 has been set for the world premiere of Walt Disney's "The Vanishing Prairie," second full fea- ture-length True-Life Adventure, at the Fine Arts Theatre here.

"The Vanishing Prairie," photo- graphed in the Brazilian plains located between the Mississippi and the Rockies, is the successor to "The Living Desert," last year's Academy Award winner. Its script was written by James Algar, Winston Hibler and Ted Sears.

$65,000 for "Waterfront"

Columbia's "On the Waterfront" is heading for a first week take of be- tween $63,000 and $65,000 at the Astor Theatre here, according to the dis- trict's forecasts. The grosses have been reported to be $46,000.

"Silver" for Christmas

With camera work completed on location in Australia, "Long John Silver," Technicolor film produced in CinemaScope, has been set for a na- tional release during the Christmas holidays.

"The Gambler's" Brother

"The Gambler's" brother, identified as a party of interest, is currently under examination in the investigation of the movie 's financial background. It is understood that the brother is a party with deep involvement in the film's production and distribution.

"The Green Hornet" Movie

"The Green Hornet" is a classic movie that has gained a cult following over the years. It is a crime drama that follows the adventures of the mysterious Green Hornet, played by Stuart Whitman, and his faithful sidekick, Bruce Lee. The movie is a great example of the 1960s exploitation film genre and has become a beloved cult classic.
UK Grosses

Continued from page 1

at a Motion Picture Association of America luncheon here today, is in this country to attend the bi-annual meeting of NATSE coming next week. He is also planning to address the Motion Picture Industry Council in Hollywood's shower of threats that the general movement in exhibition also can be attributed, O'Brien said, to the "decline of television's prosperity [and] the bad weather which have been experienced in Great Britain during the recent weeks and which have caused the public to stay away from the theaters, he stated, because "the people are now bored with television."

Commenting on the various media and new art forms, O'Brien stated that CinemaScope, installed in about 30 to 30 theaters throughout Great Britain, has been reduced from 40 per cent to 10 per cent. "TV in a commercial form will be a top competitor for films and will do harm to the industry," he stated.

Ticket prices in Great Britain vary from 60 cents, American money, in the provincial theaters to $2 in a London house, he said. O'Brien stated that the national tax on which was reduced from about £30,000 annually, but after a long exhibition campaign, it was reduced about £1,000. O'Brien said that his talk to the IA delegates in Cincinnati will be concerned with production difficulties, to solve the problem and industry conditions.

Black Shield of Falworth

Continued from page 1

were conducted in England during the reign of Henry IV, when knighthood was a going industry and jousting a sport as well as a court of more or less divine justice.

The screenplay by Oscar Brodkey dwells confidently and informatively, as well as entertainingly, on the peer-aspect forms of villainy, and on the noble manifestations of romantic intent, throughout a fast-moving narrative about a young man who doesn't know his august ancestry until it suits story purposes for him to find out, and who undergoes a full course of training for knighthood, together with incidental complications, in time to engage in armed conflict with the death of his noble adversary.

Like all these knightliness stories, this one has many facets, several plots within plots and a great many surprises, but it keeps them clearer, cleaner, better organized and for the course up to now.

In the earlier sections of the film, Curtis bounds about, leaps terraces, roots countless bravery opponents, scales balconies, etc., as stonily as the great Sir Thomas, as he lives to be a fierce and loyal knight, in the service of dealing with the events of wholesale warfare that haven't been matched in previous pictures. And it makes Miss Leigh, his noble sweetheart, an incomparable ornament to the royal court, to the screen, and to CinemaScope.

Others in the cast are: Dickie Haymes, as Prince Hal, who is called to the aid of his friend, Keith and the city's young king; and George Nader, as the young Sir John, who later becomes Lord Champlain; and the beautiful Miss Carolyn Jones, as the lovely but devious of the 'CinemaScope.'

Theatres TV Will Hurt

Continued from page 1

Feels TV Will Hurt

However, O'Brien disclosed that the British exhibitors are expecting a "business slump" when commercial television goes rolling early in the year. "TV in a commercial form will be a top competitor for films and will do harm to the industry," he stated.

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Censor Law

Continued from page 1

Joseph Curtis

in the Northern Westchester Hospital.

Formerly a vice-president of the Artists & Talent agency, Curtis also was associated with various theatrical interests. He served in the Columbia advertising department and had investments in theatres in Washington, Chicago and here. Curtis purchased the screen rights to the newspaper articles, "Crime on the Waterfront," and "The Great White Way," written by Johnson, later turning them over to Sam Spiegel who produced "On the Waterfront" from the screenplay written by Budd Schulberg.

Curtis is survived by his parents, his wife, Mrs. Jewel Hart Curtis; two sons, Bruce and Thomas, and two brothers, Ralph and Robert Colm.

U' Slates 30

Continued from page 1

ing the resolve to produce more of these top-figure productions were this season's "The Glenn Miller Story" and the current "The Connoisseur Obsession," according to U-1.

Emphasis on subject matter also bears out the interest, a policy which has resulted over the past years in a substantial rise in U-1's grosses each year, it was asserted.

As a result of the reported success of "Walking My Baby Back Home," last season's top gross producer, and the latest musical, "So This is Paris," the meetings charted the production of at least four comedies with music.

These decisions were reached at the annual executive production meetings last concluded, president over by president Milton Rackoff who was re-elected in charge of production; David A. Lipton, vice-president; James Pratt, head executive manager, and Morris Davis, business manager.

'Song of Norway' Included

Among the scheduled productions which have been allocated high budgets are the Broadway musical, "Song of Norway," which has been optioned for the screen by the British producers of the recent best-selling novel by Kenneth Dodson; "The Gallileans," by Frank Slaughter, starring Gene Tierney and "Don Quixote," by Edna Lee and Harry Lee, and "New Heaven, New Earth," by Benjamin G. Saroyt.

Also slated for major treatment by the studio as a result of "The Glenn Miller Story" is "The Benny Goodman Story," to be produced by D↮W and are being duplicated by Universal-International from Goodman himself. Others slated to go before the U-1 cameras during the 1954-55 fiscal year included are "Pillars of the Sky," "Charley's Aunt," "The March of the Wooden Soldiers," "In the West," "The Northwest," "The Phantom of the Opera" and "Now, Voyager." Also announced was the title of "The Spoilers," "A Day Called Tomorrow," inspired by a Pirandello work; another Francis picture, a new production, "The West," and several pictures aimed for the exploitation market.

'Brides' Scores in Chi.

CHICAGO, Aug. 2—M-G-M's "Seven Brides for Seven Brothers" scored a three-day gross of $19,196 at the McVicker's Theatre here, hitting a new record for an M-G-M release at the house, the company announced. The previous mark was made by "The Band Wagon" at the same theatre which, in its first three days, grossed a reported $17,401.

U.A. Enters 'Fugitive' In Edinburgh Festival

"Little Fugitive," which United Artists will release in the fall, is being entered by the British distributor in the Edinburgh Festival, which runs from Aug. 22 to Sept. 12.

The Engel Ashby production, which was distributed in the U. S. by Joseph Burstyn, won the top American award at 1953 Venice Film Festival.
HERBERT J. YATES presents

OUTCAST

TRUCOLOR BY CONSOLIDATED

JOHN DEREK • EVANS

starring

JIM DAVIS • CATHERINE M’LEOD • BEN COOPER

with

JOHN K. BUTLER • RICHARD WORMSER

Screen Play by

Based upon an Esquire Magazine Story by Todhunter Ballard

Directed by

WILLIAM WITNEY

A REPUBLIC PICTURE

REPUBLIC PICTURES CORPORATION
REMEMDS us of the time, back in 1945 or so, when Frank Sinatra sold pieces of himself to so many friends, managers, etc. that EVERYBODY participated in the "Sinatra Goldmine" but Frankie himself. But this particular week it is Dave Garaway's early morning NBC-TV vehicle, "Today," having cut themselves in on a tremendously important program, still left enough kewkey (profitwise) for NBC, Dave and everyone associated with the show. So, they're signing up for 26 weeks starting Oct. 5, is the Pan-American Coffee Co. (If we're permitted a slight pun, "they all went Garraway."
While the Industry is still talking about the Music Hall's New All-Time "BIGGEST 1st WEEK'S GROSS"—

"SEVEN BRIDES"

DELIVER THE BIGGEST FIRST 4-DAYS BUSINESS

(Holiday or Otherwise!)

OF A 2nd WEEK EVER AT THE HALL!

(in all 21½ years of its history!)

Bravo! Bravo! Bravo!

M-G-M presents in CINEMASCOPE "SEVEN BRIDES FOR SEVEN BROTHERS" starring JANE Powell • HOWARD KEEL with Jeff Richards • Russ Tamblyn • Tommy Rall • Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley Based on the Story "The Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer • Music by Gene de Paul Choreography by Michael Kidd • Color by Ansco • Directed by Stanley Donen • Produced by Jack Cummings

Next Music Hall Triumph: M-G-M's "BRIGADOON"!
WEATHER

OR NOT

all season showmanship points the way to profits!

You can't let summer's heat wilt your enthusiasm ... or winter's cold cool your ardor for selling your shows.

You've got to keep crowing if you want to keep the crowds coming ... You've got to keep showing 'em what you've got ... showing 'em with trailers on your screen ... displays in your lobby, out front and away from theatre ... and posting all over town ... 'cause the Showmanship that builds profits is an all-year-round business!
MGM to Make 27 Features in Next 12 Months

Includes Stage Plays and Top Novels, Says Schary

HOLLYWOOD, Aug. 3.—A minimum of 27 feature films will be produced by M-G-M during the next 12 months, it was disclosed today by Dore Schary, studio head. Eight of the new pictures will go before the cameras during the fall in a driving, time-consuming schedule. Schary pointed out that a total of 52 story properties are now in completed script form or in various stages of writing, including several stage plays and well-known novels.

Stage plays include the two current Broadway successes, “Tea and Sympathy” and “The Tea House of the August Moon,” while a third, “The Tender Trap,” is scheduled for fall opening in New York. Among recently purchased novels are “Mary Anne,” “The Cobweb,” and “The Satyr.”

UK Patronage Down Slightly

LONDON, Aug. 3.—The British Board of Trade Journal today reported that the number of admissions for the quarter ended March 27, was 325,664,000, a slight decline from the corresponding quarter of 1953. The 1954 quarter was 9 per cent below the corresponding period last year. The Journal comments, however, that although the slight admissions increase in the fourth quarter

Reiner Resigns from Samuel Goldwyn Post

Manny Reiner has resigned as foreign manager of Samuel Goldwyn Productions, it was announced here yesterday by James Mulvey, president. Reiner had been with the Goldwyn organization since February, 1953, and made several trips abroad in connection with foreign sales for the company.

Reiner formerly was associated with Paramount, M-G-M, and Selznick Releasing Organization and subsequently was vice-president of Proctor Television Enterprises and sales manager of Louis G. Cowan, Inc.

New Int’l Banking Plan Set To Promote ‘Free Trade’

Fox to Demonstrate New Eidoscop Lens

An improved model of the Eleidoscop lens for wide-screen television, which has been undergoing 20th Century-Fox laboratory tests, will be privately demonstrated within the next few weeks, Sypros P. Skouras, 20th-Fox president, disclosed here yesterday.

TV, Competition Can Not Destroy Film Industry: O’Brien

The film industries of the world will never be destroyed by television or any other form of competition, Tom O’Brien, general secretary of the National Association of Theatrical and Kiné Employees, Member of Parliament, and vice-president of the British Trade Union Congress, stated here yesterday, during his address at a Motion Picture Association of America luncheon.

Skouras Sees 15,000 “Scope” Houses by ’55

By the end of 1954, an approximate 15,000 theatres throughout the world, 10,000 in the U. S. alone, will be equipped for CinemaScope films and stereophonic sound, Sypros P. Skouras, president of 20th Century-Fox, predicted yesterday.

Exhibitors’ interest in full four-track magnetic stereophonic sound is high, Skouras stated, “At present many houses are utilizing one-track optical sound because of the high cost for four-track magnetic sound, but eventually the exhibitors will have a stereophonic sound.”

Kukla, Fran and Ollie

KUKLA, FRAN AND OLLIE, the Saturday morning cartoon show featuring the antics of an anthropomorphic rabbit and his ragamuffin friends, has been gaining in popularity with young viewers since its debut and is now ready for a full-scale network radio show.

The Vanishing Prairie

Because of the natural dramatic impact of “The Living Desert,” Walt Disney’s first feature length “True-Life Adventure,” and its subsequent success at the box-office, the question will arise as to whether “The Vanishing Prairie” can come up to its predecessor. If the newest edition doesn’t surpass, “The Living Desert” in excitement, it will at least match it and, that, in itself, is an endorsement of its quality and never-lagging interest.

A brochure of the picture’s credits has the following to say about the picture: “The drama deals with the vanishing wildlife of the American scene, those birds and animals that were brought to the verge of extinction and yet manage somehow to survive. It’s the story of the pronghorn antelope, the prairie dog, the bighorn sheep, the mountain lion or cougar, the buffalo or bison, the prairie chicken, the sage grouse and numbers of other creatures who once made the prairie their home.”

That pretty well sums up the contents, but the manner in which it is

Expect Tax Stay Today

A temporary injunction restraining New York City from collection of the local amusement tax in excess of its five per cent limit as set by law, is likely to be signed by Supreme Court Justice Nicholas M. Pette today.

An injunction order, brought by four suitors on behalf of five Queens theatres and the city’s counter

29 Theatres Contract For Philharmonic TV

Twenty-nine theatres across the nation have signed contracts for the Dorf Theatre Television closed circuit telecast of the New York Philharmonic Symphony’s 113th opening night of the season on April 7 in Carnegie Hall, it was announced here yesterday.

According to Edmond Dorfmann, president of Dor TV, the closed circuit telecast, which is expected to have the largest paid audience for a
Flow of Top Product Is Conn. Exhibitors’ Worry

HARTFORD, Aug. 3.—Ask the average Connecticut exhibitor about the status of box office revenue, and he'll undoubtedly observe, with reflective cognizance, that well known truism these days: "There's nothing wrong with the business, yesterday, today or tomorrow. It's just that the pictures in steady supply won't cure." A Motion Picture Daily survey of recent exhibition trends, executives of both circuits and independent interests in this area, discloses that while the majority of exhibitors are optimistic about their going concern, they are perplexed over availability of sufficient number of top attractions in coming flow.

'Any Situation in the Country'
Barney Tarantal, partner in the Burleside Theatre Corp., operating the deluxe suburban Burlesdme, East Hartford, declared: "If you have enough quality product, you can bring them in. This is a truism that will stand for any situation in the world, whether it be a first-run or a suburban location with more than enough parking facilities, or a business house and unless the distributor can give us enough big releases constantly, our business will suffer."

Spero Peralos, general manager of the Peralos Theatre Associates, operating one of the largest independent theatre circuits in Connecticut, including a 1,000-car capacity drive-in theatre, summed up: "CinemaScope has excited much enthusiasm for drive-in theatregoing public." He singled out Spyros Skouras for contributing much to current developments in the industry and predicted that technological advancements will bring increased flow of trade to theatres, both conventional and outdoor.

Cites Two Winners
One large circuit executive, who declined to have his name used, admitted that "business, on the whole, has been spotty in Connecticut, with large grosses, most of the time, like 'Duel in the Sun' and 'Executive Suite' showing us that regular attractions, without any special gimmicks except for the big stars, can draw tremendous crowds. All we need are good pictures—and enough of them."

Brochure Sent to Col. Stockholders
Columbia Pictures has circulated to its stockholders a color brochure illustrating nearly 20 films which the company is now releasing and which are scheduled to be released. The brochure consists of inserts published in the motion picture trade papers.

Eastern Division
OTTAWA, Aug. 3.—Eastern Theatre Ltd., has declared a dividend of $2, payable Aug. 18 to shareholders of record Aug. 10.

Holdovers Pave Good Kansas City Business
KANSAS CITY, Aug. 3.—Holdover pictures reflect a satisfactory week of theatre attendance in Greater Kansas City in late July and early August. Among the holdovers are the six regular first run houses, two are holding bills over into the second week, two into the third week, one into the fifth week, while one of the art theatres is finishing up the fourth month with a bill.

The extremely hot weather was a definite spur to attendance in early and mid-July, but somewhat milder weather still is bringing a continuation of attendance.

Independent run theatres have also had better attendance than last summer, generally.

Israel in Move to Step Up Production
OTTAWA, Aug. 3.—The Commerce Department reported that the government of Israel has taken steps to encourage domestic film production by requiring minimum screen time commitments to films made by foreign producers.

Commerce film chief Nathan D. Goldin said a new law requires all film programs of 90 minutes or longer to include an Israeli-produced newscaster and also requires that all exhibitors must show a minimum of four hours of features of Israeli-produced film each week.

To Convert Rivoli Here to Todd-AO
In the Early Fall
Conversion of the Rivoli Theatre here to accommodate the Todd-AO process will get under way in the early fall, Mr. Todd told here yesterday. "Oklahomans will have to remember that this decision was reached last summer on Broadway, house shortly after Jan. 1."

Todd said that "Oklahomans" would be Far East in October and that approximately four months would be required for scoring, editing and processing. During that period, the Rivoli will undergo its conversion. Commenting on a report that Todd-AO production would be "Richard III," Mr. Todd added: "The play was under consideration but that no decision had been reached."

'U' Far East Meet
In Tokyo Aug. 16
Universal-International's Far East sales contingent will convene in Tokyo on Aug. 16. U-I announced yesterday.

Mr. Aboal, vice-president and general sales manager, will preside over the 25 delegates drawn from 11 countries this day meet. Fortunat Baronat, director of publicity for Universal-International Films, also will attend.

Guatemala Cancels Distributors’ Tax
WASHINGrON, Aug. 3.—The Guatemala government has canceled the Guatemala City tax on distributors' gross receipts, the Commerce Department said. The tax was originally established in 1953, but was later reduced to 10 per cent in April of this year. U. S. companies have district executive-director for Japan who also functions as a distributor's assistant, and Paul Fehlen, head auditor.

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NT Host to Exhibitors

Six Kansas City exhibitors and their wives arrived in Hollywood yesterday on the invitation of Charles P. Skorras, president of National Theatres, and Elmer H. Rhoden, president of the Fox-Wisconsin division. They will remain in the film capital and in the Southern California area for a week. The visiting showmen were winners of the recent National Theatres showmanship drive.

Senate Group OK's FBI Bill

The Senate Judiciary Committee yesterday approved the bill to prohibit the commercial exploitation of the name of the Federal Bureau of Investigation in motion pictures, television and other entertainments. The bill is similar to the one reported last week by the House Judiciary Committee.

Memphis Circuit Buys 2

United Theatres Corp. of Memphis has purchased two more theatres: the Peti Jean at Morrilton, Ark., and the Spa at Hot Springs, Ark., thus bringing United's operations to 20 houses in eight Arkansas cities, according to the statement issued by M. S. McCord, president.

Wisc. Allied Meets Aug. 31

The Allied Independent Theatre Owners of Wisconsin will hold its next regional meeting Aug. 31 at the Warsaw Hotel, Warsaw, starting with a noon luncheon.

4 New Canada TV Permits

The Canadian Government has stepped up private television operations by approving four new private TV licenses for stations in Moncton, Brandon, Peterborough and Saute Ste.

Futter Moves Offices

Walter Futter and his Vidoscope Lenses have moved from 511 Fifth Ave. to 625 Madison Ave., New York.

Senator Praises GWTW

Senator Kuehl (R., Calif.) has inserted into the Congressional Record in Washington a statement praising "Gone With the Wind." The Senator said that the film is "a shining example of the beneficial and enlightening values which are achieved with a carefully produced motion pictures."

Path to Process 2 for U-1

Pathé Laboratories, Inc., will process two Universal-International Cinemascope features, photographed in Pathecolor. One of the films, "Captain Lightfoot," is currently rolling in Ireland. The second, "Chief Crazy Horse," is shooting in South Dakota.

New Term Pact to M-G-M's Quinby

HOLLYWOOD, Aug. 3.—Fred C. Quinby, head of M-G-M short subject production and cartoon producer, was invited to a week-long term contract on the occasion of his 30th year with the company.

The new contract also marks the 15th anniversary of Quinby's cartoon characters, "Tom and Jerry," which have been awarded 31 "Oscar" honors. "Tom and Jerry" won by M-G-M since 1940.

Simultaneous with the signing of Quinby's new pact, the studio announced the immediate organization of two new, live-action short subject units, one of which will be for the presentation of animated shorts, the other will feature situation comedies. The addition of two cartoon units was announced last week.

Quinby organized the M-G-M shorts department in 1924, previously having been general manager, Famous, Inc., and Associated Exhibitors.

Outdoor-Theatre in Toledo

TOLEDO, O., Aug. 3.—The Theatre Operating Co. of Toledo has announced that ground has been broken for a new theatre. In addition to accommodating 1,500 cars, it will have an 800-seat indoor theatre.

Known as the Glass Mile Drive-In and located across from Toledo's new Glass Mile Shopping Center, the theatre was made possible by a loan. Operating date will be within eight weeks.

Katzman Launches Slate of 14 Columbia Releases

HOLLYWOOD, Aug. 3.—With the assignment of writers on four new pictures to the staff and a new Katzman has launched his 1955 program of Columbia releases with 14 properties and the possibility four more may be added to the schedules between now and December.

Writers newly assigned to 1955 product are Curt Siodmak, writing the screenplay of "The Creature With the Atom Brain" from his own original; Carl Foreman, writing "Afraid to Dream," a Technicolor Western; Ray Bufunla, working on his own original story of juvenile delinquency, and Berne Giler, who has written his own original, "Dressed To Kill."

The following are pictures which will go before the cameras and be completed this year:

"Riot on Pier 6," to be shot largely in New Orleans; "Robbin Hood, Our Law," from an original screenplay by George Worthing Yates, in Technicolor; "Adventures of Captain Africa," a serial to be directed by Spencer Bennett; "Chicago Syndicate," which will be produced on location in Chicago from an original screenplay by William Sackheim; "Monster Beneath the Sea," a Technicolor motion picture based on the novel by Frank C. Colin, by George Yates, which has been assigned to Ben Hecht's son-in-law, Robert Siodmak, and who has written it; "The Deserters," an adaptation of the stage play by Ben Hecht and Charles MacArthur; "The Devil's Advocate," directed by Andrew V. McLaglen, and an adaptation of the story by the late Ruben Briskin; "Sorority House," which has been assigned to a Columbia producer, and is currently being scripted by a Columbia staff writer; "Downhill," a Technicolor version of the novel "Juvenile Delinquents," and "Terror of the Seventh Dimension," which has been assigned to a Columbia producer, and is currently being scripted by a Columbia staff writer; "Jungle Moon Men," starring Johnny Weissmuller, and "Seminar Uprising," starring George Montgomery, now before the Technicolor cameras.

Banking Plan (Continued from page 1)

situations in all the principal nations, according to Curtis & Co., will participate in the handling of all national currencies in such a manner as to prevent freezing or blocking of funds, which would mean complying with all trade and currency regulations of all countries. The result, he said, will be a "free trade" with financial exchange made available at a rate which can be reasonably related to future events, subject to amounts, conditions and circumstances.

Operations will commence immediately.

No outright financing of production will be done.

There is no intention to undertake thawing of presently frozen funds, although that might be a future possibility.

Valuable to Independents

The plan is especially useful at this time, according to Curtis, because, he said, although major producers are not excluded from its application, "The argument that independent producers have not been able to use their own resources to finance independently produced pictures" is not a factor in the plan, he said.

Herman Yaras, former member of the Export Advisory Committee, of the Federal Bureau of Foreign and Domestic Commerce, has been appointed administrator of the plan in charge of the Beverly Hills office. He is a former assistant counsel and is in charge of Eastern operations with offices, 150 Broadway, New York.

'Scope (Continued from page 1)

No borrowing mixing, 194 houses were equipped with one-track magnetic stereophonic sound equipment, and 2,024 were using one-track optical sound.

'Shield' Premiere Set in Chicago, Aug. 11

"The Black Shield of Falworth," Universal-International's first CinemaScope production in Technicolor will have its premiere at the Chicago Theatre in Chicago on Aug. 11, the film company announced yesterday.

Universal is backing the series of August key city pre-release openings of "Black Shield of Falworth" with comprehensive promotional campaigns in tied with the national magazine advertising campaign.
NEVER FILM

GREATER WITH THE WIDE-SCREEN!

DAVID O. SELZNICK'S Production of MARGARET MITCHELL'S Story of the Old South
"GONE WITH THE WIND" in TECHNICOLOR
Starring CLARK GABLE VIVIEN LEIGH
LESLIE HOWARD • OLIVIA de HAVILLAND
A SELZNICK INTERNATIONAL PICTURE
Directed by VICTOR FLEMING
Screen Play by Sidney Howard
Music by Max Steiner

IMAGINE THIS!
"GONE WITH THE WIND" in the first 90 engagements of its fifth release top its second, third and fourth release and even exceeds the first (original) release in the following cities:

Philadelphia  Pittsburgh
Birmingham  El Paso
Boston  Columbus
Cincinnati  Cincinnati
Detroit  Detroit
Evansville  Evansville
Nashville  Nashville
Chatanooga  Chatanooga
Austin, Texas  Austin, Texas
Colorado Springs, Colo  Colorado Springs, Colo
Omaha  Charleston, S. C.
Washington, D. C.  Washington, D. C.

CHOICE OF SOUND: PERSPECTA STEREOPHONIC OR OPTICAL 1-CHANNE
BEFORE IN HISTORY!

The phenomenal grosses of "GONE WITH THE WIND" in its 5th release are a Miracle of All-Time Show Business!

FOR INSTANCE IN ITS 5th RELEASE!

"GWTW" 128% of "MOGAMBO"
"GWTW" 178% of "LONG, LONG TRAILER"
"GWTW" 133% of "SHOW BOAT"

TYPICAL HEADLINES FROM VARIETY!

"WIND" ROARING! Philly (4th week)  "WIND" BOFF! Wash., D.C. (3rd week)
"WIND" LIVELY! Cleveland (6th week)  "WIND" WHAM! Pittsburgh (3rd week)
"WIND" WOW! Louisville (3rd week)  "WIND" SMASH! Cincinnati (3rd week)
"WIND" SOCK! Indianapolis (3rd week)  "WIND" HOT! Minneapolis (3rd week)
"WIND" HEFTY! St. Louis (5th week)  "WIND" SOLID! N.Y. (10th week)
"WIND" TOPS! Toledo (5th week)  "WIND" MIGHTY! Buffalo (4th week)
"WIND" WHAM! Charlotte, N. C. (4th week)
UK Decline
(Continued from page 1)

of 1953 over the like 1952 period was not continued in the 1954 quarter, the latest decline was considerably less than for corresponding quarters in past years.

The British publication also pointed out that there were marked regional variations in attendances, with both London and the southeastern area showing increases in admissions for the first 1954 quarter.

Small Hands Sufter
These two reports, the journal reports, are where the larger circuits predominate and which tend to be affected first by new techniques and films. The smallest British houses, those seating 250 and under, showed the greatest decrease, that of 8.5 per cent.

For the corresponding period of 1953, boxoffice takings reached £27, 509, 1 per cent lower than the corresponding quarter of 1953, but 6.7 per cent higher than the fourth quarter of the same year.

The Journal claimed as important a definite increase reflected in theatres exploiting the new stereo techniques. The published statistics covered 4,504 theatres in Great Britain.

"World to Carroll"

"Out of this World," the Lowell Thomas-Lowell Thomas, Jr., Technicolor feature, will be distributed in the Dominion of Canada, the Maritime Provinces and Newfoundland, by Carroll Pictures, it was announced by Carroll C. Pucito, president of the releasing organization.

TV Competition
(Continued from page 1)

ern civilization has not been sufficiently recorded or recognized.

He said that his "principal work is to talk over in a friendly way and see what we can do about maintaining friendly relations between the film unions in America and in Great Britain.

The principal point currently in dispute between the film unions on both sides of the Atlantic Ocean is the amount of television film production in England by American interests.

O’Brien said he was in America for discussions in New York, Washington, Cincinnati and Hollywood on labor matters and to address the annual convention of the ATU in Cincinnati and the Trade Union Congress in Regina, Canada.

In his talk prior to introducing the guest of honor, paid tribute to the British people and said that "we have every desire to see a prosperous film industry in Great Britain."

Salary at New High
For Craft Worker

HOLLYWOOD, Aug. 3.—The average weekly earnings of workers in the studios here reached a new high during June when $130.38 was paid for a 42.4-hour week, the Daily Variety reports. A monthly report disclosed.

These figures are with $124.33 averaged in May for a 41.6-hour week, and $118.19 in June a year ago for a 42.4-hour week.

He added that "meritorious British films will be treated equally with American pictures."

If the confusion that surrounds the various sound systems being offered today has delayed your decision on just what you should install in your theatre, consider these facts:

Three of the majors — M-G-M, Paramount and Warner Brothers — have already announced that all future productions will have Perspecta Stereophonic Sound. Other studios are following their example.

Why has Perspecta Stereophonic Sound been chosen as standard — a standard certain to remain for years to come? For three very good reasons:

1. The movie industry wants to make money. To do this they know they must keep your box-office busy. Perspecta Stereophonic Sound will do just that by giving the movie-going public the dramatic realism they want.

2. Perspecta Stereophonic Sound is a system every movie exhibitor can afford to install.

3. Perspecta Stereophonic Sound Track and your existing channel sound track you’ve been using for years except for the inclusion of three critical new frequency elements only by the Integrator, which automatically controls volume and direction for true stereophonic effect.

The Perspecta Stereophonic Sound Integrator, design-engineered by Fairchild, makes this system available to you at a price you can afford. Only one Fairchild Integrator serves all projectors in the booth — controls Perspecta Stereophonic Sound through any 3-channel sound system of standard make. And projector modifications are not necessary.

Call, wire or write now for full information on your specific theatre sound problem.

Injunction
(Continued from page 1)

order, will be submitted today for the judge’s decision.

The injunction would become effective immediately upon his signing of the papers of notice in this case. The court, which issued

the order, submitted by Assistant Corporation Counsel Stanley Buchsbaum for the city, and served to the plaintiffs, who contain a paragraph which could stay the injunction should Justice Pette sign it.

For attorneys, however, expressed doubt that the judge would consider the city appeal since their temporary injunction request last week was backed by Justice Pette. Pette issued a temporary injunction against the box’s "major fraction" provision on July 22, which specifies that the floor species that ties down the limits set by the state’s enabling act.

Selection Expected

The Supreme Court justice is expected to adhere to his initial opinion and turn down the city’s notice of appeal. If he does, and the injunction becomes effective, Buchsbaum said he would obtain a stay by applying to one of the justices of the Appellate Division, Fourth, A, or B.

If granted today, the temporary injunction would be in effect for the duration of the action; the preliminary injunction set down for trial on Sept. 13. The plaintiff’s order, as well as the city’s, would be considered by the judge and the justices of the Appellate Division as a bond, Judge Pette determining the amount.

Yesterday suing exhibitors, their attorneys and representatives from the major circuits, independents and exhibitor organizations, held a meeting in preparation of today’s injunction appeal.

Emanuel Frisch, president of Motion Picture Theatres Association of New York and Harry Brandt, president Independent Theatre Owners Association, co-chairman of the New York City Emergency Tax Commission, addressed the exhibitor gathering and announced that another meeting would be called to see if the injunction becomes effective.

Klpt Reviews Situation

Mitchell Klup, Century circuit circuit attorney, reviewed the exhibition situation for the past week for the exhibitors prior to today’s submitting of the injunction order. Those in attendance were the attorneys for the circuit exhibitors, as well as representatives from the Rain-force, Fabian, Stanley-Warner, Paramount and Brecher circuits. Also present were representatives from the RKO Theatre and Radio City Music Hall.

Philharmonic TV
(Continued from page 1)

single concert, will be seen in Paramount, Fabian, Loew’s and Stanley-Warner theatres in 29 cities.

Already included among the cities to present the Philharmonic opening are: Los Angeles, Chicago, Philadelphia, Republican, Richmond, San Francisco, Miami, Houston, Dallas, Pittsburgh, Indianapolis, Detroit, Boston, Miami Beach, Atlanta, New York, Salt Lake City, Milwaukee, Washington, Cincinnati, St. Louis, Dayton and Columbus.

DuMont Television’s production facilities will be utilized in the project, Dorfman said. The average price of a ticket to a theatre goer will be $2.00, he said.

National
Pre-Selling
UI’s ‘Black Shield’
In ‘Photoplay’ Tie

The shield shown above will be he key emblem used in a national tie-up made by Universal-Fox (Juni) and "Photoplay" for "The Black Shield of Fulworth."

The fashion department of "Photoplay," under the direction of Lillian Lang, has arranged with manufacturers of women’s apparel to use the "Black Shield" emblem on suits, dresses, lingerie, handbags, accessories, jewelry and other types of apparel. Every fashion dress will either be an adaptation of clothes worn by Janet Leigh and Barbara Rush in "The Black Shield of Fulworth" or will incorporate the emblem.

U.1’s newscrew which is shown in 6,000 theatres, will have a special subject of the two actresses wearing the costumes featured in the October issue of "Photoplay," on the newstands Sept. 4.

Department stores and women’s shops in all parts of the nation will feature the apparel. Theatre managers can originate Black Shield Ladies Nights and tie-up with their local newspapers. "Universal’s "Photoplay"" 205 West 42 St., New York City.

"Woman’s Home Companion" has three motion picture ads in the August issue; a striking full page on "About Mrs. Leslie," a very unusual one on "Seven Brides for Seven Brothers" and a picture-of-the-month ad on "Seven Brides."

Columbia’s "On The Waterfront" reaps the benefit of a very interesting article written for the August issue of "Holiday" by Ernie Schrappes about the things he saw and heard when he was on the docks of the New York waterfront and in the taverns used by the longshoremen, as social centers and command posts for their different factions. The entire picture was made in these places.

"Redbook's" cover girl on the August issue is Judy Garland, the lead in Warner Bros.’ "A Star Is Born." Judy wears a pink and red dance costume which helps make the issue a very attractive one for the newsstands.
MGM Plans 27

‘The Vanishing Prairie’

(Continued from page 1)

The film depicts, the skilful photography and the capturing of nature's cast in its natural environment are the major achievements that hold the attention of viewers. The home life of the prairie dog, for example, is a rare sight. Somewhere the camera was placed underground, permitting, mysteriously, a cutaway view of the little animal's domicile. Whereas those who saw "The Living Desert" should enjoy the fight between two turttlakes whose struggle resemble a square dance, with square dance music, the new audience probably will find a highlight in the fight between a pair of Rocky Mountain sheep who smash each other to the background music of "The Awful Chains." Other scenes that are should be the birth of a buffalo calf and its efforts to stand up a few minutes after it is born; the cougar hunting food for her young; a drollard during which the animals seek safety; a prairie dog's attempt to escape it; the courtly antics of prairie birds, and the struggle for survival of other animals and birds.

The color by Technicolor offers a fitting background and adds much to the scene grandeur which covers the principal areas and national park reserves in Wyoming, Montana and Missouri.

An intelligent and vivid narrative written by James Algar, Winston Hibler and Ted Sears, and narrated by Hibler, helps the viewer to follow the dramatic incidents of the wildlife. An excellent musical score has been provided by Paul Smith. But the major credits must go to the photography and those who made it possible; they are Tom McHugh, James Simon, N. Paul Kenworthy, Jr., Cleveland Grant, Lloyd Beebe, Herbe Crisler, Dick Borden, Warren Garst, Murl Deming, Olin Sewall Pettingill Jr., and Stuart Jewell. Ben Sharpsteen was the associate producer and the direction was by James Algar and Lloyd Richardson did the editing, each one turning in a creditable job. All others associated with the production also can take a bow.

‘The Vanishing Prairie’ serves a dual purpose: Entertaining entertainment and instructive enlightenment; the combination confirms the usefulness and dignity of the motion picture.

Running time, 75 minutes. General classification. For August release.

A 20-minute musical cartoon fantasy, "Willie, the Operatic Whale," is being booked as a companion subject with "The Vanishing Prairie." This can rate with Disney's finest contributions in the field of short subjects.

AL STEEN

“The Gambler from Natchez”

(Continued from page 1)

The film, which has the love and revenge ingredients that should guarantee it a fair share of business wherever this sort of adventure is in demand.

Dale Robertson, Debra Paget and Thomas Gomez head the cast of this attractive production by the late Leonard Goldstein. Period scenes, including hotel and restaurant interiors plus some handsomely dressed ladies and gentlemen in frequent street scenes, enhance the proceedings.

Henry Levin's direction cannot disguise the mechanical story, but it does succeed in stimulating some of the pleasant moments for all they're worth.

Officer Roberston, just returned to New Orleans with his new love, comes to the rescue of his friend, whom he had not seen since his accidental crossing. Playing. Knowing that his father never played a crooked hand in his life, he swears vengeance on the killer, Kevin McCarthy, and his two chums, Douglas Dick and John Wengraf, who plotted the shark's death and won the gambling. Vengeance threatened to cost his life. A street operation which the two had worked out.

The first of the three scoundrels (listed on a playing card) to go is Dick, who makes his way to a deserted hotel lodge in sight of the other two. The second is Wengraf, who gets his in a gun duel with the hero. And the third is McCarthy, run through by Roberston in a rapier duel started by the killer after losing his plantation plus his share of the riverboat in a card bet. Miss Paget as a dancing French girl and Gomez as her gambling father are river travelers who help Robertson to Gain his aim. Miss Paget gets her man. Gerald Drayson Adams and Irving Wallace wrote the screenplay from Adam's story.

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

Ampex Has a Stereo Speaker for Drive-in

The Ampex Corp., has turned over to television's Ross Reports, a line of amplifier design for which tests and experiments have been concluded. Philip Zirnhelt, the chief engineer of which was not because of Ampex's strange play. The second is Wengraf, who gets his in a gun duel with the hero. And the third is McCarthy, run through by Roberston in a rapier duel started by the killer after losing his plantation plus his share of the riverboat in a card bet. Miss Paget as a dancing French girl and Gomez as her gambling father are river travelers who help Robertson to Gain his aim. Miss Paget gets her man. Gerald Drayson Adams and Irving Wallace wrote the screenplay from Adam's story.

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

‘Susan’ High in L.A.

RKO predicts a $105,000 gross for "Susan Slept Here," now approaching the end of a week's run at 10 theatres in the Los Angeles metropolitan area.

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EXHIBITOR'S CORNER

Q. WHY DO YOU NEED WIDE-ARC?

A. RCA Wide-Arc Lamps give more light per ampere than any other projection lamp! Their low carbon-burning rate also helps hold down operating costs—and special design holds maintenance costs to an absolute minimum. And for extra-efficient operation "Instant Acting" ventilation keeps reflector cool and free of carbon dust, water circulator keeps overall temperature low. High speed reflector distributes light better ... high speed positive carbon rotation provides greater stability. Wide-Ares illuminate just as efficiently with either standard or Hitex carbons. They're ideal for wide screen and 3-D.

Q. WHO can show RCA Wide-Arc's extra efficiency in terms of an actual installation?

A. Your local independent RCA Theatre Supply Dealer can prove to you that RCA Wide-Arc Lamps will give all-around superior illumination in your specific wide-screen or 3-D installation.

AMPX Sales Head for BOT Circuit Division

Wallace A. Ross, founder of television's Ross Reports, has been named national sales manager for Box O'Fice Television's closed circuit circuit division. It was announced here yesterday.

Ross, who is already in his new post, is preparing the first standardization of the company's products. The company will manufacture a single model of closed-circuit TV and it is scheduled to be ready within the next two weeks. He will also assume the manage the Sheraton closed circuit network, an operation which links the 75 hotels in the U.S. and Canada.

BOT is the exclusive agent for the Sheraton Hotel circuit.
On Tuesday, August 24th
the year's greatest
boxoffice attraction
will have its
World Premiere
at the ROXY, New York

20th Century-Fox presents
DARRYL F. ZANUCK'S production of

THE
EGYPTIAN
Color by DELUXE

CINEMASCOPE
Play it in 4-TRACK, HIGH-FIDELITY MAGNETIC STEREOPHONIC SOUND
Filmakers Plan Lands Para. Booking

First major booking in Filmakers' recently inaugurated "exhibitor guarantee" plan was set for Sept. 3 at the New York Paramount, where the recently completed "Private Hell 35" will world premiere during the Labor Day holiday weekend.

Deal to place this latest Filmakers release was set in a transcontinental phone conversation yesterday between Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Harry L. Mandell, vice-president and domestic sales manager of Filmakers.

NT Net Income
For 39 Weeks
$1,884,636

HOLLYWOOD, Aug. 4.—Consolidated net income for National Theatres, Inc., for the 39 weeks ended June 26, 1954 (the first three-quarters of the current fiscal year) was $1,884,636, or six cents per share on 2,709,486 shares of stock outstanding. Charles P. Skouras, president, reported yesterday to stockholders.

This is approximately the same as the consolidated net income for the corresponding 39 weeks ended June 27, 1953, which was $1,873,241.

For the 13 weeks ended June 26, 1954, the consolidated net income was $577,386, or 21 cents per share. This compares with a consolidated net income of $447,915 for the corresponding quarter of 1953 of $414,992, or 15 cents per share.

Net profit, less applicable income taxes, from dispositions of theatres and real estate, were $27,000 in the

Kerasotes Asks
Exhibitor Support
For Reade Policies

ROCKFORD, Ill., Aug. 4.—All exhibitors should support TOA president Walter Reade, Jr., in his efforts to encourage independent film production and should endorse his criticism of the "exorbitant" film rentals and the alleged unfair sales methods now being practiced among theatre owners, George Kerasotes, vice-president of the United Theatre Owners of Illinois, declared at a regional meeting of the group held at the Paxton Hotel, here.

The Illinois association, a TOA affiliate, under Kerasotes, assisted by George Gaughan of Memphis, Tenn., a TOA field representative, is conducting a series of meetings throughout the state.

In an open forum, the theatre owners discussed the problems confronting exhibition and voiced deep

Keeling Heads UK
Film Finance Corp.

LONDON, Aug. 4.—Sir John Keeling is to become chairman of the state-sponsored National Film Finance Corp., and also of the new company which is to be formed to take over the functions of the British Lion Film Corp.

This was announced in the House of Commons.

It was reported early in June that the NFFC, which has a $3,000,000 interest in British Lion, had appointed a receiver and manager of that company and that a new company would be formed to take over the film distribution functions and organization of British Lion.

In making the announcement the Board of Trade spokesman stated that

(Continued on page 6)

Senate Okays Funds
For Film Census

WASHINGTON, Aug. 4.—The Senate voted to appropriate $8,430,000 to take a comprehensive census next year of the film industry and other American businesses. The census would be the first since 1948. The House has refused the funds, however, and the matter must finally be decided in a House-Senate conference.

(Continued on page 6)

20th Sales Heads
Here for Parleys
On New Product

Al Lichtman, 20th Century-Fox's director of distribution, today will open a important two-day division and branch managers meeting in New York at which marketing plans will be developed for

(Continued on page 6)

Oregon Confident of Future
Despite Rain, Strikes, TV

PORTLAND, Ore., Aug. 4.—Despite several adverse trends, which spelled new low grosses for Portland theatres, the leading exhibitors in the trade area are among the nation's top-ten box office producers.

BOTT Setting Up TV
Floor Show Circuit

Box Office Television is now engaged in establishing a $1,000,000 closed-circuit television network across the U.S. to service restaurants and night clubs with large-screen floor shows. It was announced here yesterday by William Rosensohn, executive vice-president for BOTT.

The venture, marking the first at

(Continued on page 7)

On Major Fraction Issue
NY THEATRES WIN
PARTIAL VICTORY

City Enjoined From Collecting Over 5% Tax; Stay Affects Only Five Theatres

Local exhibitors won a partial but significant victory yesterday in their legal battle against the New York City tax when Supreme Court Justice Nicholas M. Pette signed a temporary injunction order enjoining the city from imposing or enforcing a tax in excess of five per cent on admissions.

The order affects only the five Queens theatres which instituted the action against the city and the tax last month.

Others May Join

However, other exhibitors in the city may become parties to the action and may join it by showing cause why they should not lose the right to have a bond posted and why plaintiffs will be required to post a bond of $250,000 in connection with the order.

Exhibitor attorneys yesterday said they would attempt to urge such action on the part of city exhibitors and act as a "clearing house" in order to facilitate proceedings.

In addition to joining the tax's "breakage provision" which oversteps the state enabling act, it further enjoins the defendants from requiring, by posting bond. All exhibitor plaintiffs will be required to post a bond of $250 each in connection with the order.

Supreme Court Told
Poster Settlement
Bars New Action

WASHINGTON, Aug. 4.—National Screen Service and eight major distributors told the Supreme Court that the willingness of the Independent Poster Exchange to title its earlier anti-trust suit and to live under that settlement barred it from bringing a new suit.

Charles Lawlor and Mitchell Panter, partners trading as the Independent Poster Exchange, have appealed to the high court on the antitrust suit against National Screen and all major distributors. The partners charge National with a monopoly in the poster and trailer field, and declared that the major distributors acted in concert to maintain that monopoly.

A U.S. District Court judge and later the Third Circuit Court of Appeals unanimously ruled against the part-

(Continued on page 6)
**Personal Mention**

**Eric Johnston**, president of the Motion Picture Association of America, returned yesterday from Washington.

**Peter and Sphere Perakis**, president and general manager, respectively, of Perakis Theatre Association, returned yesterday from New Britain, Conn.

**Emery Austin**, M-G-M exploitation head, and **Mitchell Lawson**, of the publicity department, will return to New York from their vacations.

**John Murphy**, in charge of out-of-town houses for Loew’s Theatres and **Harry Shaw**, division manager, were in Hartford yesterday from New York.

**Herman Levy**, general counsel of Theatrical Owners of America, had been in Hollywood, and his family, will leave here next week for Hyannis, Mass.

**Dan S. Terrell**, M-G-M publicity head, will leave here tomorrow for a vacation in the Southern area.

**Stanley Hawes**, Australian producer, is scheduled to arrive here by plane today from London.

**Esther Williams** was in New York yesterday from Hollywood, enroute to Florida.

**Columbia Is Winner In Plagiarism Suit**

**Hollywood**, Aug. 4.—Federal Judge James M. Carter today ruled in favor of Columbia Pictures in a plagiarism suit filed by Errol Aubrey Jones last January seeking $1,400,000 on the grounds that Columbia’s “Anna Lucasta,” which the jury viewed before them, “is substantially plagiarized in part from Jones’ “Sin Sister.”

Judge Carter ruled there is “no substantial similarity” between them.

**See $11,000 for ‘Obsession’ Bow**

“Magnificent Obsession,” the Universal International picture which opened at the Loew’s State here yesterday, had grossed $4,900 by 5 P.M. with an estimated return of $11,000 for the day.

This tops the opening figure for “The Glenn Miller Story” at the Capitol—and beats all U-I openings on Broadway since “Naked City” played at the Capitol in 1947.

**News Guild Members Studio Guests Today**

**Hollywood**, Aug. 4.—The major studio tours will be hosts to **the American Newspaper Guild who are attending that organization’s 21st annual convention at the Hotel**.

**Film Exports for 3 Months Placed at 39,000,549 Feet**

**Washington**, Aug. 4.—U.S. film companies exported during the first three months of the year 16mm. linear feet of 35 mm. positive prints valued at $1,422,859 while importing 126 overseas feature films for distribution during the first four months of 1954, according to Commerce Department figures.

A breakdown by months shows that in January, 15,217,659 feet of 35 mm. positive prints were exported at a value of $513,156 while 180 overseas product were imported. In February, the film companies exported 129,219,509 feet of 35 mm. positive prints consisting of 128 foreign features. In March, 10, 861,371 linear feet of prints were exported with 151 features imported.

**April Figures Not Available**

Commerce Department figures on foreign footage exported in April were not listed but the government bureau reported the import of 124 overseas films during that month for American distribution.

During the initial four months of 1954 U.S. film companies exported 102 feature-length pictures for the U.S. market with Hong Kong exporting 90 for the same period. In January, 899 importations were made by U.S. firms from Hong Kong 19, in February, British, 56, Hong Kong 19. In March, British, 34, Hong Kong 22. In April, British, 22, Hong Kong 30.

The January breakdown on U.S. feature imports: Canada, two; Mexico, 32; Falkland Island, one; Sweden, 10, Switzerland, one; Argentina, 46, France, five; West Germany, one; Poland, two; Spain, one; Italy, nine: Japan, 13—total, 130.

**February Imports, 128**

The February breakdown on U.S. feature imports: Mexico, three; Sweden, two; United Kingdom, 58; Switzerland, one; U.S.S.R., four; British Virgin Islands, one; British West Indies, one; British East Africa, one; Netherlands, two; France, three; Austria, two; Czechoslovakia, one; Italy, 10; Hong Kong, 19; Japan, 19—total, 128.

March imports were: Mexico, 19; Falkland Island, one; Sweden, one; United Kingdom, 38; Netherlands, one; France, three; West Germany, four; U.S.S.R., one; Italy, nine; India, one; British Malaya, one; Hong Kong 10; Japan, 15; British East Africa, one; Union of South Africa, one.

**Einfeld Returning From Overseas Trip**

**Charles Einfeld**, 20th Century-Fox vice-president, will return to New York from Europe on Tuesday, aboard the “Queen Mary” following a six-week trip to the continental set of international premiers of Darryl F. Zanuck’s “The Egyptian” in CinemaScope.

Meeting with leading exhibitors, government officials and representatives of the company’s international corporation, Einfeld developed a program launching the multi-million-dollar production in pictures of Europe shortly after its gala world premiere for the March of Dimes in New York.

**Gala Premiers Planned**

Premiere plans set on the production are expected to surpass world-wide openings on “The Robe” because of the greater total of theatres now equipped to present CinemaScope. Openings will be attended by heads of governments, state officials and dignitaries from every field of endeavor.

In addition to charting advertising, publicity and exploitation programs for “The Egyptian,” Einfeld further attended exhibitors and press demonstrations of “The Advancing Tech- nology” where the credits were discussed technical and production advantages effected in the new medium in CinemaScope. This year.

**16mm. Scope Lens Not Yet Perfected**

CinemaScope pictures, which have been exhibited thus far in only 35mm. versions, have been satisfactorily re- duced by 20th Century-Fox technicians so that the medium can be exhibited in 16mm. form, it was learned here yesterday.

A representative of the company stated that “while CinemaScope has been reduced to 16mm., Bausch & Lomb has developed several versions of 16mm. anamorphic lenses but one has not produced the desired results, however, but experiments are continuing.”

**Bell & Howell, Which Has Been Ex- perimenting Along With CinemaScope 16mm. home films, has developed a lens which, it is claimed, can be used for projection or photography of Cinema- Scope films.”

**Senate Passes FBI Film Taboo Bill**

**Washington**, Aug. 4.—The Senate has passed a bill to prevent exhibition Kingdoms, television producers and other entertainment firms from exploiting the name of the Federal Bureau of Investigation without approval of the Bureau. A similar bill has been approved by the House Judiciary Committee and is awaiting action by the House.

**Attack Plan to Ban Filming Of Hearings**

**Washington**, Aug. 4.—Spokes- men for television networks and other broadcasters today attacked proposals to ban or restrict filming and telecasting of Congressional hearings.

They testified before a Senate subcommittee studying committee hearing procedures. The proposals in- clude a complete ban on TV and radio coverage of hearings, a ban on committee sponsorship and a pro- posal that no witness should be tele- vised or photographed if he objects. Witnesses attacking the proposals in- cluded officials of CBS, NBC, ABC, DuMont and the the National Associ- ation of Radio and Television Broad- casters. The TV witnesses argued they were entitled to the same access to news afforded other media.

**To Study Network Regulation**

Meanwhile, the Senate Commerce Committee voted to hire two special investigative teams to question Federal Communications Commission regulation of the networks. Committee Chairman John C. Dockridge said he would call his notice be press for such a bill next year; at present, networks are free of direct FCC control.

**One-Man-in-Booth For a While in Hub**

**Boston**, Aug. 2.—Exhibitors may run their production booths with one man until further notice, according to a bulletin from Independent Exhibitors Ass’n and Drive-In Association of New England.

On July 12, the exhibitor group received an order from the Commiss- sioner of Public Safety stating that two men are required in a projection booth.

The association is in the process of securing an injunction against this recent order, so there will be no action castigating the Commissioner in the meantime.

**$66,776 First Week ‘Waterfront’ Gross**

By the close of business on Tuesday, Columbia’s “On the Waterfront” had set a new house record for the Loyst on the St. Astor Theatre here, topping the previous record-holder by more than $300 today.

The record for the 28-year-old house had been set by “Battleground” in 1949, playing to capacity audiences at all shows, “On The Waterfront” turned in $66,776 for the first week.

**Mrs. Spodick Killed**

**Hartford**, Aug. 4.—Mrs. Robert Spodick, 32, wife of the partner in Sampson & Spodick Theatres, was killed yesterday at Fair- field, Conn. Her husband, Robert, 32, and their son, Peter, 8, were not injured.
Seen at Premiere of ‘Rear Window’

A n exciting world premiere was held last night at New York’s Rivoli Theatre for Paramount’s Alfred Hitchcock production, “Rear Window,” with hundreds of business, civic and social leaders joining with celebrities from stage, screen and radio-television at the gala event. Held for the benefit of the American-Korean Foundation, the opening of the Technicolor suspense thriller was sponsored by 83 distinguished Americans.

Seeking arriving at the premiere, were left to right, first

Alfred Hitchcock’s latest suspense film, “Rear Window,” had its world premiere in the Rivoli Theatre here last night, and business, celebrities and others were present to view the movie.

Mr. and Mrs. Magnus; Mr. and Mrs. Alston; Mr. and Mrs. James Stewart; Miss Grace Kelly; Mr. and Mrs. Henry C. Alexander; Miss Elizabeth Arden; Miss Janet Blair; and Mr. and Mrs. O. Roy Chalk; Maj.-Gen. and Mrs. Charles W. Christenberry; Mr. John Daly; Mr. and Mrs. Roland R. Delmarco; Mr. and Mrs. George K. Garvin; Mr. and Mrs. William German; Mrs. Julia Giles; Mr. and Mrs. Bernard F. Gimbrel; Mr. and Mrs. Bruce Gimbel; Mr. and Mrs. Ira Holm; Mrs. Henry T. Hunt; Miss Emily Kimbrough and

photo: Mrs. Howard A. Rusk, Dr. Rusk, president of the American Korean Foundation; Mrs. Spyros S. Skouras, and Mr. Skouras, president of Skouras Theatres Corp. Second photo: Russell Holman, Eastern production manager, Paramount Pictures, and Mrs. Alfred Hitchcock, wife of the producer-director of “Rear Window.” Third photo: Henry Luce III; Ambassador Clare Booth Luce, Allen Grover and Montague Salmon, managing director of the Rivoli Theatre.

Defer Talks on Arbitration for Few Weeks

The next meeting of the joint eight-man distribution-exhibition committee here, from which a satisfactory system of arbitration for the industry is expected to be decreed, has been put off for a few weeks, due to vacations and business activities of the group’s representatives.

The “sub-committee” is composed of Al Lichtman, A. W., Schwallberg, A., Montague, Adolph Schmel, Herman Levy, Simon Fuchs, Max A. Cohen, and Leo Brecher, with Charles Feldman, alternate.

Lichtman and Feldman are busily involved in preparing for house office and foreign sales meetings which will be held shortly. Schwallberg, Schmel, and Levy are on vacation or will be within the next few days. Cohen and Brecher are closely working with the exhibitor committee which is fighting the New York City five per cent tax.

Ceylon Official Calls Films Democracy Aid

HOLLYWOOD, Aug. 4—Ceylon Ambassador Raenal Cebit Kewewardine today told the Association of Motion Picture Producers that both ancient and modern cultures must stand as a barrier against Communism. The Ambassador, said “religions, customs and conventions should be strengthened, for all are deterrents to this invader, but I would like also to emphasize importance of films, literature and radio—Ceylon does not have television—as strong weapons in the hands of Dynamic nations.”

Mutoscope Films to Edinburgh Festival

HOLLYWOOD, Aug. 4—Films made from Mutoscope pictures of Pope Leo XIII in 1894 and 1898 will be supplied by the Academy of Motion Picture Arts and Sciences to the State Department for exhibition at the forthcoming Edinburgh Film Festival, Academy president Charles Brackett has announced.

Mutoscope was originally a card-fitting device, using five-by-five inch photographic representations which gave the illusion of motion when flashed in rapid succession. Primrose Productions, under contract to the Academy to transfer the process to film from paper prints filed with the Library of Congress, recently devised means of transferring Mutoscope material to film.

IFE Release Honored

“Bread, Love and Dreams,” the Turkish production, has been named the best foreign film shown in North Africa by the Algerian Union of Film Critics, Italian Films Export announced.

Many Units in Move for Gov’t Film Action

Demand by individual units of Allied States Association for a congressional investigation of alleged unfair sales policies by exhibitors may force the nation’s organization to take such steps unless terms are modified, it was indicated here yesterday. Three units—Wisconsin, West Virginia and Ohio—already have passed resolutions calling upon national Allied to press for congressional action if conferences between committees and general sales managers fail to reach satisfactory conclusions, it was said.

It was said that each Allied unit planned to pass similar resolutions prior to the summer board meeting scheduled for later this month in White Sulphur Springs, W. Va. The meetings with the sales heads have been scheduled tentatively for the week of Aug. 16, but they will depend largely on whether there will be a sufficient number of sales managers in town to warrant the trip here by several of the Allied leaders.

One of the most forceful blasts came from Rube Shor, Cincinnati exhibitor, who called for damage suits, stating, “Let us file suits upon suits,” and adding that “it’s time to join in a united buying combine” or in a national boycott.

7 Pictures Start; 7 Others Completed

HOLLYWOOD, Aug. 4—Start of seven pictures and completion of seven spurred production at the weekend.


Ceylon Officials Calls Films Democracy Aid

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Sgt. Joe Friday For The First Time

Jack W. in the First Feature-Length

WARNER COLOR

'Frank' is in it too!

BEN ALEXANDER as Officer Frank Smith

WRITTEN BY RICHARD L. BREEN
"7:55 P.M. All days off were cancelled. All officers placed on standby. This was the hottest case to ever hit the department"

FOR LABOR DAY FROM WARNER BROS!

For a Lobby Advance that's really in advance, order this standee now! Life-size, full-color with its own frame—and with a personal LP recorded message by Jack Webb. See pressbook immediately and order immediately—supply is limited!
News Roundup

Sochin 'U' Shorts
Irv Sochin, short subjects sales manager of Universal Pictures is con-

certing this week with U-1 production executives on the company's short sub-
ject program for 1954-1955.

Philipson to Aid Selznick
William Philipson has been ap-

pointed executive assistant to pro-
ducer David O. Selznick on Light-

Schine May Sell Ten Eyck
Negotiations for the sale of the Schine-owned, 400-room Ten Eyck Hotel Albany, to Sheraton Corp. are reported under way in New York.

Tent Show Blocked
The Toronto Variety Tent No. 28 may have to change its plans for a benefi-

cial show now fall in Light-
Leaf Gardens because of the fight be-
tween the American Federation of Musicians and the American Guild of

Variety Artists. Lady Garbird and Donald O'Connor were lined up to aid the benefit for the Variety Village School for handicapped boys.

Keeling Heads
(Continued from page 1)
the composition of the board of the new company has not yet been set-

t as there were a number of com-
plicated issues still to be resolved by the NFCC and the receiver.

The president of the Board of Trade had agreed with the NFCC that it was desirable that the chairman of NFCC should also be chairman of the new company. The present chairman of NFCC, R. J. Sturgis, while agree-
ing to this, had indicated that it would not be practicable for him personally to assume the additional burden.

Oregon Views Future With Confidence
(Continued from page 1)
onically among the heads of large thea-
tre chains, uncertainty regarding the

sum to bid for big features, and fear that competitors would top their previ-

ous bids; thus making it necessary to substitute mediocre or old pictures.

Al Forman, head of United Pic-
tures, reports that his theatres, for the most part, have held up well dur-

ing the first half of the year, except in the Bend, Ore., area, where a

lumber strike struck heavily at their box offices. He predicts a good fall

business, but has no plans as yet for the Greater Movie Season, formerly put on for the fall months. It is his hope that when the outdoor units of the Theatre Owners of America are

fully organized all exhibitors will

benefit by affiliating with the or-

ganization.

Art Adamson, of Favorite Theatres, small circuit operator in Oregon and South Dakota, and last year's president of the Theatre Owners of America, had this to say:

"The outlook for the future is

mistic for the business of the future and continues to make improvements in this theatre, including the installation of CinemaScope in his Canyon Theatre Drive-In.

Russell Brown, Oregon general manager for Evergreen Theatres, cites the

big increase in population in the Portland area, the million dollar con-

tracts on roads, highways, and the

18-month period ended June 26, 1954, of which $31,000 is applicable to the

third quarter, Skouras reported. Com-

parable amounts included in last

year's earnings are $168,000 for 1953

and $194,000 for third quarter

alone.

Skouras noted that attendance dur-

ing the 39 weeks ended June 26, 1954

was up 7 per cent over the corre-

sponding 39 weeks last year, with

one-third of the decrease due to a

reduction in the number of operat-

ing theatres to 359 at June 26, 1954,

24 less than last year. The remain-

der of the decrease was due prin-

cipally to television opening in new

areas of National Theatres' opera-

tion, and to a relative shortage of pic-

tures, it was pointed out.

Northwest Purchases Cited
Skouras also called attention to Na-

tional Theatres' recent purchase of

certain subsidiary companies operat-

ing 25 theatres in Oregon and Wash-

ington, previously owned approxi-

mately 35 per cent, making the pres-

ent ownership almost 100 per cent.

The aggregate cost, he said, was ap-

proximately $890,000.

They have accepted all these benefits," their

brief argued, and are therefore sub-

ject to the familiar principle that anyone who accepts the benefits of an

arrangement and then later attack its

validity would be "hypocritical."
Kerasotes
(Continued from page 1)

Concern for the future if distribution does not try to understand the prob-
lems of exhibitors and to assist them. The theatre men were vociferous in
their complaints about the 40 per cent and 50 per cent rentals and stated that
such high rentals are "threatening their subsistence and very existence." Among
the specific complaints regis-
tered were:

The shortage of prints: One thea-
tre owner reported that he had pur-
chased six features for a Sunday play-
date, but when attempting to book them, was told in each instance that
"no prints are available."

Forced sale of blocks of pictures: Exhibitors reported that group sales
"of an entire group, or none" was being practiced by some distributors.

Forcing of shorts with features: A number of theatre owners reported
doubling of the cost of shorts and the forced inclusion of them in feature
deals.

High terms retard new improve-
ments: The theatre men concurred that the excessive rentals now being
charged for current product deprives theatre owners of the revenue neces-
sary to modernize their theatres for the new mediums.

They were unanimous in their sup-
port of the development of any prac-
tical plan the TOA leadership could
promulgate to increase the product
supply.

Other regional meetings will be held
in Champaign, Aug. 16; Springfield,
Sept. 13; Mt. Vernon, Oct. 4.

Partial Tax Victory Won
(Continued from page 1)

the final disposition of any appeal
taken from the order.

However, the order also pro-
vides that the preliminary in-
junction can be stayed if the
city files a notice of appeal
"with all reasonable expedition."
If the city fails to file a notice
of appeal on or before Aug. 11,
the stay against the injunction
is automatically lifted. Stanley
Buchbaum, City Assistant Cor-
poration Counsel, yesterday
stated that the city will defi-
nitely file a notice of appeal
before that time.

Even after the notice of appeal
is filed, the city must
"prosecute the appeal with all
reasonable expedition" or the
exhibitors may apply to vacate
the stay, attorneys for the
suing circuits said.

The order signed by Justice Pette
is based only on the decision from
the exhibitor motion for a temporary
injunction filed last month. It does
not dispose of the various other ques-
tions: local exhibitors raise as to the
validity of the tax law.

Trial Will Settle Issues
These include an alleged conflict
with another provision of the Ad-
ministrative Code and the Federal
and state constitutions. These issues, mo-
tion picture counselors emphasize, will
be decided upon at a full dress trial.
The order directed the calendar
clerk of the Queens Supreme Court
to set the case down for trial on
Sept. 13, subject to the approval of
the justice presiding.

The order eliminates for the
time being any question as to whether
the city will use tokens in order to
collect the breakage. An appeal from
the order must be taken to the App-
ellee Division, Second Department,
in Brooklyn, by city attorneys.

Consent by Corporation Counsel
Thomas Dress, representing Leopold
Friedman, attorney for Loew's signed
the consent to the order for the plaint-
iffs' attorneys and Isidore Friedman,
tax counsel associated with Buch-
baum, signed for the city in Judge
Pette's chambers. As signed by Judge
Pette, the order was conveyed to by
the Corporation Counsel and the at-
torneys for the operators.

New BOT Circuit
(Continued from page 1)

tempt to provide an actual floor show
by TV, will make it possible for clubs
of moderate size to feature top name
entertainment, Rosensohn stated. The
new network is expected to be in
operation shortly after the beginning
of 1955, he said.

Men' Bows on Aug. 11
M-G-M's "The Twelve Men" will
open at the Trans-Lux 6th Street
Theatre here on Aug. 11. The color
feature has Greer Garson and Robert
Ryan in the leading roles.

20th Officials
(Continued from page 1)

will hear first an address of welcome
from president Spyros P. Skouras.

Following Skouras' remarks, the
officials will devote itself to the
handling of Zanuck's first personal
production in the new medium, with
discussions led by Lichtman and ex-
cutive assistant general sales man-
ger W. C. Gehring, assistant general
sales manager Arthur Silverstone,
Eastern sales manager Glenn Norris
and Western sales manager Alex
Harrison.

Representing vice-president Charles
Einfeld at the meeting are Rodney
Bush, exploitation manager; Edward
Sullivan, publicity manager; and
Abram Goodman, advertising manager.
Emmanuel Silverstone vice-president of
20th Century-Fox's International Cor-
poration, and Leslie F. Whelan, direc-
tor of foreign advertising and pub-
licity, also are in attendance.

'Egyptian' to Be Screened

Deliberations will be culminated by
a special screening of "The Egyptian"
scheduled for this afternoon in the
company's home office little Theatre.

Other pictures to come up for dis-
cussion will be "A Woman's World,"
Walter Wanger's "The Adventures
of Irajji, Bah!," "Desiree," "White
Feather" and Irving Berlin's "There's
No Business Like Show Business.

Panoramic Production's "A Life In
The Balance," "The Raid," "The
Gambler From Natchez" and "Prin-
cess of the Nile," all standard releases,
also will be covered at the sessions.
"ON THE WATERFRONT"

$66,776.

IN ONE WEEK

at the

1050 seat

Astor Theatre, New York!

SETTING A NEW ALL-TIME
BOXOFFICE RECORD IN THE
28-YEAR HISTORY OF THE ASTOR,
THE HOUSE THAT HAS PLAYED
THE INDUSTRY'S TOP PRODUCTIONS!

Columbia Pictures presents

MARLON BRANDO "ON THE WATERFRONT"

An Elia Kazan Production costarring Karl Malden, Lee J. Cobb, Rod Steiger, Pat Henning
and introducing Eva Marie Saint Produced by Sam Spiegel Screen Play by Budd Schulberg
Music by Leonard Bernstein Directed by Elia Kazan
Available Soon
Exhibitors Will Get Two More 'Scope Reels
To Describe Sound, Lens And Forthcoming Films

Two specially-produced CinemaScope reels soon to be available, without cost, to exhibitors, are being prepared by 20th Century-Fox. It was disclosed yesterday by Al Lichtman, director of distribution, at the opening session of a two-day sales meeting here to develop a merchandising program for company features to be released between now and the first of the new year.

Addressing domestic and Canadian sales branches, field exploitation representatives and home office executives, the sales head stated that the first reel will run for nine minutes and deal with the advantages of high fidelity directional magnetic stereophonic sound. The reel, portions of which (Continued on page 3)

Warns of Additional ‘Salt of Earth’ Films
WASHINGTON, Aug. 5.—Rep. Donald Jackson (R., Calif.), in another attack on the film “Salt of the Earth,” warned the House that there will “quite likely be additional productions forthcoming in the near future from the same sources.”

Jackson, a member of the Un-American Activities Committee, said that despite favorable reviews of the film in papers in some cities, it still remained “Red propaganda” and “not in the best interests of the U. S.” He pointed out that the film had (Continued on page 6)

RKO’s Milton Maier Resigns Post Here

Milton L. Maier, general manager of the real estate department of RKO Theatres and an officer of the circuit, yesterday announced his resignation effective today.

Maier has been with the RKO organization for 26 years, having joined the B. F. Keith Corp., as a legal staff member. For 21 years he was counsel to the real estate department, ultimately becoming general manager. He was active in negotiating many of the RKO real estate properties.

After a brief vacation, it is expected that he will announce his future plans.

Latest Installation Figures on ‘Scope
During the first day’s session of 20th Century-Fox’s two-day division and branch managers’ meeting here yesterday, director of distribution Al Lichtman declared that as of the end of July, 6,643 theatres in the U. S. and Canada were equipped for CinemaScope projection.

Of the 6,643 houses now equipped, Lichtman said, 3,293 were utilizing four-track magnetic stereophonic sound; 368 were playing CinemaScope pictures with sound mixtures; 128 were equipped for one-track magnetic sound, and 5,923 were equipped with single-track optical sound.

IFE’s First Sales Meeting on Today
IFE, Releasing Corp., its first national sales convention will get under way today at the Hotel Eldorado, and home office executives will welcome division managers, district managers and salesmen.

Daily meetings and screenings will be held through Tuesday. Highlighting the screening schedule will be the showing of “Aida,” “Hardy-Goony” and “Theodora, Slave Empress.”

Among those attending the convention will be Seymour Schaukel, Phil Levine, Sal Di Genuaro, Mike Siegel, Al Herman, Dave Leff, Alex Cooperman, Joseph Nercesian, John Jarvis, David Williams, Glenn Fainin, S. B. Zimmerman, Mark Goldman, Murray Baker, Bernard McCarthy and Samuel Chernoff.

Finalize Plans for Theatre Telecast of Title Bout by TNT

Plans for a closed-circuit telecast of the Sept. 15 Marciano-Charles championship fight direct from Yankee Stadium to theatres throughout the country were completed at a meeting yesterday at James D. Norris, head of the International Boxing Club, and Nathan L. Halpern, president of Theatre Network Television, Inc.

This telecast is the 70th major sports, entertainment and business presentation by TNT. It is also the 11th in a series of championship bouts from the boxing company in cooperation with the I. B. C.

The presentation, according to Halpern, will probably establish a new world’s record for paying spectators to any sports or special event. It will not be seen on home television sets. The normal network-telecasting outlet was sold to NBC in cooperation with the telecast has not been determined.

The original encounter between the fighters was shown in 61 theatres located in 45 cities from coast to coast, with only metropolitan New York and New England blacked out.

Allied Artists Parley Slated Here Aug. 20

Morey Goldstein, vice-president of Allied Artists, will hold a sales meeting here on Aug. 20 to perfect sales plans for “Human Jungle” and other forthcoming releases. Attending will be Edward Morey, P. R. Goldhammer, James Pritchard, Harold Wirthwein, John C. Flinn and Harry Goldstein.

New Media, Better Product
Public Interest in Films Increases in N.O. Area

NEW ORLEANS, Aug. 5.—Theatre business in the New Orleans trade territory, which covers Louisiana and parts of Mississippi, Florida, Alabama and the city of Texarkana, Tex., is on the upswing, with the increase particularly apparent in the theatres that have converted to the new techniques. The reduction in the admission tax and the better quality of product are given as the reasons for the improved conditions.

Producer-advertising in the national magazines is given credit, too, for the spurt in public interest, especially by those exhibitors who have not yet installed CinemaScope or other new techniques. They report that patrons ask them such questions as, “When are you going to show all these new

Blanket Ruling
Other N.Y.C. Theatres May Join Tax Suit

Circuit Lawyers to Meet Today to Discuss Issue

With an injunction order signed, temporarily curtailing the city’s power to collect the amusement tax over its five per cent limit, attorneys for five string Queens theatres will meet with City Assistant Corporation Counsel Stanley Buchbinder today to pave the way for other exhibitors who wish to join in the suit.

At present the temporary injunction barring collection of the disputed portion of the tax from the city’s Flushing Theatre, Loew’s Willard Theatre, Century circuit’s Community and Queens theatres, and Brandt’s Stadium Theatre.

Other city operators may become parties to the action and may join it by showing cause to the Supreme Court, Queens, who they are affected by the law and by posting a $250 bond.

The motion picture circuits today (Continued on page 3)

Decca Six-Month Net
Up to $1,204,288

Consolidated net earnings of Decca Records, Inc., for the six months ended June 30, including the company’s share of undistributed earnings of its subsidiary, Universal Pictures Co., Inc., amounted to $1,204,288, equal to 75 cents per share on 1,602,501 outstanding shares of capital stock. On June 30, Decca owned 718,585 shares of Universal common representing approximately 73 per cent of the motion picture company’s outstanding common stock.

In the corresponding period of 1953, (Continued on page 6)

$400,000 for ‘Wind’ Here in 67 Days

“Gone With the Wind” completed a 67-day continuous performance at Loew’s State on Broadway with a gross of approximately $400,000, according to M-G-M.

The only other film to run that long at the State was “Annie Get Your Gun,” which in the same tenure grossed about $100,000 less. “Gone With the Wind,” M-G-M said. The latest gross figure is an all-time mark for the theatre for that amount of time, it was said.
Personal Mention

HAL WALLIS, president of Hal Wallis Productions, will leave New York today for England on the “United States.”

PAUL EMERY, home office assistant to John P. Byne, M-G-M Eastern sales manager, has returned to his office following an illness of several weeks.

SOL SCHREIBER and Leonard Pollack, of the home office, have returned from vacations in upstate New York.

HAROLD J. MIRSCH, Allied Artists vice-president, will sail for Europe today aboard the “United States.”

ERNST EMERLING, Loew’s Theatres advertising-publicity head, is in London, Ont., from New York.

IRVING H. GREENFIELD, Loew’s attorney, has returned to New York from a trip to Europe and Israel.

JUDY GARLAND will arrive here tomorrow from Hollywood enroute to Paris.

HENRY EHLICH, producer, arrived in New York yesterday from Mexico City.

BEN SHIFF, president of MacDonald Enterprises, is in New York from Wednesday.

DAVE BLUM, head of publicity for Loew’s International, is in Mexico City from New York.

RICHARD BURTON has left New York for Hollywood.

MONA FREEMAN has arrived here from Hollywood.

THELMA RITTER has returned to Hollywood from New York.

To Show Pathe’s ‘Eager Minds’

“The Eager Minds,” a 27-minute color film on electrical progress produced for the Light’s Diamond Jubilee Committee, will open on July 19th and will have three preview showings for newspaper and trade paper representatives at the Johnny Victor Theatre in the RCA Exhibition Hall, here.

Produced for showings throughout the country this year in celebration of the 75th anniversary of Edison’s invention of the electric light, “The Eager Minds” presents in animated form the achievements and the future promise of electrical living. Starting with Edison’s electric light, the film’s coverage includes such developments as the solar battery, the helium-filled balloon, and the gas jet. Some of the electrical devices shown in the film are said to be presented on the screen for the first time.

First New House in 26 Years in Portland

FORTLAND, Ore., Aug. 5.—The new Fox Theatre, first motion picture house to be opened here in 26 years, and the first to be built specifically for CinemaScope, will have its distinctive christening Thursday, with promotion of film celebrities on hand for the official ceremonies.

The size of the screen for the magnificent 120-foot movie theatre is 63 feet wide, the largest in the country. The equipment includes four stereoscopic sound screens, three sets of directional stage speakers and 16 auditorium speakers.

Vista-Vision and Magna can reportedly be operated simultaneously. The theater has 1,536 seats and a huge cooling plant.

Name Charles Moss To Epilepsy Board

Charles B. Moss, president of the B. S. Moss and Bro. and MacAmusement Corp., operators of the Criterion Theatre here, has been elected to the board of directors of the Variety Club, announced to Combat Epilepsy, according to an announcement made yesterday by William J. Garber, president of the Foundation. The board now consists of George Brandt, Russell V. Down- ing, Edward L. Fabian, German, Mrs. I. W. Dynamic, D. Hay, Dr. William H. Merrill, Walter Reade, Jr., and Rich- ard Waks.

The Foundation sponsors the Va- riety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center and is conducting a campaign ‘for a better public understanding of epilepsy.

Legion Reviews 14; One ‘C’, Two ‘B’s, Two ‘A’s

Fourteen pictures are reviewed in the latest listing of the Army and Navy Legion of Deaconess. Of this group, the Danish film, “We Want a Child,” was placed in Class C, and two pictures, “Susan Slept Here” and “Ugetu,” were listed in the “B” category.

Among the remaining 11 productions, all placed in Class A, seven are in Section 2 and four in Section 1. In Section 2 are “Apache,” “Down at Sotomar,” “A Fire Down Below,” “Garden of Evil,” “Living Richard and the Crusaders,” “The Law and the Kid” and “The Little Kidnappers.” “Garden of Evil” had previously—and erroneously—been placed in Class A, Section 1.

The four pictures in Class A, Section 3, are “figurative listed are the “Little Bitter Outlaw,” “The Malta Story,” “Return from the Sea” and “Two Guns to a Badge.”

U’ Sets New Title

“High and Dry” will be the American release title of the J. Arthur Rank film, originally titled “The Maggile” and changed by Universal Pictures, the U. S. distributor, to ‘Tale Of A Tub,” announced yesterday.

New Sales Setup for National Carbon Co. In Eastern Division

National Carbon Co. has announced the following sales organization: St. Louis, eastern regional manager, automotive products sales, in charge of the New England and Pittsburgh and Atlanta Divisions.

D. K. Harrison, formerly assistant manager of the Pittsburgh sales district, will become eastern regional manager, automotive products sales, in charge of the New England and Pittsburgh and Atlanta Divisions.

Sumner Moving to New York

G. C. Sumner has been appointed division manager in charge of automotive products sales. Sumner comes here from Boston.

C. A. Lowney, formerly assistant district manager, is now division manager in charge of carbon products sales.

H. J. Harlow, formerly assistant district manager, will become division manager in charge of battery products sales.

Neil Croarkin, formerly assistant district manager in New York, has been named eastern regional manager in charge of battery products sales. Croarkin will have his new headquarters in Pittsburgh.

Chapman Sales Head Of National Carbon

National Carbon Co. has announced the appointment of C. J. Chapman to the position of general sales manager of industrial products. Chapman will be located in the company’s general offices in New York, and will direct sales activities on the company’s carbon and sodium products, products of its electrical, carbon brushes, signal cells and chemical and metallurgical products business.

He joined National Carbon in 1936 as a salesman in the Eastern district.

New York Theatres

RADIO CITY MUSIC HALL
Rockefeller Center

“SEVEN BRIDES FOR SEVEN BROTHERS” in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW

JEANNE DANA DAVID CRAIN ANDREWS FARRAR
DUEL IN THE JUNGLE

Color by TECHINOLOR • COLORIScope

BRUNSWICK, 23rd & 63rd St.

Color by ANSCO • An M-G-M Picture

SPECTACULAR STAGE PRESENTATION

NEW YORK THEATRES

MOTION PICTURE DAILY

FRIDAY, AUGUST 6, 1954

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherrin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Sundays and holidays, by Quigley Publishing Company, Inc., 120 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-1100. Cable address: "Quipuquo, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; John L. Croarkin, Secretary; Al Sten, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Faust, Production Manager; Hollywood Bureau, Yucco-Vine Building, William K. Weaver, Editor, Hollywood 7-2345; Chicago Bureau, 720 South LaSalle Street, Urban Harman, Advertising Representative, F1-3574; Sam Lipton, Editorial Representative, 490 West Madison St., Chicago 6; London Bureau, 4 Golden Sq., London W1; Hope Burgess, Manager; Peter B. Croarkin, Editor; cable address, "Quipuquo, London." Other Quigley Publications: Motion Picture of MotionPictureHERO; MotionPicture of MotionPictureAlmanac; Motion Picture of MotionPicture of MotionPicture of MotionPicture. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
New Orleans

(Continued from page 1)

big-screen pictures?" Those exhibitors say that their patrons have become aware, through newspapers and magazines, that something big-screen better is being offered by the theatres than has been offered in previous years. Theatre supply dealers report that orders for such equipment are increasing by "leaps and bounds."

Berenson Criticizes Terms

The Berenson, president of Allied Theatre Owners of the Gulf States, has announced that, however, declared that the business is increasing, it isn't as profitable for the exhibitor as it should be because of high percentage terms, adding that "the problem is four fingers crossed, looking forward to an amicable deal with the distributor."

Ava Bookish, manager of the KIO Orphuene, said that the reduction in admission taxes is bringing in more entire families than were seldom before, and told him that they are bored with "old-time movies on television" and that they are increasingly going to the movies.

Max Connett, who operates a string of theatres in Mississippi, said that his patrons stayed home last week to watch the World Series between the Yankees and the Giants, and that "television has gone back to the theatres to see the pictures they've been hearing about."

Optimism Seems General

Others who confirmed the opinions of their fellow-exhibitors were A. J. Abbo, of Lafayette, R.L. Boudrard, of Lake Charles, area; Don Stafford, head of Dixie Theatres Corp., and Page Baker, head of the theatres in Monroe area. Only a few of the neighborhood exhibitors have complained about business this summer being below that of last year.

Scope Reels

(Continued from page 1)

were contained at the full-hour demonstration picture, will show to audiences how the new sound process is being utilized in CinemaScope productions. It further contains side-by-side comparison between four-track stereophonic and mono sound. Prints of the first print will be available the end of August, Lichtman said.

The second reel, running time of which is 20 minutes, deals with the new designs of camera "talking" lens developed by Bausch & Lomb, and its use in the company's upcoming release lineup. Greater clarity of screen images and improved and natural sound are shown in the reel, narrated by 20th Century-Fox production head Darryl F. Zanuck.

Product to Be Described

A detailed roster of upcoming releases, mentioning several property acquisitions not featured in the recent "The Advancing Techniques of Cinemascope," will be described in the subject.

Filming a third reel, an educational subject dealing with the requirements of projectionists and describing the best ways for presenting Cinemascope, will be announced by Lichtman. This clip will stress most noticeable handling of sound levels, focusing and related aspects of Cinemascope projection.

New Philadelphia Distribution Firm

PHILADELPHIA, Aug. 5—Ex-Photon Productions, Inc., now company for the distribution of special pictures on a national basis, has been formed here.

It will be devoted to the handling of special films produced both here and abroad, every one of which will be accompanied by both national and local promotion campagins geared to top grosses, company officials announced.

Called as officers for the new production company were: Louis W. Kellman, president; Jack H. Harris, vice-president; and Michael Freedman, treasurer.

Kellman Heads Laboratory

Kellman heads News Reel Laboratory, a producing organization serving newsreels and TV networks. Freedmen has directed operations of the Box Office Comprehensive Service, Harris, now EPI sales manager, guides his own distributing outfit in Philadelphia.

Bunch Scenes From Hits for TV Show

Titled "Bits from the Hits," a TV film subject showing clips from current major pictures over WCBS' Channel 2 here next Wednesday night under the sponsorship of the Hoffman Beverage Co. is believed to be the first time that a large group of pictures will have been seen on a single television program.

Among the pictures from which scenes will be televised are "The Caine Mutiny," "On the Waterfront," "Cat on a Hot Tin Roof," "Valley of Kings," and "Apache." Cooperative in the program are Columbia, United Artists, Warner Brothers, United Artists Productions, Universal, M-G-M and RKO Radio.

Tax

(Continued from page 1)

will attempt to arrange with the city for blanket ruling which would permit all exhibitors, who express the desire to join the suit without a formal court ruling. The controller is empowered to go to the state high court which would circumvent the court action.

Whether or not the city agrees to such an arrangement, plaintiffs' attorneys are prepared to go to state procedures which would facilitate the entrance into the case by exhibitors throughout the city. They said they would attempt to clear such action on the part of city exhibitors and act as a "clearing house" in order to facilitate proceeding.

Buchbass Move Expected

Meanwhile, Buchbass was most momentarily expected to issue a notice of appeal against the temporary injunction of the Appellate Division, Second Department, in Brooklyn. The corporation counsel was in conference yesterday with his staff discussing the particulars of the case before another action.

Ohio ITO Preparing Censor Edict Appeal

COLUMBUS, Aug. 5—In the wake of Ohio's Judge Ralph Bartlett (Franklin County Common Pleas) against an injunction aimed at the state censor board by RKO Radio Pictures, Independent Theatre Owners of Ohio, Martin Smith and Horace Alama—a decision holding the constitutionality of Ohio's censor laws—Robert Wise, executive secretary of the Theatre Owners group that the appeal to the Ohio Supreme Court is feasible unless he adds.

The group will fight the judge's conclusion that neither the 40-year-old law nor the collection of fees violates any provision of Federal or state constitutions. The fees do not constitute a tax, he said, as claimed by plaintiffs.

The case may be heard in appeals court early October, Wise revealed.

Early Bird 'Leslie' For Buffalo Ladies

BUFFALO, Aug. 5—"About Face," a musical play which will open here tomorrow at 7:30 for special Ladies Early Bird Show. Doors will open at 6:30 A.M. Penn and Ewing are leading for patrons has been arranged. There also will be a free breakfast of doughnuts and coffee, served in the lobby before the show. The show will be over at 8:40 A.M., so that those attending can get to their jobs on time. The special show has been widely advertised.

Futter Going Abroad To Contract Dealers For Vidoscope Lens

In order to meet reported worldwide exhibitor requests for the Vidoscope anamorphic and wide-screen lens, Futter, the sole distributor of Vidoscope lenses in the U.S., was reported yesterday that over 2,000 pairs of anamorphic lenses have been imported for U.S. exhibitors, with 100 pairs at present double my normal August shipment and my September allotment," he said.

Reports Acclaim

A former film producer, director and writer, Futter stated that "Vidoscope anamorphic lenses have received high acclaim from exhibitors throughout the world."

Besides attempting to increase production of lenses in Germany, Futter will also set up sales offices to distribute Vidoscope anamorphics wherever American-made projectors are installed. "I have received inquiries from exhibitors throughout the world for which no sales representatives are at present double my normal August shipment and my September allotment," he said.

"Sitting Bull" Stars To Attend Premiere

HOLLYWOOD, Aug. 5—Dale Robertson, J. Carrol Naish and Mary Murphy, the stars of United Artists' "Sitting Bull," will go to Rapid City, S. Dakota, for the premiere ceremonies there on Aug. 19 for the Cinémascopé color picture.

The stars of the first independently produced feature film to feature the personal appearances of the Elk Theatre opening that will highlight the premiere ceremonies will be at Rapid City.

From Pierre, S. D., yesterday, Governor Freeman Buskund announced an invitation to Governor Norman Brunsdale of North Dakota to attend the premiere of "Sitting Bull."
THURSDAY
the management of
(YOUR THEATRE)
will have the privilege of presenting

Spencer Tracy in
Broken Lance
Color by DeLuxe

The first motion picture photographed with the newly perfected Anamorphic camera lenses in
CINEMASCOPE
in the wonder of 4-track high-fidelity directional STEREOPHONIC SOUND

In "BROKEN LANCE" you will see, for the first time, the thrilling new range, depth of focus and clarity of image made possible by the newly-perfected Anamorphic lenses which the N.Y. Times described "as different as night and day."

To usher in this new CINEMASCOPE age, 20th Century-Fox presents a story great as the land...towering as the mountains that rise at the prairie's end...human as a father's love for his sons.

Only a star of SPENCER TRACY's stature could do justice to such a demanding role...a man who came to America's great Southwest with three motherless sons, and married an Indian princess who bore him a fourth! You'll never forget KATY JURADO as the bride he cherished with a tenderness that will touch every heart! Driven by love of family and lashed by a desperate pride to reach unattainable heights, this empire builder sacrificed everything in life to give his sons a heritage of courage to live up to...but they failed him...all except one—the half-breed!

The stellar cast of "BROKEN LANCE" includes RICHARD WIDMARK as the rebellious eldest son, who refused to bow to his father's will, ROBERT WAGNER as the half-bred, who inherited his father's strength, and JEAN PETERS as the governor's daughter, who defied convention to love him!

Here is the kind of motion picture that made the screen the greatest amusement medium on earth—that made the motion picture theatre the entertainment center of the world.

We urge you to see "Broken Lance." We believe it will be one of the most memorable films you have ever seen. To miss it would be
to deny yourself one of the truly stirring emotional experiences of your lifetime.

Manager

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Manager

20th Century-Fox presents SPENCER TRACY • ROBERT WAGNER • JEAN PETERS • RICHARD WIDMARK in BROKEN LANCE in CinemaScope with KATY JURADO • Hugh O'Brian • Eduard Franz • Produced by SOL C. SIEGEL • Dir. by EDWARD DMYTRYK • Screen play by RICHARD MURPHY • Based on a story by Philip Yordan • COLOR BY DEU
20th CENTURY-FOX'S
Broken Lance
IS A PICTURE
YOU'LL BE PROUD OF!

Sell it proudly with your own personal endorsement!

Play it in
4-TRACK HIGH-FIDELITY, MAGNETIC STEREOPHONIC SOUND!
People

I. J. Hoffman, theatre executive in Boston, has agreed to head the 1954 "Jimmy Fund" campaign along with Harry Feinstein of Stanley-Warner Theatre.

Gerre Sue Zigmond, daughter of Jerry Zigmond, western division manager. United-Paramount, will marry Mitchell L. Gainson, assistant director at Columbia Studios, at her home in Los Angeles in September.

Marvin John of Belvedere, S.C., is the new owner of the Booker T. Drive-in at North Augusta, S.C. Former owner was Eugene Phillips.

Norris McCollom, city manager of the Martin Theatre, Dalton, Ga., has resigned to take over the manager-ship of the Empire Theatre, Daytona Beach, Fla., a unit of the Florida theatre circuit. McCollom has been with the Martin for 13 years.

Charles Gaudino has been named manager of Loew's Poli in Springfield, Mass.

Joe Biddle, assistant to Oscar A. Morgan, sales chief for Paramount short subjects and news, has become engaged to Ines Passarella of the Army and Air Force motion picture service and recently of RKO.

Georgette Anys who has a top featured role in Alfred Hitchcock's VistaVision film, "To Catch a Thief," will arrive in New York today en route to Europe. Miss Anys has completed her assignment in this Technicolor picture, starring Cary Grant and Grace Kelly.

Harry F. Shaw, division manager, Loew's Poli/New England Theatres, served as entertainment chairman of Ralph Palma's benefit revue Wednesday at the Yale Bowl, New Haven. All proceeds will be turned over to the family of a police officer killed in the line of duty.

Michael Redstone, president of Redstone Drive-in Theatres, is voluntarily donating to the Jimmy Fund all the opening receipts of the new VFW Drive-in, West Roxbury, Mass.

Earl Blackwell, president of Celebrity Service and U.S. coordinator for the Venice Film Festival, has relocated to Italy where he will host a Venetian party Aug. 30. Guests will impersonate celebrities of the 1900-1950 period.

Paul F. Harper, formerly of the Western Electric Company's radio division, is being transferred to Hollywood, where he will act as the company's West Coast patent licensing representative.

William Altman of New York has joined the radio and TV department of Friend-Relis Advertising New York agency. Altman was formerly with Donahue & Co.

Darwin L. Hull has been appointed manager of the Starlite Theatre in Plant City, Fla. He was formerly manager of the theatres in Lakeland and Tampa. He replaces Harold Hackett who goes to Cocoa, Fla.

Review

"Human Desire"

(Columbia)

VIOLENCE, suspense and torrid lovemaking are contained in this murder yarn about a jealous husband and his wife's efforts to do away with him. Geared for adult viewing, "Human Desire" should satisfy the interests of those interested in the world side of human relations. Gloria Grahame gives her best performance.

Co-starred with Miss Grahame are Broderick Crawford and Glenn Ford, with Edgar Buchanan and newcomer Kathleen Case in support. Crawford's role, as a rugged and degenerate railroadman, steals some of the limelight from Miss Grahame's adept performance, with Ford turning in a good acting job, too.

The photography of Burnett Guffey, of working railroadmen on the road, in the railroad yards' desolate setting, is a realization of occasional information value. The shots of trains in action also serves as a partial relief from the story's overall bitter and obvious tragic conclusion.

Ford is a returning G.L. back on the job as railroad engineer, who falls in love with Miss Grahame, the wife of Crawford, an assistant yardmaster. Their secret meetings and the discovery by Crawford of one of his wife's previous infidelities, set the pattern for the final outcome.

A bright note of the film is Miss Case, who falls in love with Ford. He ignores the girl's warnings about the film's conclusion, when Crawford, in a fit of rage after discovering his wife's affair, murders Miss Grahame.

All ends well however, as, with Miss Grahame out of the picture, Ford plans his life ahead with the "right girl."

Lewis J. Rachmil produced and Fritz Lang directed from the screenplay by Alfred Hayes. "Human Desire" is based on a novel by Emilie Zola.

Running time, 90 minutes. Adult classification. Release date set not set. FRANCIS BACKILMAN

Shea Case

(Continued from page 1)

have applied for a counsel fee of $200,000 which is currently awaiting Justice McGrath's decision. He previously awarded costs amounting to $460,000 to Grainger.

Before Maurice H. Shea died in 1940, he named Grainger and Raftery as beneficiaries for a period of 10 years. After the period expired, the Shea heirs in 1951 brought Surrogate Court proceedings against the trustees charging them with mismanagement and fraud.

Extended More Than 2 Years

After two and one half years of litigation, Judge McGrath handed down a decision which involves the $3,000,000 Shea Enterprises Inc.

The judge's decision specified that the estate was "administered with a high degree of fidelity." It continued "it is regrettable that the Shea heirs have been led to make such unwarranted and unjustified accusations against those executors and trustees. After a complete review of their administration this court must again conclude that there has been an administration of the estate without a trace of fraud or constructive fraud by the executors."

The attorneys in the case were, for Raftery, the firm of O'Brien, Driscoll & Raftery; for Grainger, the firm of Dillon & O'Brien and for the Shea heirs, Lawrence R. Condon.

Counsel Fees Requested

Driscoll has asked for $185,000 in counsel fees while O'Brien is seeking $175,000 counsel fees based on more than two and one-half years of work. The judge's decision specifies that counsel fees for the attorneys for Grainger and Raftery will be determined after the submission of all affidavits relating to the case.

'Salt of the Earth'

(Continued from page 1)

won prizes at the recent Prague Film Festival, and praised film production executives and film union officials for fighting the film. Despite this opposition, however, he said the film will probably make money for its producers, and they'll likely make more films soon.

Deca Net

(Continued from page 1)

Deca reported earnings of $430,063 equal to 32 cents per share on 1,354,158 shares of capital stock outstanding in June 30, 1953. The 1953 earnings did not include Deca's then proportionate share of Universal's undistribut-

Queen' Tour Opens Sunday in Boston

"Welcome the Queen," the only complete record of the recent Commonwealth tour of Queen Elizabeth II and the Duke of Edinburgh, which was filmed in color by Technicolor, will have its premiere at the Exeter Street Playhouse in Boston on Sun-

Sir Arthur Bliss composed the special march after which the film is named.
"SEVEN BRIDES FOR SEVEN BROTHERS' MUSICAL THAT TOPS ALL OTHERS!"

BIGGEST 2nd WEEK (Holiday or Otherwise!)
GROSS IN MUSIC HALL HISTORY! –

Just as it was the Biggest 1st Week Gross (Holiday or Otherwise!)
in the entire 21 1/2 years history of the Hall!

Flash! Chicago biggest M-G-M gross in history of McVicker's Theatre. Madison, Wisc. doubled opening day gross of "Mogambo." Green Bay, Wisc., opening sensational. In Houston, first picture to play 3 full weeks at State since "Show Boat" and topped 3rd week of that production. Watch it electrify the nation!

(Next Music Hall Sensation: M-G-M's "BRIGADOON"!)
Fast and exciting ‘Pushover’ introduces sexy Kim Novak!

(L.A. Mirror)

Pushover
A STORY OF TEMPTATION...

starring
FRED MACMURRAY
PHIL CAREY
KIM NOVAK

Introducing

with Dorothy Malone • Screen Play by ROY HUGGINS
Produced by JULES SCHERMER • Directed by RICHARD QUIN

Kim Novak lives up to the buildup!

(L.A. Examiner)

This blonde bomb (Kim Novak) will be right up there pitching with the Monroes, Turners and Gardners in no time at all!

(L.A. Daily News)

—as sexy a gal to hit the screen since Ava Gardner!

(L.A. Mirror)
NYC Files Appeal
Set Plan Today
For ‘Blanket’
Ruling on Tax

Would Permit All Other Exhibitors to Join Suit

By LESTER DINOFF

Exhibitors throughout the world, many operating on a "shoe-string budget," are enthusiastic over Paramount's wide-screen medium, VistaVision, actor William Holden stated at a trade press conference held here at the weekend.

Concluding a two-month round-the-world tour in which he demonstrated the wide-screen process in Tokyo, Manila, Singapore and Bombay and told exhibitors in other countries about VistaVision, Holden stated that "due to VistaVision's comptability and little paper involved in projection, foreign exhibitors were high in their praise after seeing and hearing about the medium."

Many overseas exhibitors expressed interest in VistaVision because of its depth of focus and low cost, Holden said. "They could not afford the high installation and equipment bills of other media," he said. When an exhibitor bought a VistaVision another he does not have to buy any anamor-[Continued on page 5]

Japanese Seek VY Licenses

By Edwin DRISCOLL & RAFTERY

After viewing the demonstration of Paramount's wide-screen medium, VistaVision, in Tokyo in June, Japanese optical and camera equipment manufacturers have asked for the right to produce the "Lazy Eight" camera on a large scale, William Holden said in New York at the weekend.

Continuing a round-the-world trip during which he demonstrated VistaVision to exhibitors, Holden disclosed that the "Lazy Eight" cameras, which are utilized in VistaVision pictures, are now being manufactured by Technicolor, Bell & Howell and Mitchell.

Md. Allied Demands Equitable Practices

BALTIMORE, Aug. 8.—The Md. Allied Motion Picture Theatre Owners of Maryland has passed a resolution favoring the formulation of plans for a local copyright protection system. It reads: "Resolved that at a special meeting of the board of directors of the Allied Motion Picture Theatre Owners of Maryland on Aug. 4, 1954, [Continued on page 5]

Deca Takes 45,589 Additional ‘U’ Shares

WASHINGTON, Aug. 8.—Deca Records Inc., acquired 45,589 shares of Universal Pictures common stock, according to the Securities and Exchange Commission in Washington. This brings Deca's holdings in Universal to 718,585 shares.

SEC also noted that the June purchase by Jack L. Warner of another 2,800 shares of Warner Brothers common, bringing his personal holdings to 277,699 shares, plus another 13,400 shares held in a trust.

Compo Ad Contrasts Films and TV

Expanding a theme brought up in a recent editorial in Editor & Publisher that discussed the newspapers' practice of giving free space to television programs while charging a premium rate for film advertising, the 24th in the series of COMPAC ads in that publication, which was published on Saturday, points up the basic difference between the two media.

"Movies are supported entirely by money the public pays at the boxoffice," the ad says. "They get this public support solely on their merits as entertainment. If a picture pleases the public, it succeeds; if not it fails. It's as simple as that."

"Furthermore," the ad continues, "in an effort to persuade the public to support its pictures, the motion picture industry spends a considerable sum on advertising, most of it in the newspapers. Thus the movies are a source of newspaper revenue."

"Television, on the other hand, derives its income solely from advertising. In other words, it is an advertising medium, just like the newspapers, magazines, radio, billboards."

The ad points out that in a recent trade paper, one of the top executives of the television industry predicted that in 1958 television would get 20 per cent of the money spent on advertising. He contrasted this figure with the money spent on advertising in all media. He contrasted this figure with the money spent on advertising in all media. He contrasted this figure with the money spent on advertising in all media.
Plan Perspecta Showings Nationally During August

Beginning today and continuing throughout August, a series of 13 ‘hear for yourself demonstrations’ of Perspecta stereophonic sound will be held in major cities of the United States and Canada.

Exhibitors and equipment dealers, producers and the press throughout the country will thus have an opportunity to hear demonstrations of the entire new high fidelity stereo sound system that has been adopted by M-G-M, Paramount and Warner Brothers and for which, naturally, Eastern Industries has developed an acoustical panel system that can be used by any exhibitor to advantage.

The remaining ten demonstrations follow:

- On the West Coast; in San Francisco, on Aug. 17 in Loew’s Warfield and in Los Angeles on Aug. 19 in the Boulevard Theatre. Technical assistance will be given by personnel of the M-G-M Studios.
- In the Northeast: in Pittsburgh on Aug. 17 in Loew’s Penn; in Cleveland on Aug. 22 in Loew’s Premiere; and in Toronto on Aug. 26 in Loew’s Uptown. These will be under the supervision of Robert Emm, president of Perspecta Sound, Inc.

Windup in Cincinnati

In the South and Midwest; in New Orleans on Aug. 18 in Loew’s State; in St. Louis on Aug. 23 in Loew’s State; in Kansas City on Aug. 25 in Loew’s Midland; in Denver on Aug. 27 at the R.K.O. Orpheum, and in Milwaukee on Aug. 31 at the R.K.O. Palace.

Dates will soon be announced for demonstrations in Chicago, Detroit, Montreal, Philadelphia, Omaha and Minneapolis, some of which may also be scheduled in August.

Parking Meters Hit By Maryland Allied

BALTIMORE, Aug. 8.—Parking meters as proposed for various sections of Baltimore will be disastrous to motion picture theatre patronage, according to a petition presented last week to the Picture Theatre Owners of Maryland. At a meeting here the group’s president announced plans to fight the proposal and a committee was named for that purpose. C. Elmer Nolte, Jr., has been named committee chairman.

Johnston Is Host To Tom O’Brien

WASHINGTON, Aug. 8.—Motion Picture Association president Edgar Johnston was host at a dinner to honor of Tom O’Brien, the new general secretary of the National Association of Theatrical and Kine Employees and British Member of Parliament. Guests included members of Congress and officials of the State, Labor and other government departments.

Corrects Sound Figure

Of the 6,643 theatres in the United States and Canada equipped for CinemaScope projection as of July 31, announced Thursday by 20th Century-Fox director of distribution Al Lichtman, the number of theatres with single optical sounds totalled 2,584, not the 3,525 figure reported.

Three hundred and two hundred and ninety-three of these are four-track theatres, in which 80 sound; 128 are equipped with one-track magnetic sound; and 368 are employing the two-channel ‘Supermix’ mixers, bringing the total to 6,643.

Set Committees for Portland Opening

PORTLAND, Ore., Aug. 8.—Twenty-three special committees have been set up to handle the plans for the formal, invitational opening of Loew’s new Fox Theatre here on the evening of Wednesday, Aug. 17.

The motion picture industry regards the proposed festivities as the most elaborate ever staged on the Pacific Coast, according to Charles P. Skouras, president of the National Theatres chain.

Oscar Nyberg, a veteran manager of the Evergreen Theatres, will be manager of the new Fox.

‘Cross Swords’ Set For Area Openings

United Artists’ ‘Crossed Swords,’ in Pathoscope, has been set for area openings in St. Louis and Cleveland. ‘Criss-Cross Swords’ will be unveiled at Loew’s Orpheum in St. Louis on Aug. 14 and Loew’s Ohio in Cleveland on Aug. 26.

New ‘Waterfront’ Mark

Columbia’s ‘On the Waterfront’ set a new house record of $6,047 for opening day, Thursday, at the Palms Theatre, Detroit, the company announced.

$11,343 for ‘Window’

Alfred Hitchcock’s ‘Rear Window’ is far and away the top grosser of the Rivoli Theatre, in one of the biggest opening days in the 37-year history of the house, Paramount announced at opening.

Irish Film Industryavored by Minister

As Benefit to Nation

DUBLIN, Aug. 8.—A film industry for Ireland was advocated by William Norton, Minister of Industry and Commerce, when he officially opened a new theatre here.

Norton said he was convinced that the Irish film industry was of the “only which would give our people some of the benefits derived from the film industries in other countries.” The minister said he believed such a move would provide opportunities for development and would allow the expression of creative talent.

Three Split Prizes In ‘Pan’ Contest

Prize money in the Walt Disney “Peter Pan” sales contest has been awarded by the W. P. Pollard, Eastern district manager; A. H. Block, Northwest district manager, and L. C. Seabright, New York, Southern district manager, according to Charles Beasberg, RKO’s general sales manager. Branch managers and other district managers also are sharing in the prize money.

Branch Winners Announced

Originally, it was announced that district managers of the first three leading districts would be awarded prizes, but when the contest ended last month a three-way tie resulted. Consequently, the top prize money, allotted by Disney, was split three ways.

Other prizes went to Herb MacInroy, New York, New York; Robert H. Arnold, Chicago, Chicago; and A. J. Connelly, Missouri, Kansas City, who was directly behind the first three, and to Morris Lefko, Eastern-Central district manager.

Three-Way Tie

The branch winners, offices and managers, in the order of their standing are, Los Angeles, Seymour Herman Silverman; Buffalo, Jack Chinnell; San Francisco, Joe Emerson; Chicago, Sam Gerecke; Philadelphia, Charles Zarganis; Washington, Joe Bresheim; Boston, Hat Taylor; Salt Lake City, Giff Davison; New Haven, Barney Perschon; Portland, Russ Bussinger; Des Moines, Don Conley; Kansas City, Jimmy Lewis; Cleveland, Jack Bernstein; Detroit, Otto Ebert; Minneapolis, Fay Dressell; Pittsburgh, Dave Silverman; St. Louis, Ray Nolz; Omaha, Max Greenblatt; Seattle, Eddie Lamb; Cincinnati, Lloyd Krause, and Denver, Marvin Goldfarb.

Services Today for Paul Small, Agent

Funeral services will be held here at 2:30 P.M. today at Riverside Memorial Chapel for Paul Small, 46, well-known talent agent, who died at the Mayo Clinic, home of a heart attack on Friday.

Survivors are his wife, Lillian, sister of Dore Schary; a son, Edgar, and a daughter, Margaret, 12.

MOTION PICTURE DAILY, Monday August 9, 1954

Personal Mention

J. R. GRAINGER, president of RKO Radio, and J. H. McIntyre, Western division sales manager, have left Hollywood for San Francisco, Portland and Seattle.

FRANK I. DAVIS, jr., president of Selznick Releasing Organization, and Victor Hoare, vice-president and foreign sales chief, left here by plane at the weekend for the coast.

M. I. REID, of the M-G-M publicity department, is in Minneapolis, Austin, of the field press staff, will return here today from their vacations.

ARNOUD M. PICKER, vice-president of United Artists in charge of foreign distribution, has returned to New York from Mexico.

Ben Barb, Selznick Releasing Organization advertising-publicity director, will leave New York by plane today for Philadelphia.

C. BEASBERG, Universal-International branch manager in Cleveland, has left Cleveland for a vacation in Seabright, N. J.

Ira Tulpen, 26th Century-Fox metropolitan newspaper contact, will return to New York today from New England.

JEAN ALLEY, daughter of Tom Alley, booker for Ohio Theatre Management, Cleveland, was married last week to Donald Brown.

MAJ. ALBERT WARKER, vice-president of T. E. Wither, is in Saratoga Springs from New York.

DAN S. TERRILL, M-G-M publicity manager, has left New York for a vacation in Delaware.

PHIL ISAACS, Paramount exchange manager in Washington, has left here for Charlotte.

LEONARD PEARLMAN, United Artists manager in Seattle, has arrived in New York from there.

JOHN P. BYRNES, Eastern M-G-M sales manager, left here yesterday for Buffalo.

EVERETT OLSEN, theatre owner of Myrtle Beach, S. C., was in Charlotte from there.

ELMORE SULLIVAN, of the M-G-M exchange in Chicago, is in New York from there.

WILLIAM HOLDEN left New York Saturday for the making of ‘‘Gog’’ Here Aug. 13

United Artists’ “Gog,” science-fiction drama in Eastman color, will have its New York premiere on Aug. 13, at the Palace theatre.

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Gen. Van Fleet Talks to Sales Heads at 20th

The revitalization of the film industry both at home and abroad spurred by the introduction of Cinemascope, and the importance of American films throughout the world was discussed by General James A. Van Fleet in an address before 20th Century-Fox's sales conference in New York.

In a special appearance before the company's domestic and Canadian sales chiefs' meeting at the home office featuring merchandising plans by Darryl F. Zanuck's "The Egyptian," the General described the ever-increasing importance of film entertainment in spreading the philosophy of democracy to all corners of the globe.

New French Feature Bows in U.S. Aug. 18

"Companions of the Night," a French film introducing the new French star, Francois Arnoul and featuring Bing Crosby's two discoveries from "Little Boy Lost," Nicole Maurey and Christian Fournier, will be released in the United States by Arlan Pictures. The film premieres at the Los Angeles Four Star Theatre Aug. 18. The picture was directed by Ralph Habib from an original screenplay by Jacques Compaincez.

Confer on 'Blanket' Ruling

(Continued from page 1)

board. The City Comptroller is empowered to issue ruling which would circumvent the court action.

Attorneys for the plaintiff have expressed the desire of casting such action on the part of local operators and act as "clearing house" in order to facilitate proceedings.

At the weekend, corporation counsel Adrian Burke, as expected, filed a notice of appeal from the temporary injunction order entered in the Supreme Court last Wednesday.

The notice of appeal was filed with the Appellate Division of the Supreme Court Second Department, in Brooklyn. It will not be acted upon, however, until Sept. 13, when the Appellate Division reconvenes.

Date for Trial of Suit

That date, incidentally, has been set down for trial in the anti-tax suit. Attorneys in the case feel that the city's notice of appeal will receive a decision first, even if it means pushing back the date of the trial.

A problem arises from the wording of the city's notice in that it names the entire law and not the "major fraction" section of the tax. Exhibitors have been awarded an injunction only against this section of the law, blocking the city from collection of taxes in excess of five per cent. The move by the city caused some confusion among the ranks of exhibitor lawyers, but Buchsbaum was not available for comment about it.

In another development, the five screening theatres posted their required $250 bonds in the case covering any damages which might occur to the city during the course of the action.

The city's notice of appeal reads in part: "To the Appellate Division of the Supreme Court, Second Department, for the order entered in the office of the Clerk of the County of Queens on or about Aug. 4, insofar as the order enjoins and restrains the defendants during the pendency of this action, from enforcing or attempting to enforce against the plaintiff Local Law No. 37 of 1954." The notice was signed by Corporation Counsel Burke.

Meanwhile, operators must collect the full amount of the tax, until a final decision is handed down. However, with the injunction in force, they are only required to return to the city what amounts to about four per cent, in addition to withholding any amount above the five per cent limit, pending final ruling.

Criticism of 'Susan' Draws Parsons Ire

CHICAGO, Aug. 8 — Harriet Parsons, producer of RKO Radio's "Susan Slept Here," which opens Tuesday at the Woods Theatre with a pink ticket, said Friday "I'm appalled and amazed at the action of Chicago's police censor board."

Miss Parsons, angered over the censorship of her film, which she called a good film for family audiences, including teen agers, pointed out that the film encountered no cen-
News Roundup

S. D. Governor Sponsors Bow
Gov. Sigur R. Anderson of South Dakota, who is sponsoring the world premiere of W. R. Anderson's Cinemadrome feature, “Shouting Ball,” has invited the chief executives of Minnesota, Montana, Nebraska and Wyoming to attend the opening ceremonies for the United Artists release at the Elks Theatre, Rapid City, S. D., on Aug. 19.

Fewer Canada-Made Shorts
A total of 55 theatrical shorts of five minutes or longer were produced last year, 18 fewer than in 1952, the Canadian Government reports, while shorts for TV and other non-theatrical purposes numbered 481, an increase of 175.

Shaftel to Handle Own Story
Josef Shaftel will produce and direct his own original story, “Huntlute,” starting location production in Manila, Philippine Islands, on Oct. 4. Shaftel, who produced the 38-minute film, “La Mer,” last year directed by Daniel Milner, left last week for Manila to scout locations.

Jacksonville Empress Closes
The Empress Theatre, for many years the showplace of Jacksonville, Fla., has closed its doors. John Thomas, former manager of the theatre, will become the new manager of the Imperial Theatre there.

Files Quebec Bankruptcy
Notice has been filed in Ottawa that Continental Film Co., St. Therese, Que., has made an assignment in bankruptcy to J. J. Lefebvre, Shawinigan Falls, Que., has been appointed by the court as trustee of the estate.

Start Toledo Drive-in
Al Boudoiris, head of Theatre Equipment Co., Cleveland, and associates, are starting construction on a 1,500-car drive-in theatre project to cost approximately $400,000. Location is the northwest corner of Jackson and Laskey Roads, Toledo, formerly used by the Toledo Gun and Scoot Club. A corporation known as the Glass Mile Drive-in Theatre, Inc., is being formed as owners.

Teen-Agers in Drive For 35-Cent Ticket
MANSFIELD, O., Aug. 8.—A petition protesting adult admission scales of 50 and 70 cents, respectively, being charged heretofore over the age of 12, is being circulated by teen-agers for presentation to theatre managers.

They ask that a compromise rate of 35 cents, currently being maintained in other cities, be effective here for juveniles between 12 and 16 years of age. Mansfield teen-agers plan to bring the project to the attention of the City Council in the near future.

Compo
(Continued from page 1)
with the nine percent of all media revenue TV got in 1953.

From this it should be obvious that the purposes of movies and television are for apart. Movies aim to please the public with a product that will entertain the community. Television gives the public free entertainment to assure an audience for its advertising message.

This, indeed, is all there is to a first conclusion, has given ample proof that even if it has to pay money it will flock to theatres to see good pictures, Spooner knowledge, the ad says, the motion picture industry is now making better pictures than ever before, and is continuing to advertise these pictures in the newspapers.

6 More Distributors For ‘Duel in Sun’

Closely following the Boston and New England territory key openings of “Duel in the Sun,” Frank I. Davis, Jr., SKO president, announced the signing of six additional key territory franchise distributors for the picture.

In the Philadelphia territory, Screen Circuit Productions, Inc., headed by Jack Engle and Jack H. Greenberg, will handle “Duel,” having already set the picture in the Mason-Dixon territory for Aug. 27, to play day and date with surrounding key cities.

In the Washington territory, Fred Sandy Film Exchange has been assigned the distribution license.

The Chicago territory goes to the Capital Film Co., headed by Max Roth and Charles Lindan, the Cincinnati territory to Jay Goldberg of Realart Pictures; the Detroit territory to Albert Dezul Productions, Inc., and the Cleveland territory to Bert and Al Rubin’s Imperial Pictures.

Preiously 10 other territories were set, according to Davis, who said the

Convention
(Continued from page 1)

motion and that was in 1946 when he defeated William Bennett for the top position. However, Brewer is rarely stopped by the other candidates. Here as being a greater threat than Bennett was. Brewer has been on what is believed to be a barnstorming trip to the west of the country, seeking pledges of support.

Backers of both Brewer and Walsh appear confident of victory. On the other hand, Walsh backers admit that the margin of victory may be smaller.

Extension of the IATSE jurisdiction in the field of television is expected to help gain the union’s drive for discussion at the week-long convention. The stabilization of wages to conform with living costs also will be discussed, as will a clarification of ot time and 2 phone lines.

Miss. Drive-in
(Continued from page 1)


The suit alleges that as a result of an unlawful scheme of conspiracy and attempt to monopolize the public, they have violated the rights of the public to free choice of theatres in which to see first run films, and that the

remaining are currently under negotiations and will be set by mid-August, following completion of a national analysis of the membership to determine the direction of SRO general sales manager Bud Rogers.

Some Houses ‘Hanging On’
(Continued from page 1)

least 83 houses, now operating on a marginal basis. They further pointed out that 444 houses had closed in the city since 1950.

In a survey, taken here, it was learned that but a handful of houses in the Metropolitan area have shut their doors since the tax went into effect a little over a month ago.

However, spokesmen named four specific reasons which have served to encourage and get some New York City exhibitors to keep their doors open and stay in business. They are as follows:

I. The hope that Governor Dewey would ask the next scheduled meeting of the state legislature to repeal the enabling act which empowers the city to levy a tax on admissions. Cur- rently, the Bird Commission is surveying local industry business conditions of the last two years and filing a formal report with the Governor. The legislation continues in the hands of the state senate and the tax. Trial in the action has been set down for the Supreme Court, Queens, for Sept. 13. At present, a

People

Stephen E. Seidler, son of Silas F. Seidler, advertising manager of M-G-M, was married Saturday to Ingrid L. Adolfsen, of Stockholm, Sweden, in the Woodrow Hotel in the Sapphire Room, the couple left for Europe.

Ben Ely and Ed Gall were elected by the members of the Variety Club of Dallas to represent them in board meetings of Tent 17 at a general meeting. The election followed the approval of an amendment by the general membership authorizing the election of two associate members and one alternate at the yearly election meeting and who will henceforth meet with the board of directors and generally represent associate members in every way except for voting.

Lyman E. G. Suiter has been named assistant to the vice-president of Fairchild Recording Equipment Corp. He was formerly with the Union Corporation of Westinghouse Electric Corp.

Herman Stern, veteran exhibitor, has taken over the Fair Theatre in Jackson Heights, L. I. Berk and Shlimmer were the real estate brokers in the deal.

Faye Emerson and Skitch Henderson have been named to head the benefit Committee for the fourth annual world premiere of Darryl F. Zanuck’s Cinemadrome drama “The Egyptians,” which will take place on Aug. 24 at the Roxy Theatre. All proceeds from the opening will go to the Emergency Drive of the Na- tional Foundation for Infantile Paralysis.

William Moran, business agent for the Fitchburg (Mass.) Local, IATSE, has proved himself an am- bassador of good will for the industry in and around his territory. A member of the Central Labor Council, he has been in charge of several labor groups in that area, he attends the monthly meetings of the union heads of the various locals, as they get together to discuss their mutual problems.

Lester R. Dillonson, theatre executive of Amarillo, Tex., last week became Pioneer Air Lines 1,000,000th passenger when he boarded Pioneer Flight 22 in Austin for a return flight to his home.

Henry T. Roberts has been named vice-president in charge of the commercial music division for Magne- cord, the manufacturer of magnetic tape equipment.

Lise Makim has joined the television media and research depart- ment of Charles Schlaffer & Co., it was announced by the president, Charles Schlaffer.
In the THEATRE

Equipment

& Refreshment

World . . .

. . with RAY GALLO

MORE than 90 per cent of theatres converted to CinemaScope have installed Baush & Lomb cylindrical anamorphic lenses, according to an announcement by L. B. McKinley, vice-president of Baush & Lomb Optical Company, Rochester, N. Y. Conversions are now running at well over 400 a week, he said.

"Message Repeater Junior" is the name of a new instrument developed for several promotional uses in the theatre. Designed by Jack Burchman and built by the Jack Burchman Business Machines Corp., Brooklyn, N. Y. Of very compact size, the unit delivers a pre-recorded voice from a magnetic tape cartridge through a 5-inch speaker. It is designed for use as a "barker" in front of drive-in theatres, for city and suburban lobby displays to lend voice impact to advertising signs, to push patronage, sell tickets, or to deliver a message to patrons in the parking lot or for crowd control during intermissions. It can deliver messages up to two minutes in length.

A preview of the initial film in the 1955-56 official television series, "This Is Baseball," was held by the National Baseball Hall of Fame and Museum at Cooperstown, N. Y., Sunday night for the press and Commissioner Ford C. Frick. Jack Leahy of RCA Film Recording Systems loaned an RCA portable projector for the occasion, which was installed by Robert Barrescher of the Visual Products Division of RCA. The quarter-hour film series is being directed and produced by Erneston York, an active member of the SMPTE and one who will feature a diamond star, Pathe Laboratories has a contract to process the films.

An automatic ice-making machine designed to produce thousands of tiny ice cubes 5/8-inches in size has been marketed by the Frigidaire Division of General Motors Corp., Dayton, Ohio. It is claimed that the cubes cool faster and last longer than crushed, chopped or flake ice. The machine is said to make approximately 200 pounds or 20,000 cubes per day.

As an accessory to its automatic soft ice cream freezers, the Swedish Freezer Mfg. Co., Seattle, has developed a new portion control. The unit plugs into the freezer like a radio tube and electrically measures out exact-sized servings which have been pre-determined by the operator. It operates through a triple-action footswitch which permits the serving of either of two sized portions or continuous serving. This is done by toe pressure on one end of the switch and flashing light, on the other end for the larger portion and on the center for continuous draw.

Lauds Taste of Public

Holden feels that 30 per cent of our films contribute to world understanding and that most people are discriminating enough to tell how much of them is true and how much is untrue.

He is enthusiastic about actor participation in film production and is all for "pooling talents with percentages." The actor feels there will be more and more of this in the future.

Holden said that when he entered this type of deal with Otto Preminger and E. Hugh Herbert for "The Moon Is Blue," all three agreed before the picture even went into production that the screenplay would not be submitted to the Motion Picture Office for approval. "I didn't see anything immoral about the picture," he added. "As pleased as I am about my contract with Paramount, one good outside, participation deal is more profitable to me than six films for my regular studio," Holden said.

Calls for Quality

The diminishing box-office of a couple of years ago was due to the poor product distributed, bad story and carelessness in production, Holden stated. "If a film is good today, the exhibitor has good business," he declared.

VistaVision Popular Abroad, Says Holden

Holden says Pictures Should Use Techniques of Theatre

Screen actor William Holden touched on the artistic side of filmmaking as well as some of his personal views on the subject, at a weekend press conference here during a roundtable discussion of the results of his trip as VistaVision ambassador to Europe and the Far East. "I love the theatre and believe that oftentimes the picture that makes use of theatrical design and lighting, comes off to wonderful advantage," Holden remarked. "Filming for vertical effect, not just the horizontal, is an asset in certain pictures. Remember the use of the long, spiral staircase in both the stage and film versions of 'A Streetcar Named Desire,' the lighting effects which expressed mood and increased the dramatic force of 'Don Juan in Hell.'"

The actor feels that an American film must be geared for maximum popularity in 13 major cities, followed by good business in the next 31 in line. If the product does well in these situations, "then what happens in Paducah doesn't matter too much. If you make a good film, and if large it'll be appreciated universally," he added. "People want more humanism from their actors today. Audrey Hepburn comes to life for people; she's very real to them. The Barrymore brand of glamour great as it was, is out now. People such as the late Ernie Pyle, and his unvarnished picture of war have made people want life more truthfully represented on the screen."

THEATRE BOX OFFICE BONANZA!

That's what they're calling Perspecta Stereophonic Sound! Why? Because M-G-M and Paramount have standardized and are recording all productions with this single optical track stereophonic sound.

Look at These Pre-Sold First Productions!

- Student Prince - Gone with the Wind
- Seven Brides for Seven Brothers
- White Christmas - Three Ring Circus
- Strategic Air Command
- And from other studios, too, are coming important productions in Perspecta Stereophonic Sound.

Have you placed your order for the Fairchild Perspecta Integrator -- the miracle unit that puts Perspecta Sound to work in your theatre? One Integrator serves all projectors in a booth.

Better call, wire or write today for full information.
Columbia's

"ON THE WATERFRONT"

$6,047

OPENING DAY at the Palms State, Detroit

—a New all-time record!

Screen Writers in New Organization

HOLLYWOOD, Aug. 9.—Screen Writers Guild has called a special membership meeting for Aug. 25 at the Beverly Hills Hotel to approve final details of a reorganization and a constitution for a new organization to be known as the Writers Guild of America. Concurrent meetings will be held by Radio Writers Guild here and the RWG, television writers group, and Authors League in the East.

No Subsidies, Johnston Tells IMPDA

The Motion Picture Export Association has no subsidy agreement now with any government despite its having been subjected to “great pressure” to enter into such agreements, Erle Johnston, MPEA president, told mem-
bers of the Independent Motion Picture Distributors of America at a luncheon meeting at Sandi's here yesterday.

Johnston had been invited by Arthur Mayer, head of IMPDA, to discuss provisions of the new film agreements with Italy and France for the benefit of IMPDA members who are especially wary of subsidy provisions in American film export agreements.

Johnston assured the gathering that there was no wish or demand of the organized American industry to interfere in any way with the importation and distribution of foreign films here.

IMFDA members evinced particular interest in developments in the international agreement field which could have a bearing on Italian Films Export operations here. Some expressed the view that as long as there is an I. F. E. subsidy payments in three years were that they amounted to between $4,000,000 and $4,500,000. Johnston said he had no information regarding distribution receipts from Italian films distributed here by I. F. E. He also said he believed that the entire subsidy payments under the agreement ending this fall had been used up.

Johnston pointed out that he had made repeated efforts to end the sub-

 casting lens for $150 claimed

DENVER, Aug. 9.—A lens costing about $150, has been invented by Meri Evans, manager of the Lakewood, who claims that it can be placed permanently on a projection machine, and be mounted on an axis, can be used not only in the projection of CinemaScope but can be utilized in the projection of any other type of film. The lens is to be manufactured here, and will be marketed nationally by Western Service & Supply, Evans said.
Personal Mention

CHARLES EINFELD, 20th-Century-Fox vice-president, will arrive in New York today from Europe aboard the "Queen Mary."

DORIS SCHARY, M-G-M vice-president in charge of production, and Moe Seltzer will arrive in New York tomorrow for the Coast.

BEN KALMENSON, Warner Brothers vice-president in charge of sales, has returned to New York from Hollywood.

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, has arrived in Hollywood from New York.

EDWARD C. RAPPERT, of the law firm of O'Brien, Driscoll & Rappert, left here yesterday by plane for Kansas City.

OLIN CLARK, M-G-M Eastern story head, will leave here Friday for a vacation, which he will spend motoring.

ROGER H. LEWIS, United Artists advertising manager, left here yesterday by plane for the Coast.

SHIRLEY ROSS arrived here yesterday from London via B.O.C. Monarch.

CHARLES Handel, New York news contact for United Artists, has returned here from a vacation in upstate New York.

VINCENZO MINTI, director, has returned to the M-G-M studios from Central and South America.

$55,000 1st Week For 'Obsession'

"Magnificent Obsession," Universal-International's Technicolor film which opened at the Loew's State on Broadway last week, has grossed for the biggest week's business of any U-I picture to play the house, the company announced yesterday.

With a gross of $55,000 for the first week, the picture opened to the biggest first day business of any U-I picture and is headed for the biggest first-run houses since "Naked City" played the Capitol in 1948, according to U-I.

Coast Theatre Sued By Three Majors

HOLLYWOOD, Aug. 9,—"Willful, wanton and malicious" was the language charged against Shirley A. Kurstin, Boulevard Theatre, Belvedere Gardens, by Columbia, Universal and Paramount in a suit filed today in Federal Court, seeking damages in excess of $2,000. The complaint alleges that Kurstin made "many false statements" regarding admission prices charged between Sept. 1, 1949, and February 28, 1950.

Joint Meeting Today

C.E.A. Proposals for Eady Tax Dispute Peaceful

By PETER BURNUP

LONDON, Aug. 9.—Leaders of the Eady Motion Picture Trade Association have met in London to discuss a plan of what is regarded as the first significant move to be observed in many weeks. The plan calls for talks to be held. The talks will be: for exhibitors: W. R. Fuller, general secretary of the National Exhibitionists' Association; John Ray, former president of C.E.A.; and E. Hinge, C.E.A. honorary treasurer.

For distributors: Sir David Grif

Fuller of the Kinematograph Reporters Society, president; and John G. Rice, president of the Association of Specialized Film Producers.

Proposal Ready

It is learned that the exhibitors will propose as a basis for the talks an adjusted levy in the higher bracket of seat-prices which, with the increased amounts of gross rentals which exhibitors are realizing from the tax remission, would meet the C.E.A.'s accounts estimate, yield to producers £22 million annually.

Exhibitors are also prepared to guarantee to maintain a voluntary levy for a period of three years, and to come to terms from whatever date settlement is reached. They are prepared also to proceed with the talks without referring to their Board of Trade associations which have met in deluge toward an agreement relative to the figures of production profit-and-loss which they have hitherto demanded from producers.

It is reported that the latter has insisted on the arbitrary figure of £35 million as their minimum annual need from the Eady Fund, but in the prevalent conciliatory mood there are strong hopes that a compromise figure between the proposed £22 million and £35 million will be arrived at.

Daves Seen Conciliatory

The attendance of John Davies at the talks will meet every occasion surprise in many quarters, for Davies was the most vehement opponent of exhibitors in earlier meetings and it was at his behest that the Rank Organization pulled out of EDA membership. On the other hand, well-informed persons look upon the Davies attendance as a happy omen. They maintain that other influential producers have approved Davies' action and are willing to follow his lead.

Although an extremely cautious attitude is adopted by all parties there is a definitely conciliatory mood that settlement may be reached in time for ratification by C.E.A.'s General Council on September 8. The revised rates of levy would in that case go into operation on October 1.

Hopes O. Censor Law Will Be Upheld

COLUMBUS, Aug. 9.—The "Catholic Times," official publication of the Columbus diocese, editorially expressed the hope that the Court of Appeals will uphold Judge Ralph Bartlett's decision last month against the Ohio censor laws sought by RKO Radio Pictures, Independent Theatre Owners of Ohio, Martin Falco, Tote Tolfo and Horace Adams of Cleveland.

The newspaper said that it hoped that the courts of law of all states would recognize the difference between license and freedom and will uphold the decision of Judge Bartlett to protect the public morality.

Calls Arguments 'Specious'

The newspaper called the plaintiff's arguments "specious," indicating that censorship is not unconstitutional. "In all restrictions allowed or approved by the law of the land, we are not now and never were."

The editorial said that Judge Bartlett's decision is "in the interest of the nation's health, moral and cultural welfare" in every state, adding that prior censorship is "an expression of the freedom of the people to protect themselves from the inroads of law by poisonous influences."

The editorial was titled "In the Interest of Freedom."

Lou Kravitz Named Filmack Sales Head

CHICAGO, Aug. 9.—Lou Kravitz was elected vice-president in charge of sales and a member of the boards of directors of Filmack Trailer Co., at the annual stockholder meeting held here.

Kravitz has been Filmack's advertising manager and editor of "Inspirations" for several years.

Other officers elected were: Irving Mack, president; Donald Mack, vice-president; Bernard Mack, secretary; and William 0. Rice, treasurer.

LOU KRAVITZ

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

"SEVEN BRIDES FOR SEVEN BROTHERS" in CINEMASCOPE starring

JANE POWELL - HOWARD KEEL

Color by ANMORE - An M-G-M Picture

MAGNIFICENT OBSESSION

JEANNE CRAIN - DANA ANDREWS - FARRAR

DUEL AT THE JUNGBERG

JEANNE CRAIN - DANA ANDREWS

PARAMOUNT

BROADWAY AT 50TH STREET

Allied Artists Plans Domestic, Overseas Sales Conferences

Sales meetings here and abroad are planned by Allied Artists for this month. Moe Goldstein, vice-president, and Malcolm Miller, executive manager, have called a session to be held in New York on Aug. 20 to set plans for The Human Jungle, Norton Knight's picture for Allied Artists International, which will conduct European meetings in London and the South of France at a later date.

Executives to Attend

Attending the New York meetings will be Edward Morye, vice-president; L. E. Goldhammer, Eastern division manager; James Howard, Southern division manager; Harold Wiegner, Western division manager; John C. Flinn, advertising-publicity director, and Harry Goldstein, Eastern publicity manager.

Kitchey will leave here in about 10 days for Europe. He may be accompanied by Steve Brody, assistant, who is due here from the Coast Aug. 17.

Schwartz, Butrows, Warner Add Holdings

WASHINGTON, Aug. 9.—Additions to stock holdings of some Allied Artists executives in their respective companies were reported by the Securities and Exchange Commission.

Sol Schwartz, president of RKO Theatres, purchased 5,000 shares in July, increasing his direct holdings to 10,000 shares.

Alvin Butrow, vice-president of Warner Brothers, bought 300 shares of common stock, increasing his direct holdings to 160,000 shares. He also bought 4,000 shares of common for a trust fund in which he is a beneficiary, bringing the beneficiary holdings to 19,000.

George Burrows, executive vice-president of Allied Artists Corp., purchased 3,700 shares of common in July, increasing his direct holdings to 4,126 shares.
“Hey, Jerry, we’re hotter than the weather! Exhibitors everywhere are

“LIVING IT UP” and

HOLDING IT OVER”

NEW YORK PHILADELPHIA SAN FRANCISCO BOSTON BUFFALO

ATLANTIC CITY INDIANAPOLIS ALBANY NEW HAVEN MINNEAPOLIS

SEATTLE CINCINNATI OKLAHOMA CITY DES MOINES MEMPHIS

LEVELAND WASHINGTON DETROIT TOLEDO BRIDGEPORT TRENTON

PORTLAND SPRINGFIELD NEW LONDON WATERBURY READING

RICHMOND NORFOLK BOSTON DAYTON HARRISBURG WORCESTER

STAMFORD ALLENTOWN ROCHESTER AND MANY MORE CITIES

Get It From Paramount! And Get Ready For Your Holdover! Your Grosses Will Prove That

IT’S THE GREATEST FROM

MARTIN AND LEWIS
### Motion Picture Daily's Booking Chart

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**Keys:** SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 2D—two prints; 3D1—single strip.

**SOUND:** Ss—Four track magnetic stereophonic sound; Si2—Separate stereophonic sound print; Ps—Perspex optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are In Parentheses. [Rev.] Motion Picture Daily Review Date.
Jack Lewis Elected
President of NAVA
At Chicago Meeting

CHICAGO, Aug. 9.—Jack E. Lew-
is, Lewis Film Service, Wichita, Kan.,
was elected president of the National
Audio-Visual Association for 1954-
1955 at its ninth annual national con-
vention and trade show held here at
the Conrad Hilton Hotel. Voting by mail
was 1,072 out of 452 voting members
who are owners of audio-
visual dealers and film library
businesses.

Other new officers are: first vice
president, Alan B. Twyman, Twy-
man Films, Dayton, Ohio; second vice
president, Alexander Stampf, A-V Co.,
Denver Col.; secretary, Francis J.
Didier, Delta Visual Service, New
Orleans; treasurer, William W.
Birchfield, Alta.; directors, Ray
Swank, Swank Motion Pictures, Inc.,
St. Louis; Jerome W. Kintner, Photo
& Sound Co., San Francisco; regional
directors, Middle Atlantic states: L.
C. Van Antwerp, Valley Sharpville,
Pa.; Midwestern states: Harold Newman,
Newman A-V Aids, Kalamaooz, Mich.;
Southwestern states: R. R. Riley, A-V
Services, Houston; Canadian Region:
Marvin Melnyk, A-V Supply Co., Win-
ipeg, Man.

Six Board Members Held Over
Six members of the 1953-1954
NAV A board whose terms do not
expire until July, 1955, will serve on
the 1954-1955 board. They are: di-
rector, New England, George Good-
thorpe, New England Film Educa-
tion Service, Detroit; W. G. Kirtley,
D. T. Davis Co., Louisville; regional
director, North Pacific, N. E. and
England, George Roehnig, New En-
gland Film Education Service, Arling-
ton, Mass.; Southeast, Bill Bir-
chfield, Alabama Photo Supply
Center, Birmingham; Great Lakes,
Frank Bangs, Frank Bangs Co., Wil-
chita, Kan., and West, P. H.

Film Library Assn.
Elects New Officers

CHICAGO, Aug. 9.—New officers of
the Educational Film Library Asso-
ciation were elected at the group's 11th annual
conference held here.

They are: president, Garret Weath-
ers, South Bend Public Schools; vice-
president, William L. J. Benfield, Alex-
der Stampf, Conn., Public Library; sec-
tary, Nelle Lee Kenkinson, St.
Louis Public Schools. Three new
members have been elected to the
EFLA board of directors: Erwin C.
Wolfe, University of Minnesota, for
the colleges and universities; F. Edgar
Lane, Schools of Dade County, Fla.,
representing the schools, and Muriel
Javeline, representative of the general
and adult education groups.

Agnew Farm to Sullivan

Ed Sullivan will take occupancy to-
morrow of the 95-acre Southbury,
Conn., farm of Neil Agnew, industry
executive.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists in Motion Picture Industries

Television-Radio
with Pinky Herman

ROBERT W. SARNOFF has appointed Richard A. Pink-
ham, director of the newly created Participating Programs
Department, in charge of NBC-TV's three Magazine Concept pro-
grams, "Today," "Home" and "Tonight." It is expected that in
1955 these three programs alone will produce an annual gross
revenue of more than $200,000. It proves the sanguine of the
network's executives that the project promises to be the "hot-
cut" (Today), "A Rolling stone gains no moss—stay (Home)," and
"(Tonight) or never." (With this we'll Sarn Off). . . . Transilv-
ium, Inc., is making available to television stations four tele-
hulm, produced by it for the TV-Radio Workshop of the Ford Founda-
tion and which have appeared in the last six weeks. Among
the pix are, "The Million Dollar Story," "The Raymond Loewy
Conrad Nagel Theatre," produced by the Andre Lottone
Productions for TV, will be distributed by Guild Films. The stories
are adaptations of works by such writers as W. de Marquant, Bal-
zac, Tolstoy, Chaucer and others.

Marking the first time such many first-run motion pictures
have ever been TVed on one show is "Bits from the Hits,"
where the television patrolmen are "The Man Who
Came to Dinner." (At 10:45 P.M.)

Dennis James

The ambitious line-up includes "The
Waterfront," Columbia Pictures, starring
Marlon Brando; "The Caine Mutiny," star-
ing John Wayne and Joseph Cotten;
Paramount's "Living Up," starring
Dean Martin & Jerry Lewis; Alfred Hitchcock's
"Re-Run Window," also Paramount, starring
Ray Milland, and "Valley of the Kings,"
Robert Taylor and Eleanor Parker; United Artists'"Apache,"
starring Burt Lancaster. Execs of
these major picture producing companies,
who have watched the pilot this past
month, see the show as a top-light
replacement for the N.Y. City blackout of
the Archie Moore-Harold Johnson Pabst Blue Ribbon boxing show
for the lightweight world crown, are to be con-
gratulated for a promotion stunt which can't help but whet
the appetite of the television audience.

The Fred Van de Venler-Florece Rinard TV-ABClover quizzier,
"20 Questions," is plugged not in one but in TWO current flic-
kers on Broadway, Mickey Spillane's "The Long Way," and "Duel in the

Radio Dead? Not by a long shot. Over the weekend this reporter
hopped into our trusty chariot for a trip to Boston, via Hartford.
Where we exchanged pleasantries with old pals, Bertha Porter
of WRDC, Larry Kenfield of WTIC, Lou Brooks and Dick Fagge
(punch-buffing for Jack Downey) at WGTH, Bill Hennessey and Bill
Reed of WCCC. However, what we intend to portray as evidence
of radio's continued potential and importance in the scheme of things is
the following: Saturday morning around ten we happened to tune
in Alan Darby, WORL, decay, liked his easy-going personality and headed
for 92 Station St, where the WORC studios are for his top-light
replacement for the N.Y. City blackout of the Arch

20th Exchanges Map
'Egyptian' Promotion
From Coast to Coast

Meredith plans for Darryl F. Zanuck's "The Egyptian" mapped last
week at 20th Century-Fox's two-day sales and distribution
meetings in New York, will be the subject of a series of special
conferences to be held this week at the company's 38 domestic and
Canadian offices.

To be conducted by division and branch managers who attended the
in-house office party called by distribution director Al Lichtman,
the meetings will serve to provide detailed information to sales and exchange
personnel on policy evolved for the CinemaScope production.

Discussions will focus on territorial handling of the film in Delaware color,
world premiering Aug. 24 at New York's Roxy Theatre in a benefit
for the March of Dimes, and aspects
of the national promotional campaign.

Started Last Week

Among the items to be discussed will be the billboard posting campaign
which started in some areas last week and is expected to be
a total of 51 key centers by this week.

Other aspects of the campaign to receive special attention will be
the trio of tours and exhibitions in progress on "The Egyptian."

The tours, to a combined total of over 350 cities, include two public
relations junkets: one by Charles Le Maire, head of women's wardrobe at
the studio, and country organizer of the promotions; and a swing through 22
cities in the U.S. and Canada by stage and screen actor Bert Lytell.

The publicity effort for the film is the transcontinental tour of two
huge trucks transformed into mobile

"Duel" in W. Penn.
Starts on Aug. 27

PITTSBURGH, Aug. 9.—Bert
Stern, Pittsburgh territorial distribu-
tor for Selznick Releasing Organiza-
tion's "Duel in the Sun" announced
today that the company is ready to
begin a luscious saturation bookings
on the film at the Stanley Theatre here on
Aug. 27.

FILMACK FOR
BETTER FOR
SPECIAL
TRAILERS
Motion Picture Daily

Tuesday, August 10, 1954

News Roundup

Holdovers Galore in Cinci.

For the first time in Cincinnati's local theatre history, all downtown first runs are playing holdovers. "Three Coins in the Fountain" is in its fourth week at Keith's; "Gone With the Wind" is playing its third week at the RKO Palace; "Living It Up" is enjoying a second moveover week at the RKO Grand, following an opening at the RKO Albee, while "The Caine Mutiny" continues at the Albee for a second week where it seems headed for an extended run.

La. Theatre Destroyed

A pre-dawn fire swept through the Gulf Theatre, (Natchitoches, La.) and completely eliminated its estimated $100,000 loss. The fire of undetermined origin began about 3 a.m., and five hours later firemen were still pouring water into the smoldering rubble. Clarence Thomase, owner of the theatre, is ill at hospital, but his son said he didn't think the property was insured. The theatre had been closed awaiting new equipment.

Golf Match, $10 "Gate"

The Cincinnati Variety Club, Tent No. 3, will hold its annual golf tournament at the Summit Hills Country Club, Aug. 31. The $10 "gate" includes luncheon, dinner and admissions in addition to golf and an admission price for every guest. Proceedings will go to the club's charity fund.

"Pushover" Gets Push

Kim Novak and Phil Carey, young Columbia stars, will be sent on a short personal appearance tour by the studio to Detroit, Milwaukee and Philadelphia in connection with openings of "Pushover," in which they appear with Fred MacMurray. The dates are scheduled in New York and Chicago for publicity through national media.

50 More 'Apache' Prints

United Artists has ordered from Technicolor an additional 50 prints of "Apache," to meet the reported demand for the Hecht-Lancaster film. The new print order brings to 450 the number of Technicolor prints on "Apache."

Cinerama in London

Starts in September

LONDON, Aug. 9—Cinerama will be installed in the London Casino here in accordance with an agreement just signed by Sidney H. Murley on behalf of Robin International, Inc. The contract will run for one year. Present lessees of the Casino are Tom Arnold and Emile Littler. Murley has tentatively set Sept. 28 as the date for the opening of Cinerama at the Casino. In the meantime he plans to visit the Continent to close similar deals in France and Germany, range a meeting of counsels in an effort to eliminate what has been called the "unnecessary burden." Copies of the letter were made available to the Los Angeles Times, Sunday version.

At present the temporary injunction order blocking collection of the tax in excess of five per cent applies only to the five Queens houses which filed the original suit against the city. Department of Business. Both the city's notice of appeal and the operators' cross-appeal will be judged on Sept. 13 when the Appellate Division reconvenes.

Alternative to the city's waiving collection of the breakage portion of the tax would be to terminate litigation on the part of exhibitors who desire at this time to become parties to the case.

They may sign a petition, possibly through the Metropolitan Motion Picture Theatre Owners Association, or the Independent Theatre Owners Association, becoming parties to the action and subjecting themselves to the terms of the court order, which is the order signed by Justice Pette, plaintiffs' lawyers explained.

If the injunction is allowed, the posting of a $200 bond by each additional plaintiff, and would, the exhibitors advised, give rise to all involved as far as cost and additional paperwork is concerned. The contemplated cross-appeal may be filed by the plaintiffs and would be decided on by the Appellate Division of the Court of Appeals.

The order the said 'Tax Code as well as the Federal and state constitutions.'
Bird Commission
Will Prepare
N.Y.C. 5% Tax
Report Shortly

Meanwhile, Exhibitors
Ask Breakage Directive

The state commission appointed by Gov. Thomas E. Dewey on June 15 to study the validity of the New York City five per cent amusement tax and its economic ramifications to the local industry, will be assembled within a matter of weeks to prepare its report to the state's chief executive, Frederick L. Bird, commission chairman, announced yesterday.

Bird yesterday revealed that because commission members are scattered throughout the state at the present time, it would not be until after Labor Day that they could assemble and prepare their findings for Gov. Dewey's scrutiny.

In the event that their assembly (Continued on page 4)

'Hilux Val' Lens
Demonstrated Here

The premiere trade demonstration yesterday morning at the Paramount Theatre of the new "Hilux Val" variable focus anamorphic lens received favorable comment by a cross-section of technicians, exhibitors and supply dealers, who saw the demonstration.

Scenes from Warner Bros. "Lucky
(Continued on page 5)

Film Shares Set
New Highs for '54

Practically every motion picture and theatre stock listed on the Big Board closed at new highs for the year yesterday, reflecting good business reports from theatres in most sections of the country and good earnings prospects in prospect for production-distribution companies.

Issues setting new highs yesterday were: American Broadcasting - Paramount Theatres, Columbia Pictures, Paramount Pictures, National Theatres, Stanley Warner Theatres, 20th Century-Fox and Universal. Those at or near their highs for the year included Loew's and Warner Bros.

NewM'Carthy
Organization

Formation of International Affiliates, designed to be active in the international field with emphasis on motion pictures, was announced yesterday by John G. McCarthy, president of the Motion Picture Association of America and of Motion Picture Export Association.

It will participate in the financing of motion pictures, and production aimed at the international market, and will also serve as producers' representatives in the American market.

Public relations, promotion and publicity, international trade and international currency transactions are also included in the new organization's scope of operations, he added.

Arrangements have already been made (Continued on page 5)

UA to Distribute
Title Bout Film

United Artists has acquired the world-wide distribution rights to the film of the forthcoming 15-round heavyweight title bout between champion Rocky Marciano and former titleholder Ezzard Charles at the Yankee Stadium here on Sept. 15, it was announced jointly by James D. Norris, president of the International Boxing Club, and William J. Heineken, vice-president in charge of distribution for United Artists.

Interest in the film of the initial Marciano-Charles bout, held at the Yankee Stadium last June 17, was reported so great that more than 5,000 theatre bookings were set for it. The pictures of that set-to also were distributed by United Artists.

File 3 Percentage
Actions in L.A.

LOS ANGELES, Aug. 10—Paramount, Universal and Columbia filed separate percentage actions in Federal Court here against Sidney Kurstin, formerly operating the Boulevard Theatre in East Los Angeles (Belvedere Gardens).

Kurstin, who is one of the Los Angeles firm of Freston & Files, signed each complaint with Sargoy & Stein of New York appearing as counsel.

TOA Survey Finds
90% of Larger Circulation
Papers Hike Theatre Rates

Almost 90 per cent of the nation's newspapers with circulations of more than 250,000 charged higher advertising rates for theatre than they do for other types of advertisers, according to survey figures compiled by Howard Bryant and Dick Pitsch for the Theatre Owners of America. It was emphasized that the survey was not conducted for the purpose of planning an "attack" upon newspapers charging premium rates, but rather to obtain facts and figures that might be of value to the local exhibitor, since basically it is a local problem.

The report on the questionnaire covered 244 newspapers in 154 cities in 36 states. In summary, the survey revealed that:

Almost 90 per cent of the newspapers with circulation of 100,000 or less charged the same rate for theatres as for others; about 15 per cent charged more for theatre advertising and slightly more than 10 per cent charged less.

In the 10,000 to 25,000 circulation category, about 45 per cent of the newspapers charged more for theatres, 30 per cent the same and 25 per cent charged less.

Newspapers with circulation between 25,000 and 50,000 showed that approximately 35 per cent charged the same rates for theatres as they did.

No 'Eady' Accord;
Meet Again Sept. 1

LONDON, Aug. 10.—Leaders of British producer, distributor and exhibitor associations met here today and submitted, without reaching any final agreement, figures estimating their minimum annual requirements of revenue from the Eady levy. All parties agreed to meet again on Sept. 1 in an effort to iron out their differences.

Canadian Industry
Girds for R.R. Strike

TORONTO, Aug. 10.—The stage is set to meet the threatened strike of 130,000 employees which would halt the railway systems of Canada, thus freezing service for exchanges and exhibitors as well as others. Cabinet ministers have been called to a special session at Ottawa tomorrow to discuss the government action in the crisis when the result of a strike vote across the country is known.

Emergency meetings have been organized by the film industry for the handling of film shipments. The Motion Picture Theatres Association of Ontario has planned regional film depots throughout the Province and executive secretary A. H. Jolley has sent out notices to exhibitors with instructions on how they are to pick up their prints and deposit previously-used films.

IFC Salesmen Ask
'Jacon Sales Drive'

District managers and salaried IFC, Releasing Corp., who gathered at the company's first national sales convention here yesterday, introduced a resolution calling for a sales drive, to be known as the Bernice Jacon testimonial Drive, as a tribute to the IFC vice-president in charge of sales.

The drive would begin immediately and continue through Dec. 31, 1954.

In turn, IFC executive vice-president E. R. Zorgatti, James and Jonas Rosenfield, jr., vice-president in charge of advertising, publicity and

Walsh Is Acclaimed
As He Reports to IA

CINCINNATI, Aug. 10.—Richard F. Walsh, president of the International Theatrical Employees and Moving Picture Machine Operators, was acclaimed by a long demonstration of convention delegates here today following a two-and-a-half-hour summary of the union's

'White Christmas,'
Set for Music Hall

Irv ing Berlin's "White Christmas," first picture produced in VistaVision, will have its world premiere at the Radio City Music Hall in the early fall. Announcement that contracts had been signed for the world premiere were made jointly yesterday by Russell V. Downing, president of the Music Hall, and Barney Balaban, president of Paramount Pictures, producers of "White Christmas."
Personal Mention

LEO JAFFE, Columbia Pictures vice-president and assistant treasurer, arrived in London yesterday from New York.

P. T. DANA, Universal Pictures Exhibitor, has left New York for Pittsburgh, Detroit, and Cleveland.

Jesse Kaye, in charge of M-G-M Records at the studios, returned to Hollywood by plane yesterday from New York.

RALPH MARTIN, of the magazine “Screen,” is touring New York from a tour of the Eastern states.

ESTHER WILLIAMS and her husband, BEN GAGE, arrived in New York Monday from Florida and will leave here today for San Francisco.

FRANK ROSS, producer, and Joan Caulfield, actress, arrived in New York by plane yesterday from Europe.

LOUIS FELDMAN, of the Du Art Laboratories, will leave here today with Mrs. Feldman for the Coast.

Tom GERY, of the M-G-M publicity department, returned to New York yesterday from his vacation.

CHARLES BOYER will sail from New York for Europe today aboard the “Liberte.”

ANNE BAXTER will arrive in New York from the Coast on Saturday and will leave here the same day for Paris.

To Tie in Para.’s Shorts in Drive

Paramount Pictures is releasing 14 of its projected 60 short subjects for the 1954-1955 season to help launch “A. W. Schwaberg AnniversarY Week,” marking the start of the company’s 40th anniversary sales drive.

The “Week,” in honor of the Paramount Film Distributing Corp., president, will be tied in Sept. 1 through Sept. 4, and the sales drive, tagged “A Salute to the Future,” will continue for the next 14 weeks.

Outlined by Morgan

Oscar A. Morgan, head of the short subjects and Paramount news sales department, announced the following shorts’ series and titles for drive:

For the Cartoon Champion series: “We’re In the Honey,” “Butterscotch,” “The Golden Fried Chicken,” “The Friendly Ghost,” “The Bored Cuckoo,” and “Santa’s Surprise.”


Spotlight—“Two Riding Champs”

JAPANESE FILM INDUSTRY IS BIG,” SAYS U. S.

WASHINGTON, Ag. 10.—The Japanese film industry is a big industry. According to a report by the U. S. Department of Commerce, gross receipts in 1953 totaled $11,000,000, which were amassed from only 62 per cent of the domestic market (35mm. films), amounting to about 60 per cent of the gross receipts). There are now 37,544 theaters showing 35mm. films with a seating capacity of 1,900,000. The number of entertainment films shown in Japan in 1953 totaled 47, all of which were Japanese films and 15 foreign films.

“Star System” Stressed

Some idea of production costs is suggested by an estimate of a Japanese producer that a low-budgeted film costs $60,000 to $110,000 to produce. Japan, because of the shortage of competent actors, has almost inevitably developed the star system, which makes it easier to gauge the percentage of the production costs that go to the stars’ salaries. On the other hand, since this is paid for by films made in the United States, the Department of Commerce said.

Although the present time, none of the Japanese producers are planning the production of large screen or three dimensional films. Television, because of the small size of the audience, is not regarded as a serious competitor. The attitude of the film companies toward possible cooperation with television is still negative; however, it is anticipated that cooperation will come sooner in the United States. With respect to production between United States and Japanese film companies, Japanese film officials are not enthusiastic, pointing to the increasing number of domestic and unprofitable experience in the past, it was said.

Dearth of Capital and Writers

The two major problems of the industry at the present time are shortage of capital and good writers. Even after some remarkable achievements by the industry in recent years, banks are not willing to provide money to companies. Financing is accomplished through personal loans and carry high interest rates or heavy collateral requirements.

Hanna on 30-City Tour for “Contessa”

The coast-to-coast publicity campaign for the forthcoming release of “The Barefoot Contessa” by United Artists is under way. The departure of David Hanna, public representative of Fijaro Productions, from Los Angeles, and Miss Hanna, leading a 30-city nationwide tour in behalf of the Technicolor drama that stars Humphrey Bogart and Ava Gardner, is under the direction of Joseph L. Mandelkow.

Hanna, who headed the “Barefoot Contessa” campaign in Italy throughout the location filming of the picture there, will visit newsreel and newspaper representatives in each city to publicize the United Artists film in advance of its release.

60% of Films Shown in Finland Are U. S.

WASHINGTON, Ag. 10.—According to the Finnish Motion Picture Theatre Owners’ Association in Helsinki, 60 per cent of the motion picture theatres in operation in Finland exhibiting 35mm. films. These theatres have a total seating capacity of 153,095.

In 1953, there were 384 feature films shown in Finnish theatres, of which nearly 300 were American productions and 25 were United States productions. According to the association there are no 16mm. comparison with American theatres in operation in Finland. This report was made by Nathan Golden of the U. S. Department of Commerce.

20th Plans Biggest ‘Egyptian’ Campaign

The largest newspaper advertising campaign in the history of 20th Century-Fox has been scheduled for Darryl F. Zanuck’s “The Egyptian,” which will open in some 200 openings across the U. S. and Canada around Labor Day, the company announced yesterday.

The advertising campaign will center in 101 leading newspapers situated in 64 key cities of both countries with full-page and page-one dominating insertions, according to 20th Century-Fox.

Kicking off the campaign will be 800,000 copies of a two-Sunday-before-the-openings of the film. The Sunday before playdates commence ads of newspapers will be running, calling attention to individual playdates of the production.

In addition, the initial segment of a record company total of 54 window displays in New York devoted to “The Egyptian" gets underway today with the unveiling of eight film-themed windows at Bonwit Teller’s Fifth Ave. store.

Leading Retailers to Participate

Among the many organizations participating in the overall campaign are Ted Fliegel, New York; Jack & Taylor, Miligrams, Mr. John, Saks 34th St., Franklin Simon, Doubleday, Scott, Robinson, Kennesson, Irene Horan, Christatos, Goldfarb’s, Egyptian Tourist State Office and Scandinavian Airlines.

Ladaty to Equip for Cinemara Abroad

William R. Ladaty, vice-president of Cinerama Abroad, the charge of U. S. installations, will lead the way in equipping for the medium 15 to 20 foreign cities to be opened by Robin International, Inc., which recently acquired the rights for distribution of the process abroad.

Ladaty, who was in charge of setting up the first Cinerama exhibition at the Broadway Theatre here, plans to operate five before January, 1955, with another eight to 15 to follow during the year.

MOTION PICTURE DAILY, a weekly, in-chief and publisher; Sherwin Kane, editor; Terry Ramsaye, consulting editor. Published daily, except Saturdays, Sundays and holidays, by Quipsley Publishing Company, 1276 Sixth Avenue, Rockefeller Center, New York 20, N. Y. (Telephone: 2-5158. Cable address, "Quips, New York." Martin Quigley, president; Martin Quigley, jr., vice-president; John P. Sullivan, vice-president and treasurer; Raymond Levy, vice-president; Leo J. Brady, secretary. Subscription price, $10.00 a year. Accepted as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act

Wednesday, August 11, 1954
I was so proud of that article in Film Daily last week under the headline: “TOP RESULTS FOR THREE NEW M-G-M ATTRACTIONS.” To quote the article: “Leading the trio is ‘SEVEN BRIDES FOR SEVEN BROTHERS’ which established a new 21½ year record in its first week at Radio City Music Hall. ‘VALLEY OF THE KINGS’ in its first 23 engagements is outstanding and ‘HER TWELVE MEN’ in its world premiere week in Lincoln, Nebraska, finished with a gross greater than any previous attraction except those at advanced prices.”

Wish you could have seen our Sales Execs doing hooplas in the projection room at 1540 Broadway last week when “BRIGADOON” was screened for the first time at the Home Office. Better than the famed stage hit was the exultant unanimous opinion. Predictions are that this spectacular musical will be an Academy Award contender, which means that the star, the producer and the director of “An American In Paris” have done it again!

 Probably the most extensive and most original promotion campaign of years is under way for M-G-M’s superb production of “BEAU BRUMMELL.” The little figure shown to the left will be the Oscar of the well-dressed man, the award in national contests. Just part of the ballyhoo that will tell the world about the magnificent drama whose fame, based on enthusiastic Previews, East and West precedes it.

 A little bird whispered it! The grapevine is carrying it across the nation. The biggest Christmas gift the screen will offer this year is a brilliant musical extravaganza telling the story and singing the songs of Sigmund Romberg. It’s “DEEP IN MY HEART” and production has just finished. Those who have seen it forecast it’s the Biggest yet in the tradition of the Ziegfeldian-type musicals.

In M. P. Exhibitor Magazine’s Laurel Award Poll, M-G-M again for the 6th straight year has won the industry’s top honor. M-G-M has been voted again: “THE COMPANY THAT GIVES EXHIBITORS THE FAIREST TREATMENT!”

P.S. Watch for more of “My Intimate Diary”
News Roundup

British Cine 'Suite'

M-G-M’s “Executive Suite,” now in its eighth week in London’s West End, was the critics’ choice in the August issue of the British Film Institute.

Reade, Jersey-Bound

The offices of Walter Reade Theatres are now located at Mayfair House, Deal Road, Oakhurst, N. Y.

Reviews “Waterfront”

In an unusual move, the current issue of McGraw-Hill’s “Business Week” carries a five-page pictorial review of Columbia’s “On the Waterfront” under the title: “Waterfront Film Dramatizes the Real.”

“Susan” Aug. Miss Subways

RKO’s “Susan Slept Here” has been selected by the New York subways as the Picture of the Month for August.

Levine to Host Makelin

Joseph E. Levine, president of Embassy Pictures Corp. is hosting a luncheon in New Haven Aug. 10 for Hal R. Makelin who will talk on his “plan” to exhibitors of the area.

Hits Radio-TV Ban On Hearing Report

WASHINGTON, Aug. 10.—The broadcasting industry today backed up the position of individual networks with a strong protest from the National Association of Radio and Television Broadcasters against the ban on radio and television coverage of the forthcoming open hearings on the resolution of the Senate committee. Joseph McCarthy (R., Wis.).

In a telegram to Sen. Arthur V. Watkins (R., Utah), chairman of the select committee to study censure of McCarthy, and other committee members, NARTB president Harold E. Fellows recommended that the select committee meet with a representative group of broadcasters to discuss reversal of the ban.

Review

“Brigadoon”
(M-G-M)
(CinemaScope)

ALL of the splendid characteristics of previous M-G-M musicals which were top audience attractions may be found in this Arthur Freed production which is based on the A. J. Lerner and Frederick Loewe 1947 musical called “Brigadoon.” The picture, recorded in long Broadway run, lavish production numbers, integrated with a romantic Scottish Highland-Lowlands theme, make this CinemaScope picture a fine entertainment, enhanced by expert dancing by Gene Kelly and Cyd Charisse, plus music, comedy, pulchritude and beautifully成本ed lads and lasses.

The production numbers, which employ the lively Scottish airs, complete with bagpipers and drummers, add to the majesty of the performance. The tunes in this Scotch idyll, “Brigadoon,” “MacConnachy Square,” “Waitin’ For My Dearie,” “I’ll Go Home With Bonnie Jean,” “The Heather on the Hill,” “It’s Almost Like Being In Love,” “The Gala Dancing of the The Chieftain” and many others.

The singing and dancing patterns are merely illustrations for the music and transplant the viewer into a land of enchantment.

This is a film which is shot in a number of all situations, “Brigadoon,” filmed in color by Ansco, stands as solid film fare with much entertainment to offer. An audience should be exhilarated at its pace and tone.

Bird Command Report After Death Day

(Continued from page 1)

by operators since its inception in June, the Commission was asked to determine the probable effect of the law on the city’s amusement industry in terms of theatre closings, loss of employment, etc., and whether the tax is a sound source of local revenue.

In addition to Bird, the Commission is made up of 11 members, which include four “citizen members,” the state comptroller, the state budget director and the president of the State Tax Commission, as well as two members each from the State Assembly and House.

Dewey Will Get It in Time

In either event, the commission’s report to the Governor will be ready for his study before the next session of the State legislature reconvenes in January. At that time, is believed in police circles, there is a strong possibility the state enabling act which empowers the city to levy the amusement tax.

Dewey asked for the Bird Commission study in response to a plea for help sent him by exhibitors and motor mounted police leaders in June. At that time the industry officials advised Gov. Dewey it was felt that passage of the bill could be "tantamount to confiscation."

In addition to the estimated yield from the tax which has been disputed by operators since its inception in June, the Commission was asked to determine the probable effect of the law on the city’s amusement industry in terms of theatre closings, loss of employment, etc., and whether the tax is a sound source of local revenue.

In addition to Bird, the Commission is made up of 11 members, which include four “citizen members,” the state comptroller, the state budget director and the president of the State Tax Commission, as well as two members each from the State Assembly and House.

Meanwhile, City Assistant Corporation Counsel Stanley Buschbaum yesterday submitted a letter sent to him by exhibitor attorneys in the current local suit against the levy. They called for a directive or statement from the City Comptroller to the effect that during the pendency of the action, he would make no attempt to collect the tax’s breakage amounts which exceed the five per cent limit set by law.

Buschbaum yesterday indicated that he could not now give full study to the idea because he is involved in other work. But he did give evidence that the city would weigh the proposal for possible action as soon as he has the time available.

Buschbaum is well aware of indications which point to the joining of the case by virtually all exhibitors in the city not already a party to it. If this occurs, motion picture counselors advised him, it would mean a “multitude of claims” and a tremendous amount of paperwork, particularly for the city.

Cross-Appeal Day

In another development, Thomas B. Lally, the city’s attorney and one of the legal leaders in the suit against the tax, yesterday said that a cross-appeal against his order filed last week by the city, may be filed either tomorrow or Friday.

The city’s notice of appeal against the recently granted temporary injunction blocking collection of the tax’s “minor fraction” amounts, and the ex-ecution of cross-appeal will not be judged until Sept. 13 when the Appellate Division of the Supreme Court reconvenes.
Larger Papers

Hiking Theatre Rates

(Continued from page 1)

for others, 35 per cent charged more and 15 per cent charged less. In the 50,000 to 100,000 bracket, a trifle more than 65 per cent of the papers charged more for theatres, 25 per cent charged the same, and 10 per cent charged less.

A little more than 70 per cent of the papers with circulations of 100,000 to 250,000 liked the rates for theatres, 22 per cent charged the same and five per cent charged less. A brief survey showed that newspapers in metropolitan areas are now charging higher rates for newsprint for theatres.

It was also determined from the returns to date, the percentage of newspapers participating in the cooperative plan for local exhibitors was as follows: Good, 25 per cent; fair, 43 per cent, and poor, 30 per cent.

In explaining the survey, Bryant said: "More by exhibitors to obtain a reduction in rates have led to several local adjustments, but a few of these adjustments have led to the elimination of free publicity. However, many exhibitors hold that newsprint for newspapers who find one of their own is not to be charged to advertising."

Dorothy L. Borg, editor and publisher of the Hackensack (N. J.) Bergen Evening Record ($2,000-plus daily paper), is reported to have said: "I'm discuss- ing with our local theatre owners how much they can contribute to the support of the newspapers in their area to the extent of a high-rate, special classi- fication. My feeling among newspaper readers is that lower rates are not equitable."

Rochester cognates reported that the convention of the Rochester Motion Picture Theatrical Alliance advocated a special rate for newspapers in the city.

The feeling among newspapers has been that theatre advertising requires a large number of editorial columns of the customer. However, Hollywood gossip columns, and theatre time schedules and that the cost for this material should be levied at a higher rate to theatre advertising, the theatre operator.

In actual operation, he pointed out, there is the theory that the ads in movie trade papers are not accepted as paid advertising by readership reports gleaned from newspaper content studies. Mr. Borg said in some cases the amount of material is as much news as any other type of reporting in the daily newspaper. Thus, he said, the belief that running Hollywood and Broadway news is equivalent to a publisher's insertion is suspect.

He explained the progress during the past two years. Much of the report was devoted to television. In this field, Walsh de- scribed how IATSE now has more members employed, including those making TV films, than has any other union covering production craftsmen.

He said that the various contracts signed with the major networks and radio stations upon the union will be vigorously opposed.

The report enumerated the progress IATSE locals have made in negotiating pension and welfare plans and pre- vention funds, and more such plans as time goes on. He noted that a study which might have led to an over-all plan had been rejected in that he hoped to move in that direction if the delegates so decided.

Moving to forestall jurisdictional problems within the alliance as the Hollywood studios expand into the areas of small California locals, Walsh called for special discussions with the United States.

The report pointed out that the radio and television department of the alliance had grown considerably since the last convention, and it contained details regarding new locals established in many parts of the United States.

Roy M. Brewer, who is campaigning, for the presidency of the union, has overwhelmingly voted down in an effort to obtain special consideration of a resolution that the convention substitute voting machines for the ballot. Walsh did not oppose this resolution.

Lester Isaac, managing director of Cinemart, the theatrical producer's branch of the National Legion of Decency. The remaining seven films reviewed were placed in Class A. Class A, Section 2, are "Betrayed," "Broken Lance," "Bullet Is Waiting," "Rear Window" and "The Big Country." Classes 3 through 6 are not applicable.

Living It Up and "The Raid" were categorized as Class A, Section 1.

"Hilux-Val"

(Continued from page 1)

inactive. The company believes the lens a moderi- zation of the entire concept of variable anamorphic lenses. It is, ac- cording to the company spokesmen, a new lens, equally effective for all systems, foolproof in operation, excellent in service and unbreakable in use.

The Hilux Val can be used with all normal lenses and projectors, including specs from 18 to 1.6. It can be employed with either the standard 2.35/2.45 diameter lens or the anamor- phic lens originally designed for use with both standard and four inch diameter lenses, it is claimed.

The lens is variable in magnification of horizontal spread from 1X to 2X, the ratio of aspect ratio all the way from 1.33:1 to 2.35:1, the latter being full mag- nification on the track, States and Canada.

The price of the Hilux Val is $75 per pair.

R. G.

Osborne to Fill His Late Father's Posts

BUFFALO, Aug. 10.—John G. Os- borne of Wheeling, W. Va., native of Batavia, N. Y., has been named to fill the offices of the General Theatrical Enterprise. He was formerly a resident of Batavia and is president of the General Theatrical Enterprise. Osborne is also president of the General Theatrical Enterprise. Osborne is also president of the Associated Independent Theatres, Inc., of Wheeling.

Osborne's late father and Nikolas a resident of Batavia, N. Y., was named to fill the offices of the General Theatrical Enterprise. Osborne is also president of the General Theatrical Enterprise. Osborne is also president of the Associated Independent Theatres, Inc., of Wheeling.

To Film Theatre Opening

HOLLYWOOD, Aug. 10.—Film Movi- enters are preparing for the opening National Theatres' new theatre in Portland, Ore. Thursday, NT president Charles Sturges today disclosed.

National Pre-Selling

IN contradistinction to the policy of pre-selling the best film of the year (which tends to seize upon every op- portunity to make sensational news) "The Caine Mutiny" (Hollywood personalities) is a feature story, led off by a front page pic- ture of Lloyd Nolan.

In a full-colored illustrated article, "Look" brings to its readers the fam- ily story of Elizabeth Taylor, June Alpert and the London Ba- call. The stars were photographed at home with their children. An in- teresting article dealing with the fact the children do not know their mothers are motion picture stars, or what they do when they go to New York.

This is the kind of thing that is helpful to the industry in building good relations with the public through influencing the opinion of Hollywood people.


M-G-M's "Brigadillon" has the benefit of a pre-sell plug in the current issue of "Life."

On an attractive two-page color spread, "Life" reports M-G-M had to construct indoor ones of Holly- wood's biggest and fanciest sets. Roll- ing mops, low-lying Scottish mists, the smallest details of the imaginary fogs with vaporized oil. A 75-foot steam was turned up to gurgle ni- cely through the galleys.

"All this results in a visually de- lightful movie, which, like the Broad- way show, has some pretty songs and is strongest in its dance department."

"Life's" research department re- ports that for the first six months of the year "20th-Fox" has been maintaining a steady rate high in both advertising revenue and circulation.

"A Star Is Born" gets an excellent send-off in the August issue of "Sev- en." Ed. Miller in a very inter- esting article, "A Star Is Born," Gay- land has three-and-one-half hours to display her magnificent talents as a singing, dancing, acting star." The article is illustrated by seven photo- graphs taken on the production sets.

"Collier's" color camera made some very amusing shots for the current issue, of Tommy Tucker (the scene stealing seal) and Kirk Douglas on the set of Walt Disney's "20,000 Leagues Under The Sea." These photos are a splendid manner in which to pre-sell a picture and may interest few people who see these photos are certain to want to see the Walt Disney version of the Jules Verne classic.


WALTER HAAS
THE Broken
RECORDS CONTINUE!

WESTERN UNION
W. R. MARSHALL, PRESIDENT

From: PB086
To: PHILADELPHIA PNC 4 1158 PHE.
AL LICHTMAN

#20 CENTURY FOX 444 WEST 56 ST. NYK.

Opening Day of Broken Lance 10,766 Dollars Second Only
To the Robe Audience Reaction Is Marvelous and We Are
Thrilled to Send Off Another Tremendous Box Office
Attraction for You Best Regards.

HAROLD W. SEIDENBERG, FOX THEATRE PHILA.

20th Century-Fox's First Production Photographed With
The Revolutionary New Anamorphic Lenses In

CINEMA SCOPE

Spencer Tracy in Broken Lance

Color by DE LUXE LABS

Co-starring ROBERT WAGNER • JEAN PETERS • RICHARD WIDMARK • KATY JURADO

With Hugh O'Brian • Eduard Franz • Produced by SOL C. SIEGEL • Directed by EDWARD DMYTRYK • Screen play by RICHARD MURPHY
Allied-Sales Heads to Meet Next Week

Discussions relative to current trade practices between a special committee of Allied Sales Associations and general sales managers of major companies are expected to get under way here next week. Print shortages, product shortages, rentals and percentage terms are slated to be on the agenda of the meetings which will be held individually with each sales head.

Results of the discussions will be compiled and presented to the Allied board of directors which will hold its summer meeting in White Sulphur Springs, W. Va., during the week of Aug. 23. With the exception of one or two sales managers who are on vacation or out of town on business, virtually all the executives will be available for the conferences.

Crescent to Reorganize

NASHVILLE, Tenn., Aug. 11.—A meeting of the stockholders of the Crescent Amusement Co. has been called for next Wednesday, to vote on the proposal to surrender the existing charter of the corporation and to apply for a certificate of reincorporation.

This would alter and amend the present charter to include the issuance of the capital stock of the company from 10,000 shares of common stock, having a par value of $100, to 400,000 shares of common stock each having a par value of $5.

Kermit C. Stengel, president of the amusement company, said other changes proposed “provide that the general nature of the business to be transacted by the company shall be an amusement company, a real estate company and a holding company.

Stockholders also will be asked to vote on the proposal to eliminate certain provisions of Crescent’s charter which has become obsolete under the present corporation laws of the state.

Plan Musical of ‘Lost Horizon’

HOLLYWOOD, Aug. 11.—A musical version of “Lost Horizon,” one of Columbia Pictures’ top hits, is planned as an “AA” production for the forthcoming season, executive producer Jerry Wald has announced.

All motion picture rights to the James Hilton novel are owned by Columbia, which produced a version of the book in 1937.

Julie Styne and Leo Robin, currently at Columbia writing the score for the musical version of “My Sister Eileen,” will be assigned to the lyrics and music for “Lost Horizon,” Wald stated.

A prominent writer will shortly be assigned to prepare the screenplay. Fred Kohlmar, who is producing “Eileen,” will also produce “Lost Horizon.”

Cinerama ‘Holdiers Brought Upto-Date

Stockholders of Cinerama, Inc., were brought up to date on company activities at a meeting in Oyster Bay, N.Y., attended by Robert L. Fabian, president, and Louis de Rochemont, who produced the newest edition of the medium, “Cinerama Holiday.”

Fabian explained that the film would be available in only a few more cities in the United States in which Cinerama would be presented, pointing out that because the medium is not competitive there was no reason to rush into cities.

The sites to date have been carefully selected in order to draw from big potential surrounding areas.

De Rochemont, via a tape recording, described in detail the recent screening of “Cinerama Holiday” in Boston and (Continued on page 3)

White House Gets FBI-Films Bill

WASHINGTON, Aug. 11.—The House has passed and sent to the White House a film industry anti-trust bill to prevent “commercial exploitation” of the name of the Federal Bureau of Investigation.

Henceforth, specific permission must be obtained from the Bureau’s director before its name or the initials “FBI” can be used in connection with motion pictures, broadcasts, telecasts or publications in such a way as to indicate approval or endorsement by the Bureau.

(Continued on page 3)

Flann East Sun. for AA Product Talks

HOLLYWOOD, Aug. 11.—John C. Flann, advertising-publicity director of Allied Artists, will leave here by plane Sunday for Chicago and Detroit to route New York for conferences with Edward Morey and Morey R. Goldsmith on national sales plans for “Human Jungle,” “The Bob Mathias Story” and “Tonight’s the Night.”

Also of interest to the manager was Nathan Nathanson and Detroit manager Nathan D. Levin.

13 U-I Pictures in Stages of Editing

HOLLYWOOD, Aug. 11.—With the wind-up this week of principal photography on “Return of the Creature,” 3-D production starring John Agar and Stuart Nelson Universal International’s cutting rooms will have 13 productions in various stages of editing.

This marks the largest number of films U-I has had in its cutting rooms at any time this year and is due to the studio’s production spurt of a month ago when seven (Continued on page 3)

Chamberlin Hails IA; Election Tomorrow

CINCINNATI, Aug. 11.—Members of the IA have done an expert job in helping give a new look to motion pictures and they should take sharp issue with groundless reports to the contrary, Merle Chamberlin, chairman of the Motion Picture Research Council’s projection committee told the union’s convention here today.

A move to terminate machines in the election of officers this Friday was defeated because of the difficulty of obtaining the machines in time, but the delegates went on record as favoring the use of such machines in future elections.

Tom O’Brian, M. P., general secretary of the National Association of Theatrical and Kind Employees of England is scheduled to address the convention tomorrow.

Hollywood Premiere For ‘Star Is Born’

“A Star Is Born,” Warner Brothers’ Cinemascope and Technicolor version starring Judy Garland, will have its world premiere performance at the Hollywood Pantages on Sept. 30.

Final arrangements for the world premiere were consummated yesterday via trans-Atlantic telephone by Jack L. Warner, executive producer of (Continued on page 3)
Charles Einfeld Returns from Europe

The film industry in Europe is experiencing its biggest year in history, Charles Einfeld, vice-president of 20th Century-Fox, said upon his arrival yesterday on the ‘Queen Mary’ from overseas, where he set campaigns on ‘The Egyptian’ and ‘Once a Sinner.’ ‘On the Waterfront,’ ‘About Mrs. Leslie,’ ‘Big Chase,’ ‘Ring of Fear’ and ‘Daughter of Darkness’ they can be traced at work on three others.

New undertakings are ‘Mob-Dick,’ ‘Moulin Rouge,’ CinemaScope, Technicolor (W.B.); ‘Amapol Story,’ CinemaScope (A.A.), and ‘Crashout,’ SuperScope, Hal Chester (Filmanex). Finished were ‘Semideal Uprising’ (Col.); ‘Unchained,’ Bartlett (Ind.); ‘Black Pirates’ Salvador, Anseco (RKO); ‘Castle Queen of Montana’ Boegoes, SuperScope, Technicolor (RKO).

Ontario Places 7 In Adult Class

Toronto, Aug. 11—Seven features have been classified as adult entertainment by the Ontario Board of Moving Picture Censors. The latest group comprises: ‘Mad Magician’ Century; ‘The Waterfront,’ ‘About Mrs. Leslie,’ ‘The Big Chase,’ ‘Ring of Fear’ and ‘Daughter of Darkness.’ They can not be presented at performances for which juveniles under 16 years are admitted without adult guardians.

‘High’ Here Aug. 30

‘High and Dry,’ the J. Arthur Rank Organization’s farce comedy, re-leased in England under the title of ‘The Maggie,’ and starring Paul Douglas, will have its American premiere at the Sutton Theatre here Aug. 30. It was announced yesterday at the Thomas. Mann, president of the Sutton Theatre.

Business and Fun At Omaha Frolic Of Variety Club

Omaha, Aug. 11.—George Hoover, international chief Barker of Variety Club, will hold a special guest of the Omaha Tent No. 16 Variety Club, at Thursday’s all-club dance and luncheon. The Grand Theatre were the center of the activities.

Will Use ‘Valley of Kings’

In addition, the Bausch & Lomb ‘Super Cinéphor’ and ‘Cinéphor’ standard lenses will be demonstrated along with new ones from the General Scientific Corporation, to be represented by George Silverstein, Chicago, the Perspecta sound integrator will be demonstrated with Melody ‘Valley of the Kings’ from the Fairchild Recording Equipment Co., New York.

Other events scheduled for the field day include a golf tournament between Des Moines Tent No. 15 and Grand Theatre unit in the afternoon and a dinner-dance at night. Hoover will also be guest of honor at a reception at his hotel and his wives will be given Sunday night by Mr. and Mrs. Hoff at their home.

Canadian Dividend

OTTAWA, Aug. 11—Consolidated Film Industries declared a dividend of 13 cents on Class A common, payable Sept. 1 to shareholders of record Aug. 2.
Compo Insurance Plan Proposed

(Continued from page 1)

Mutual Life Insurance Co. following several queries by theatre owners and others as to whether such a plan would be feasible for the motion picture industry. The details have been worked out by group insurance specialists of the John Hancock company after consultations with officers and administrative personnel of COMPO. COMPO would incur no liabilities, nor would it profit through the plan, according to Coyne. "And needless to say," he continued, "if COMPO were to receive compensation of any kind if the plan is adopted.

Costs Would Be Absorbed

"All administration costs would be absorbed in the premiums," said Coyne, "which is the small advance that COMPO would make to start the plan would be repaid from the first premiums. COMPO assumes no obligations of any kind," Coyne said, "but provides a corporate entity so that individual firms, not otherwise eligible to participate in

such a plan because of their size are now able to do so at a very modest cost."

The cost is expected to average about 60 cents per month or $1,000 of insurance, Coyne explained.

Principal Based on Salary

The plan contemplates that all active corporation officers and executives of theatres receiving annual salaries of $5,000 or more and all active proprietors and partners regularly employed in the insurance business for at least 30 years are entitled to receive life insurance policies of $5,000 or $1,000 for husbands and all other employees, policies of $2,500.

Other classifications may be set up on trade papers and other SFI organizations if they elect to come in under the plan.

Advantages Outlined

The chief advantages of the plan, as set forth in an accompanying fact sheet, are:

It gives coverage to officers, employees, and employees regardless of age of physical condition.

It strengthens employer-employee relationships.

It permits the writing of policies at low rates only available through a group plan.

Individual policies with one or more employees can be covered under the plan. COMPO is able to obtain a minimum coverage of 600 policies.

COMPO is available to COMPO members as well as individual COMPO theatres, and can be superimposed upon any other group insurance presently carried by association members.

'Largest Association Case'

Charles Wyatt, vice-president of the Prudential Co., voiced the opinion at the press conference that this is "perhaps beginning of the largest association case ever written."

"Largest Association Case" and it will create good will and help the industry in general. He added that such a plan may motivate many employees to stick with the motion picture industry.

People

Mike Todd is off to Europe again —this is the third trip in three weeks.

Robert A. Seidel has been elected executive vice-president of Consumer Products, RCA. Seidel joined RCA as vice-president in 1949.

Claude Conlin, Sr., 74, former executive vice-president of Consumer Products, RCA. Seidel joined RCA as vice-president in 1949.

William Goldman, Philadelphia independent circuit exhibitor, has been appointed chairman of the motion picture committee for Pennsylvania Week to be celebrated Oct. 10-17.

Tony Curtis, star of U-I’s “Black Shield of Falworth,” and the forthcoming “So This Is Paris,” will be guest of honor at a cocktail party tonight in the Chateau Room of the Savoy Plaza here.

Fred G. Sitter has been retired with pension, as 20th-Fox salesman after 22 years with the company and 40 in the industry.

Bill Brower, U-I sales representa- tive in Atlanta, and his wife, Norma, an ex-U-I girl, have a new baby girl.

Murphy McHenry has joined Transfilm, Inc., here as an account executive on TV commercial and industry films. McHenry formerly was with Paramount and RKO studios.

Compo Insurance Plan Proposed

(Continued from page 1)

Motion plan the strengthens whether screenplay cocktail be be the Texas studio Pine distributed years film.

New of be va- expected addition Chandler, the Seattle promotions the held cent executive sumes say, “personnel

RKO Has 9 Films In Cutting Rooms

HOLLYWOOD, Aug. 11. — With the completion of “The Conqueror” this week, RKO will have nine pictures in its cutting rooms. All pictures colored, with “The Conqueror” being shot in color with the CinemaScope process. Following the nine pictures scheduled for release will be the Benedict Bogeau production, “Passion,” starring Cornell Wilkes and Yvonne De Carlo, which is set for Sept. 25. “Cattle Queen of Montana,” another Bogeau production, starring Barbara Stanwyck and Ronald Reagan, went into the cutting rooms last week.

Other pictures being edited are: “It’s My Love,” an Allan Dowling production, starring Linda Darnell, Rick Jason, Dan Duryea and Faith Domergue; “The Americano,” said that audience reaction, as reflected in 915 comment cards, revealed that 50 per cent liked it better than the production. A Star is Born with Janet Gaynor, which had its premiere in Chicago, is Cinerama, 28 per cent liked it just as well and only six per cent of the first edition was better than the second.


Cinerama ‘Holders

(Continued from page 1)

pictures were actually before the cameras simultaneously, the studio announced.

Ten of the U-I productions now being edited are in Technicolor, of which two also are in CinemaScope, the latter story being “Sign Of The Pagan,” starring Jeff Chandler, Jack Palance, Luddinella Termeria and ..."Guns, and "Chief Crazy Horse," starring Angela Lansbury, Susan Ball and John Lund. Other U-I films in the cutting bertson & Co., publishers of comic books. Timed to coincide with local engagements, the promotions will be carried in U-I’s national advertising. In the film, Gilbertson, in cooperation with Curtis Distributing Co., will post displays on a 32-cent illustrated edition of “Robinson Crusoe” at key sales locations.

Religious Drive-In For Conn.

The first in a series of four “Chapel Under the Skies” services will be conducted at the Pine Drive-In, Waterbury, Conn., Sunday at 8 a.m. to mark the initial use of a drive-in theatre for religious programs in the state this season.

Fire in Canadian Theatre

A fire, caused by defective wiring, damaged the Capitol Theatre in Thruso near Ottawa to the extent of several thousand dollars.

13 U-I Pictures

(Continued from page 1)

"Crusoe" Promoted

A national co-op promotion to demonstrate the release of Texas Studio’s, "Robinson Crusoe," in more than 10,000 drugstores and newsstands throughout the U.S. has been set with Gilbertson, in cooperation with Curtis Distributing Co., will post displays on a 32-cent illustrated edition of "Robinson Crusoe" at key sales locations.

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Drive-in Meet Aug. 22-24

Exhibitors of San Antonio will meet at Yuse’s Italian at noon Monday to discuss their participation in the film. Texas Drive-In Theatre Owners Association convention will be held Aug. 22-24. Arthur Lindshead is general chairman of the statewide drive-in theatres.

Indian Chief to See "Bull"

John Sitting Bull, 94-year-old deaf and dumb, but baleful and sonorous of the famous chieftain, will be guest of honor of the world premiere in Rapid City, S. D., Aug. 19 of the CinemaScope story of his father, "Sitting Bull," which will be distributed by United Artists.

Fire in Canadian Theatre

A fire, caused by defective wiring, damaged the Capitol Theatre in Thruso near Ottawa to the extent of several thousand dollars.
The Lion-Heart delivers a hefty boxoffice wallop! Washington socko! Providence socko! Kansas City socko! Rochester socko! Memphis socko! Baltimore, Columbus, Buffalo socko! And the story's the same across the nation!

AND THE CRUSADERS

Screenplay by John Twist
Music by Max Steiner
Produced by Henry Blanke
Directed by David Butler

GEORGE SANDERS • LAURENCE HARVEY

Robert Douglas
GREAT REVIEWS!

"Should parlay its adventure theme into a hefty box office."—VARIETY

"A really fine film that will appeal to a wide audience."—M. P. DAILY

"Impressive...colorful...able and tasteful interpretation of the Defoe classic."—FILM DAILY

"Well done! Angles are legion for adroit showmen."—BOXOFFICE

GIANT BOXOFFICE!

3 WEEKS FOR PARAMOUNT IN PHOENIX
2 WEEKS FOR LOEW'S IN CLEVELAND
2 WEEKS FOR INTERSTATE IN HOUSTON
2 WEEKS FOR LOEW'S IN ST. LOUIS
2 WEEKS FOR LOEW'S IN SYRACUSE

SMASH OPENINGS IN DENVER (ALADDIN) and FT. WORTH (PALACE)!

Now watch hundreds of new dates coming up in August!

DANIEL DEFOE'S ADVENTURES OF ROBINSON CRUSOE

Starring DAN O'HERLIHY with JAMES FERNANDEZ

Produced by OSCAR DANCIGERS, Assoc. Prod. HENRY EHRLICH, Directed by Luis BUNUEL

Adapted for the Screen by Philbin, ROLL and Luis BUNUEL, Presented by TEPEFAC, Prod. Inc.
As IA Named Rival Slates

CINCINNATI, Aug. 12.—Tom O'Brien, M.P., general secretary of the National Association of Theatrical and Kiné Employees, told IATSE delegates today that there must be better understanding between members of the industry in the United States and Britain. He said that eight out of every 10 pictures shown in England are American made, and added that this has caused unemployment there that sees more than 3,000 motion picture people out of work. He stated that an agreement might be worked out where more television pictures used in this country would be produced in Great Britain.

O’Brien told the delegates that he is going to Hollywood next week to discuss the situation with the people out there and added that something could be worked out that would be of equal benefit to both IATSE and his organization abroad.

The principal act of business today was the nomination of two slate for the top officers of the labor organization.

Richard Walsh, Brooklyn, N. Y., in

Goldstein Unit
Stays With UA

Leonard Goldstein Productions will continue functioning under its present name and will fulfill its 10-picture commitment to United Artists despite the recent death of Goldstein, it was announced jointly by Robert Goldstein and Robert Jacks, vice-presidents of the independent producing company, and Arthur E. Krim, president of United Artists.

The announcement issued simultaneously in New York and Hollywood, followed conferences in

Majors Named in
Holiday Trust Suit

Michael Rose, owner of the Holiday Theatre on Broadway, brought suit yesterday against eight major film distributors alleging discrimination in the allocation of first-run pictures.

The action was filed in the United States District Court for the Southern District of New York against Loew’s Inc., Paramount Film Distributing

Films’ World Scope
Is Compo Ad Theme

The 25th in the series of COMPO ads in “Editor & Publisher,” which will be published tomorrow points out that just as the newspapers and press associations control the world for information, so the film industry covers the globe in search for talent and locations to give action to films.

Entitled “The Big Story,” the ad says “this globe-trotting of ours is news in its own right, colorful, glamorous, human interest news.”

“We think it’s a big story, a con-

(Access to the full text is not available.)
New Films Warm Up A Cold Columnist

The current crop of pictures has convinced even such miserly-with-praise columnists as Dorothy Kilgallen, syndicated Hearst newspaper writer, of their entertainment content. Her column in the New York “Journal-American” Wednesday was devoted in its entirety to praise for such films as “On the Waterfront,” “Seven Brides for Seven Brothers,” “Broken Lance,” and “Rebel Without a Cause,” and the business they are doing at Broadway theatres.

The columnist also mentioned the anticipatory pleasure being stirred in film fans by news of the forthcoming release of such pictures as “Brigadoon,” “Sabrina Fair” and “A Star Is Born.” Miss Kilgallen confirmed that if movies were better than ever when the industry was so asserting several seasons ago, they are more making up for it now.

The lad who thought up the “Movies Are Better Than Ever” slogan wasn’t completely wrong, the columnist said. “He was just before his time.”

The time is NOW

Interest Mounts in Setting Bull Debut

United States Senators Francis Case of South Dakota and William Langer and Milton F. Young of North Dakota with Governor Sigurd Anderson in celebrating the premiere of United Artists’ CinemaScope production, “Sit-Down,” in Rapid City, S. D., next Thursday.

More than 100,000 tourists and visitors are expected to swell the normal 35,000 population of Rapid City for the premiere at the Eiks Theatre and the three-day Range Days opening. Gov. Anderson will officiate as master of ceremonies of the celebration leading to the first performance of the W. R. Frank film production.

Heimann to Attend

William J. Heimann, vice-president in charge of distribution for UA, will leave New York on Tuesday to attend the world premiere on the 19th. In addition, he will map saturation distribution for the film through the Soviet Indian territories, according to UA.

Following the South Dakota opening, Heimann will hold similar conferences with United Artists personnel in Denver, Minneapolis and Omaha. Heimann will also meet local exhibitors and film buyers at the theatres during his swing through the key cities.

Sees $2,500,000 Gross for ‘Susann’

RKO’s “Susann Slept Here” will gross over $2,500,000 in the downtown market, Charles Boasberg, general sales manager, predicted yesterday.

The Technicolor comedy was up two weeks ago of from 40 per cent to 85 per cent above normal in every situation in which it has played, Boasberg said.

“Dragnet” Here Friday


Grainger Winding Up RKO Sales Meetings In Western Division

PORTLAND, Ore., Aug. 12—J. Grainger, president of RKO, attended the inaugural premiere of the new Fox Theatre here tonight as the guest of Charles F. Skouros, and today held final session of a series of sales meetings he has been holding for the past week on his tour of the Western Division. RKO branch offices in San Francisco, Seattle and Portland.

Accompanied by McIntyre

Tomorrow’s sales session at the Multnomah Hotel will include meetings with exhibitors in the Northwest territories, the Admansion Circuit; Joe Mesher, Paramount; Russ Brown, Fox Northwest Circuit, and Maurice Saffel of Saffel’s Theatre Service, among others. Grainger is accompanied by J. H. McIntyre, RKO Western territory sales manager on his trip. R. H. Lamphere, RKO Portland, is also present.

Grainger will return to the RKO Studio in Hollywood on Monday.

Heavy Use of Video For ‘The Egyptian’

Television will be used in 160 domestic and Canadian markets to publicize “The Egyptian,” Darryl F. Zanuck’s Technicolor CinemaScope production for 20th Century-Fox. This will be the largest use of the sight-and-sound medium for this purpose by any studio. The campaign will start to be booked about 40 days. The picture is scheduled to open nationally around Labor Day.

A commensurate campaign on radio also has been mapped by the company, together with newspaper and billboard advertising.

Faye Emerson and Sketch Henderson have been named to head a company-wide coordinating meeting of radio activities on television, radio and the Broadway stage to publicize the premiere of “The Egyptian,” which will be held here Aug. 14 at the Roxy Theatre.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1205 Sixth Avenue, New York, N. Y. Edward Quigley, President; Martin Quigley, Vice-President; J. F. Quigley, Editor; S. Quigley, General Manager; Al Stein, News Editor; Herbert V. Peck, Advertising Manager; Gus H. Fassell, Production Manager; Hollywood Bureau, 666 Vine-Vine Building, William R. Weyer, Editor; Hollywood: 7-2485: Chicago Bureau, 30 South LaSalle Street, Urban Farley, Advertising Representative, F1-3194: Sam Lemen, Editorial Representative, 64 Madison St., DE-2111. Washington. J. A. Otten, National Press Club, Washington, D. C., London Bureau, 4 Golden Sq., London W. 1; Hpe Burnup, Manager; Peter Burnup, Editor; cable address, “Osgupubs, London.” Other Quigley Publications: The Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year, as a section of Motion Picture Herald; Motion Picture and Television Almanac. 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 $2 foreign; single copy, 10c.
BLESS THOSE "BRIDES"!

In Radio City Music Hall's 21½ year history nothing like M-G-M's "SEVEN BRIDES FOR SEVEN BROTHERS"! Imagine!

BIGGEST 1st WEEK'S GROSS
(Holiday or Non-Holiday!)

BIGGEST 2nd WEEK'S GROSS
(Holiday or Non-Holiday!)

BIGGEST 3rd WEEK'S GROSS
(with exception of M-G-M's own "Rose Marie" playing Easter Week!)

BIGGEST THREE WEEK GROSS
(Holiday or Non-Holiday!)

AND STILL GOING LIKE WILDFIRE!

* * *

Next Music Hall BIG ONE: M-G-M's "BRIGADOON"!
Old style shooting... new style showing
"Law and lawless meet on the street and shoot it out." Time-honored script...new style, wide-angle handling—giant figures, cause-and-effect in action, sense of depth—all in one. Made for today's projection—sound and picture—on today's wider screens. Technical problems, there are...problems of film selection, processing and projection...problems which Kodak is helping the industry solve through the facilities of the Eastman Technical Service for Motion Picture Film.

Branches are located 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
MOTION PICTURE DAILY
Friday, August 13, 1954

News Roundup

Magnetic Heads for Sound
Six movieolas in the RKO cutting rooms have been equipped with mag- netic heads to take care of stereophonic special business. The heads, manufactured by the Telecine Corp., give the cutter a true picture of an anamorphic print. The equipment will be used exclusively on the Columbia production, "The Conqueror." 

Theatre Manager Saves Day
Arthur Donovan, manager of the Kenmore Theatre, Boston, saved the day when 90 boys arrived at Fenway Park to.Attleboro to see the Red Sox game and sudden showers canceled the event. Donovan proposed that the boys be his guests at a Ken- more matinee, the price being whatever the boys chose to give the manager. The boys were impressed by his generosity.

Book to Exploit 'Battle Cry'
The reprint rights to Leon Uris' novel which will be a Warner CinemaScope release in November, have been purchased by Bantam Books. Oscar Dystel, president of Bantam, reported a 30-cent paper-bound version of the book, which Uris has screenplay, will be timed to coincide with the movie exploitation in the fall.

Classics at Fifth Ave.
The Fifth Avenue Cinema will un- veil two rarely-seen films on Aug. 16—September Love, the location of "In the Sun" and the satire of German militarism, "The Captain from Kope- nick," both produced in 1920, are a story of Mexican civilization.

Wolfson
(Continued from page 1)
motion picture industry with fairly good results and that other Scand- inavian countries were producing pictures primarily for their local market. Wolfson said that the personnel of American companies in the foreign countries is "excellent," but that the distributors would be wise if they brought over the managers and as- sistant managers to the United States more often. Some of them, he said, have never been here and others come over so infrequently that they lose the "touch" of the home offices and production. With competition become more keen in the European countries, the distributors should have closer personal contact with New York and Hollywood, Wolfson said.

The overseas trip was a vacation for Wolfson, who was also conferred with exhibitors and producers on mu- tual problems. He is scheduled to re- turn to Miami tomorrow.

TV Trailer for 'Streets'
United Artists has selected Trans- film, Inc., to produce six assorted length TV film trailers for "Down Three Streets" for release through Fred- crick Crawford and Ruth Roman.

Stanley Warner 39-Week Net

(Continued from page 1)
the consolidated net profit amounted to $643,500 after deducting depre- ciation amounting to $649,000 but before deduction of provisions for Federal in- come taxes and contingencies. After deducting $315,000 for Federal income tax and $25,000 for contingencies, the net profit was $303,500. Included in such profit is a profit of $60,300 on the sale of company properties.

Stanley Warner Corp. commenced business on March 1, 1933. For the period ending May 30, 1953, the com- pany and subsidiaries reported a loss of $360,600 after deducting deprecia- tion amounting to $765,300. Included in such loss was a loss of $286,800 from sales of properties.

The net profit for the 13 weeks ending May 29 this year is equiva- lent to 13 cents per share on the 2,544,827 shares of common stock out- standing after deducting the stock held in the treasury on May 29.

The operating profit of Interna- tional Latex Corp., which began a wholly owned subsidiary of Stanley Warner Corp., has increased in the operating profit of Stanley Warner Corp. and subsidiaries for the period May 1 through May 29.

Goldstein
(Continued from page 1)
New York home office of United Artists among executives of the dis- playing company and Robert Goldstein and Jacks, who have since returned to Holmwood.

Both vice presidents of the produc- tion company are long-time associates of the studio producers and were joined with him in Panoramic Productions, as well as in Leonard Goldstein Pro- ductions.

Will Make 10 in 1954-55
Under terms of the original agree- ment with United Artists, Leonard Goldstein Productions is to make 10 films in the 1954-1955 season with an estimated budget of $1,000,000. Two of these, both produced by Robert Goldstein, are finished and in the cutting room. "Black Tuesday," a crime drama starring Edward G. Robinson, and "Stranger on the Horse- back," a Technicolor Western starring Joel McCrea and I madalova. Both films will be delivered to United Art- ists within the next five weeks.

Plans are being set in motion im- mediately to select for production two of the completed scripts in the hands of the Goldstein organization—either a Western or a historical —as to which stories will go before the cameras first will be announced shortly.

O'Brien at IA
(Continued from page 1)
cumbent, was nominated for president. His opponent is Roy M. Brewer, Columbus, Neb. Also on the Walsh ticket are: Harland Holmden, Cleve- land, secretary-treasurer; George Brennan, New York; Carl G. Cooper, Los Angeles; Harry J. Ablot, Phila- delphia; Orin M. Jacobson, Tacoma; Hugh J. Sedwick, Hamilton, Ont.; Albert S. Johnstone, Akron, and Louis Wright, Dallas, warren, vice-presidents.

The Brewer ticket posts James W. Sipe, Pittsburgh, for secretary-treas- urer; Jerry Calvin, Boston; William Bennett, Washington; William J. May, Spokane; George E. Raymond, Miami; A. L. Travers, Toronto; George B. Barrett, Kansas City, and Roy Eubank, Detroit, as vice-presidents.

Holiday Trust Suit
(Continued from page 1)

Counsel representing the plaintiff were Aaron E. Koota and Irving Per- lman, attorneys for the estate of Grayson, Anderson and Schaefer of Philadelphia.

When the anti-trust acts, the suit alleges that the dominant position of the defendants in motion picture distribution makes it impos- sible for any theatre to operate success- fully without a supply of the motion pictures distributed by the defendants. Rose further maintains that the de- fendants have conspired to discrimi- nate against his theatre in its oper- ations by refusing it access to first-run exhibitions of the higher grade of motion pictures in favor of other thea- tres located in the same section of New York City. The plaintiffs asked that the defendants be enjoined from continuing in the conspiracy and that it be awarded appropriate damages.

'Prairie' Ban
(Continued from page 1)
that he was "gratified" that the com- mittee had seen fit to approve the se- lection, adding that the decision confi- rms what has been reached by representa- tive national organizations including the United Religious Council. It unanimously gave the film a family rating;

Disney asserted that the birth scene "is presented as part of a life cycle and is a part of the human kingdom and is not dwell upon sentimentally.

'Billy' Opens Wed.
"The Law vs. Billy The Kid," Technicolor film from Columbia, will have its New York area premiere at the Paramount Theatre, Brooklyn, on Wednesday.

Schine
(Continued from page 1)
of the Schine subsidiary corporations, maintained that their clients were not parties to the original anti-trust suit. Whether, could not therefore, could not be brought under its provisions. Judge Knight ruled that they be add- ed as "co-conspirators rather than as defendants."

Three other individuals and the nine corporations named in the crim- inal contempt charge did not seek dismissal.


The contempt charges are against all except Lux, Antevil and Donald G. Schine.

Lynch
(Continued from page 1)
no one deserves the rewards of good screen men more than these men,

Charles Reagan, general manager of sales, said: "Over the years Bob Lynch has done a fine job in the dis- tribution of Mid-M-G's product in his territory. All of us wish him well."
FISCAL YEAR'S FEDERAL TICKET
TAXES TOTaled $271,952,000
WASHINGTON, Aug. 15.—Admission tax collections for the fiscal year ended June 30 totaled $271,952,000, as against $312,831,000 for fiscal year 1953, according to an Internal Revenue Service announcement issued on Friday.
No comparison can be made between the two figures, however, for two principal reasons: (1) The change from the monthly to the quarterly basis for the filing of substantially all excise tax returns, and (2) the reduction in the admission levy rate which became effective April 1 of this year.

Gross of $75,000,000
Is Estimated by
Columbia for Year

HOLLYWOOD, Aug. 15.—Columbia Pictures is estimating its gross income for the 1954 fiscal year ended last June in excess of $75,000,000, according to an announcement released by Harry Cohn, president of the company. This figure indicates a gain of more than 25 per cent over the 1953 fiscal year, the firm’s previous record high year, when its gross income reached $60,274,000.
In his statement, which reviewed the rise of the company in the last 20 years, Cohn said: “We at Columbia realize that throughout the history of the company’s growth, the occasional great picture or a group of good pictures has made invaluable contribution not only to the gross income from [Continued on page 4]

U-I Far Eastern Meet Starts Today

TOKYO, Aug. 15.—The Universal-International Far Eastern sales conference will convene here tomorrow with America Abroad, Universal International vice-president and foreign general manager, presiding.
U-I’s overseas department is additionally represented by Fortunat Baronat, director of publicity, who arrived here with Abba on Aug. 9.
Universal Pictures vice-president and general sales manager Charles J. Feldman, on vacation in the Far East, is also present as guest of honor at the conference.
Representing the divisional headquarters contingent at the sales meet are Far Eastern supervisor Arthur (Continued on page 4)

Schine Companies
Must Book Shows

BUFFALO, Aug. 15.—In other decisions on the Schine case, Judge Harland Knight in Federal Court here has directed the five corporations bearing the Schine name and Chesapeake Theatre to produce for the government all journals and ledgers, stock certificate books and corporate minute books in the possession of the companies.
Judge Knight said: “It appears from the petition that the latter three corporations have had such close connections or relations with the various Schine companies that it is presumably necessary that the petitioner be permitted to examine books and other documents” (Continued on page 4)

Despite ‘Gripes’
U.S. Exhibitors in Most
Optimistic Frame of Mind

Despite “gripes” over reported grosses, the U. S. exhibitor world was in most optimistic frame of mind over future prospects.

Md. Censors Reject
‘Prairie’ Birth Scene

BALTIMORE, Aug. 15.—A protest has been filed by representatives of the Walt Disney organization against the Maryland State Board of Motion Picture Censors for refusal to grant a license to the film’s producer. The film is based on the book “The Vanishing Prairie” by William F. Haltz, who was a member of the committee that approved the film.
The chairman of the censorship board said that the film was approved because it was rated an “A” by the Motion Picture Association of America.

All Officers Renamed
WALSH REELECTED
IATSE PRESIDENT

Defeats Brewer By Margin of 798 to 408;
Trustees, AFL Delegates Also Returned

CINCINNATI, Aug. 15.—Richard F. Walsh, president of the IATSE and all other incumbent officers were reelected by overwhelming majorities at the close of the union’s 42nd convention here Friday. Walsh polled 798 votes, against 408 for Roy M. Brewer, who had resigned as an international representative of the union a year ago. The margin of victory was virtually the same for general secretary-treasurer Harold Mass, nine vice-presidents, three trustees and two delegates to conventions of the American Federation of Labor.
A total of 950 IA locals, with an aggregate of 1,200 votes, were entitled to participate in the balloting.

Reelected as vice-presidents were James J. Brennan, New York; Carl Cooper, Los Angeles; Harry J. Abbott, Phila-delphia; Orin M. Jacobson, Tacoma, Wash.; Hugh J. Sedgwick, Hamilton, Ont.; Albert S. Johnstone, New Orleans; William Donnelly, Minneapolis; John A. Shuff, Akron and Louise Wright, Dallas.

Returned to office as trustees were William C. Scoular, Lynn, Mass.; E. E. Morris, Mobile, Ala. and George W. Brayfield, Denver.
AFL delegates reelected were Thomas V. Green, Newark, N. J., and James McNabb, Seattle.
H. W. Lackey of Calgary, Alta., was chosen to conventions of the Trades and Labor Congress of Canada, following his selection by a Canadian caucus.
The officers were installed by former international president William Hanahan.

Six-Picture UA Deal
By Schenck-Koch

A program of six pictures from Schenck-Koch Production for distribution by United Artists by the end of 1955 was announced jointly over the weekend by Aubrey Schenck, president of the producing company, and Arthur B. Krim, president of United Artists.
Schenck and his partner, Howard K. Koch, have left for the Northwest to set up filming of the first picture under the new contract, “Big House, U.S.A.” to be set at McCrissy Island Federal Penitentiary, near Seattle, and in the North Cascades National Park.

(Continued on page 4)
Set Sept. 16 for Golf Tourny Here

The New York entertainment industry's annual golf tournament, combining the motion picture industry's sales and advertising, is set to get under way Sept. 16 at the Westchester Country Club in New Rochelle, N. Y. The tournament is sponsored by the Westchester Golf Association, Inc., and will feature a round-robin competition among 32 teams of four from the movie industry.

The tournament is being held to raise funds for the Westchester Golf Association, which is a charitable organization.

Jack Webb to Attend "Dragnet" Premiere

Jack Webb will make a personal appearance at the Midwest premiere of Warner Brothers' "Dragnet," at the Chicago Theatre, Chicago, on Friday. A four-day program of civic, police, and motion-picture functions has been arranged.

 Webb, star and director of the Warner Color feature, and Richard Breen, who wrote the screenplay, will fly into Chicago from the Coast Wednesday. Webb will appear at every show of "Dragnet" at opening day.

Makelim in N. II.

HARTFORD, Aug. 15—Joe Levine and Joe Wolf of Embassy Pictures, who have just completed a cut film industry at a special luncheon tomorrow noon at Kaysev's Restaurant, New Haven, honoring Hal R. Makelim, who will discuss the Makelim Plan.

To Cite Civic Importance of Managers

The importance of the motion picture theatre manager as a citizen and member of the community was brought out in a series of managers' tributes and appreciation nights which will take place in the North New Jersey theatres during the month of September, which marks the final month of a three-month celebration of the 40th anniversary in show business of Simon H. Fabian, president of Stanley Warner Theatres.

The purpose of these special community salutes is to highlight the significant service of the local theatre manager to the community and to announce that he really is a neighbor and friend of his patrons and to his community.

With a total of 678 years of service credited to the 34 managers of the Stanley Warner Jersey zone, the theatre managers and local citizen committees regard the Stanley Warner theatre manager of the highest respect as a substitute for the citizen who has no time to spare.

Retail TV Sales Hit Six-Month Record

WASHINGTON, Aug. 15—Retail sales of television receivers in the first half of this year were at a record high, according to a new study conducted by the Radio Electronics - Television Manufacturers Association reported on Friday.

In the six-month period, 2,805,760 TV sets moved through retail outlets compared with 2,775,900 sold in the first half of 1953.

Retail sales of radios, excluding automatic receivers, were reported at RETMA as $413,083 units in the first six months compared with sales of 3,019,906 in the first half of 1953.

During June, the Association report showed that 351,885 television receivers were sold with 308,728 sets sold in May and 431,089 sets in June.

In the first move of this nature, EPI vice-president and general sales manager Jack H. Wray announced that all arrangements have been completed for the company to distribute two color film "Jamboree" nationally.

Hollywood stars, in addition to 50,000 students and tourists, attend the premiere performance in Hollywood with an assist from Cecil B. DeMille, Gore Vidal, Howard Hughes and Major Albert Warner.

GREGG ELECTED PRESIDENT OF WESTRUCK CORP.

At a meeting of the board of directors of the Westruck Corp., Eugene S. Gregg was elected president succeeding Frederick W. Bierwirth, who retired at the age reached by the retirement resignation. Gregg has been vice-president and general manager of the Motor Electric subsidiary.

Westruck handles the sales, distribution and service of motion picture projectors, reproducing equipment and for studios throughout the world and theaters outside the United States.

While the new organization will reproduce records and other electrical equipment.

UA'S NEW PHILA. BRANCH SOON READY

PHILADELPHIA, Aug. 15.—Construction of the modern two-story exchange building of United Artists is nearing completion.

The brick and granite structure, designed to accommodate the sales activities of the new distribution company, will serve as headquarters for UA's Eastern district manager John L. Fecke, of Philadelphia.

Meanwhile, UA's other new buildings, Mort Magill, Mid-Eastern exploitation-publicity-promotion representative and his staffs.

Completely air-conditioned and containing 3,348 square feet of floor space, the new Philadelphia exchange is located at the intersection of Juniper and Vine Streets. Upon completion, which is scheduled for Sept. 15, the Philadelphia and United Artists present Philadelphia quarters in the Film Center Building.

Fox Reports Strong 'Lance' Openings

Latest openings of 20th Century-Fox's "Broken Lance" in 10 key domestic markets have been very strong, according to the company reports.

Five-day grosses for "Broken Lance," as compared to the previous Century-Fox productions show $5,500 at the Victory in Evansville, as compared to $4,850 for "River of No Return"; $12,400 at the Orpheum in Omaha, as compared to a $7,980 gross for "Demetris and the Gladiators" at the same theatre.

Academy Names 4 as TV Liaison

HOLLYWOOD, Aug. 15—The Academy of Motion Picture Arts and Sciences on Friday selected a four-man committee, headed by Young & Rubicam's Paul W. Allen, to receive and study all proposals from television quarters regarding Academy operations as a starting point for the development of a television liaison program.
Yes, you've got the greatest “captive audience” in the world sitting in your theatre! 100% of your advertising dollar buys 100% coverage when your trailer is on the screen! Not 23% as with newspaper readership... not 28% as with magazine readership... not any percentage as with other media... but 100%... because the audience you reach with trailers is there looking, listening, waiting for your message!

So sock 'em hard with trailers that sell your shows... in advance... from your screen. Trailers that sell your special events, contests... trailers that sell what you want to sell!

NATIONAL Screen SERVICE
PRICE BABY OF THE INDUSTRY
People

George Maurer, head of M-G-M's sales development department here, will be married in Buffalo on Sept. 25 to Joan Welden, ice skater.

Max Rosenberg has been retained as producer's representative for Phoenix Films' "The Steel Cage," United Artists release.

Stanley Gibson, Jr., has been added to the New York staff of Shaw Artists Corp., representing performers in television, legitimate and motion pictures.

Paul Harper of the Western Electric office here has been transferred to the Hollywood office.

Bertram Lebar, Jr., a director of LeoW's radio station WQGM, is leaving the station at the termination of his contract on Aug. 31 and will be succeeded by Arthur Tolchin, sales executive.

Ralph Clark, United Artists West Coast district manager, will attend the premiere of "Sitting Bull" in Rapid City, N. D., on Thursday, He will be accompanied by F. J. Lee, Midwest district manager; W. W. McKendric, Salt Lake City manager; Bud Austin, Denver branch manager, and Abbott Swartz, Minneapolis manager. William Heineman, UA vice-president, will represent the home office.

Sig Mickelson has been appointed vice-president of Columbia Broadcasting System in charge of CBS news and public affairs.

'Dream' Aug. 30

With Gina Lollobrigida and Victorio De Sica co-starred, "Bread, Love and Dreams," the new Italian film produced by Marcello Giordano, will have its American premiere at the Paris Theatre here on Aug. 30.

fabulous speed to LOS ANGELES

Fly United's new DC-7 NONSTOP

"The Continental"

Leave at noon. Arrive before 5 p.m. on the nation's fastest airliner! Many extra comforts, full-course meals. DC-7 service also to Chicago and San Francisco!

United Air Lines

Superscope

(Continued from page 1)

Superscope demonstrations in Europe. The first three demonstrations of the new variable anamorphic process will take place in London, Paris and Rome. Demonstrations in other countries are now being arranged.

The European showings will include films from Superscope's unreleased KKO productions as well as selected footage from Walt Disney production.

Approximately 1,000 theaters in the U.S. already are equipped with the Superscope lens.

Standard Aperture Retained

Superscope requires no functional change in projection equipment. A large, part of the part of the exhibitor, Grainger pointed out, adding that the present standard Academy aperture is retained, the present local lens projection lens is retained, and the height of the exhibitor's screen remains the same normal height previously used. The only additions to present equipment are the Superscope variable anamorphic lenses which are attached to any projector and a wider screen.

Schine Book

(Continued from page 1)

records of these three corporations. Judge Knight has also directed the government to state in a separate bill of particulars the financial and operating interest allegedly acquired by the exhibitors in the Pontiac theatre, Ogdenburg, and the Capitol Theatres, Oswego.

Decree Filed in 1949

The action stems from the decree handed down by Judge Knight in 1949: an anti-trust case against the Schine interests. The group agreed the Schine organization to dispose of 10 theaters in Schine's three years and to refrain from monopolistic practices in the exhibition of motion pictures. The government charges that Schine's 16 theaters covered in the decree.

Exhibitors Optimistic

(Continued from page 1)

the local level dominated traces of pessimism by a wide margin. Although most of them report a current lag in orders for wide screen and stereophonic sound installations, but they regard the situation as temporary. Pointing out that a saturation point was being reached in the higher and medium bracket theatres, while those in the lower bracket were marking time to observe new developments which might permit them to make installations at lower costs.

One top distribution executive said he had been reading the Motion Picture Daily survey reports carefully and that they showed almost 100 per cent with his own statistics.

Mexican Revenues Drop

Revenue of the Federal and local city governments from the theatres' gross in Mexico decreased last year from $2,135,079 a $421,313 decrease in 1953, the Mexican City Treasurers' report shows. The县ing admission prices, of theatres starting in December, 1952, from 35 to 46 cents, were lower than the average of 55 cents last year, the Department added. The peso was worth 116 cents during both years on and was deviated to eight cents April 19.

Columbia

(Continued from page 1)

year to year, but frequently was to mark the difference between profit and loss in particular exhibitor. The announcement added that each year since 1934, when the gross income was stabilized, has been a favorable one in the operation of the company.

The statement went on to list the productions that have become the company's hits during the past 15 years, from "It Happened One Night" in 1934 until last season's "From Here to Eternity." It lists the current "The Caine Mutiny" and "On The Waterfront" and the forth- coming "Juliet of the Spirits" as Columbia's leading product for this season.


U-I Far East Meet

(Continued from page 1)

DOyle, managing director for Japan and Oceania, is also Doyle's assistant—and head auditor Paul Fehlen.

Present from Japan are G. Nakada, general sales manager; T. Oka, publicity manager; M. Horii, chief salesman; A. Hidano, assistant publicity manager, and K. Kanatomi, S. Sawada, Y. Kibe and H. Iri, branch managers.

D. I. Hume, from the Far East are attending the conference are: Q. S. Mariano, Burma; C. Y. Zue, Formosa; G. Lao, Hong Kong; W. H. G. Bush, Singapore; F. A. H. Sayers, Pakistan; M. Casey, Philippines; Y. K. Yao, Singapore, and M. Nakagawa, Asia.

The delegates have already screened a number of U-I films which are scheduled for release in the Far East during the coming year. These include: "The Black Shield of Falworth" and "Sign of the Pagan" in Technicolor; "Scaramouche," "This is Paris," "Bengal Brigade," "Tanganyika" and "Dawn at Socorro" in Technicolor; and "Francis Joins the Waes."

United Artists Deal

(Continued from page 1)

Filming of "Big House, U.S.A.," an original screenplay by John Higgins, is scheduled to begin Sept. 15.

The five other pictures are the "Scooby-Doo, Where Are You?" cartoon; "War hero Francis Marion;" "Desert Battalions, a Foreign Legion film, directed by Italian director; "Two Westerns and a melodrama."

Schneck and Koch have produced four films for United Artists; "War hero Francis Marion" and "Desert Battalions" is said to be a co-production of Tomahawk and the recently-completed suspense drama, "Shield for Murder," starring Edmund O'Brien and directed by O'Brien and Koch.

In the THEATRE

Equipment & Refreshment World ...

.. with RAY GALLO

"CINEMAPLASTIC is the name given to a new surfacing compound for drive-in screens developed by Protective Coatings, Inc., Tampa, Fla. It is made from their plastic product which has been used for the weather-scaling of buildings and also employed by the U. S. Navy to provide a glamorous new focal point for service in an indefinite period of time. The material is described as a vinyl plastic liquid, with aluminum and white metallic oxide pigment. It has been applied to the screens of several drive-ins in Florida recently.

The appointment of C. J. Chapman to the position of general sales manager, industrial products, has been announced by the National Carbon Co. Chapman, who will be located in Cren-"
Ever stop to think of what is involved in compiling and producing the industry’s most-often-used reference book each year? The more than one thousand pages of Motion Picture and Television ALMANAC are checked and rechecked and revised . . . out-dated data is eliminated and useful new information is added . . . facts, facts, facts—literally tens of thousands of items are obtained and examined . . . In the Who’s Who section alone, there are approximately 12,000 concise, correct biographies of personalities in or associated with the motion picture, television and radio industries. And that is but one of the 15 thumb-indexed sections!

The big job for the 1955 edition of the ALMANAC is well under way. Soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 26th edition in their hands, and the up-to-date facts at their finger-tips.

Edited by
Charles S. Aaronson

Edited by
Charles S. Aaronson
and now...
DeLuxe Laboratories, Inc.
proudly announce

COLOR
by
De Luxe
LABORATORIES
A NEW AND COMPLETE FILM SERVICE

41st year of quality processing for the Motion Picture Industry

for 20th Century-Fox...

DARRYL F. ZANUCK'S

THE EGYPTIAN
COLOR by De Luxe
CINEMASCOPE

DE LUXE LABORATORIES, New York
CRESCENT FILM LABORATORIES, Chicago
DE LUXE LABORATORIES, Los Angeles
UK Exhibitors To Get Flow of 'Scope Films

Financial, Distribution Aid to Hypo Production

LONDON, Aug. 16.—Independent exhibitors in Britain who have installed CinemaScope can be sure of British quota product in the anamorphic medium in addition to the growing output of CinemaScope pictures from Hollywood, according to J. E. Pattinson, managing director of 20th Century-Fox's International Corp., in Great Britain. He announced today the first three British CinemaScope productions which foreshadow a continuous flow of quota pictures in the new medium.

It is the object of 20th Century-Fox to encourage independent British production in CinemaScope by offering both 

(Continued on page 8)

O'Brien to Make Plea To Film Council Wed.

HOLLYWOOD, Aug. 16.—Tom O'Brien, M.P., today told Morrocco Pictures Daily that he will present to the AFI Film Council, at a special luncheon meeting Wednesday, the same views on the need for agreement between American and British unions that he expressed to the LATSE convention delegates last week. He said 

(Continued on page 8)

Makelim Says Two Will Be in Color

NEW HAVEN, Aug. 16.—A minimum of two of the initial 12 releases from Hal Makelim will be in color and will be available for wide-screen, but not CinemaScope. Makelim told a meeting of Connecticut exhibitors here today. He said he hoped to have the first picture ready for release by the end of this year. More than $100,000 will be expended for national advertising and promotion, Makelim said, and he estimated that 500 prints would be available on his pictures, and that 50 more will be stored in New York.

'Bride' to Date at Hall: $700,000

M-G-M's "Seven Brides for Seven Brothers" finished its 25th day at Radio City Music Hall here Sunday night with the largest take for that period in the history of the theatre, establishing at the same time a new all-time high for M-G-M product, the company said. Previous M-G-M high grossing picture for the period was "Rose Marie" with "Irvinghoe" following. By last night, "Seven Brides for Seven Brothers" was expected to tally close to $700,000, with no end of the run in sight.

'U' Sets Five-Month Release Slate of 11 Starting Sept. 1

Eleven major pictures, nine of them in color of which two also are in CinemaScope, will be released by Universal-International during the five-month period starting Sept. 1, it was announced by Charles J. Feldman, vice-president and general sales manager. These pictures represent one of the strongest boxoffice lineups ever released by U-I during a similar period. Feldman pointed out. Said to be diversified in subject matter, they include drama, comedy, adventure, "spectacle" romance, music and action. And in virtually every case the casts are headed by names with boxoffice pull, Feldman said.

Included in the releases are two productions from the J. Arthur Rank Organization.

The release schedule, as set forth by Feldman, is as follows:


(Continued on page 8)

St. Paul Paper to Censor Film Ads

A "mild" form of censorship of motion picture advertising copy has been instituted by the St. Paul "Dispatch-Pioneer Press," this following protests from readers over layouts used to advertise RKO's "French Line" in its one and only appearance in the city.

W. H. Roth, retail advertising manager of the Ridder publications, said 

(Continued on page 8)

Local Exhibitors May Sue Decision On All-Inclusive Exhibitor Tax Suit Near

Independent exhibitors and circuit operators are expected to seek legal recourse unless New York City Controller Lawrence Gerosa allows them to join in the current suit pending against the five per cent admission tax, it was learned yesterday.

The local exhibitors had asked City Assistant Corporation Counsel Stanley Buchsbaum by letter if the City Commissioner would make it possible to collect the tax's breakage amounts which exceed the five per cent limit which is set by law.

Gerosa is expected to announce his decision today or tomorrow in allowing other local theatricals to join Century Theatres, RKO Theatres, Brandt Theatres and Loew's in their suit against the City of New York, charging that the five per cent levy is "unconstitutional and higher in some cases than the tax allows."

Supreme Court Justice Nicholas M. Pette issued in July a temporary injunction against the tax's "major fraction" feature, declaring it illegal and setting the case for Sept. 13 when a decision will be reached on whether the injunction is to be made permanent. The restraining order which was issued by Judge Pette does not halt 

(Continued on page 8)

Compo's Insurance Plan Gets Response

An encouraging response to the group life insurance plan of the Council of Motion Picture Organizations was reported here yesterday.

In a matter of a couple of days, COMPO has received approximately 300 responses to its questionnaire, sent to 6,500 theatre employers throughout 

(Continued on page 8)

New 1954 High for Republic Stock

Continued buying of Republic Pictures common stock on the New York Stock Exchange yesterday, following heavy activity in the issue last Friday, again centered financial district attention on the stock. There have been intermittent reports that both a Texas and a local syndicate have been formed to acquire sufficient shares to exercise control of the company. Nearly 15,000 shares changed hands yesterday with the issue closing at a new high for the year of 3½.
**Personal Mention**

**FRIC JOHNSTON**, president, of the Motion Picture Association of America, left Washington for Spokan yesterday. He is due to return to the East on Sept. 1.

**BARNEY BALABAN**, president of Paramount Pictures, and Mrs. Balaban, returned to New York from Europe yesterday aboard the "Andrea Doria." • **SUYOS SKOUROS**, president of 28th Century-Fox, left New York last night for Europe, to be gone a week.

**SINDEY SCHREIBER**, Motion Picture Association general counsel, and Mrs. Schreiber, now in Europe from New York, are scheduled to return early September.

**EDWARD L. HYSAN**, vice-president of American Broadcasting-Paramount Theatres, has left New York for a vacation in Vermont.

**WILLIAM BRANDT**, circuit executive, will return to New York today on the "Queen Mary" following six weeks in Europe.

**OSCAR A. MORRISON**, Paramount short subject supervisor and manager, has returned to New York from Albany and Buffalo.

**STANLEY DONEN**, director, has returned to the M-G-M Hollywood studios following a vacation in Jamaica, B. W. I.

**CHARLES LE MAIRE**, head of women’s work for the Cen for Fox in Hollywood, has arrived in New York from the Coast.

**COLLIER YOUNG**, filmmaker executive producer, will arrive in New York today from the Coast.

**BURT SLOANE**, United Artists trade press contact, has left here for Montauk Point, L. I.


**ROBERT NASHICK**, of Loew’s Theatres publicity department, has returned from his vacation.

**OLIN CLARK**, M-G-M Eastern story head, left here at the weekend for his vacation, which he will spend touring.

**‘Companion’ Plays ‘Star’**

“A Star Is Born” receives a plug in an advertisement by Col. Ray B. Dowen and Hedda Hopper in the September issue of “Woman’s Home Companion” due to the reader service Thursday. A photograph of the set showing Miss Garland singing a blues song spreads over a page and a half and leads off the story. Free papers in all are used by Miss Hopper to tell an entertaining story of Judy Garland and “A Star Is Born.”

**Free Admissions to Celebrate Birthday**

HARTFORD, Aug. 16.—Sal Adorno, Sr., general manager of the M&D Theatres, Middletown, Conn., marked his 50th birthday and 50th year in the motion picture industry yesterday with the aid of the Cine Palace, holding open house. No admission will be charged throughout the day, according to Mr. Adorno and assistant manager, candy will be distributed to youngsters patrons.

Adorno, Sr., will be in attendance to shake hands with patrons and express appreciation of trade over the half-century.

**Texas Drive-in Assn. Meetings Start Soon**

SAN ANTONIO, Aug. 16.—The three-day convention of the Texas Drive-in Owners Association, will be held at the Plaza Hotel here Aug. 22-24, will actually open on Wednesday, with the arrival of a special convention train—The Katy—which will be followed by a “Get Acquainted Cocktail” at the Southwestern Theatre Equipment Co.

A board of directors’ meeting on Monday morning will be followed the afternoon by the addresses of Arthur Landsman and Preston Smith. Salesmen of officers will be held at 2:15 P.M.

**Concessions Forum Tuesday**

A concessions forum will feature Tuesday’s proceedings and will be followed by a talk on tax relief by Hon. J. Donn Stewart, Carr, State Representative.

Life memberships in the association will be presented at a luncheon Wednesday to Col. H. A. Cole, Claude C. Ezell and Harley Sadler. The afternoon’s proceedings on that day will feature the results of the “Process” by James Skinner, in which Vista Cinema, Cinemate, and other forms of media will be discussed.

Col. William McCraw will be the toastmaster and John Ben Sheppard, Southern General Manager, the principal speaker at the cocktail party and banquet which will convene the convention to a close on Wednesday evening.

Special provisions for entertainment of women delegates as well as the two of registration committee are made for each day of the convention.

**Greenblatt resigns Lippert Post**

HOLLYWOOD, Aug. 16.—Arthur Greenblatt has resigned as general sales manager and is reported to be negotiating for a contract with Irving Greenblatt for the past seven years. Greenblatt is now president of Monogram and PRC in the same capacity. Lippert said a successor will be announced.

**UA Aims 30 at Latin-American**

United Artists will release 30 pictures, U. S. and foreign productions, in Latin-American countries during 1939, and announce yesterday. Of the films to be released, 29 are now completed and 16 of the 30 are in the can.

The U. A. lineup is to be presented in three-color posters in Spanish which will be shipped in quantity later this month to offices in Central and South America for distribution.

**Productions Listed**


**Par. Says ‘Window’ Heads for Records**

Alfred Hitchcock’s “Rear Window” is heading toward new gross records in three cities where it has been playing in New York, Los Angeles and Atlantic City, Paramount announced. The picture will open tomorrow at two more situations: the Arcadia Theatre, Philadelphia, and the Strand, Albany.

**Strong in Los Angeles**

At the Paramount Hollywood in Los Angeles, the Hitchcock-Paramount picture grossed $2,350. At its present pace, it is estimated that “Rear Window” should top by at least $7,000 the all-time Paramount opening record at the theatre, “Sunset Boulevard.”

At the New York Rivoli, “Rear Window” is reported to be on the way to achieving the mark of equaling the first week’s gross of $70,000 in the second week.

**Deny Plea to Dismiss Rita Hayworth Suit**

Judge Edward Weinfeld in New York Federal Court yesterday denied a motion by Columbia Pictures and Enterprises of New York to dismiss the suit filed against itself and four other defendants by Rita Hayworth for accounting on four pictures which she made for Beckwith Corp. and for which she claims she is owed $450,000. The suit also charges gross fraud and conspiracy. The court has disposed of a motion to dismiss the suit on the ground that the plaintiff may examine B. B. Kahane, president of Beckwith and a vice-president of Columbia, who has made a motion to dismiss the suit in which the defendant Terry Cohn, Columbia president, may be examined on Oct. 5, possibly in New York courthouse.

**Edina Nostalgia over 20-Year-Old Theatre**

MINNEAPOLIS, Aug. 16.—An atmosphere of nostalgia will permeate Martin Stein’s sub-urban theatre on the 20th anniversary of its opening, which will take place Aug. 31, with the title of the film “It Happened One Night.” Stein now looks around for a 1934 newsreel and some 1934 shorts. Admissions will be free.

Edina merchants are participating in the promotion by selling certain items of their stock at 1934 prices.

**MPEA Meets Today**

On Italian Pact

Discussion on the distribution of licenses under the New Italian-American film exchange and other today’s meeting of the foreign managers committee of the Motion Picture Export Association is expected.

In addition, the foreign managers will take up the issue of division of remittances from Italy. Other items on the agenda include a report on the Far Eastern situation by Irving Mass, MPEA Far East director, now in India.

**Eisenhower Signs Tax Revision Bill**

WASHINGTON, Aug. 16.—President Eisenhower today signed into law the omnibus tax revision bill, which provides for the uniformation of the income, estate and gift tax law.

**Frank Bosketti, 69**

BOSTON, Aug. 16.—Funeral services for Frank Bosketti, 69, veteran theatre owner who has operated the St. George, Mass., since 1913, will be held at the Holy Rosary Church in Lawrence tomorrow. He is survived by his widow and two daughters. Burial will be in Immaculate Conception Cemetery.
**News Roundup**

**Observe 40th Anniversaries**

The 40th anniversaries of St. Fabian, residence of Warner Theatres, and of the Regent Theatre, Paterson, will be observed with special civic ceremonies at the theatre on Aug. 24. Following the ceremonies, a reception for the press and guests will be held at the Alexander Hamilton Hotel in Paterson.

**Egyptian Press Screening**

A screening of "The Egyptian," a new personal Cinemascope production, will be held for trade press and staff members at the 20th Century-Fox office on Thursday, followed by buffet luncheon. The picture will ave its world premiere at the Roxy theatre here Aug. 24.

**Extend VC Deadline**

Deadline for charter membership in the reorganized Variety Club in Cincinnati, Ohio, is set for Sept. 3 by Milton Yassenoff, treasurer of the teat. The first large club party to be held in the city will be held in the Seneca Hotel on Sept. 15, postponed from Aug. 18.

**College Gets Cinemascope**

Hiram College in Hiram, O., is installing a Cinemascope equipment from Ohio Theatres Co. This is said to be the first installation in the Ohio territory to install Cinemascope. Work is expected to be finished before the fall college season starts.

**Pathes Processes 'Bull'**

W. R. Frank's "Sitting Bull" is being processed in Pathcolor by the Hollywood Pathes Laboratories, as is the Bartlett & Strohmenger's "Crazy Legs" starring Elroy (Crazylegs) Hirsch.

**Acquires 'Devil's General'**

The post-war German play, "The Devil's General," by Carl Zuckmayer, has been acquired for independent production in 1955 by Charles Vidor. The rights were purchased from the author last year by Richard Gordon. Distribution and cast have not been set.

**Strike Hits Northwest**

The film industry, as well as all other businesses, is being hit by the unprecedented nationwide strike of workers' strike in Oregon. Industry in general is reported to have suffered a loss of $38,000,000 to date.

**Miller' Mexican Hit**

Universal's "Three Worlds Unite" is reported to have scored the highest gross of any American picture to play in Mexico in its first week. The picture pulled $23,846 at its initial stanza at the Cine Roble. The gross was at the rate of 32 cents per caza in its third week and the average admission price in Mexico City. It has moved over to the Cine Real and is playing six shows a day.

**MPEA's Johnson To Norway, Denmark**

A trouble-shooting trip to Norway and Denmark will be made by G. Griffin Johnson, president of the Motion Picture Export Association. Johnson, who leaves for Europe on Aug. 25 from here, is expected to travel to Norway in an attempt to iron out difficulties concerning negotiations on so-called "super pictures." Under the old MPAA pact with Norway, extended to Sept. 15, five "super pictures" with a remittance of 45 per cent per boxoffice dollar are to be paid. Norwegian officials have sought to eliminate the 45 per cent remittance category, bringing Norway's position down to the overall 40 per cent remittance category.

In Denmark, Griffin is expected to seek a higher rental ceiling than the 30 per cent now prevailing.

**CBS 6-Month Income Placed at $5,177,449**

Consolidated net income of Columbia Broadcasting System, Inc., was $221,221 for the first half-year of 1954, compared with net income of $243,845 for the corresponding period in 1953. The reported net income for the second half-year of 1953 amounted to $335,124. For the first half-year of 1954, net income was $293,221.

At the meeting, the board of directors declared a dividend of 10 cents per share on its Class A and Class B stock. The dividend is payable on Sept. 10, 1954, to stockholders of record as of the close of business on Aug. 27, 1954.

**Connecticut 750-Car Drive-In Is Opened**

HARTFORD, Aug. 16. — The South Windsor Realty Corp. has opened its newly-completed $200,000, 750-car capacity East Hartford Drive-In Theatre, South Windsor, Conn. Admission to the first feature, "The Roundup," starring John Wayne, was $1.25.

**Columbia Releasing Brazilian Picture**

"Cangaceiro" ("The Bandit"); the first Brazilian film to be shown in the United States, will be presented by Columbia Pictures at the Trans-Lux Norwalk Theatre following the film's successful engagement at the Uptown Theatre in New York. Winner of the 1953 Cannes Film Festival award for the best adventure picture and produced by the Cruz Films Co., "Cangaceiro" is being released worldwide by Columbia.

**Mexico Chamber Moves to Restore Exhibitor Rights**

MEXICO City, Aug. 16. — Appeal to the Labor Ministry and the National Cinematographic Industry Workers Union (STIC) to satisfactorily and promptly end the labor conflict that stemmed from the recent six-day strike, which involved the 23 distributors, eight of whom are Americans, was made by George Holzworth, director of the Confederation of Industrial Chambers running in the labor presses here. The advertisement says, in part:

"The Cinematographic Industry Chamber proposes to restore to motion picture exhibitors the right to administer their own businesses. Because of the accumulation of a series of obstacles that have been imposed, an exhibitor now can neither intervene in the choice of his employees and workmen nor in continuing in his service those workers he has selected, nor in even the direction of his staff because the director of his establishment is designated not by him but by syndical leaders.

"To correct this insufferable situation, the Chamber has formed the Employers Association of Cinematographic Distributors and Exhibitors and has asked that there be a unification of the start and ending of labor disputes, the formulation of a rule to consistently govern employee-employer relations.

"As the employees and workmen of these companies enjoy very high wages and, besides, the exhibitors are disposed to grant pay increases, this Confederation calls upon the labor authorities and the workers union to exercise their good will and reach a satisfactory solution of this conflict."
THE STORY OF THE CULLY GANG'S LAST DESPERATE STAND!

WHEREVER THERE'S MURDER THERE'S A WOMAN LIKE MARIANNA!

FOUR GUNS TO THE BORDER

starring

RORY CALHOUN
COLLEEN MILLER
GEORGE NADER
WALTER BRENNAN
NINA FOCH
JOHN McINTIRE

Naked Alibi

starring

STERLING HAYDEN
GLORIA GRAHAME

co-starring

GENE BARRY
MARCIA HENDERSON
THE STORY OF THE WHITE HUNTER WHO SMASHED THE RULE OF THE IVORY PIRATES!

THAT "MA KETTLE" GAL'S GOT A BRAND NEW FELLA!

"RICOCHET ROMANCE"

starring

MARJORIE MAIN
CHILL WILLS
ALFONSO BEDOYA
PEDRO GONZALES GONZALES
RUDY VALLEE

West of Zanzibar

FILMED IN AFRICA
Starring

ROCK HUDSON • ARLENE DAHL

Sensational Star of "Magnificent Obsession"!

co-starring URSULA THIESS with Torin Thatcher, Arnold Moss

COLOR BY Technicolor

ALL KEY CITY PLAYDATES DURING THE MONTH OF NOVEMBER FOR "BENGAL BRIGADE" will be listed in 2 GREAT NATIONAL MAGAZINES...a readership of 30,000,000!
Ampex Net Is Down
For the Fiscal Year Despite Upped Sales

REDWOOD CITY, Calif., Aug. 16—Ampex, Inc., by stockholders voting 53 per cent to a total of $5,148,000 during the fiscal year which ended April 30, according to the firm's annual report.

According to the report, Ampex expects for 68 per cent of the total sales and to government accounted for 32 per cent. In 1953, 43 per cent of the total sales accounted for 42 per cent and government sales for 58 per cent.

Working Capital Doubled

During the same period, Ampex net working capital doubled; the number of employees increased 63 per cent to 615, and net fixed assets increased 73 per cent, the company said.

Because of the company's policy of charging expenditures to current expense, rather than amortizing them over a long period, net profit before taxes doubled, from $2,569,000, to $5,148,000. The research and development program, considered necessary as a firm foundation for future growth, despite increasing competition, cost $249,000 in contrast to only $119,000 spent developing new products for the previous year, A. M. Franklin, Ampex president, said.

Active in Cinemascope Field

During the year Ampex entered the theatre equipment field by introducing theatre sound systems for the Cinemascope process.

More than $150,000 was invested in new manufacturing equipment designed to increase production capacity and efficiency. The company plans to meet the constantly increasing competition on even terms, the report said.

'Scope Installations In Albany Reach 100

ALBANY, N. Y., Aug. 16—Cinemascope installations in the Albany exchange district have reached the 100 mark, according to the 20th Century-Fox branch manager, Nat Rosen. There have been 256 theatres in the number of the number of theatres adding Cinemascope with single track optical sound systems. The number of potential theatre sales in the territory is 225.

Twentieth Century-Fox salesmen currently are carrying a test reel to check on new Cinemascope installations. There have been reports of lousy equiping, with improper masking, in certain situations.

Sign Brando for 'Guys'

Marlon Brando has been signed by Samuel Goldwyn to play the romantic Byronic role of Sky, developed by Marlon in Goldwyn's forthcoming musical "Guys and Dolls," In "Guys and Dolls" Brando will be directed by Joseph L. Mankiewicz who directed him in "Julius Caesar."

“What Beautiful Wife,” will be the first to star in “Armstrong Circle Theatre’s” new series of TVchicles when it resumes its schedule Tuesdays at 9:30 P.M. under NBC starting Aug. 31. Show will have a changed format with Talent Associates, the package producer, with stories by top flight scripters, different stars and supporting players each week with Ralph Nelson, production supervisor, and William Corrigan, directing. Armstrong Cork Co. has sponsored the program through BSDKO since June 6, 1950. Yet film pictures such as his new series of telefilms based on the adventures of Robin Hood.

Joe Franklin, whose current ABC-TV series, "Memory Lane" (featuring nostalgia in old time motion pictures and music) and "Story of You," scheduled from 2:00-4:00 P.M. is easily one of the brightest shows in daytime TV, is readying still another program which will hit the airwaves in the fall. One of the first to recognize the natural tie-in between motion picture and television, Joe has made a very fine program idea into a million dollar production. 

According to word from our old friend Burton Bishop, KCEN-TV exec, there are now about $5,000 ready for another yonder in the Temple-Waco-Central Texas region. (And when they say that, stranger, AND SMILE, smiles are in order). . . Gary Stevens, the dynamic producer of "Twenty for "Golden Boy,"Joe Franklin has forsaken Times Square and has hied himself westward to greener pastures. He has taken over the radio-TV promotion dept for Warner Brothers, operating from Hollywood. Meanwhile Les Harris of CBS-TV Films, is ready to sign up Rhondoll Fleming to star in a new TV series authored by Stevens.

After several seasons as female half on the Garry Moore television CBShows, beautiful and talented Denise Lor has been signed to work on your. Her plans of "If I Give My Heart to You," the Musical Comedy, is about the best of all the disc of that tune on the air and can well zoom La Lor to recording heights. 

"Movie star Brian Donlevy has starred in "The Judy Garland Story," featuring Judy, a 17-year-old girl from Youngstown, Ohio, youngster who recently won a four-year, $2,000 award of the AMFET National Service Foundation. The film, to be released in October was co-produced by the Aventures and Winston’s Washington’s National Video Productions, Inc. . . Joan Caulfield, TV-CBS "Star of ‘Dominic Handa,” will be honored with a cocktail party tonight by that network at the "Cottage" of the Huguenot House.

After several years as director of the "Original Major Bowes Amateur Hour" and later director of the "Stop the Music" and "Name That Tune," TV veteran Bob Reed, one of the most talented pianists in the country, decided to once more become a performer. He went to Cleveland where he started a decap and variety program at WTAM and two years ago accepted a lucrative offer by WRCheifs in Washington D. C. Today Bob not only pianos, glasses he also brings the local ethnic variety scene on Hollywood and Broadway, but he is one decap who interperses his patter-chatter with Beethoven, Berlin or Bach, performed on the Wurlitzer and Steinway, by none other than Bob Reed. 

When "Your Hit Parade," TV's hit serial, resumes on the NBChannel Saturday, Sept. 11 (10:30 P.M.) the Warner-Hudnut (Home Permanents) will sponsor 26 weeks over a 50-week period while the American Tobacco Co. (Lucky Strike cigs) will pick up the tabs for 26 weeks over a 50-week season.

Says Industry Need Not Fear TV Effect On Attendance

CHATTANOOGA, Tenn., Aug. 16—Fears that television would make "deep inroads on the theatre-going public," have subsided and the industry is on a "wonderful year," according to J. Davis, of the Willy-Kinsey Service Corp., addressing a business club here.

He described Cinemus "as limited in its possibilities and too expensive to install," in the "vogue" but with "some indication," he said, that CinemaScope is "highly successful." He credited drive-ins with creating an "entirely new audience," and has added "even more" seats to the film industry.

AT&T Opens New TV E. Pathway

A new television pathway, 2,400 miles long, linking stations in the northeastern quarter, of the country, was placed in operation recently, the Long Lines Department of American Telephone & Telegraph Co., announced.

The network of television facilities provides four video channels, two in each direction, along a radio relay route extending from New York to Chicago via Buffalo and back via St. Louis, Pittsburgh and Washington.

The new facilities are designed to make inter-city television transmission more flexible and to make it possible for any station connected to receive programs from any station in the loop or to transmit to the other stations with a minimum of switching.

Mitchell Producing New VV Camera

The new VistaVision camera, designed and manufactured by the Mitchell Camera Corp., is in production and scheduled for delivery in the near future, the company announced. First deliveries of the camera will be made to Paramount Pictures, CinemaScope Camera Corp., and to Mitchell Camera Corp., manufacturer of 35mm, and 16mm, professional motion picture cameras, has in recent months produced many new commercial and public-service TV programs, has in recent months produced many new commercial and public-service TV programs.

Educator From India Lauds Films of U.S.

HOLLYWOOD, Aug. 16—Reported Indian’s theatregoers prefer Soviet films to American “whoently without foundation,” according to Chakrapani Bhattacharyya, leading the Department of Jinnah, Calcutta University, who was a luncheon guest today of the Association of Motion Picture Producers.

The visitor said claims that Indians get a misconception of American life from cowboy and gangster films is totally wrong.
UK 'Scope

(Continued from page 1)

finance and world-wide distribution to producers of proven merit, Paramount announced last Novem-
ber, and make available to CinemaScope-equipped theatres immediately after Christmas.

"That Lady" stars Olivia de Havilland, Gilbert Roland, Paul Scofield and Dennis Price, and is by Sydney E. Smith, and is directed by Terence Young in Eastman color.

"John Silver" to Follow

Following "That Lady," 20th Century-Fox has set the release "Long John Silver," now shooting in the Pacific. This drama stars Robert Newton and is being produced by Joseph Kaufman and directed by Joseph Mankiewicz, and co-starring with Robert Newton is Conny Gilchrist. The company plans to release "John Silver" during the Christmas holiday period.

Twentieth Century-Fox has also acquired the distribution rights of the CinemaScope version of "Dead Man Walking," British film, which Allied Artists is producing at Elstree.

Twentieth Century-Fox believes that British films should quickly establish a continuous flow of top-quality CinemaScope product, so as to not remain in the obscurity of 2-D film, Patterson said. Therefore, it is its inten-
tion to stimulate British production of CinemaScope, both by opening the door to world markets it offers for the first time a large dollar return to the British producers in the United States. In other words, British CinemaScope films will not have to play the small ca-
pacity "art" houses in the United States, but will have as their market the 10,000 theatres which will be equipped with CinemaScope by the end of the year, he added.

Among producers already preparing British CinemaScope pictures, are Michael Powell and Emeric Pressburger, of "Red Shoes" fame, who are at present in South America writing the background story of the Battle of the River Plate. All prints of the 20th-Fox British CinemaScope productions will be available with four-track magnetic stereophonic sound, single-track magnetic and single-track optical sound.

Enthusiasm (Continued from page 1)

anxious to continue their record of quality achievement.

Pickman's trip was concerned pri-
cipally around the "White Christmas," the first picture to be made in the company's new Technicolor 200-dimension, which will be screened in Hollywood next Monday.

Pickman also discussed with studio of-
icials campaign plans for such other forthcoming CinemaScope releases as "Bridges of Toko-Ri" and "Country Girl," and the recently released "Lin-
ging Home, Tree, Clear Window," both of which are established already as top box office attractions. Pickman may return to the Coast at the end of the week to wind up arrangements for the campaigns.

"U" Slates 11 for the Next Five Months

(Continued from page 1)

Rory Calhoun, Piper Laurie, David Brian and Kathleen Hughes; "Naked City" melodrama starring Sterling Hayden and Gloria Grahame; "Bengal Brigade," Technicolor, starring Rock Hudson, Arlene Dahl and Ursula Thiess; "Four Men and the Border," outdoor Technicolor film starring Rory Calhoun, Colleen Miller, George Murphy, Walter Huston, Nina Foch and John McIntire; "West of Zanar-

This Is Paris' Scheduled

Ricohert Romance," comedy starring Marjorie Main, Chill Wills, Al-
novation Bedoya, Pedro Gonzales Gon-
zales and Rudy Valee; "So This Is Paris," Technicolor musical starring Tony Curtis, Gloria DeHaven, Gene Nelson and Corrine Calvet; "Destry," second Technicolor Western starring Audie Murphy, Mari Blanchard, Lyle Bettger, Loni Nelson and Anthony Steel.

St. Paul

(Continued from page 1)

the advertising staff would act as a board of review, rejecting advertising layouts in which copy or illustrations seemed to be "over the line" of de-
cency. We hope that the theatrenmen them-
selves will take care of this problem," Roth said, "but we intend to look at every piece of copy that comes through and reject those which we believe to be unduly suggestive or bordering on obscenity.

Nothing Drastic, He Says

Roth denied that the paper planned any censorship as drastic as that applied by the 's four-column long paper to some papers refused to carry straight type advertisements of "French Line" or this week's "Dutch.

Roth said that one of the protests which prompted the new policy came from a woman representing herself as a member of the "Women's League of Decency." He added that the paper

Decision Near (Continued from page 1)

the collection of the tax. Gerosa had told the exhibitors and others subject to the tax that "any theatre owner who failed to collect the full tax from patrons would be in danger of being ordered by the courts to pay the collected tax out of his own pocket should the appellate court reverse the injunction." The New York City shimer, aproximately 425, are anxiously await-
ing Gerosa's statement. If the City Controller directs that they are not allowed to join the five theatres in the suit, the exhibitors may institute separate legal actions causing either to be dropped from the suit, or to be dismissed from the suit. The New York City Shimer said that it would cost $10,000 to produce the picture for a 25-cent week, it was said.

woulnd call in representatives of outside pressure groups to pass on advertising. "It will be up to us to decide what is proper and what is not," he said.

Review

"Security Risk" (Allied Artists) Hollywood, Aug. 16

ILLING strength—John Ireland, Dorothy Malone, Keith Larsen—is the prime shonestha value of this production by William F. Broidy con-
cerned with communists, FBI agents and atomic formula. It's a free-rolling film without plot with Some, evanescent and evasive plus a splash of death. But all love-rat and then to space up the scenery, which is principally Big Bear, a winter-resort community in the mountains a half-day drive from Los Angeles, horizontally, plus upwards to above the snow line. While the story never becomes overwhelming, it is convincing, it's an intimate story and it does, of course, dramatize America's realness in protecting national secrets.

The story by John Rich was scripted by himself and Jo Pagano, and the camerawork by Harold Schuffan with William Beaudine, Jr., as assistant. These are craftsmen who know their business well.

Miss Malone and Dolores Donlon are good and bad sisters, respectively, enjoying the skiing at Big Bear when the picture opens, and Ireland, as is by Harold Schuffan with William Beaudine, Jr., as assistant. These are craftsmen who know their business well.

Miss Malone and Dolores Donlon are good and bad sisters, respectively, enjoying the skiing at Big Bear when the picture opens, and Ireland, as is by Harold Schuffan with William Beaudine, Jr., as assistant. These are craftsmen who know their business well.

The deductions, killings and arrests, which make up the action of the picture, are consistently level headed, and the outcome is standard.

Running time, 69 minutes. General classification for August release.

WILLIAM R. WEAVER

Frank G. Slaughter's novel of Biblical days which will star Jeff Chandler and Rory Calhoun and is now in pre-
production at Technicolor and over Glynis Johns and Gloria Grahame.

HOLLYWOOD, Aug. 16.—In the with its announced policy of acquiring important story properties, revealed recently by Eastman and Mal, vice-presi-
dent in charge of production, Universal-
International has bought "Dead Man Pass," "Saturday Evening Post" by Peter Daves which was completed in last week's issue.

Purchase of "Dead Man Pass," which is being filmed by the Technicolor film unit which has been producing a high-budget western, brings to 11 the number of CinemaScope films now being prepared at Uni-
versal for early production or currently before the cameras.

In addition to "Dead Man Pass," U-I's other 8 top stop of the picture will be the 2-D production, "Shrike," Joseph Kramm's Pulitzer Prize winning play in which Jose Ferrer, who starred in the Broadway pro-
duction, and June Allyson will star and which Ferrer will direct. "Shrike," which was written by Peter Daves is based on the novel of the battle of the Pacific in World War II, "The Gallifans," a fine piece about the war and the sacrifices made.

The two novels now in production are W. R. Burnett's "Captain Lightfoot," which is being filmed in Tech-
icolor and CinemaScope in Ireland with Rock Hudson, Barbara Rush and Jeff Morrow in the starring roles, and which is produced by "Shrike," which has Jane Russell, Jeff Chandler and Dan Duryea as its stars.

Tom O'Brien

(Continued from page 1)

he will point out to the council that America's stand against American production abroad is "not equitable" and threatens the future welfare of both industries.

Pleased for 'Understanding'

At Thursday's session of the IATSE convention in Cincinnati last week O'Brien emphasized the necessity for better understanding between mem-
ers of the industry in the United States and the rest of the world, said that over 90 per cen-
to. The 20 pictures shown in England are American made, and added, "We have faced an un-
employment condition there that requires more than 8,000 motion picture people out of work. He stated that an agree-
ment might be worked out where more television pictures used in this country would be produced in Great Britain.

O'Brien told the delegates at that time that he would go to Hollywood to discuss the situation and was con-
vinced that something could be worked out that would be of equal benefit to both the IATSE and his organization abroad.

COMPO Insurance

(Continued from page 1)

the country, it was learned. The de-
velopment is significant, for the COMPO official, augurs well for the plan which also embraces associations and the 200 field representatives of COMPO, in addition to the distribution-
production segment of the indus-
ty.

In making the announcement last week of one of the largest association insurance plans in the country, Robert W. Coyne, COMPO's special counsel, said that all employers with one or more employees can be covered under the plan provided COMPO is able to obtain a minimum coverage of 600 lives.

MOTION PICTURE DAILY
Tuesday, August 17, 1954
Trio Arrives from Coast

Arrival of Hughes’ Aides Fires New Sale Reports

The arrival here from the Coast of three top representatives of Howard Hughes gave rise to a fresh crop of reports yesterday regarding the possible sale of RKO Pictures or RKO Radio Pictures assets.

Coming in from the Coast were C. J. Tevlin, vice-president in charge of the studio; Thom Slack, Hughes’ personal attorney, and Ross Hastings, attorney and an assistant secretary of RKO Radio Pictures.

Among the reports was the conjecture in trade circles that the three are working on an appraisal of RKO Pictures assets. The appraisal, it was said, might be in connection with a sale of assets or of the film library, or for a deal with Floyd Odlum’s Atlas Corp., previously discussed by Odlum and Hughes.

Ranking officers of RKO Radio Pictures have been in New York for a conference comment on the visit of the trio, said to have no knowledge of its purpose.

Slack, asked to comment on the current crop of reports, said he was here on personal business, explaining that he represents clients other than Hughes. He declined comment on deal.

The party was yesterday represented by Arthur M. Loew, president of Loew’s International.

Loew, in making the announcement at a trade press conference, said that the new policy was arrived at in consultation with Paramount and Warner Brothers, two companies that joined M-G-M in de

New Policy

Perspecta Now Royalty-Free, Loew Reveals

Says Policy Will Be of Benefit to Industry

By MURRAY HOROWITZ

Perspecta stereophonic sound is now available on a royalty-free basis to motion picture producers in the U. S. and overseas, it was disclosed here yesterday by Arthur M. Loew, president of Loew’s International.

Loew, in making the announcement at a trade press conference, said that the new policy will be of benefit to industry.

New SDG TV Series Will Seek Sponsors

HOLLYWOOD, Aug. 17.—The Screen Directors Guild will offer for commercial sponsorship a “giant television series of one or two-hour programs utilizing the talents of members of SDG,” George Waggoner, chairman of the organization’s fund-raising subsidiary, Screen Directors, Inc., disclosed today. The contemplated series will conform, somewhat in format, to the radio series which the guild broadcasts several years ago.

Today’s announcement stated that the guild membership will be expected to contribute to a fund to develop the series.

To Confer on Plan

Holding Off NYC’s 5% Tax ‘Breakage’

New York City Controller Lawrence Gerosa is awaiting the return of Adrian Burke, Corporation Counsel, today or tomorrow from vacation, to discuss with him the legality and feasibility of a plan whereby the city would not seek the collection of the admission tax breakage until determination of the pending appeal which is expected to be heard on Sept. 12.

Burke is to inform Gerosa and City

MGM’s Formato in Lynch’s Phila. Spot

Louise Formato, for the past 11 years M-G-M branch manager in Philadelphia, has been promoted to district manager of that office effective on Monday and William A. Madden, city circuit sales manager in Boston, has been named to succeed him as branch manager, it was announced by Charles

Mr. Loew

Eastman 24-Week Net Up 25%; Sales Decrease About 3%

ROCHESTER, Aug. 17.—Consolidated net earnings of the Eastman Kodak Co. for the first half of 1954 (24 weeks ending June 13) were $26,134,192, an increase of nearly 25 percent from $22,511,833 in the first half of 1953, which was announced today by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

The net earnings are equal to $1.60 a share on 17,401,845 common shares outstanding. This compares with $1.28 a share on 17,365,289 shares then outstanding.

The increase in net earnings was

Upsurge in Business Seen by C. P. Skouras

HOLLYWOOD, Aug. 17.—Charles P. Skouras, president of National Theatres, in addressing a special meeting of circuit managers, forecast an “upsurge in business” this fall and urged managers to take full advantage of the improvement in boxoffice conditions. Skouras based his forecast on the nature of product he said is forthcoming from the major studios.

Aladdin Rental Parleys Under Way Here

Leaders of Allied States Association comprising a committee to discuss film terms and trade practices with general sales managers held their first session here yesterday, leading off the conferences with A. Montague, vice-president and general sales manager of Columbia Pictures.

The committee expects to confer with the sales head of each company at some time in the future. Although some of the parleys may have to extend over until Friday, because Charles Feldman, sales chief of Universal, is in Tokyo, Universal will be represented by Ray Moon.

Results of the meetings will be revealed in a general statement by Allied on Friday, Ben Marcus, Allied president, said here yesterday. The over-all conclusions will be presented to the Allied board of directors at its meeting next week in White Sulphur Springs, W. Va.

S. S. Skouras

First In Film News

VOL. 76 NO. 34
NEW YORK, U. S. A., WEDNESDAY, AUGUST 18, 1954
TEN CENTS
Personal Mention

MILTON R. RACKMILL, president of Universal Pictures, will leave New York Tuesday for the Coast.

FRANK QUINN, motion picture editor of the Los Angeles Times, and Mrs. ELEANOR (Sieg) QUINN will arrive in Hollywood from New York on Saturday.

NED SECKER, head of film sales for RKO Radio in Brazil, has arrived in Hollywood from Rio de Janeiro.

Mrs. George B. LANDERS, wife of the Hartford division manager of E. M. Loew's Theatres, will leave there Sept. 15 for San Francisco.

LOU COHEN, of Loew's Poli, Hartford, and TOM CAREY, of Carey Theatrical Enterprises, also of that city, have left there for Los Angeles.

JOSEPH BOYLE, of Loew's Poli, New Haven, has returned there from a vacation.

TOM GRACE, of the Eastwood Theatre, East Hartford, Conn., has returned there from a vacation.


More Radio, TV Aid For 'The Egyptian'

Several well-known radio and television personalities have been added to those participating in the promotional campaign for The Egyptian. The Darryl F. Zanuck CinemaScope feature of 20th Century Fox, the film will open at the Roxy Theatre here Tuesday, with all proceeds going toward the March of Dimes.

Among those who will assist are Faye Emerson and Skitch Henderson, co-chairmen of the premiere committee, along with such personalities as Herb Sheldon, Barry Gray, Bill Silbert, Jerry Lester, Maggi McNellis, Nancy Grahn, Jonathan F. Graham, Merle Oberon and the McCanns.

Among the programs which will aid in publishing the premiere are cartoons from several of the premier's Champions, "Around New York" and "It's News to Me."

Billboards announcing the premiere are now going up in the five boroughs of New York as well as Westchester and New Jersey. Spectacular publicity in this category is planned for the Times Square area.

£5,067 Gross Sets Mark for 'Them'

LONDON, Aug. 17.—In its first week at the Criterion Theatre here, Warner Brothers' "Them!" has broken the house record for the 25 years that United Artists has operated the house, according to W. B. A total of 29,072 admissions represented a "take" of £5,067 in the first week, setting the picture for an indefinite run.

U. S. Reports 355 Theatres in Egypt

WASHINGTON, Aug. 17.—There are 355 motion picture theatres in Egypt exhibiting 35mm films with an estimated seating capacity of 343,049, according to the Department of Commerce. Of these theatres, 121 are in Cairo, 148 in Upper Egypt, 19 in Alexandria and suburbs. In 1953, Egypt produced 62 feature films and an estimated 350,000 were imported. About 30 per cent of the imported feature films were United States productions with the remaining films being from France, British, French, Spanish and Indian.

About 35% U. S. Films

Outside the cities of Cairo and Alexandria, the greater part of all theatres show only Egyptian films or imported films of non-commercial genre, and one foreign film. It is estimated that not over 15 per cent of the film audience in Egypt derive their entertainment from the showing of United States films.

Total receipts of motion picture theatres in 1953 amounted to $2,150,000, in 1952, admissions to Egyptian theatres in 1953 totalled 75,000,000, compared to 67,000,000 in 1952. In 1953 it is estimated that Cairo accounted for 56 per cent of motion picture receipts: Alexandria, 28 per cent; and the rest of the country 16 per cent.

France Has 5,635 35mm Theatres

WASHINGTON, Aug. 17.—As of January, 1954, there were 5,635 motion picture theatres in France, exhibiting 35mm films with an estimated seating capacity of 2,689,000. The Department of Commerce reported today that the year July 30, 1953, about 38 per cent of the films shown in these theatres were United States productions, 43 per cent were being French films, and the other 13 per cent coming from other countries.

There has been considerable importation of United States films shown in the French market since the 1949-50 film year when about 45 per cent of the films shown were of United States origin. It will be recalled that screen time for United States films is allocated on the basis of a "time cap" in which unspoken feature in French spoken film is limited by French law to a maximum of eight weeks per quarter, as French theatres are required to show French films for at least five weeks each quarter.

Rank Overseas Film To Have 2 Directors

The control of J. Arthur Rank Overseas Film Distributors, Ltd., will be equally divided between the firm of Rank and the firm of Air Commodore F. M. F. West, V. C., and Harry Norris.

The present exclusive agreement with Air-Sea-Commodore West has been extended for a further term of years, while Norris, who joined Rank in 1946, will take over as director in the near future.

Hospital Benefit Asked of Drive-ins

ALBANY, Aug. 17.—Drive-ins, numbering 54 in the Albany area, have asked Harry Lamont, local chairman of the Will Rogers Memorial Hospital to run a special midnight show, before Labor Day. In a letter outlining plans for the outdoor effort, Lamont said that the request is "turned up our sleeve." Commenting on some drive-ins "in full swing," he then asked if drive-ins could do something for the hospital, at Saranac Lake; he feels that "drive-in theatres should do their share of helping." Because the hospital is "available to any theatre tenants without cost," Lamont believed "all employes ... should do their share of helping for this midnight show."

Lamont's four drive-ins will give a midnight show, and it is hoped that a donation of "one dollar for every vehicle" will be collected. There will be no question about the tax not being paid.

Amended Census Bill Approved by House

WASHINGTON, Aug. 17.—The House today approved a supplemental money bill which includes an appropriation of $4,430,000 for a census of business, manufactures, and industries, in addition to the compilation of all branches of the motion picture business. The Senate concurred later today.

The Census Bureau study will be completed by 1957, but the money in the bill will cover only the first year's expenses.

The House had cut this item from the bill, but it was restored by the Senate and House conference agreed to let it remain.

NT Cancels 16 Orders For TV Installations

HOLLYWOOD, Aug. 17.—The National Theatres circuit today announced the cancellation of orders for TV installations in 14 theatres in five cities in that many cities, attributing the cancellation to demands by Theatre Net TV to charge 40 cents per count of grosses on the impending Charles-Marciano fight. The circuit played the first bout at its Fox Wilshire Theatre here. It is understood that the 40 cent per count demand is larger than the fixed percent charged in the former case.

Equipment was on order from General Precision Equipment Company. Cities are Los Angeles, Detroit, Denver, Philadelphia, San Francisco, Long Beach, Burbank, Oakland, Seattle, Phoenix, Twain, Kansas City, Kan., Spokane and Wichita.

Conn. MPTO to Golf

HARTFORD, Aug. 17.—The Motion Picture Theatre Owners of Connecticut, Inc., are holding a golf tournament at the Racecourse Country Club, Orange, Conn.

CARE Will Sponsor 'Contessa' Premiere Here in October

The world premiere of "The Barefoot Contessa" will be under the sponsorship of CARE and proceeds from the Capitol Theatre opening here Tuesday, will be donated to CARE's world-wide program of relief and rehabilitation, it was announced yesterday by Paul Combe, French executive director of CARE, and Arthur B. Krim, president of United Artists.

The premiere of the UA release, scheduled for early October, will be the first theatrical event sponsored by CARE. A CARE-approved agency which operates in nearly 40 countries of Europe, Asia, Africa and the Americas,

Will Fill Immediate Needs

Part of the funds collected from ticket sales for "The Barefoot Contessa" premiere will be used for CARE food and clothing textile packages which due to immediate relief is urgent. The premiere of the Technicolor picture will be a change tradition, and it is thought that the opening of the last United Artists hit at the Capitol Theatre, Moulin Rouge. An announcement of the premiere date in any theatre, will go on sale to the general public will be made shortly.

Lopert, Dowling Here On Richard III Deal

Ilya Lopert, president of Lopert Productions, Inc., and Norbert Dowling, president of City Investing Corp., arrived in New York City from Venice, Italy, yesterday to confer with United Artists president J. Howard Jacobs regarding the process to be employed in the production of "Richard III," scheduled to start in approximately two weeks, on location in Spain. "Richard III," a Laurence Olivier production, in which Lopert is non-theatrical, with a financial interest, will co-star Laurence Olivier, Vivian Leigh, Claire Bloom, Sir Ralph Richardson, Michael Redgrave, John Gielgud, and Richard Burton.

Lopert, who is presently producing "Summertime," adapted from the stage play of the same name, and starring Katherine Hepburn and Rossano Brazzi, currently shooting in Venice, will return to Italy on Friday.

UA Acquires 12 Lantz Cartoons for Abroad

United Artists has acquired the worldwide distribution rights, except in the U. S. and Canada, to 12 Walter Lantz cartoons which are available for sale, and with this acquisition the company announced here yesterday, the agreement which runs for a term of years, includes both the theatrical and non-theatrical rights.

"While 'SEVEN BRIDES' Delights the nation, Get ready for A new sensation – Your till will sing A tingling tune With Leo's mighty 'BRIGADOON'”

(From Coast to Coast The burning topic: "The Stage Hit now Is Cinemascope!")

Show
Hoot Mon,
It's Better Than The Broadway Success!

M-G-M presents in CINEMASCOPE And COLOR!
"BRIGADOON" Starring GENE VAN KELLY • JOHNSON CYD CHARISSE With ELAINE STEWART
BARRY JONES • ALBERT SHARPE Screen Play, Book and Lyrics by ALAN JAY LERNER
Music by FREDERICK LOEWE Color by ANSCO Directed by VINCENzo MINNELI
Produced by ARTHUR FREED

Available in Magnetic Stereophonic, Perspecta Stereophonic or Optical 1-Channel

NEXT AT RADIO CITY MUSIC HALL (Although it seems that "SEVEN BRIDES" will play forever!)

BOX-OFFICE FORECAST BY TRADE PRESS:
"Topnotch business in all situations."—M. P. Daily
"Robust at box-office."—M. P. Herald
"Sure of financial success."—Showmen's Trade Review
"Theatre-goers will flock to the picture."—Boxoffice
"Certain of a welcome at boxoffices."—M. P. Exhibitor
Eastman 24-Week Net Rises
(Continued from page 1)

5% Tax
(Continued from page 1)

Hughes' Aides Here
(Continued from page 1)

People

Arthur C. Bromberg, president of Allied Artists' Border Exchange, and Clarine Curtis were married yesterday in Pascagoula, Miss. They will make their home in Bayou La Batre, Ala.

Ed Hays, for the last 24 years of the Atlanta film row, has resigned from the Lippert exchange there to become sales manager of the Personal Service, placement bureau.

E. M. (Ems) Orowitz has resigned as an executive of Savar Theatre Corp. of Camden, N. J., and will settle in Hollywood. His future affiliation will be announced later.

Tony Landi has been appointed executive producer for Imperial TV. He has been assistant to Russel Davis, Imperial World, which headquarters in Chicago, is reported pre- paring the supervision of a 20th-Fox program of pictures. Landi will leave Chicago today for the Coast.

Myer Beck, industry publicist, is down with virus pneumonia.

Mrs. Helen D'Amico and Wayne Carignan are co-chairmen of the 14th annual picnic at Pittsfield, Mass., next Tuesday.

Barbara Silver, daughter of Mr. and Mrs. Maurice Silver of Pitts- burgh, has announced her engagement to Jacob Hersh Deutschan of Newton Highlands, Mass. Her father is a member of the board of Stanley Warner Theatres.

Kathleen Moore, secretary to A. W. Schwaberg, Para Picture Distri- bute, Corp, is mourning the death of her mother, Katherine Walsh.

Formato
(Continued from page 1)

M. Reagan, Loew's general manager of sales.

Formato, who succeeds to the post held by Robert Lynch, whose retire- ment has been announced, started his motion picture career in the New York office of Warner Brothers Thea- tres, and in 1941, joined M-G-M as a salesman. He was promoted to buyer and booker in Warner's Philadelphia office and early in 1943, in charge of the eastern area. He was assigned to special held duty early in 1949, travelling to most of the branches in the course of a six-month tour. Following this he trained as a student booker at Cincinnati, returning to New York to become a sales manager's home office assistant.
Perspecta Royalty-Free: Loew

(Continued from page 1)

SDG Video Series

(Continued from page 1)

to assist in the series, rotating directors from program to program, and states, "It is the policy of Screen Directors, Inc., to refrain from entering into any activity in competition with guild members."

28 Films in Work

As One Is Started

HOLLYWOOD, Aug. 17.—Finish of shooting on seven pictures, offset by the part of one, total of over-all active-production level to a total of 28 in work at the studios as of the weekend.

2) "St Ranger" Lady I Town, CinemaScope, WarnerColor (Warner). Published; "Target Earth" and "Dynamic Anchorage" (A-A); "Mad at the World" (Filamakers); "New York Confidential" (Gribble-Gribble); "We're No Angels" (VistaVision), Technicolor (Pan); "Conqueror," CinemaScope, Technicolor (RKO); "Return of the Creature," J-D (U-I).

Makelim

(Continued from page 1)

his schedule, in addition to "cleanup" work in cities in which he already has held sessions. Among the spots still to be covered are Albany, Buffalo, Philadelphia and Jacksonville.

Stories, directors and producers have been lined up for the program. Makelim's plan, but official announcement of the properties and personnel will be withheld pending official signatures. It is expected that production on the part of the RKO Pathé studios in Culver City, where Makelim now maintains his headquarters, will continue.

Makelim is in New York to discuss circuit deals with local executives. He returns to Hollywood at the end of the week.

Cattle Queen' Nov. 18

The world premiere of RKO-Radio's "Cattle Queen of Montana" in Butte has been moved up from Dec. 1 to Nov. 18, it was disclosed yesterday by Charles Boasberg, general sales manager.
Topping its unprecedented product for '54...

UA HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

SHOOTING IN SEPTEMBER

NOT AS A STRANGER

Co-starring Olivia DeHavilland · Robert Mitchum
Frank Sinatra · Gloria Grahame
Broderick Crawford · Charles Bickford.
Produced and Directed by Stanley Kramer

FACT #4

1954's #1 Best Seller

SHOOTING IN SEPTEMBER

GENTLEMEN MARRY BRUNETTES

CinemaScope · in Color
Starring Jane Russell · Joanne Crain
Directed by Richard Sale · Assoc. Prod. Robert Waterfield · Produced by Robert Bassler

FACT #5

JANE RUSSELL

SHOOTING IN AUGUST

THE GABRIEL HORN

CinemaScope · in Color
Starring Burt Lancaster with Diana Lynn
Dianne Foster · Directed by Burt Lancaster
A Hecht-Lancaster Production
Produced by Harold Hecht

FACT #6
After 30 Years
Rubin Leaving M-G-M Post
On Aug. 31

Negotiations on Residual Rights to Be Delayed

J. Robert Rubin announced here yesterday that he will resign as vice-president of Loew's at the end of this month, ending a 38-year association which began in the days when Marcus Loew acquired the producing assets of Louis B. Mayer Pictures.

Rubin's resignation will take effect at the same time as the projected Loew's divorce- ment on Aug. 31. The veteran Loew's executive, asked if there was any connection between his resignation and the divorce- ment, replied in the negative.

Rubin, saying he needed a "little rest" after 40 years in the business, added that his plans to have an office in New York. He stated, however, that he plans to form no new associations, stressing his desire to take it easy (Continued on page 5)

At Public Hearing
New Mass. Booth Proposals
Draw Blasts and Praise

BOSTON, Aug. 18—Proposed amendments to rules and regulations governing theatre booth requirements in Massachusetts were lauded and condemned here today at a public hearing in the State House. In effect, the amendments would make the use of acetate (safety) film mandatory and if the booth equipment is approved by an inspector, only one operator would be required; otherwise, two projectionists would be required. The amendments also restricted the length of film on a single reel to 5,000 feet.

Richard Wait, Boston attorney and counsel for representatives of 100 theatres who are members of Independent Exhibitors, Inc. of New England, stated that now that the commission had ruled out nitrate film in favor of acetate film for the consideration of safety measure, that it is too late to have two men in a booth. "Careful and full proof of this has been brought out in the previous litigation," he said. "We earnestly recommend supporting the commissioner's proposed amendments."

Benjamin Trustman, attorney representing 129 theatre owners of Allied (Continued on page 5)

Effective Oct. 30
BOASBERG RESIGNS FROM RKO POST

Will Join New Fred Schwartz Organization; Walter Branson World Wide Sales Manager

The resignation of Charles Boasberg as general sales manager of RKO Radio Pictures to become associated with a new company headed by Fred Schwartz, president of Century Theatres here, was announced yester- day officially from the Coast by James R. Grainger, RKO president, Walter Branson, RKO's general foreign sales manager, will become the company's world-wide sales chief, effective on Monday. Boasberg's resignation becomes effective on Oct. 30.

$150,000 to IBC for Bout

The International Boxing Club expects to realize from $125,000 to $150,000 from the telecast of the upcoming world heavyweight title bout, Fred Schwartz, vice-president of IBC here yesterday.

Irish was pleased in the wake of National Theatres' cancellation of plans to take the telecast, with NT contending that the terms were too "onerous."

Meanwhile, Theatre Network Television disclosed that 23 theatres already have signed up for the bout, which will be staged at New York's Yankee Stadium on Sept. 15, TNT (Continued on page 4)

V.C. Epilepsy Unit
In Merge Move

The New York Variety Club Foundation to Combat Epilepsy has merged with the Epilepsy Association of New York and hereafter will be known as the United Epilepsy Association. This was announced yesterday by William J. Germain and Carl Marks, presidents of the former and latter groups, respectively. The purpose of the merger, it was said, is to broaden the services by eliminating duplication.

The officers of the new organization (Continued on page 4)

O'Brien, Film Council in Closed Meeting

HOLLYWOOD, Aug. 18—Tom O'Brien, M.P., general secretary of the National Association of Theatrical and Kinematograph Employees, outlined to the AFL Film Council in a special session today his plans for a working agreement between American and British film unions by which television (Continued on page 4)

Decree vs. Statute
Violations Ruled In Anti-Trust Suit

Upholding the distributors' contention that a consent decree can be enforced only by contempt proceedings by the government, New York Federal Judge Lawrence E. Walsh yester- day dismissed a plaintiff's second cause of action in an anti-trust suit for $450,000 damages.

The Idah Amusement Corp., operating the Fleetwood Theatre in the (Continued on page 4)
Syndicated TV Spurring Share-Ownership by Stars

Hollywood, Aug. 18.—Increasing size of syndicated television has turned a vehicle for stars to secure stock ownership of a business was predicted by Philip N. Krasne, president of Universal Pictures and Televisión Internacional.

Addressing a luncheon meeting of motion picture and television account-ants, Krasne declared that he now appreciates the soundness of such ventures.

A pattern now exists where an independent television operation, properly established with a sound property and a star can borrow money based on such a venture to the extent of a lifetime of uttermost grosses," Krasne said.

One-Year Contract a Factor

He pointed out that the most convincing factor to banks has been the fact that distributors now make firm contracts with stations for 32 weeks. This kind of deal," Krasne said, is "impossible to account receivable, and most bankers realize it."

He added that such contracts are almost 100 per cent cash collateral.

"Even if the show is not sponsored for the entire 52-week period," Krasne said, "the bank's position here is that the station has guaranteed payment."

The UPT president cited the Louis Hayward "Long Live love" series, which was concluded, is now sold in live to 300 markets, and is "just reaching the prime of its distribution.

Canada Rail Strike To Affect Shipments

TORONTO, Aug. 18.—According to a statement issued by C. J. Appel, executive director of the Canadian Motion Picture Distributors Association, and A. H. Jolly, executive secretary of the Motion Picture Theatre Association of Ontario, the 16 regional centers of this province have all been selected as emergency depots for the handling of film shipments if 145,000 employees of Canada's railways go on strike, it was announced today.

The 14 railway unions involved have voted in favor of strike action, but negotiations are continuing following a conference with Prime Minister Louis St. Laurent at Ottawa.

Theatre Construction In Brazil Seen Near

Hollywood, Aug. 18.—A big surge in theatre construction in Brazil, according to Ned Seckler, RKO Radio sales chief for that country, who is currently conferring with J. H. Grainger, president of RKO.

In Rio de Janeiro there are approximately 100 theatres, while Sao Paulo, another major city, has only 125 houses, said Seckler. The shortage of seating capacity is becoming critical.

There has been very little theatre construction in the past few years because of the war, which has affected the country since 1946, and the rate of change has not been favorable. However, according to Seckler, there is a growing demand here where conditions will change this year.

One theatre is equipped for CinemaScope in Rio and one in Sao Paulo, and attendance at both houses has been record-breaking, Seckler says.

Robert Strickland, 56

ATLANTA, Aug. 18. Robert B. Strickland, 56, motion picture producer and distributor, died here yesterday. He had been ill for several months. Strickland, along with his brother, the Strickland Film Co., produced and directed the trailers for motion pictures throughout the Southeast. Born in Eatonton, Strickland graduated from the University of Georgia. He began his career in the film business with Paramount in Atlanta.

Senate Passes Bill On Compensation

WASHINGTON, Aug. 18. The Senate has passed the bill extending the unemployment compensation program, which will provide relief for an estimated 12,000 in the next year in accordance with the Egyptian," on Tuesday at the Roxy Theatre here, the film company announced.

The new Foreign Film of the Year, "1925," was produced by U.S. Enterprises, Ltd. was produced for $3,400. The film is in competition for the Oscar award for Best Foreign Language Feature Film.

Celebrities to Attend "Egyptian" Premiere

Leading industry figures and well-known celebrities will attend the world premiere of 20th Century-Fox's "The Egyptians," on Tuesday at the Roxy Theatre here. The film company announced.

More Canadian Imports

Imports of films in Canada amounting to $50,000 in the first five months of 1954 in contrast to $3,324,900 in the same period last year, according to the Canadian Board of Trade.

Announcer Winners In SW Contest

WASHINGTON, Aug. 18. George A. Crouch, general manager of the Rivoli Theatre in Washington, D.C., who is here, has announced the prize winners for the recent six months "Red Job Drive." Prizes were awarded to the announcers for the best promotion effort in the field of picture selling.

The winner of the "George A. Crouch" award to the manager who was judged, did the best over-all job was awarded to Edward Purcell, manager of the Virginia Theatre, Harrisonburg, Va.

The other prizes awarded by the film companies were as follows:

Los Angeles, Calif., managing director of the Tivoli Theatre, Frederick, Md., won the Columbia Pictures prize; Purcell, an announcer at the Rivoli Theatre, Manager of the Stanley Theatre, Baltimore, won the Paramount prize; Sidney Hoffman, manager of the Metropolitan Theatre, Washington, the Republic Pictures prize; Frank Shaffer, manager of the Dixie Theatre, Stumpe, manager of the Fox Theatre, Altoona, Pa., and George Payette, manager of the Maryland Theatre, Hagerstown, Md., were awarded the "Best Bottlers prize."
Attention Producers!

Announcing...

THE ROYALTY-FREE WORLD-WIDE LICENSE

To Use

PERSPECTA STEREOPHONIC SOUND!

A new policy by Perspecta Sound, Inc. in conjunction with M-G-M, Paramount and Warner Brothers: In the interests of standardization, Perspecta Sound, Inc. is prepared to grant to any motion picture producer anywhere in the world a ROYALTY-FREE LICENSE to use PERSPECTA STEREOPHONIC SOUND. Write or Wire for your royalty-free, world-wide license to

PERSPECTA SOUND, Inc.
711 FIFTH AVENUE, NEW YORK 22, N.Y.
News Roundup

Operators Win Trophy

The foursome of the Toronto Mov- 
ing Picture Operators, Local No. 173, won the low-gross competition and the N. A. Taylor trophy in the third an- nual motion picture golf championship at the Canadian Picture Cottagers at the St. Andrews course in Toronto. The team consisted of Fred Gross, Frank Cottager, P. A. Parke and A. Ben-
ford. The J. Arthur Rank organiza-
tion team won second prize.

Award to ‘Egyptian’

“Parents’ Magazine” will present its Medal Award of Special Merit to Darryl Zanuck’s Cinemascope pro-
duction, “The Egyptian.”

Industry Saluted

The “American Weekly’s” third “mo-
tion picture annual” will be issued on Sept. 12. With the accent on glamour, the annual is timed to include the forthcoming autumn releases from all companies.

Air Force Honored

As they convene today in Omaha for their eighth annual convention and re-
nion, 2,500 members of the Air Force Association will be presented with special brochures prepared by Paramount Pictures as a souvenir marking the U. S. Air Force’s co-
operation in the production of “Air Com-
mand,” recently completed Vista-
Vision picture starring James Stewart and June Allyson.

Canadian Amusement Taxes at Peak Mark

OTTAWA, Aug. 18.—Canadians at-
tended motion pictures in larger num-
bers last year than ever before despite the advent of television. The general increase is in keeping with the latest national wide survey of provincial collections of amusement and admission taxes now being levied.

Canadian government reports that such amusement taxes accounted for a net general revenue of $22,849,000 in the past fiscal year ended Dec. 31, 1953, for all provinces. This com-
pares with $21,000,000 in 1952 and $20,000,000 in 1951.

Ontario in the Lead

Ontario theatres led the nation in such collections with $10,690,000 and this was followed by $4,000,000 for Quebec, $3,495,000 for British Colum-
bia, $1,400,000 Albert, $1,215,000 Man-
itoba, $870,000 Nova Scotia, $400,000 New Brunswick, $132,000 Prince Edward Island, $38,000 Saskatche-
wan, and $12,000 Yukon.

Review

“Khyber Patrol” (World-United Artists)

This average story of British Lancers fighting the troublesome tribes of the Indian-Afghan border in 1899—and how a roughneck soldier disgraces the ladies he loves—told by Richard Egan, Dawn Addams and Patric Knowles. Some good color and bright Indian costumes occasionally help the proceedings.

Egan, an unathletic Canadian, disgraced after heading a section of the blue jackals until he is foiled by would-be friend, Raymond Burr, chief of the border patrol. The death of Knowles, Egan’s rival for the hand of Miss Addams, the general’s daughter, adds to his disgrace. He pretends to join the rebels to lead an army. Egan breaks away, joins his own men and rows down the rebels as they charge through the Khyber Pass.

Produced by Doc Merman, the film was directed by Seymour Friedman from a story by Richard Schayer and a screenplay by Jack DeWitt. Running time, 71 minutes. General classification. For release in September.

Film Council

(Continued from page 1)

sion-film production in England would be expanded, with beneficial effect on British studio employment, now at a low ebb. The call is made to save, the British boycott of Hollywood films unless an agreement on the labor issue can be reached.

Constitutional lawyers who attended the closed meeting said that O’Brien has misunderstood the council’s opposition to selling in Los Angeles, but has not been informed that it was designed for telecasting in America to “sell American merchandise to Ameri-
cans who might be put out of work by type of foreign production.”

This misunderstanding, it was said, was cleared up in a general discussion which followed the invited address.

O’Brien will leave here tomorrow for San Francisco and Canada, en-
route to New York and hence to England.

Merger

(Continued from page 1)

are Marks, president; Edward Fabian and Robert Berson, vice-presidents; 
Gerard, treasurer; Spencer Witty, 
tsecretary.

Among those on the board of 
directors are George Horn, Gordon 
D. Hesse, H. Houston Merritt, M.D.; 
Charles B. Moss, Walter Keade, 
and Richard Walsh, Albert G. Gorson, 
who was executive director of the 
Variety Club group, will continue in 
the same capacity.

Decree

(Continued from page 1)

Brooks had sued the J. J. Theatres, 
operating the competitive Kent Thea-
etre, and KK Radio, Warner Broth-
ers, Universal and 20th Century-Fox 
charging that the distributors had 
given preference to the Kent. The 
distributors have asked the dismissal 
of the case on the ground that it was 
alleged that the defendants had vio-
lated the decree.

In granting the plaintiffs the right 
to amend the complaint within 10 
days, Judge Walsh said:

“Is it not a violation of a decree, 
as this type is actionable? Conduct 
inconsistent with the decree is prima 
facie evidence of a violation of the 
statute (the anti-trust law), but the 
claim for relief must be for violation 
of the statute, not of the decree.

People

Gerald Brown, who operates the 
Brockville, Ont., drive-in, will be 
busy during the hockey season, har-
vesting hay to coach the 
Curtis Galt team in the Ontario Hockey 
Association. Last winter he coached the 
Brockville City Aces to champion-
ship honors.

Ernest Greacula has resigned as 
office manager of the Symphony 
Society of Greater Hartford. He has 
been replaced by the publicity 
director of the Hartford Theatre Circuit and for nine years was man-
ger of the Hartford Circuit’s Colonnade 
Theater.

Ginger Rogers and her husband, 
Jacques Bergerac, will launch their 
new film, “Twist of Fate,” with a 
six-city coast-to-coast personal 
appearance tour. They will leave New 
York on Oct. 22.

Michael Curtiz has a heavy sched-
ule here today. He arrives from 
Hollywood at 7:35 A.M., starts in 
TV-equipped radio interviews, will attend a press buffet luncheon following screening of 
“Egypion,” then attend a cock-
tail party and fashion show at Toots Shor’s in the afternoon and will be on hand for another screen-
ing of his picture at night.

Claims No Power in 5% Tax Intervention

City Assistant Corporation Coun-
sel Stanley Buchbush has notified attorneys Leopold Friedman and Thomas Bress of Loew’s that New York City Corporation Counsel Lawrence Ge-

denhuizen will not agree to allow or make any stipulation permitting local thea-
trenen to intervene in the pending suit on the 5% alimony tax appeal. This in turn, means it is making no effort to collect the tax break-
ages pending the determination of the appeal.

Bress and Friedman are expected to spearhead a call for an exhibitor meeting within the next few days to discuss and plan future action.

Hearing Expected Sept. 15

Supreme Court Justice Nicholas M. 
Pettee has issued in July a temporary injunction against the New York City 
administration taking “major fraction” fea-
ture after hearing arguments by law-
ners representing the plaintiffs, Cent-
ury Theatres, RKO Theatres, Loew’s and 
Brango Theatres. The city ap-
peal, which was filed after the injunc-
tion was issued, is expected to be 
heard at the Supreme Court.

Meanwhile, it was learned, that any 
New York City theatre owner or 
operator who wishes to become a party to the action, must apply to the 
court for permission to do so.

The City Controller’s statement was 
reached after discussions with Cor-
poration Counsel Adrian Burke as to 
the legality and feasibility of a plan 
not seeking a collection of the tax breaks.

The exhibitors had requested Buchbush by letter to sound our Lawrence E. 
Gerson, the New York City City 
Controller, about such a plan.
New Mass. Booth Proposal

Boasberg

Theatres of New England, stated that all his members were in favor of the amendments without any changes. O. Tessier, New Bedford theatre owner; Arthur Preston, Western Massachusetts Theatres, and Ray Feeley, executive secretary of Independent Exhibitors, Inc., all spoke in favor of the amendments.

Those speaking in opposition to the commissioner's proposed changes were Walter R. Donovan, counsel for all locals of District No. 3, IATSE, who made a fiery address asking for the retention of the current regulations with some of the proposed amendments. He stated that two men in a booth are necessary to avoid theatre panic, stampeding and possible death should a fire break out in the booth. He charged that the proposed amendments were wholly inadequate. Others speaking against the proposals were Benjamin Hull, Boston operator; Walter F. Dietl, IATSE representative; Sidney Lebow, Lowell; Jack Karnosky, Lynn; Frank Sullivan, Boston; Raymond Lamphier, Brockton; James R. Laughton, Plymouth, and Leo Normandin, New Bedford.

The commissioner called for a standing count of those who were in favor of the proposed amendments and 46 persons rose. Against the proposals there were 66 persons. At this point, Trustman stated that he had deliberately not asked his 129 members to attend the hearing, assuming that it would not be necessary as he was qualified to represent them all. Wait concurred with this statement and said that he was representing 103 more theatre owners.

Perelman Reels 8,000 Feet

Sam Perelman, Cinemarron Corp., stated that as his reels are over 8,000 feet in length, he would like to have the commissioner make an exception in his case referring to Paragraph 9. The hearing ended when Commissioner Whitney said that he would take the matter under advisement. At present he is enjoined by a court order from enforcing the present two-men-in-a-booth regulation.

‘Waterfront’ Is Still Strong at the Astor

Columbia’s “On the Waterfront” continued its record-breaking pace at the Astor, with the third week, ending Tuesday, topping the business of the previous week, thus registering the three greatest business weeks in the theatre’s history, according to figures compiled by the company, which stated that the opening week of the Marlon Brando starrer turned in $46,775, the second $31,100 and the third came in $200 ahead of the second, thus again topping the former one-week record of $39,000 set for the Astor by “Battleground” five years ago.

‘Susan’ Is Booked Heavily in Atlanta

“Susan Slept Here” has been booked into 307 situations by 10 circuits in the Atlanta exchange area; it was disclosed here by RKO Radio. The circuits and the number of situations booked are; Martin, 63; Crescent, 59; Rockwood, 20; Wilby, 13; Lucas and Jenkins, 14; Paramount-Gulf, 17; Theatre Service, 63; Florida States, 34; Para-Siliani, 12, and Lam Amusement, 10.

Allied’s Committee Studies Film Terms

(Continued from page 1)

A L L I E D States Association’s special trade practices committee in a strategy move in connection with its meetings with distribution’s sales managers for the purpose of reaching a settlement of the controversy over film terms. From left to right are Abram F. Myers, general counsel and chairman of the board; Nathan Yamins, board member from Fall River, Mass.; Wilbur Snaper, former national president and head of the New Jersey Allied unit; Ben Marcus, national Allied president, from Milwaukee, and Jack Kirsh, head of the Illinois Allied unit and former national president.

Group Insurance

(Continued from page 1)

cent of the COMPO membership had replied by noon yesterday, it was announced, to the COMPO's appeal for an increase in the plan, announced only last Wednesday to COMPO's 6,500 dues-paying members.

The exhibitors and others who expressed interest listed employees totaling slightly more than 3,000, it was stated. Only 600 insured persons are required to put the plan into effect, it was added.

‘Almost Certain,’ Says Coyne

Commented Coyne: ‘While it is by no means certain that all those expressing interest will sign contracts and when the plan is formalized, the gratuious comments of enthusiastic approval from many of those interested make it almost certain that many times the minimum number of insured lives required will be obtained. . . . We will naturally await a further expression of opinion from the balance of our membership before taking any action.

Meanwhile, it was learned that an early fall meeting of COMPO leaders has been tentatively scheduled to take up a number of proposed amendments. It was considered likely that the policy matters will include plans for a new dues collection plan, progress on the projected national audience poll, and the position to be taken on the remaining 10 per cent Federal admission tax and local ticket taxes.

Mayer Arrangement Recalled

It is recalled that Mayer, after re-signing as vice-president in charge of production in 1951, received $2,730,000 from Loew’s for his residual rights on M-G-M pictures, Mayer’s profit-sharing, which was 10 per cent, spanned a 25-year period, while Rubin’s residual rights will span a 30-year period.

Loew’s, after acquiring the interests of the Goldwyn Company in 1924, purchased the interests of Louis B. Mayer Pictures, including the services of Mayer, Rubin and Irving Thalberg, charging the production unit’s name to Metro-Goldwyn-Mayer, Rubin at that time became vice-president in charge of the Eastern offices.

A Native of Syracuse

Rubin, who is 72 years old, was born in Syracuse, N. Y. A graduate of Syracuse University, he initially practiced law with Hornblower, Miller, and Powers. He then served as a deputy police commissioner in New York in 1914, he resumed his law practice in New York and then became associated with Mayer. In addition to holding the post as vice-president and general counsel, Loew’s, Rubin has been associated with many civic and philanthropic organizations, including the National Conference of Christian and Jews and the American and New York Bar Associations.

easy, It is understood negotiations on Rubin’s residual rights on films will be delayed until the vice-president’s resignation goes into effect. Rubin’s contract provides for a 5.1 per cent share in the profits on the films of M-G-M.

Motion Picture Daily
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**Keys:** SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (1) Drama; (11) Musical; (C) Comedy; (1) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.
TERRY RAMSAYE

IN THE death of Terry Ramsaye in the quiet countryside of Connecticut to which he was so devoted there is ended the career of a brilliant mind and an unique personality. He will be well-remembered by all those with whom he had contact in the course of a varied and adventurous career—and this is the best memorial.

As an individualist in thought and action who fitted into no conventional pattern, his work as a writer and editor bore an unmistakable imprint.

* * *

As a historian and commentator on the motion picture, its affairs and its personalities, he made a significant and lasting contribution. His history of the industry is the classic work of reference. His topical analyses and discussions have become permanently an important part of the literature of the motion picture. His lasting monument shall be the penetrating understanding and the facile expression which he has enshrined in many thousands of printed words.

Terry Ramsaye had already attained a legendary reputation as a reporter in Chicago when he first was encountered by the writer of these lines. From the vantage point of that early meeting there was observed at close range the Ramsaye career through the various chapters of advertising, publicity, historical research and writing and finally in 1931 the assumption of the post of editor of Motion Picture Herald.

At every step in the career there was clearly in evidence an indelible stamp of a rare talent, a painstaking effort for perfection and enduring enthusiasm for the potentialities of the motion picture form of expression.

* * *

It is difficult to reconcile

(Continued on page 6)

Allied’s Board to Consider CEA’s Bid

The bid for a world-wide union of exhibitor organizations, made by the Cinematograph Exhibitors Association of England, will be taken up at Allied States Association’s board meeting at White Sulphur Springs, W. Va., next week.

This was disclosed here yesterday by Ben Marcus, Allied president, as the Allied committee concluded its conference here, with distribution sales heads. Marcus, queried on the results of the conference, said they were “generally satisfactory.”

The Allied president declined to elaborate, explaining that the full story of the conference will be made public following the two-day White Sulphur Springs board meeting, which kicks off on Monday. First, he stressed, the board must consider the report on the conferences before the contents of those discussions are made public.

In addition to the report on the conferences, Marcus said the board will discuss the British bid for cooperation among different national exhibitor organizations. The Allied president responded to a query regarding his feelings on the proposal, reiterated his position, maintaining that many advantages might emerge from unified action on such problems as exhibitor policy regarding technical developments.

Para. Reports Quarterly and 6-Month Gains

2nd Period, $2,558,000; Half-Year, $3,962,000

 Paramount Pictures Corp. estimates the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the second quarter ended July 3 at $2,558,000 after provision for United States and Canadian income taxes. Barney Balaban, president, reported yesterday. These earnings include net profit on sales and adjustments of investments in subsidiary and affiliated companies of approximately $832,000.

Agreement Reached With Council; O’Brien

HOLLYWOOD, Aug. 19.—On the eve of his departure today for San Francisco and Canada, Tom O’Brien, M.P., general secretary of the National Association of Theatrical and Kind Employees told Motion Picture Daily that he and AFL Film Council

(Continued on page 4)

Terry Ramsaye Dead, Was Trade Editor, Historian

Terry Ramsaye, consulting editor to Quigley Publications and formerly editor of Motion Picture Herald, died early yesterday in Norwalk General Hospital, Norwalk, Conn. He had been under treatment for a cardiac ailment. Funeral services will be held tomorrow at 2:00 P.M. at the Hoyt Franklin Funeral Home in New Canaan, Conn.

Ramsaye is survived by his wife, Helen, and by his mother, who is 83 years old and resides in Tonganoxie, Kansas.

Terry Ramsaye brought to his editorship of Motion Picture Herald in 1931 an extensive background in motion pictures and in journalism. For a decade from 1905 to 1915 he enjoyed wide acclaim as a newspaper reporter. Subsequently he distinguished himself as a newssheet and documentary feature editor and also as an author dealing with motion pictures including the standard two-volume history of the industry, “A Million and One Nights.”

Terry Ramsaye was born in the

(Continued on page 6)

Report Big Advance

TOA Registration

The large number of advance registrations for the 1954 TOA Convention and TESMA-TEDA-TOA-IPA trade show, Oct. 13-Nov. 4, at the Conrad Hilton Hotel in Chicago, indicates the greatest attendance ever, according to a TOA headquarters report.

It was pointed out that reservation forms were mailed to the membership only two weeks ago and are pouring back into the New York of

(continued on page 6)

SIMPP to Join in

U.S.-Anglo Talks

The Society of Independent Motion Picture Producers has accepted a British invitation to participate in the projected talks in Washington on a new Anglo-American film agreement, it was disclosed here yesterday by Edward A. Armstrong, president of SIMPP.

Arnall said that he and James Mulvey, chairman of SIMPP’s eastern distribution committee, will represent the organization at the Washington negotiations which get underway

(continued on page 6)
Personal Mention

ALFRED STARR, Tennessee exhibitor and former president of the Theatre Owners of America, will arrive in New York today from London via B.O.A.C.

* * *

HARRY FESTE, Northeastern zone manager for Stanley Warner Theatres, and Mrs. Festine, have returned to New Haven from Pittsburgh.

* * *

MRS. HENRY LAZARUS, owner of the Lazarus Theatre in New Orleans, has announced that the theatre's contractors get that far-away look in their eyes that means they are envisioning themselves at one center line and a 16-pound striker at the other on some sun-drenched stretch of beach with just a whispier of a cooling breeze moving in off the ocean, carrying the sea smell and the salt spray with it.

That's when Motion Picture Daily comes off the press with the wrong cuts on Page One and the wrong captions beneath the cuts.

Our sincerest apologies are extended for the error to those concerned.

* * *

CHICAGO, Aug. 19.—Press Office Manager, an associate of a Hollywood-styled star today, said that she hoped it would become world-wide sales head of RKO Radio, absorbing the general sales manager's duties formerly handled by Boasberg, and that pressed by the new American Production & Distribution Corp.; to Walter Branson, who is to become worldwide sales head of RKO Radio, absorbing the general sales manager's duties formerly handled by Boasberg, and to Fred Schwartz, founder and head of the new American P & D Corp.

At least, it was not properly single error. There were three opportunities to be wrong and the compositor with vacation-sun-amounts in his eyes achieved all three of them for a perfect score.

We endeavor herewith to make amends by publishing the correctly identified (we hope) cuts of the three.

(Note to compositor: Please, this time, get it right.)

BOASBERG

SCHWARTZ

BRANSON

Strange things can happen, as was demonstrated in yesterday's Motion Picture Daily. A page of the comic strip, the comic strip, the comic strip.

* * *

Outlying Chicago House Re-Zoned for First Run Bidding

CHICAGO, Aug. 19.—Warner Brothers and Columbia Pictures have re-zoned the northside Vogue Theatre to be a first-run theatre, according to some bids out on first-run Warner and Columbia films against the Century Theatre, a Babson & Katz house.

The action grew out of a restraint of trade suit filed by the Vogue last month after the theatre's management petitioned two film companies to recognize its position as a potential first-run house.

Johnny Ray Heads Mechanic Salute

BALTIMORE, Aug. 19.—Singing star Johnny Ray will head a contingent of show business personalities who will join with local social, civic and business dignitaries in paying tribute next week to Morris Mechanic, owner of the New Theatre here, on the occasion of his 25th anniversary as an exhibitor.

The salute to Mechanic, one of city's leading theatre owners, will take place Wednesday in conjunction with the Hollywood-styled opening of Disney and National CinemaScope production of "The Egyptian" at the New Theatre.

Following the showing of the Egyptian, Mechanic will hold a special reception at his home for the stars and a group of prominent Baltimore citizens.

Industry Census Is Assured by Senate

WASHINGTON, Aug. 19.—The undertaking next year of a study by the Census Bureau of all branches of the motion picture industry—production, distribution, and exhibition—has been assured with final clearance by the Senate of the supplemental appropriation bill.

The measure provides $8,400,000 for the bureau to conduct a census of business, manufacture and industry.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROCKETTIER CENTER

"SEVEN BRIDES FOR SEVEN BROTHERS" in CINEMASCOPE starring JANE POWELL - HOWARD KEEL

"WIND CAR WINDS" in "ALL'S FAIR" and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW

WARNER BROS.

KING RICHARD THE CUSADUS

SILHOUETTE of "WILDCOLOR"

HARRISON - MAYO - SANDERS - HARVEY

PARAMOUNT

* * *

SUMMER -- THE SEASON OF ERRORS

Chicago Pulls Birth Scene in 'Prairie'

CHICAGO, Aug. 19.—Unless there is a last-minute change, Walt Disney's "The Vanishing Prairie" will open here tomorrow with a cut of 27 feet of film in the sequence which shows the birth of a buffalo calf.

Disney, angered by the action of the Chicago Police Censor Board, has authorized his representative in Chicago to say that if the board seek a ruling on such censorship in the Supreme Court.

Disney also released a statement in which he said the action of the Chicago Police Censor Board is "very surprising."

We have done all we could to avoid making the scene sensational in the film. Our reputation, achieved by the method of which we work, does not rest on the cornerstone of notoriety."

Disney added that he did not intend to enter a controversy with the Chicago Police Censor Board, but through his statement he wanted to clear his position in this situation.

The action of the board would result in the clipping of the scene.

Aid 'March of Dimes'

KANSAS CITY, Aug. 19.—Some theatres in the metropolitan area have been running screen promotion of the March of Dimes emergency campaign while others are planning participation in the drive in accordance with the campaign setup of their communities.

Special plans are being made by drive-ins for audience collections.

See Full Protection In Copyright Action

WASHINGTON, Aug. 19.—American film producers, distributors, exhibitors, and others will full protection against the recently ratified International Copyright Convention.

Continuation of fair and equal treatment for American works of art was assured with Senate clearance for the White House of legislation implementing the convention by removing certain restrictions against their foreign counterparts now contained in our copyright laws.

Italian Films Gain in Rome; U.S. Still Top

ROME, Aug. 19.—Films produced in Italy continue to show sharp gains in the Italian market, particularly in Rome itself. During the first half of 1953, 28.44 per cent of all films shown in Rome were of Italian make but during the same period this year 35.04 per cent of all films shown in Rome were of Italian make.

Of the total of 214 motion pictures exhibited in Rome between January and June this year, 75 were Italian made. The remainder were divided among 11 other nations. The United States is still the front runner.

Fire Hits Rome Studio

ROME, Aug. 19.—A fire swept Cinecitta, Rome's studio center, here today, razing Warner Brothers' set of the city of Troy, which was being used for the production of "Helen of Troy."
20th-Fox Overseas Business Running Ahead of 1953

Due to the rapid increase in CinemaScope installations throughout the foreign market, 20th-Fox's overseas earnings during the first 32 weeks of 1954 are approximately $1,000,000 ahead of the comparable period in 1953, Emmaneul Silverstone, 20th-Fox International vice-president, said yesterday.

Attributing the increase in earnings to CinemaScope, foreign business of the company will steadily improve this year as more and more theatres equip for the scope, Mr. Silverstone said. "By the end of 1954, about 6,000 houses overseas will be equipped for CinemaScope presentations," the film executive said.

Skouras Reported Rise

Spyros P. Skouras, 20th-Fox president, reported at the company's annual stockholder meeting in May, that foreign and domestic earnings of the film organization during 1953 totaled $4,500,000 with film rentals totaling $105,600,000 as compared to 1952's rentals income of $92,100,000.

At present, Silverstone stated, CinemaScope films in the foreign market are outgrowing popular techniques of the theme. "The Robe" to date has grossed overseas about $5,600,000 as compared to the "Snows of Kilimanjaro" which took in $41,000,000.

The 20th-Fox International vice-president revealed additional comparisons between CinemaScope and regular films. "How To Marry A Millionaire" grossed approximately $1,000,000 overseas in the same date foreign as compared to the $370,000 for "Gentlemen Prefer Blondes." "Beneath The 12-Mile Reef" grossed $500,000 in the overseas territories as compared to $175,000 for "Anne of the Indies."

As of last week about 2,600 foreign theatres were equipped for CinemaScope pictures, Silverstone said, with about 280 houses located throughout the Far East territory.

'Scope Reel Overseas

"The Advancing Techniques of CinemaScope," an hour-long demonstration released by 20th-Fox, dealing with improved amniaphoric lenses, improved four-track magnetic stereophonic sound and future company product, is being exhibited in the foreign market now, Silverstone said. "Between the end of July and the middle of August in areas where the reel has been shown, CinemaScope installations had increased from 1,420 before the company started to equip, he said. "However, do not attribute this large increase in installations to the reel alone for a large amount of orders for equipment were filled at that time," Silverstone said.

Way Is Cleared for Compensation Bill

WASHINGTON, Aug. 19.—Congress has cleared for the White House legislation extending the Unemployment Compensation Act to put employers of four or more workers for at least 13 weeks a year under the aegis of eight as under present law—under its jurisdiction beginning in 1956.

The House accepted Senate's accepted Senate change setting an effective date of this provision for an extra year.

Hepburn Wins

Audrey Hepburn Is Top 'Star of Tomorrow'

Audrey Hepburn, Academy Award exhibitors throughout the country as the 34th annual poll conducted by "Motion

U.S. Drops Only 5 Of 131 Trust Suit

CHICAGO, Aug. 19.—Assistant Attorney General Stanley Barnes said here today that 131 Federal anti-trust suits which had been instituted by the pre- viously mentioned, had found only five which could be dropped. Barnes admitted he had expected to find "many such cases" which could be dropped.

Among the trusts suits filed during the administration and still pending in Federal court, Los Angeles, is the one which would require film producers to sell their 16mm films to television.

AA to Release 6 In Sept. and Oct.

Allied Artists will put six films into official release during September and October, according to Mooney R. Goldstein, vice-president and general sales manager.

The Hungry Jungle, Gay Merrill's first starring starrer, is to go out on Sept. 28, with "Jungle Gents," a Bowery Boys comedy starring Leo Gorcey and Huntz Hall, and "Two Guns and a Badge," a Wayne Morris starrer, to be released on Sept. 5 and 12, respectively.

On Oct. 1, the Technicolor production of "Tonight the Night," starring David Niven, Yvonne De Carlo and Barry Fitzgerald, will be released. Also Oct. 10, released, respectively, "Ketchikan," Mark Stevens starrer, and "Target Earth," starring Richard Denning and Virginia Grey, will go into release.

AA Has 4 Shooting; 2 More to Start

HOLLYWOOD, Aug. 19.—For the first time in its history, Allied Artists this week has four films shooting at the same time and the number will be increased to six.

Currently before the cameras are "The Black Prince," being filmed in England and now in CinemaScope with Errol Flynn, Joanne Dru and Peter Finch starrer; "The Annapolis Story," in Technicolor by John Derek, Diana Lynn and Kevin McCarthy in the star roles, and "Ketchikan," a Mark Stevens starrer and "Target Earth," on location at Sedona, Ariz., with Sterling Hayden, Yvonne De Carlo and Zachary Scott starrer.

On May 3, these films will be turned on "Cry Vengeance," a Richard Conte starrer, and on Thursday filming will be commenced on "The Big Con," to star Cornel Wilde, Jack Palance and Jean Wallace.

New York State Senator Thomas C. Desmond and his Joint Legislative Committee on the Atomic Energy Act of the House of the Aging have done a grave disservice to the sincere cause of America's young people by harping on Hollywood as the "heavy," the Motion Picture Association of America said in a prepared statement yesterday.

The statement read:

"In a blatant move designed to focus public attention on an otherwise probing report, they grabbed at an old and traditional gimmick of blaming the woes of the world on Hollywood," the MPAA said.

Points to Mature Players

"Senator Desmond, in a desperate play for publicity, obviously failed to check the long and respected list of Hollywood's own senior citizens, still going strong after many years of entertaining millions of America's very young and old, around the world," the statement read.

"Senator Desmond and his committee obviously haven't joined these millions in going to the movie theatres. If they had, they would have seen the many war-time and sympathetic portrayals of America's older citizens."

The MPAA replied list 22 films in which Hollywood's own senior citizens acted.

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Warner Bros.' Trade Shows AUGUST 25

RANDOLPH SCOTT in "THE BOUNTY HUNTER"

PRODUCED BY DONALD DORN - MARIE WINDSOR

PHOTOGRAPHED BY WINTON MELLER

DISTRIBUTED BY WARNER BROS.

Movement Picture Daily Friday, August 20, 1954

MPA Answers Sen. Desmond AttackOnFilms

ALABANY

Warner Screening Room

151 2nd Ave. - 3:00 P.M.

CINNAMON

20th Century-Fox Screening Room

191 W. 36th St. - 2:00 P.M.

CHICAGO

Warner Screening Room

1501 S. Michigan Ave. - 1:00 P.M.

CINNAMON (2)

1903 Pacific Ave. - 11:00 A.M.

DENVER

Warner Screening Room

131 N. Broadway - 3:00 P.M.

DENVER

Warner Screening Room

131 N. Broadway - 3:00 P.M.

FLORIDA

Warner Screening Room

10th St. - 2:00 P.M.

HONOLULU

Warner Screening Room

215 H St. - 3:00 P.M.

HOUSTON

Warner Screening Room

215 N. Shepherd Dr. - 2:00 P.M.

KANSAS CITY

Warner Screening Room

20th Century-Fox Screening Room

1720 W. 19th Ave. - 1:00 P.M.

LOS ANGELES

Warner Screening Room

20th Century-Fox Screening Room

1726 W. 19th Ave. - 1:00 P.M.

MILWAUKEE

Warner Screening Room

20th Century-Fox Screening Room

151 E. Menomonee Ave. - 2:00 P.M.

MINNEAPOLIS

Warner Screening Room

20th Century-Fox Screening Room

151 E. Menomonee Ave. - 2:00 P.M.

NEW YORK

Warner Screening Room

20th Century-Fox Screening Room

151 E. Menomonee Ave. - 2:00 P.M.

OKLAHOMA CITY

Warner Screening Room

20th Century-Fox Screening Room

151 E. Menomonee Ave. - 2:00 P.M.

PHILADELPHIA

Warner Screening Room

20th Century-Fox Screening Room

151 E. Menomonee Ave. - 2:00 P.M.

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WASHINGTON

Warner Screening Room

20th Century-Fox Screening Room

151 E. Menomonee Ave. - 2:00 P.M.

WINSTON-SALEM

Warner Screening Room

20th Century-Fox Screening Room

151 E. Menomonee Ave. - 2:00 P.M.

WOBURN

Warner Screening Room

20th Century-Fox Screening Room

151 E. Menomonee Ave. - 2:00 P.M.
Film Council  

(Continued from page 1)

leaders arrived at an agreement yesterday when he addressed a special meeting of that organization, to work out plans for the setting up of a consultative committee which would meet periodically, here or in Britain, for the purpose of keeping an understanding clear and cooperation in effect at all times for the benefit of both industries.

O'Brien said he and the council members appeared agreed on the principle that American and British industries "must work together or die separately."

International Set To 'Egyptian' Bow

An international contingent from the Middle East and the Orient will join stars of show business, celebrities, social figures and sports champions at the Roxie here Tuesday for the benefit world premiere of Darryl F. Zanuck's latest Cinemascope production, "The Egyptian."

Led by Her Royal Highness, Princess Iara of Wairata, the group of student internes from the United Nations, clad in their native costumes, will be on hand at the debut of the $5 million Fox picture. The group will include Egypt, Burma, India, Indonesia, Turkey, Iran and Iraq.

In addition to the group from the world organization, it was announced that the Maharaja of Barata, currently visiting New York on a globe-girdling trip, will also attend the premiere.

'Richard III' to Be Made in VV

Sir Laurence Olivier's production, "Richard III," will be filmed in Vistavision in Spain within two weeks. It was announced here yesterday by Ilyia Lopert, president of Lopert Films, and Robert W. Dorling, president of the City Investing Co.

The production was considered by Michael Todd of Magna Theatre Corp. as the second picture to be filmed in the new Todd-AO process.
"For writing, there's the Pulitzer prize; for acting, there's the Oscar; and for men in the motion picture exhibition field, there's the Quigley Award for showmanship"

Quoted in the house organ of Famous Players Canadian circuit of 208 theatres—from a speech by R. W. Bolstad, vice president and treasurer, at a company luncheon in honor of Charles Doctor, Quigley Award winner.

At the luncheon in Toronto honoring Charles Doctor, winner of the Quigley Award: James R. Nairn, Charles Doctor, Bob Eves, Mrs. Doctor, and R. W. Bolstad.
**TERRY RAMSAYE**

(Continued from page 1)

one’s thoughts to the passing of such a vital personality. As a long-time friend and associate it is doubly difficult. But the farewell that must be said comes easier when it is so well-known that he who has passed would want ‘no mourning at the bar’.

—MARTIN QUIGLEY

Ramsey

(Continued from page 1)

village of Tonganoxie, Kansas, November 2nd, 1885, son of Mrs. George (Vates) Ramsey and Mrs. Mary (Wright) Ramsey. He spent his school days between Kansas and Massachusetts institutions. Work was not as incidental to the engineering department of the Bell Telephone Company and the Western Electric Company. In 1908, he joined the staff of the Chicago Daily News, Daily City Star and Times, and was subsequently connected with various newspapers as feature writer and editorial editor including the Lebanon Times, the Omaha Bee, the St. Paul Pioneer Press, the St. Paul Dispatch, the Associated Press, the Chicago Evening American, Universal News Service and the Chicago Tribune.

**Founded Screen Telegram**

The Chicago Tribune’s adoption of the telephone system as a new method for circulation exploitation brought Mr. Ramsey into contact with the screen industry. He became the advertising and publicity director of the Mutual Film Corporation in 1915 and there founded the Screen Telegram, a newsreel of daily in World War I. During the war he produced and edited for the United States Treasury Department various patriotic subjects and a book, *“Peace of Peace.”* Subsequently Mr. Ramsey joined Samuel L. Rothafel’s staff at the Pathe News, New York, on the 9th of January, 1919. In 1918, Mr. Ramsey, as editor, launched the newsreel Kinograms.

**Compiled History of Industry**

In 1920 Mr. Ramsey broke connections with Broadway, and in the remoteness of a Long Island farm, engaged in writing for various magazines, meanwhile carrying through the long-neglected task to completion his two-volume history of the motion picture industry—a labor of some five years. He finally wrote and produced an array of adventure and scenic pictures for the Associated Screen News, Ltd., of Canada, and edited various feature productions, principally expeditionary and adventure releases, including “The Cruise of the Grumman,” and “Waves for Paramount,” “Martin Johnson’s African Hunt” for Metro, and the roughhouse of Tom Sawyer for Vitagraph. Ramsey’s more conspicuous contributions to the endeavors of the screen was in the orientation of typographical achievements, which were of general influence on the typographic dress of screen productions, particularly in the printed titles of silent pictures.

In 1928 he joined Pathé Exchanges, Inc., as editor-in-chief of Pathé News and Pathe Audio Review. He also participated in the preparation of a top-notch film and participated in the development of techniques for applying sound to film production. Concurrent with Motion Picture Herald, Ramsey was also consultant for Associated Screen News, Ltd.

**Keyeley Interested in Nature**

as editor of Motion Picture Herald 1931 through 1949, Terry Ramsey was the most widely quoted writer on subjects pertaining to motion pictures. His travels, both domestic and foreign, and his correspondents had a marked and constructive influence on motion picture industry development. Ramsey’s column did not cover only motion picture topics but he was as well a keen observer of nature. His quizzily written obituaries served to preserve the honor of the planet, flowers, animals and sun, wind and stars, attracted considerable attention. Ramsey was described for his verbal expression and cultivated a keen and colorful style of writing. It was not only to express a thought but to do so in an entertaining manner.

In addition to editing and writing for Motion Picture Herald, he did a considerable amount of other writing and also lectured on motion picture topics.

**Consultant Since 1949**

Since May 2, 1949, he had been consulting editor of Quigley Publications and also wrote a weekly column of comment and observation entitled "Ramsaye" for Motion Picture Herald as well as feature articles and book reviews. Recently he consulted the manuscript and developed the motion picture book for publication by Harvard University Press in a project sponsored by the Library of Congress. He was a member of the National Press Club, Washington, Silvermine Guild of Artists (New Canaan, Conn.) and fellow of the Society of Motion Picture and Television Engineers.

**Paramount**

(Continued from page 1)

Terry Ramsey was a sad and great loss. He always stood for the best and fought for the best in the motion picture industry. His gift, his wisdom and friendly counsel made ours a better industry.

**Paramount**

after deducting applicable income taxes. The earnings, net profit on sales of investments, etc., represent $11.16 per share and, excluding such net profit, 78 cents per share on the $2,178,000 outstanding and in the hands of the public as of that date.

70 Cents Per Share

Consolidated earnings for the quarter ended July 31, 1965, were $2,178,000 and represented 70 cents per share on the 3,253,465 shares then outstanding.

Consolidated earnings for the six months ended July 31, 1965, are estimated at $3,562,000 and include net profit on sales of investments, etc., referred to above. These earnings, including such net profit, represent $1.21 per share, excluding such net profit, $1.41 per share.

Consolidated earnings for the six months of 1953 were estimated at $2,091,000 and represented $1.25 per share.

**Cites Telemeter Advances**

Balaban, in his report to the directors yesterday, indicated that the Elek Theatre in Chicago, telemeter television has proceeded to the point where color television sets using the new telemeter prorace tracks have been successfully tested. Cost estimates indicate that the use of the Lawrence principles result in a set which can be produced at a low cost. The plans, however, are on any other concern. He also stated that the Telemeter Corp. was continuing its development of a color pay-as-you-see television equipment available on a mass scale, and has undertaken, in association with several well-known companies, the application of its related electronic memory machines which reduce the cost of complicated office procedures and increase the efficiency of large calculating machines.

**Para. 50c Dividend Declared**

Paramount yesterday voted a dividend for the third quarter of 50 cents per share on the common stock, payable Sept. 14 to holders of record on Sept. 1.

**Eleven Paramount Films Now in Work**

HOLLYWOOD, Aug. 19. Production at the Paramount studios continued unabated here, with four Vista-Vision pictures, with color in Technicolor, currently before the cameras and seven other major films, four of which were shot in VistaVision, in various stages of editing.

The source of Paramount’s current production activity is the new Vista-Vision romance starring Jane Wyman, Charlton Heston and Thelma Ritter, the latest to start shooting; it went before the cameras yesterday. Rolling at this time are Alfred Hitchcock’s “To Catch a Thief,” starring Cary Grant and Grace Kelly, and William H. Pine-William C. Thomas production of “Blue Horizons,” starring Greer Garson, Errol Flynn, Mac Murray and Donna Reed, and Bob Hope’s “The Eddie Foy Story.”

Vista-Vision pictures in the cutting stage include “20,000 Leagues Under the Sea,” starring James Stewart and Julie Allyson; “Run for Cover,” starring James Cagney and Yvonne De Carlo; “Love Is a Weapon,” starring John Payne and Mary Murphy, and “We’re No

**TOA**

(Continued from page 1)

face of the association in great numbers.

The early interest, two-and-a-half months before convention time, clearly emphasizes the importance ex-wives get on the nation’s mind and the interest in attaching to this year’s convention and giant combined trade show,” declared TOA president Walter Read, Jr.

“Plans are now being made for vital and comprehensive business meetings, evening entertainment and a full program of activity and entertainment for the ladies.

**Two Forums Stressed**

“Of particular interest and benefit to TOA members will be the TESMA-TOA theatre equipment and new processes forum Wednesday afternoon and the IPA-TOA concessions forum Thursday morning. The nation’s leading experts in their representative fields will form a panel at each forum to discuss latest developments in their respective fields and answer questions. The ‘dollar-wise exhibitor’ will make every concession and trade show a giant must.”

**Anglo-U.S. Talks**

(Continued from page 1)

Sept. 27. The SMPP head, alluding to his present tilt with the Motion Picture Association regarding the subsidy issue, said that he will be glad to sit jointly with MPAA delegates in the negotiations, as in the past. With the exception of the subsidy issue, he described SMPP’s relationship with MPAA as “cooperative.”

Arrall went on to say that there have been no new developments regarding the SMPP’s complaints about subsidies to the government, added that he expects no new developments until after September. Arrall referred to his trip to New York a few days on routine business.

Angels,” starring Humphrey Bogart and Peter Ustinov. All have color in Technicolor.


**‘Sitting Bull’ Laundered By Senator Mundt**


Mundt, in a Senate speech, said the picture, produced by W. R. Frank and released through United Artists, “pays tribute to the man himself, and provides the public with a vivid, accurate portrayal of the life and times of the great Sioux nation...”
FIRST ON FILM NEWS

MOTION PICTURE DAILY

VOL. 76. NO. 37
NEW YORK, U.S.A., MONDAY, AUGUST 23, 1954
TEN CENTS

To Submit Report

Allied to Mull Govt Relief On Film Terms

National Board Has Full Agenda for W. Va. Meet

WHITE SULPHUR SPRINGS, W. Va., Aug. 22—The question of whether Allied States Association will go to the government for relief on the exhibitor association’s charge of excessive film rentals is expected to be determined at the national board of directors meeting which starts here tomorrow. Abram F. Myers, general counsel and chairman, will preside.

Most of the Allied units, during the last month, have passed resolutions demanding that the national body seek government relief if no satisfaction was obtained from the general sales managers at the individual meetings held in New York (Continued on page 5)

‘Cordiality’ Marked Allied’s Talks With Sales Heads Here

Cordiality, rather than acrimonious charges and counter-charges, appeared to mark last week’s round of talks held here by Allied’s special trade practice committee with distribution sales managers.

The air of goodwill, which may have been somewhat guarded, was reflected by a number of distribution sources who were canvassed on how the meetings progressed. It also was reflected by Ben Marcus, Allied president, a member of the special committee, who described the meetings as “generally satisfactory” on the eve of his departure for White Sulphur Springs, W. Va., where the Allied board convenes today.

Pending Allied’s report on the meetings, promised following board action on the report, it was too early at the weekend to tell whether the general satisfaction voiced by Marcus (Continued on page 5)

Senate Votes to Ease German, U.S. Taxes

WASHINGTON, Aug. 22—The Senate today ratified the double taxation treaty with West Germany which would reciprocally free film rentals earned in the two countries from the double tax burden. Thus, United States films shown in West Germany and West German films shown here would not have taxes imposed on them by the importing nation.

RKO ‘Diversified’ Product Lineup Is Listed by Grainger

HOLLYWOOD, Aug. 22—With “The Conqueror” going into the cutting rooms this week, RKO has completed its 1954-55 plans for diversified story product which it will offer exhibitors during the coming year, according to J. R. Grainger, president of RKO Radio Pictures. Foreseeing the trend away from screens in picture making, RKO planned to come up with product that would in no way affect the industry’s current run of television, Grainger said.

(Continued on page 5)

41 Theatres Sign for Bout

STARR TO PUSH FOR INT’L ASSOCIATION

Urges U.S. Alliance First; CEA May Send Representatives to TOA Chicago Conclave

By LESTER DINOFF

The proposal that national exhibitor organizations throughout the world affect a cooperative framework by which common, mutual industry problems and needs may be discussed will be recommended to the Theatre Owners of America by Alfred Starr, Tennessee exhibitor and former TOA president, who returned to the weekend of the U. S. after a two-month tour of Europe.

Starr, in a trade press conference at the TOA headquarters here, stated that he would recommend in a report at the organization’s annual convention in Chicago this fall that an international alliance of exhibitors be established and that the TOA keep in mind and further explore the feasibility of such a plan.

It is the hope of the Cinedomators (Continued on page 5)

Paramount to Salute Morgan’s 40 Years With the Company

Oscar A. Morgan, Paramount sales manager for short subjects, Paramount News and special features, will have a special edition (

Heading for All-Time Mark

THIS IS CINERAMA’ Gross Grows to Big $12,683,000

“This Is Cinerama” has grossed more than $12,683,000 in the 13 U. S. cities now exhibiting the Cinerama process, it was disclosed here at the weekend by Stanley Warner Corp. S-W, which owns the exclusive exhibition and distribution rights for the process, said the attraction seems likely to challenge the records set by “Gone With the Wind” and “The Robe.” It was pointed out that the grossing power of the picture will be heightened when plans for Cinerama exhibition abroad are effected, making the growing potential for “This Is Cinerama” in the neighborhood of between $20,000,000 and $30,000,000. Cinerama will be in residence until (Continued on page 4)

Services Held for Terry Ramsaye

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Seeks TOA Approval

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Ramsaye
(Continued from page 1)

village of Tonganoxie, Kansas, November 2d, 1885, son of Mrs. George (Vates) Ramsaye and Eliza Jane (Johnson) Ramsaye. He spent his school days between Kansas and Massachusetts institutions. His first work was with the telephone company, the Kansas City Telephone Company and the Western Electric Company. In 1905, he joined the editorial staff of the Omaha Bee and was subsequently connected with various newspapers as feature writer and desk editor, including the Omaha Bee, the St. Paul Pioneer Press, the St. Paul Dispatch, the Associated Press and other evenings American Universal News Service and the Chicago Tribune.

Founded Screen Telegram

The Chicago Tribune's adoption of the motion picture serial for circulation exploitation brought Mr. Ramsaye into contact with the screen industry. He became the advertising and publicity director of the Mutual Film Corporation in 1915 and then founded the Screen Telegram, a newspaper of conspicuous success in World War I. He produced and edited for the United States Treasury Department various patriotic subjects including "Peace," "A Garland of Flowers," and "A Song of Peace." Subsequently Mr. Ramsaye joined Samuel L. Rothfels's staff at the Rialto and Rivoli Theatres on Broadway. In 1919, Mr. Ramsaye, as editor, launched the newswreels Kinogaphs.

Compiled History of Industry

In 1920 Mr. Ramsaye broke connections with the newspaper and, in the remnant of a Long Island farm, engaged in writing for various magazines, motion pictures entertaining a variety of motion picture industry—abroad of some five years. He incidentally wrote for the war production war industry array of adventure and scenic pictures for the Associated Screen News, Ltd., of Canada, and widely varied output. This includes principally expeditious and adventure releases, including "The Cruise of the Speckjacs" and "Grass for the Dogs," "The African Hunt" for Metro, and the roadshow "Simba." One of Terry Ramsaye's more conspicuous contributions to the endeavors of the screen was in the orientation of typographical treatments, which were of general influence on the typographical dress of screen productions, particularly in the printed titles of silent pictures.

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Keenly Interested in Nature

As editor of Motion Picture Herald throughout 1925-1940, Terry Ramsaye was the most widely quoted writer on subjects pertaining to motion pictures. His thought provoking comments and occasionally nitty-gritty influence on motion picture industry development. Ramsaye's interests not only centered mainly in the domestic and he was as well a keen observer of natural life. His quantity written observations on the world of plants, flowers and animals and wind, storms, and stars, attracted considerable attention. Ramsaye was devoted to the art of well-written and expressive prose, and he sought only to express a thought to do so in an entertaining manner.

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Consultant Since 1949

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Set Committee for Kans.-Mo. Meet

KANSAS CITY, Aug. 19.—The board of directors of the Kansas-Missouri Theatre Association yesterday named Earl Jamison, general chairman, for the organization's annual convention here on Sept. 28-29, at the President Hotel.

Anglo-U.S. Talks
(Continued from page 1)

Sept. 27. The SIMPP head, alluding to his present tilt with the Motion Picture Association of America regarding the subsidy issue, said that he will be glad to sit jointly with MPAA delegates in the negotiations, as in the past. And the submission of the subsidy issue, he described SIMPP's relationship with MPAA as "cooperative.

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Pending Allied's report on the meetings, contained following board action on the report, was too early at the weekend to tell whether the general satisfaction voiced by Marcus (Continued on page 5)

Senate Votes to Ease German, U.S. Taxes

WASHINGTON, Aug. 22—The Senate today ratified the double taxation treaty with West Germany which would reciprocally free film rentals earned in the two countries from the double tax burden. Thus, United States films shown in West Germany and West German films shown here would not have taxes imposed on them by the importing nation.

RKO 'Diversified' Product Lineup Is Listed by Grainger

HOLLYWOOD, Aug. 22—With "The Conqueror" going into the cutting rooms this week, RKO has completed its 1954-55 plans for "diversified" story product which it will offer exhibitors during the coming year, according to J. R. Grainger, president of RKO Radio Pictures.

Forecasting the trend away from trends in picture making, RKO planned more than a year ago to come up with product that would "suit the mood of the times" (Continued on page 5)

Heading for All-Time Mark

'This Is Cinerama' Gross Grows to Big $12,683,000

"This Is Cinerama" has grossed more than $12,683,000 in the 13 U. S. cities now exhibiting the Cinerama process, it was disclosed here at the weekend by Stanley Warner Corp.

Services Held for Terry Ramsaye

Funeral services were held Saturday in New Canaan, Conn., for Terry Ramsaye, consulting editor to Quickley Publications and former editor of "Motion Picture Herald," who died Thursday in the Norwalk, Conn., General Hospital. The brief burial and committal rites were read by the... (Continued on page 4)

Seeks TOA Approval

STARR TO PUSH FOR INT'L ASSOCIATION

Urges U.S. Alliance First; CEA May Send Representatives to TOA Chicago Conclave

By LESTER DINOFF

The proposal that national exhibitor organizations throughout the world affect a cooperative framework by which common, mutual industry problems and needs may be discussed will be recommended to the Theatre Owners of America by Alfred Starr, Tennessee exhibitor and former TOA president, who returned at the weekend from the U. S. after a two-month tour of Europe.

Starr, in a trade press conference at the TOA headquarters here, stated that he would recommend the establishment of a national alliance of exhibitors in an effort to improve the TOA cooperation would go "as far as possible," but that it would extend "as far as they want to go with it."

It is expected that expansion of the Cinematograph Industry's cooperation will be discussed at the conference to be held in Chicago in August (Continued on page 5)

Paramount to Salute Morgan's 40 Years With the Company

Oscar A. Morgan, Paramount sales manager for short subjects, Paramount News and special features, will have a special service at Paramount's 40th anniversary drive in celebration of his own 40th anniversary with the company, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp. (Continued on page 4)
Personal Mention

MORT BLUMENTHt, Warner Brothers vice-president in charge of advertising and publicity, arrived in New York from the Coast over the weekend.

C. J. TEYKN, vice-president in charge of RKO Radio Pictures studio; THOMAS SLACK, personal attorney for Howard Hughes, and ROSS FORTUNE, attorney and assistant secretary of RKO, have left New York for Hollywood.

MIDE SIMONS, director of exhibitor relations for M-G-M, will leave here today to go to Va. after which he will visit Detroit and Hershey, Pa.

ALFRED STARR, former president of the Theatre Owners of America, has returned to Nashville from New York following a European trip.

WILLIAM ORNSTEIN, M-G-M trade-paper contact, left New York yesterday for a vacation in the Grand Canyon country of Arizona.

EVERETT OSSEN and RICHARD EASDALE, operators of O & E Theatre chain in South Carolina, have returned there from Charlotte.

JOHN C. FALL, Allied Artists director of advertising and publicity, is in Detroit from New York.

WILLIAM B. ZOEHLER, head of M-G-M shorts and newsreel sales, is in New Haven today from New York.

MICHAEL CURTIZ, director, has arrived in New York from Hollywood.

JOHNNY RAY arrived in New York by plane at the weekend from Hollywood.


SID ZINS, of the Columbia Pictures exhibition department, was in Charlotte from Washington.

MICHAEL WILBERG arrived in New York over the weekend from the Coast.

LEONARD ALLEN, of the Paramount exploitation department, was in Charlotte from Atlanta.

COLLIER YOUNG, producer, will leave here tonight for Chicago.

Sindlinger to Carolinas

Alfred F. Sindlinger, president of Sindlinger & Company, Inc. which has completed a field study in Bonham, Tex., and has left for Fayetteville, N.C. Bonham was one of the five towns included in Sindlinger's special "Small Town, U. S. A." study.

City Celebration

Paterson, N.J., to Salute Fabian on Anniversary

PATERSON, N. J., Aug. 22—There will be a double home town celebration on Tuesday evening, when the city celebrates simultaneously the 40th anniversary of the Regent Theatre and the paying honor to S. H. Fabian, president of Stanley Warner Corp., which operates the Regent Theatre.

It was at the Regent some 40 years ago that Fabian began his career in the motion picture industry, starting to work for his father, who originally owned the theatre.

Since then, Fabian has risen through the ranks of the industry, inaugurating a chain of theatres throughout North Jersey, which eventually merged with the Stanley Corp. and today heads the corporation that operates one of the largest theatre chains in America, as well as being the owners of Cinemag.

The preparations for the Paterson celebration have the excitement and glamour of old Hollywood. The local manager Peters Warner has arranged attractions, as well as many of the old time shorts that were shown at Willow Dell, his 48-seat stage.

Many of America's outstanding musicians have made their start at the Regent and have banded together to join in a "Dixie jazz concert" on the anniversary date.

Mayor to Participate

The stage ceremonies will be handled by James Gleason, WATV announcer, who will present Mayor Lester Titus of Paterson and Fabian. Many of the original staff of the theatre that opened in 1914 will participate in the anniversary celebration. Outstanding among these is Warren M. Yates, the organist who played at the opening. Several of the oldest dignitaries of the motion picture industry from New York and Hollywood plan to attend.

Saturation Drive-in 'Ribbon' Premiers

The first mass booking premiere for drive-ins of a state-wide drama will be on RKO's "She Wore A Yellow Ribbon," which will begin its re-release in more than 85 open air theatres in the vicinity of September. It was announced by RKO Radio.

Throughout the New England area, beginning color will be world will open in over 45 drive-ins, with four drive-ins in Kansas City, two in Minneapolis and other individual open air and drive-ins across the country, and again playing the John Wayne starrer day and date.

New England Well Covered


Local Taxes Threat Faces Wisc. Allied

MILWAUKEE, Aug. 22.—The threat of a state income tax which would permit municipalities to enact admission tax laws will be a major topic for discussion at the session of the Allied Independent Theatre Owners of Wisconsin which will be held in Wausau on Aug. 31.

It is understood that the state legislature will give serious consideration to an enabling act at its next session and the Allied unit has been alerted to be prepared to combat it.

50-Theatre Opening For 'Naked Alibi'

Universal - International's "Naked Alibi," starring Sterling Hayden and Gloria Grahame, will be given a 50-theatre pre-release territorial saturation premiere in the Detroit territory starting with a world premiere at the Broadway Capitol Theatre in Detroit on Sept. 30.

The Broadway Capitol premiere and the territorial openings which follow will be backed by an integrated television, radio and newspaper promotional campaign in the same manner as the successful launching of "Creature from the Black Lagoon," in the same territory early this year, Universal announced. Large newspaper ads will be used to list the participation of each town, the television and radio time will direct attention to all the participating theatres, it was announced.

"Naked Alibi," has been set for an October release by Universal.

‘Living’ Scores

CHICAGO, July 22—"Living In Up," closing a three-week engagement tomorrow at the Chicago Theatre, has gathered in more than $20,000 in its first week at the Chicago and continued its "fantastic draw" for the entire run.

Parade of Stars for ‘Egyptian Premiere’

A "Parade of Stars," featuring prominent show business stars, sports champions and dignitaries from many walks of life will highlight an opening event to benefit world premiere of Darryl F. Zanuck's "The Egyptian," at the new "Integration" movie drive-ins.

Heading the roster of celebrities who will participate are Michael Wilding and Gene Tierney, starred in the cinematography for its distribution, Michael Curtiz. Also here from Hollywood especially for the occasion are Joanne Ray, Judy Holliday and Rita Hayworth.

Borough President to Attend

Hulan Jack, borough president of Manhattan, will represent the mayor at the premiere, all proceeds of which are going to the Emergency Drive of the National Foundation for Infantile Paralysis. Also present will be the city's former mayor, Vincent Impelliteri, and his wife, M. L. Wilding.

Among other personalities participating in the "Parade of Stars" will be Lady Iris Mountbatten, Nina Foch, Michael Wilding, Lewis, Denise Darcel, Arlene Francis, Tex and Jinx, Red Buttons, Arnold Stang, Bambi Lynn and Rod Alexander, Morey Amsterdam, Physicist Linard Hayes and Mary Healy, Paul Stone, Lon McAllister, and Warren Hull.

Her Royal Highness, Princess Wirawani of Siam will head a contingent of United Nations representatives, clad in native dress.

Tennis Stars to Be Guests

The world of sports will be represented in the "Parade of Stars" by a party of nationally-prominent tennis names including Don Budge, Billy Talbert, Sidney Woods and Gardner Mulloy.

Flying here from Europe to attend the film's debut, following completion of a tennis tour which will be the 20th Century-Fox president Sopyro S. Stouassas.

Theatre-front activities will be carried on through a public address system, with music by the 42nd Division Band.

Only Talking Regarding TV, Says Selznick

HOLLYWOOD, Aug. 22.—David S. Selznick has had interesting offers from television companies, the producer said in a statement Friday confirming reports he had conferred with Selznick, the national television directors, but he has "no intention of substituting such possible activity for his present activities in the motion picture industry, the statement said.

Selznick's recently announced production of "War and Peace" is in critical preparation, he said, and both scripts and story are being drafted preliminary adaptation.
People

- Arthur Rose has been appointed Northeastern representative for Buena Vista Distribution Co. and will represent the Walt Disney subsidiary in the Boston, Buffalo, New Haven and Albany territories, with temporary headquarters in Rochester. Rose formerly was with Universal.

- Helen Mourad, executive administrative secretary of the Walter Reade theater organization, has resigned after 26 years with the company. Her resignation stemmed from the fact that the circuit had moved from New York to Oakhurst, N.J. Executive employees gave her a farewell luncheon.

- Norris L. McCollum is the new owner of the Pendleton Theatre, Pendleton, N.C.

- Sid Reams, sales representative in Atlanta for Republic Pictures, is back in the hospital after a previous confinement.

- Neil Gardner has been appointed manager of the Atlantic Drive-in Theatre in Jacksonville, replacing Daniel Bagby who moves to the Neptune Drive-in, Daytona Beach. Andy Sullivan moves from the Neptune to the Dixie Drive-in in Atlanta.

- Walter Betts of the Stanley Warner home office was married Saturday in Baltimore to Ethel Steinbruck.

- Rudy Vallee, currently in summer stock in Massachusetts, will leave for London on Sept. 1, to play the father of Jane Russell and Jeanne Crain in "Gentlemen Marry Brunettes," a Russ-Field and Voyager Production which Richard Sales will direct.

- Ava Gardner will come to New York shortly for a three-week publicity campaign in behalf of the benefit premiere of "The Barefoot Contessa."

- Irving H. Levin, president of Filmmakers Releasing Corp., and Mrs. Levin became the parents of a baby girl last week, born in Santa Monica, Cal.

- Charles L. Maire, wardrobe director of "The Egyptian" is in Portland, Ore., for appearance in connection with the picture. He is on a tour of the Far West.

Heat Plus Good Product
A Bonanza for Louisville

LOUISVILLE, Aug. 22—The combination of summer heat and good picture appearances appears to be the reason for local theaters doing capacity business. George Martin, motion picture editor of the Louisville "Courier-Journal," stated in a half-page feature story, holding attractions over for four or five weeks is something new here and Martin gives some reasons. His article, in part, follows:

"In this hot weather it is interesting to speculate how long it is before the next movie season opens. What's the future of our favorite movie? The weather, which everyone knows is right, has been so good for most of the summer, it is only logical to assume that you will do the same thing during the fall and winter months of 1953-54.

"There was a time when the summer was considered a 'dead season' for moviegoing in this northwest state but we are enjoying a period when audiences are flocking to the movies. In fact, we are looking forward to another successful season. This is not just the talk of the movie business but the weather which is the key factor in the success of our industry.

Films 'Above Average'

"What's the answer? Are the films unusually good? Well, they certainly are above the average, if you consider the pictures that are being offered this fall and winter months of 1953-54.

"There was a time when the summer was considered a 'dead season' for moviegoing in this northwest state but we are enjoying a period when audiences are flocking to the movies. In fact, we are looking forward to another successful season. This is not just the talk of the movie business but the weather which is the key factor in the success of our industry.

To Re-Book 'Caesar'
Following Vacation

Booking by M-G-M of "Julius Caesar" will be resumed next month following the September reopening of schools. The filmed version of the Shakespearean classic was withdrawn from circulation during the vacation season. Rebookings will be resumed around Oct. 15.

The promotion and advertising campaigns that were used in some 80 engagements prior to the summer "recess" will be followed in the new bookings, with emphasis on exploitation, discharge house, and college attendance has accounted for a goodly slice of the exceptional boxoffice returns accruing to M-G-M. Educators have welcomed the film and given it splendid cooperation, the company said.

Nashville Drive-In
Is Sold to Colonial

NASHVILLE, Aug. 22—Purchase of the local "Circle Drive-In" by the owners of the Colonial Drive-In, Madison, from "M. C. Morris and Louis" Lichtman, was announced by Charles E. Knotts continuing as manager. The Bel-Aire was built in 1953 with a capacity of 440 cars.

Riot at Edinburgh Festival

Walter Wanger’s Allied Artists production, "Riot in Cell Block 11," will be the Edinburgh Festival, marking what is said to be the first time that a strictly entertainment picture has been shown at the event. In the past, the festival has concentrated on documentaries and experimentally realistic film fare. Wanger and his wife are in Scotland for the screening.

Seeks ‘Brummlow’ Bow

The Boston Chamber of Commerce wants M-G-M to hold the world premiere of “Beau Brummlow” in the Hub because, of C of Chats, "Boston has more well-dressed men and more chivalrous men, per capita, than any other city in the U. S."

'Window' Sets Marks At 3 More Theatres

Three more theatres have been added to the group now doing exceptionally fine business with Alfred Hitchcock’s "Rear Window," according to figures compiled by the Paramount home office.

The Medford Theatre, Philadelphia, reports a new all-time record for an opening day gross of $4,053, while the Plymouth Theatre, Baltimore, N.Y., totaled $2,800, topping by 25 cents the opening day take of $2,775.

The second week for "Rear Window" at the Warner Theatre, Atlantic City, N. J., added up to $20,000, Paramount reported. The figure represents the largest weekly gross for the house in the last 10 years.

Swedish Exhibitors
See 'Scope Film

STOCKHOLM, Aug. 22—Twenty-fourth Century-Fox’s "The Advanced Technique of CinemaScope," which was given an enthusiastic reception here in a showing at the Kigletto Theatre before an exhibitor and press audience, is the latest in a series of showings being held throughout Scandinavia, the demonstration group including theatres from all parts of Sweden with many circuit heads bringing entire staffs along for the event.

Fine Arts Adds 'Prairie'

An extra showing of Walt Disney’s "The Vanishing Prairie" has been added to the daily program of the Fine Arts Theatre here. The house is now opening its doors at 10:30 A.M. with the first show starting at

News Roundup

Monday, August 23, 1954
Intimacy in Film Not Aided by 'Scope or VV: Curtiz

CinemaScope and VistaVision, the latest and as yet unseen by the general public, are not helpful in filming intimate stories. Michael Curtiz, director of 'The Egyptian,' said recently of production: "The Egyptian," declared here during a Sherry Netherland Hotel trade press interview at the weekend.

Sees Demand for Stars
Maintaining that the new media are "wonderful for films and are quite effective in outdoor themes," Curtiz asserted that a major problem confronting Hollywood production studios is the lack of leading actors and actresses. "The stars are too big," he said, "in this situation for they do not go to see a film unless there is a headliner, top name personality, in the pictures," the veteran director stated.

"The studios should develop more unknown talent because in Hollywood there is a lack of fresh material," Curtiz said. "An actress or actress can learn to act, but a person's personality, which is so important, is what is needed," added Curtiz.

"The star problem is very serious for it is difficult to develop a name, a name actor or actress is needed and compensation for the role portrayed is high and, in turn, causes huge production costs," Curtiz said.

"Story Ustomt"
Diplomatic in references to both CinemaScope and VistaVision since he has just completed directing "The Egyptian" for 20th-Fox and has just signed a five-year contract with Para
to Pictures, Curtiz has completed directorial chores on the first VistaVision film, "White Christmas," not yet released. Curtiz stated that "the picture still holds up a film." Curtiz said that both CinemaScope and VistaVision is difficult due to the large area of territory covered by the camera, Curtiz said. "In some cases it is like taking a scene by putting in more background props," he explained.

However, there is no definite rule on how to make a good picture, Curtiz said. At present, it is difficult to find good stories for "quality" is more in demand than quantity, he said.

The second film which Curtiz is to work on, the "Von Doom King," which is to be followed by a remake of the "Covered Wagon," both VistaVision productions under his new pact. The director completed a three-year contract with Warner Brothers where he had a 25 per cent interest in the film during that period. "I lost money under that agreement," Curtiz said.

Worked on Two at Once
Talking about "The Egyptian," Curtiz stated that he worked on a straight salary deal for the studio. "I started work on 'The Egyptian' while I was working on "V,"" he added.

Curtiz revealed that he has not signed a new contract yet due to producer Darryl F. Zanuck's rush to get the picture into release.

CinemaScope
(Continued from page 1)

Cinerama
(Continued from page 1)

Sept. 30. First shown at the Broadway Theatre, it was transferred to the Warner Theatre in June of 1953.

The film that created the technolo
gical revolution known as "Cinerama" is expected to give way shortly, however, to the second film made in the process, "Cinerama Holiday." The specialized nature of the presentation precludes the possibility of any substantial increase in the number equipped for the process in this country, according to company executives.

Prospects Alberoad Bright
Opportunity for widespread over
sight of "Cinerama" is bright, it was stated. The film's commentary by Lowell Thomas is currently being dubbed into Arabic for exhibition in September at the International Trade Fair in Damascus, Syria. Over 3,000 visitors from all parts of the Near
eastern region of the city are expected to be nightly guests of the United States Information Service in the large open-air theatre now under construction.

Advance figures it is estimated 8,750,000 people will have seen "This Is Cinerama" just two years after the first showing of the film and its during its exhibition in 14 cities.

Largely Vistors
In New York, Chicago and Los Ana
gles, from 30 to 40 per cent of at
tendees consist of visitors from the city, mostly from small communities. Their word-of-mouth recommendations are expected to keep the show going in present situations for some time to come, it was stated.

Title Bout
(Continued from page 1)

for the Sept. 15 event, to be staged at New York's Yankee Stadium. All the top Los Angeles and San
diego celebrities have 19 television-te
equipped houses among them.

Despite the hold-outs, TNT claimed that it is far ahead in bookings as compared to an equivalent period for previous fight telecasts.

See Music Groups Aided By Televising Pops
Civic and music groups throughout the U. S. will benefit from the closed circuit theatre telecast of the Metro
pigle Opera on Nov. 8 by Theatre Network Television, according to Mrs. Herbert Witherpoon, director of the Opera Guild.

Local Committees Participate
The large screen telecast of the opera will be shown in theatres with local com
mittees of Guild members supervising the sale of tickets.

Concerts conducted by groups participating in this national event include the Denver Symphony and Denver Opera Guild, the St. Louis Grand Opera Guild, the Allied Arts Corporation, the Richmond Opera Guild, the Baltimore Opera Guild, the San Diego Guild, the Los Angeles Guild, the National Opera Guild of Washington, D. C., the In
da
dianapolis Music Club, and the Pittsburgh Opera Incorporated. Nego
tiations with similar organizations in other cities are currently under way.

Coast Press to See 'Christmas' Today

HOLLYWOOD, Aug. 22—More than 300 members of the press, representing all of the major newspapers, magazines, syndicates and networks, will attend the world premiere of "Christmas," Paramount's new VistaVision film. Director George Seidler will introduce the film at the premiere, which is set for 3 p.m. today at the State Theatre.

Curtiz"s Most Important Project
The world premiere of "Christmas," with its unusual Christmas story, is Curtiz's most important project to date. He has been working on the film since August of last year, and has spent countless hours perfecting the script and rehearsing the cast. Curtiz has said that he wanted to create a film that would be both entertaining and heartwarming, and "Christmas" is the result of his hard work.

In addition to the world premiere, Curtiz will also be a guest of honor at a special dinner hosted by the Los Angeles chapter of the Motion Picture Editors Guild. The event is scheduled for later in the evening, and will feature a host of Hollywood's top stars, including Elizabeth Taylor, Marlon Brando, and Frank Sinatra.

Curtiz has been a prominent figure in the film industry for many years, and has directed some of the most successful films of all time. His work on "Christmas" is sure to be another hit, and will no doubt be enjoyed by audiences around the world.

Curtiz's dedication to his craft is evident in every aspect of the film, from the writing to the direction. He has said that he wanted to create a film that would be both entertaining and heartwarming, and "Christmas" is the result of his hard work. The world premiere is sure to be a memorable event, and will undoubtedly be a hit with audiences everywhere.

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Starr Urges an Int'l Association

MOTION PICTURE DAILY

(Continued from page 1)

 graphe Exhibitors Association in Great Britain for a global alliance. Starr stated, "We have to have some kind of information regarding product and techniques, processes and equipment that could be exchanged. It is logical and advisable that U.S. exhibitors form their own alliance first," the Tennessee theatre executive said.

"The film industry throughout the world has always been a unit and if all exhibitors are united in a solid front because of their bargaining position with distribution would be very much improved."

Starr revealed that at present the TOA and CEA have developed liaison whereby view- points may be exchanged. B. O'Donnell, TOA board member, and Starr were at the CEA convention in Chicago Oct. 31 to Nov. 4. All exhibitors should know about product and equipment, new processes and techniques, which are being used in Britain, said. "Doctor in the House," a British film, "is doing very good business throughout Great Britain and they can't do well in U.S. theatres," Starr stated. "We pass up many good foreign pictures because of lack of knowledge about them," the exhibitor official said.

Herman Levy Praised

Starr also mentioned that foreign exhibitors were grateful to Herman Levy, TOA general counsel, who on his recent trip to Britain, informed them about theatre equipment for stereophonic sound.

"An exhibitor organization can cause no harm; it can cause good feelings all around," Starr said. "Keep in mind all the benefits which could accrue from a U.S.-CEA exchange of information."

Costs a Headache

Commenting on his two-month tour throughout Great Britain, Scocdi- maje, of Holland, France and Germany, Starr stated that European exhibitors had questioned him about CinemaScape and "VistaVision, but we only talked about equipment costs for each medium. Starr said that he has not as yet seen VistaVision, but he understood that a theatre need not be remodeling to exhibit a film photographed in that medium. "The rising theatre costs are of no concern to us; it is the problem of all exhibitor problems," he said.

Secs Foreign Business Good

Foreign exhibitors feel that the new media have given the box-office a shot in the arm even though Europe is quickly recovering from the effects of the war. Starr said. Optimistic about the foreign business in general, the TOA board member stated that "U.S. films are doing very well in Europe."

However, he declared that Columbia's "The Caine Mutiny," which opened in London last week, is doing exceptionally well.

No Fear of TV

Asked about British exhibitors' reactions to commercial television, which is to start throughout the British Isles early next year, Starr stated that "British showmen have no fear of commercial television. Commer- cial TV will not make the same impression here as it did on Broadway when it has been made in the U.S., he interfered.

Starr stated that officials of CEA were concerned about the J. Arthur Rank with his withdrawal from the exhibition organization over the British government's tax issue.

RKO Product

(Continued page 1)

way be overbalanced in favor of one type of story, Grainger said. "We can offer exhibitors the best in comedy, drama, western, adventure, and 'rock' action pictures," Grainger said. "This trend away from trends is evident in current big box office successes such as "Susie Speakeasy," Grainger said. Theatres are not interested in trends."

Using Several Media

"Not only has RKO planned for an assortment in picture appeal," continued Grainger, "but we are also going to be the only studio making films in all types of projection. The Conqueror will be in CinemaScope, "Girl Rush," starring Rosalind Russell, will be in VistaVision. An undetermined number of RKO pictures will be in Super- scope, the process developed by the Tuskeley brothers at the RKO Studios. I think we have laid out a wise plan this year that will pay off big for the exhibitors and the audience, as well as being an asset to the studios."

Product Itemized


NYC Exhibitors Meet Today on Tax

New York City exhibitors, circuit officials and independent operators, and their attorneys, will meet today at the Loew's home office to discuss and plan additional moves in their fight against the five per cent admission tax.

A proposal to be discussed, it is expected, is the enjoining of the current suit by all exhibitors. The temporary injunction in effect at present is expected to be heard around Sept. 15.

Cordiality

(Continued from page 1)

would rule out the possibility at this stage of Allied taking its trade prac- tice complaints to governmental agencies for redress.

The print situation, film rental terms, and production and releasing plans were among the chief items dis- cussed at last week's Allied meetings, according to the cauvas of distribu- tion offices. It was further learned that the last attempt to form plans the Allied committee was unable to confer with Ray Moon of Uni- versal.

Some Bottle-Necks Cited

Distribution's views regarding the problems of Allied were relayed to the Allied members, One distribution head pointed out the unstable fee company business in the past and said that he felt Allied and the laboratories, necessitating at times a hold-up in releasing plans. Another distribution chief believed that the quicker playtime in today's market occasionaly created bottle-neck in releases.

The everlastingly difficult of satisfying exhibitors on film rentals was another topic discussed, and who scoffed at the charge made by exhibitor organizations that distributors today are using the print situation as a lever to obtain better film rentals or discriminatory clearances.

In the THEATRE Equipment & Refreshment World . . . with RAY GALLO

"The Hilux Val" is a new prismatic anamorphic lens (see photo made by Projector Co., 35055 North Main St., Rochester, N. Y., and distributed by the Raystone Screen Corp., Brooklyn, N. Y.) that has brought the anamorphic magnification spread from zero up to the full 2:1 ratio for CinemaScope. It is cylindrical in shape and screws directly onto the objective lens without special attachments to the projecto face or chassis. The variable lenses in the lens are individually adjusted by two independently controlled knobs. With the projector aligned for normal projection, the two knobs are merely turned until both sides of the screen are filled, it never being necessary to shift the projector in any direction. The "Hilux Val" can be used with all standard projectors and lenses.

Roy Boomer, TESMA secretary, was sent word that a large number of projector and lens manufacturers have reserved booths at the TESMA trade show, being held in Chicago at the Conrad Hilton Hotel Oct. 31 to Nov. 4. Eighteen concerns, in addition to conventions of TEDA, TOA, IPA, and TESMA. The projec- tor and lens manufacturers scheduled to exhibit include Century projector Corp., International projector Corp., Motograph, Inc., Paragon Electronic Corp., RCA, Wemlel Projector Co., and others. Some of the lens manufacturers who will exhibit are Rausch & Lomb Optical Co., Bell & Howell Co., Walter Futter Co., Kollmorgen Optical Corp., Projection Optics Co., Wolenskak Optical Co., and others.

The Somerville drive-in theatre, Somerville, N. J., has installed an "Excitee 155" projection arc lamp burning at 132 amperes to project a picture 120 ft. wide. The installation was made by National Theatre Supply, New York.

David E. Feinberg has been elected president of the U. S. Air Conditioning Corp., Minneapolis. He was formerly vice-president of the firm.

A new series of adjustable and non-adjustable circular dustbin in the lines of "Afirone" has recently been announced by Air Devices, Inc., New York. Literature describing them is available from the company.

THE HILUX VAL" is a new prismatic anamorphic lens (see photo made by Projector Co., 35055 North Main St., Rochester, N. Y., and distributed by the Raystone Screen Corp., Brooklyn, N.Y.) that has brought the anamorphic magnification spread from zero up to the full 2:1 ratio for CinemaScope. It is cylindrical in shape and screws directly onto the objective lens without special attachments to the projector face or chassis. The variable lenses in the lens are individually adjusted by two independently controlled knobs. With the projector aligned for normal projection, the two knobs are merely turned until both sides of the screen are filled, it never being necessary to shift the projector in any direction. The "Hilux Val" can be used with all standard projectors and lenses.

Roy Boomer, TESMA secretary, was sent word that a large number of projector and lens manufacturers have reserved booths at the TESMA trade show, being held in Chicago at the Conrad Hilton Hotel Oct. 31 to Nov. 4. Eighteen concerns, in addition to conventions of TEDA, TOA, IPA, and TESMA. The projector and lens manufacturers scheduled to exhibit include Century projector Corp., International projector Corp., Motograph, Inc., Paragon Electronic Corp., RCA, Wemlel Projector Co., and others. Some of the lens manufacturers who will exhibit are Rausch & Lomb Optical Co., Bell & Howell Co., Walter Futter Co., Kollmorgen Optical Corp., Projection Optics Co., Wolenskak Optical Co., and others.

The Somerville drive-in theatre, Somerville, N. J., has installed an "Excitee 155" projection arc lamp burning at 132 amperes to project a picture 120 ft. wide. The installation was made by National Theatre Supply, New York.

David E. Feinberg has been elected president of the U. S. Air Conditioning Corp., Minneapolis. He was formerly vice-president of the firm.

A new series of adjustable and non-adjustable circular dustbin in the lines of "Afirone" has recently been announced by Air Devices, Inc., New York. Literature describing them is available from the company.
In response to hundreds of exhibitor requests, we are making available for public showing a special CinemaScope Technicolor short subject developed from the opening section of our recent demonstration reel on THE ADVANCING TECHNIQUES OF CINEMASCOPE.

This one-reel subject affords a clear, informative and fascinating explanation of 4-track magnetic stereophonic sound. Using actual scenes from CinemaScope productions, it vividly illustrates the enhancement qualities of 4-track stereophonic sound and its benefits over any other sound system.

"THE MIRACLE OF STEREOPHONIC SOUND" is certain to be enthusiastically received by your patrons and will arouse wide-spread interest and laudatory comment. It will do a tremendous public relations job for you. And IT'S FREE!
TOA MEETS TODAY WITH SALES HEADS ON INDUSTRY PROBLEMS

Distribution managers will confer here this morning with representatives of Theatre Owners of America on general industry problems, including the print supply situation.

The meeting, to take place in the Paramount board room, is the third of its kind initiated by TOA president Walter Reade, Jr., who will head the TOA delegation. It is expected that some part of the discussion will be centered on industry advertising and publicity methods. The agenda, it was stated, has been loosely drawn, permitting the TOA group to advance almost any general industry problem, exclusive of trade practices.

Heading the sales manager group will be Charles Boasberg, soon to resign as chairman of MPAA's sales managers committee. Boasberg recently associated himself with the new Distribution Corporation of America and will resign as sales manager of RKO Radio Pictures. The new RKO Radio sales manager, Walter Branson, is expected to be present at today's meeting.

SPG Journal Airs Symposium on Code Revision Viewpoints

HOLLYWOOD, Aug. 23.—Stressing the basic differences between "accepted" and "acceptable" as terms used in reference to customs and morality, Jack Vizzard, assistant to the director of the Production Code Administration, pointed out in an article written for the new edition of the "Journal of the Theatrical Guild," published at the weekend, that most advocates of changes in the code overlook the important fact that "it would be an error to look to everything that happens in society, even on a large scale, as the measure by which the code should adjust itself to keep pace with the changing times. It may be a positive and long step backwards."

"White Christmas" In VV Demonstration

HOLLYWOOD, Aug. 23.—Paramount's VistaVision process proved itself brilliant today. Although demonstrated previously with specimen footage selected to show its versatility and capacity, today's press preview of "White Christmas" was the first time that VistaVision had been seen in perfected application to a completed release print of a finished picture.

In its two hours of running time "White Christmas" contains the widest possible variety of camera angles, locations and photographic landscapes, and VistaVision handled them all handily.

Today's screening, on the sound

Celebrities to Attend Tonight's Benefit Bow Of Fox's 'Egyptian'

The world premiere of Darryl F. Zanuck's CinemaScope production, "The Egyptian" at the Roxy Theatre here tonight, a March of Dimes benefit event, will be attended by a distinguished audience comprising top industry figures, show business celebrities and dignitaries from all walks of life.

The charity debut of the $5,000,000 CinemaScope picture will aid the National Institute for Muscular Dystrophy.

Sales Meeting Here For A.A. Monday

Maurice Goldman, vice-president and general sales manager of Allied Artists, has called an executive sales meeting for Monday, replacing the conference which was to have been held yesterday.

Attending next Monday's meeting

Question of Federal Aid on Rental Splits Allied Board

By JAMES D. IVERS

WHITE SULPHUR SPRINGS, W. Va., Aug. 23.—The grave and thorny step of appealing for government intervention in the matter of rental splits occupied the sole attention of the summer board meeting of Allied States here today.

In a heated and sometimes impasioned session which lasted all day until well past the dinner hour, the national board of directors heard the report of a committee which last week interviewed sales managers in New York, and then were unable to agree on the form or wording of their recommendation to Allied's national convention, meeting Oct. 12 in Milwaukee. A committee will thrash out the question tonight and tomorrow morning. The directors were unanimously

Justice Clears the Way SEE NEW MAKELIM PLANS IN OFFING

Divorce-Fomed Chains May Now Join Makelim Program on Competitive Basis

The green light for expanding exhibition-sponsored productions was seen as having been given in the wake of the Washington announcement concerning the Makelim plan as applied to circuits formed under divorce.

NYC Theatres Plan Entry Into Tax Suit

Plans are now underway to join all New York City's motion picture theatres as party Plaintiffs in the Queens admission tax suit against the city through the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association. It was learned yesterday following an exhibitor meeting which was held at Luxe's home office here.

It is expected that the MMPTA and ITOA will prepare briefs which will be presented to Supreme Court.

Gregory, Goldman Form New Company

PHILADELPHIA, Aug. 23.—Theatrical producer Paul Gregory and William Goldman, head of a Pennsylvania circuit of 20 theatres, have announced the formation of an independent company, named Gregory-Goldman Enterprises, Inc., for the production of major motion pictures.

Skouras Studied UK Lens Bottleneck

LONDON, Aug. 23.—The amorphous lens supply situation in Britain was given the personal attention of 20th Century-Fox president Spyros P. Skouras during his visit here. He left for New York by plane tonight.

J. Arthur Rank's British Optical and Precision Engineers is the sole supplier of the lenses and delivery date of current orders has now been put back to January, causing a bottleneck. Installations of a new facility in this country now number 401, but the figure undoubtedly would be much

In this Issue

The story of Paramount Pictures' 40th Anniversary Drive, the slogan for which is "Paramount Salutes the Future," is told in pictures and text on Pages 4 through 6 of today's issue of Motion Picture Daily. Turn to it now.
Personal Mention

SYPROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Europe.

EUGENE J. ZUKOR, executive of International Tele若有 Corp. and the Paramount-Columbia group, will leave New York with Mrs. Zukor tomorrow for Hollywood.

MARC SPERLE, European representative of the Motion Picture Export Association, will return to Paris from New York aboard the "Liberte" on Thursday.

JOHN C. FLINK, advertising-publicity director of Allied Artists, arrived in New York yesterday from the Coast and Midwest stopovers.

LEONARD PERLMAN, manager for United Artists in South Africa, and Mrs. Perlman, are vacationing in Europe from Johannesburg.

JOSEPH SHULMAN, attorney for Shuman Theatres, Hartford, is in Los Angeles from there with Mrs. Shulman.

ROGER LEWIS, United Artists advertising manager, has returned to New York from the Coast.

LEO PILOR, 20th Century-Fox special events director, has returned to New York from the Midwest.

DAVID HANNA, publicity representative for Fibro Productions, will leave New York today for Havana.

WILLIAM ZOELLNER, M-G-M short subjects sales manager, will leave here this week for Albany, N. Y.

Film Counsel Dead

ALBANY, Aug. 23.—Charles J. Tobin, 72 years old, who was counsel and secretary of the New York State Catholic Welfare Committee for 34 years and its representative on censorship and other legislative matters before state departments here, died of a heart attack last Friday and was buried today.

William Carter, 45

LONDON, Aug. 23.—William J. Carter, manager of the export department and accessories for United Artists here, died of a heart attack while vacationing with his wife and five children on Aug. 10. Carter, 45, has been with UA for 24 years.

Date Brazilian Film

"Cangaçoiro," (The Bandit), first Brazilian film to be shown here, will have its American premiere at the Trans-Lux Normandie Theatre on Sept. 2. The film, which won the 1933 Cantu Film Festival award for the best adventure film, is being distributed worldwide by Columbia Pictures.

Motion Picture Daily, August 24, 1954
THE SONG-AND-DANCE MAN WHO WON AN OSCAR

FRANK SINATRA

the hottest commercial property in the entire entertainment industry!

His records sell by the millions
...his TV appearances are applauded by more millions...his electrifying performance in "FROM HERE TO ETERNITY" won him an Oscar.

Movie-goers in every corner of the country are now eagerly awaiting his first starring role. And they're in for a new thrill as Frankie plays a new kind of role—a tough, terrifying killer!

FRANK SINATRA

tears loose with a gun in his hand

in "Suddenly!"

FRANK SINATRA and STERLING HAYDEN in "Suddenly!"

with JAMES GLEASON - NANCY GATES - KIM CHARNEY - PAUL FREES

Original Screenplay by RICHARD SALE - Produced by ROBERT BASSLER - Directed by LEWIS ALLEN

A Robert Bassler Production
New Para. Releases
Good News to B. O.

The slogan of Paramount's 40th Anniversary Drive which touches off its 1954-55 season is "A Salute to the Future."

For the year immediately ahead, Paramount is continuing and intensifying its established policy of big pictures, with big-name boxoffice stars and, of course, with VistaVision, which will make its bow in the near future.

Already in release in some parts of the country are three productions which have scored wherever they have opened: "Living It Up," the Dean Martin-Jerry Lewis extravaganza based on the Broadway stage hit; "Hazel Flagg," "Knock on Wood," the Danny Kaye comedy-romance, and "About Mrs. Leslie," Hal Wallis' production starring Academy Award winner Shirley Booth and Robert Ryan.

Seven other big films will shortly be released. These are headed by Alfred Hitchcock's "Rear Window," which stars James Stewart and co-stars Grace Kelly, Wendell Corey and Thelma Ritter.

Three Academy Award Winners

Following "Rear Window" will be "Sabrina," "The Country Girl" and "Conquest of Space," with "The Bridges at Toko-Ri," "Mambo" and "Ulysses" following. "Sabrina" was adapted from the Broadway stage hit, "Sabrina Fair," and co-stars three Academy Award winners—Humphrey Bogart, Audrey Hepburn and William Holden—under the production and direction of Billy Wilder.

In "The Country Girl," audiences will see a new Bing Crosby. For a long time Bing has been justly hailed as one of the greatest entertainers in America. Now he reveals himself as a great dramatic star as well. Grace Kelly and William Holden, who are co-starred with him in the film, give equally wonderful performances.

New Science-Fiction Film

"Conquest of Space" is a new science-fiction picture by George Pal, who produced "The War of the Worlds" and "When Worlds Collide." It is in color by Technicolor.

"Ulysses," based on Homer's Odyssey, has been produced in color by Technicolor by Lux Films and stars Kirk Douglas and Silvana Mangano. It was filmed entirely on location in Italy by Dino de Laurentiis and Carlo Ponti.

"Mambo" is the story of two beautiful women fighting for one man, and set in the romantic backgrounds of Italy, where it

(Continued on page 6)
Story First, DeMille Says

BY CECIL B. DEMILLE

The first star of a motion picture should be its story. If this star is properly cast—with drama turning upon drama in an ever-widening, accelerating orbit—it's spectacular production-value satellites fall logically into place.

Once the course and character of this first-magnitude star have been charted, it should be surrounded by a galaxy of stars which fit properly into its field. If their brilliance adds lustre to the main star, so much the better.

Established Course

This is the course I have followed for years—recently in "The Greatest Show on Earth" and currently in preparing "The Ten Commandments" in VistaVision. While I sometimes have used little-known players if they fitted roles better than established stars, I naturally prefer talent with names.

We have been fortunate in casting "The Ten Commandments" to find players with both great ability and boxoffice attraction—Charlton Heston as Moses, Anne Baxter as Nefretiri, Yul Brynner as Rameses II, Cornel Wilde as Joshua, Sir Cedric Hardwicke as Pharaoh Sethi and Vincent Price as the Master Builder.

Ability being equal, other roles remaining to be cast will be filled with players of star calibre.

Promotion for New Para. Films on Intensive Scale

PARAMOUNT PICTURES' executives who have mapped policies and activities for the company's 40th Anniversary Drive and who will direct their execution. At right, Barney Balaban, company president; above, from left to right, Paul Raibourn, vice-president; A. W. Schwalberg, vice-president in charge of distribution; Jerome Pickman, director of advertising-publicity.

PARAMOUNT's promotion program for the coming year will continue along the same proved-successful pattern as before, of intensive concentration on the ticket-selling level, the company states.

This policy, established several years back, has been based on the company's realization that the motion picture industry today is in a far more competitive position than ever before, and that publicity, advertising and exploitation activity must be concentrated at the level at which the American family makes the actual decision as to exactly how to spend its entertainment budget.

In line with the Paramount promotion program, there is no such thing as a "generalized selling approach." Each picture on the schedule is individually analyzed and examined for the specific angles which suggest the most logical selling campaign.

A certain amount of national advertising in national and fan magazines is of course scheduled. But beyond this and trade paper advertising the actual promotion campaigns follow a pattern of regional concentration hitting solidly the area surrounding each key city into which the film has been booked, and spreading outward as the film is booked into outlying areas.

Cooperative promotions are an essential feature of the Paramount plan, for greatest concentration within each area and each key city playdate. Radio and television are also set up on a localized schedule to give this type of promotion the greatest specific ticket-selling force, and posting is scheduled to coincide with greatest playdate concentration.

The Paramount staff of merchandising representatives is augmented whenever necessary for specific picture promotions, so that each major playdate can have individualized campaigns worked out in collaboration with the local theatre promotion staff.

It's an ambitious program, and a good program, with the successful results of the past offering sound assurance of equal success on the outstanding list of top-quality attractions due from Paramount, the company asserts.

Freeman Cites Quality Need

BY Y. FRANK FREEMAN
Vice President in charge of Production, Paramount Studios

PARAMOUNT's confidence in star values on the screen goes back to the inception of the company. More than forty years ago, Adolph Zukor began with the slogan: "Famous Players in Famous Plays." In adopting this slogan it has always been the position of Paramount that "Famous Players" are made by good stories, good direction and good production. It is therefore essential, to maintain star value, that they be coupled with good producers, good directors, good writers and a good production unit.

Paramount believes that this policy of seeking only the best stories, writers, directors and producers obtainable, has made it possible for the company to have one of the most imposing lists of personalities in its history.

Hartman Says Stars Wanted

BY DON HARTMAN
Supervisor of Production, Paramount Studios

We have been working under a policy established some time ago in regard to Paramount production. Stories are found and adapted and then we set about finding the star who best fits the role. With a script prepared we are nearly always ready to start a picture in minimum time and if we are able to make the roles attractive enough, we can almost always have our pick of the stars who are constantly searching for roles of high merit.

So we are combining the benefits of having some top box-office stars under contract and at the same time being able to mix these with the big star names who are free-lancing. As a matter of fact we are constantly after stars to combine with our contract stars to make the best and most attractive picture.
New Paramount Releases

(Continued from page 4)

was produced. Silvana Mangano, Shelley Winters, Michael Rennie, Vittorio Gassman and Katherine Dunham are starred.

"The Bridges at Toko-Ri" is a William Perlberg and George Seaton production, starring William Holden, Grace Kelly, Fredric March and Mickey Rooney in an adaptation of the James A. Michener novel. It is in Technicolor, and was shot largely in Japan and the Far Pacific.

In the near future will come the release of the first picture to be produced in VistaVision—Irving Berlin's "White Christmas." Berlin himself has gone on record as saying: "This is by far the greatest motion picture I have ever been associated with!" Its stars are Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen. There are a couple of dozen songs-new ones which prove that Berlin's genius has grown over the years, and old favorites of his which will always keep their charm.

All to Be in VistaVision

Following "White Christmas," every Paramount picture will be produced in VistaVision.

Second and third VistaVision films will be "Air Command" and Hal Wallis' "Three Ring Circus" both in color by Technicolor. "Air Command" is the story of the United States Air Force's Strategic Air Command, starring James Stewart and June Allyson with Frank Lovejoy and Barry Sullivan. "Air Command" was filmed with the full cooperation of the Air Force and of the St. Louis Cardinals.

"Three Ring Circus," is the new Martin and Lewis' with Joanne Dru and Zsa Zsa Gabor. It was shot on location with the Clyde Beatty Circus.

Following these comes Paramount's future line-up of great pictures.

Big Schedule in Work

Included among those either completed or in production—all in VistaVision—are "To Catch a Thief," produced and directed in Technicolor by Alfred Hitchcock, starring Cary Grant and Grace Kelly; "We're No Angels," VistaVision comedy-romance in Technicolor starring Humphrey Bogart, Aldo Ray, Joan Bennett and Bessie Rathbone; "Run for Cover," VistaVision and Technicolor dramatic smash starring James Cagney, Viveca Lindfors, John Derek and Jean Hersholt; "Love Is a Weapon," in VistaVision and Technicolor, starring John Payne, Mary Murphy, and Francis L. Sullivan.


"Ten Commandments" in Work

Meanwhile, production will be going on steadily on Cecil B. DeMille's "The Ten Commandments," which the master moviemaker will be shooting on location in Egypt.

Heading the cast as Moses will be Charlton Heston, with Yul Brynner portraying his antagonist, Rameses II. Also starred will be Anne Baxter, Cornel Wilde, Sir Cedric Hardwicke and Vincent Price.

In the field of additional show-builders, Paramount News will continue to be produced twice each week, and the Paramount shorts, which have proved so popular over the years, will continue to roll out at the same pace.

Add them all up—it looks like a great year ahead for Paramount—and for the exhibitors of the nation!

"The Country Girl" stars Bing Crosby, William Holden and Grace Kelly. Top dramatic performances by all three distinguish the outstanding new anniversary release.
WOR and WOR-TV will devote its entire evening schedule Tuesday, Nov. 2, to results of the nationwide general election which will determine the 84th Congress. Starting with Fulton Lewis Jr.’s regular 7 P.M. news program, national and final election results will be aired by other WOR-diners, including Henry Gladstone, Bill Henry, Gabriel Heatter and others. When Betty Hutton makes her television debut on Max Lieorman’s “Satins and Spurs” Sunday, Sept. 12 (7:30 p.m.), she’ll feature a production of a musical, clowned by Roy Evans and Jay Livingston, winners of two ‘song Oscars’ for “Buttons and Bows” and “Mona Lisa.”

“Dear Pinky,” writes my old friend Burr Tillstrom, from Chicago, “according to some newspaper clippings. . . . the future of ‘Kukla, Fran & Ollie’ is pretty cloudy and confused. I’ve read that we are to be a part of ‘Tonight,’ ‘Home,’ ‘Today,’ the ‘Specials,’ etc. that we were moving to a local show or we’ll not be on TV at all. . . . To bring you up to date and clear up the record from the Kuklapolitan side of the story, at least. A year ago we began our second season as a half-hour show once a week. . . . unfortunately this did not seem to satisfy us (or it appeared) our audience. The success of KFO has always been and always will be dependent upon their believability. . . . If Fran and I doubt their existence, the whole illusion disappears and suddenly Kukla and Ollie become puppets, not real people. . . . ‘KFO’ is not a spectacular, children’s show or a culture-conscious program for intellectual adults. It has a magic all its own. . . . It seems to attract all ages and all kinds of minds. . . . meeting with Fran Beulah Zachary, Lew Gomavitz, Joe Lockwood and others of our production staff. I decided last April that ‘C. de must somehow how to return to a daily spot on TV or else go off the air. And so our position is: if there is room for our kind of entertainment on TV, then ‘away we go! If not, then ‘KFO’ will not be off—friendly meeting here and there, of course, until ‘KFO’ appears in the neighborhood or somewhere. And so our position is this: if there is room for our kind of entertainment on TV, then ‘away we go! If not, then ‘KFO’ will not be off—friendly meeting here and there, of course, until ‘KFO’ appears in the neighborhood or somewhere.

Burr Tillstrom

SPG on Code

(Continued from page 1)

“Changing Times,” is the central feature of an upcoming program entitled “The Industry and the Code,” that includes articles by Jerry Wald and J. Hugh Hefner, and a reissue of Paul Goldstein’s letter to Eric Johnston suggesting a meeting among production executives and counsel to determine code enforcement in the way of good picture making or showmanship. An honest and skillful prose can tell even a ‘good story that has ever been told.”

In his article, “A Person Can Develop a Code,” Herbert recites various personal experiences and quotes from personal correspondence making again his standard assertion that the U.S. Code has now reached 22 times and the “Production Code, as originally drawn, can never be rigidly defended as a proper instrument of the Constitution of the United States.”

Gregory, Goldman

(Continued from page 1)

and attractions of the legitimate stage.

The initial picture which the new organization will present is Warner’s Mailer’s best-selling novel, “The Naked and the Dead.” Actual shooting on the film is expected to begin next June and tentative release has been scheduled by Gregory and Goldman for November, 1985.

Taking Over Leg Firm

The new corporation will also take over the film and television production activities of Paul Gregory Associates. This firm has been presenting stage plays throughout the U.S. and on Broadway.

Goldman, an industry veteran who is a member of the Philadelphia City Board of Censors and in addition serves on the organization’s board of directors, saw a production of the stage play and has announced that he will be president and sole stockholder of the new firm. Gregory, a 33-year-old producer-playwright, was assistant to Denny Court Martial, “John Brown’s Body,” and others, and who is producing “The Night of the Hunter,” his first film venture, will be vicepresident in charge of production when the formal incorporation papers are filed shortly. The film venture is expected to have a budget of $1 million and will be produced by Goldwyn, who also wrote and directed the play.

Headquarters in Hollywood

The new organization’s papers were signed in Goldman’s offices here. Taking part in the negotiations were William Zimmermann, New York attorney, and Sam Goldwyn, at the time head of the Lions. Word spread at the time of the Wolf-Bock, Schorr and Solid-Cohen, represented Goldman, and Gregory at Bryan, Los Angeles attor- ney, who represented Gregory.

Headquarters for Goldman-Gregory Enterprises are located in Hollywood with regional offices in Los Angeles and Philadelphia.
News Roundup

K.C. Drive-ins Aid Polio Unit

Operators of drive-in theaters in the Kansas City area have pledged their participation in the emergency campaign of the Jackson County Affiliate chapter of the National Foundation for Infantile Paralysis. Liaison between the theater operators and the Foundation was Arthur Cole, of the Paramount branch in Kansas City, who has been a hard worker for this cause for many years.

Disney-TV Bows Oct. 27

Walt Disney, for the premiere of his “Disneyland” on the television network, is also at the Astro Theatres, 2801 N. Meridian St., starting Oct. 27, will take his TV audience behind the scenes to show the methods and processes by which he and his photographers have made such True-Life Adventure motion pictures as “The Vanishing Prairie” and “The Living Desert.”

‘Prairie’ Grosses $22,400

Walt Disney’s True Life Adventure feature, “The Vanishing Prairie,” has grossed $22,400 for the world premiere engagement at the Fine Arts Theatre here by grossing $22,400 in its first week, it is reported.

Waterfront Setting Records

Columbia’s “On the Waterfront” has topped the previous record week gross of the Astor Theatre here for the fourth consecutive week by taking in more than $20,000 in its first week at the Broadway house, the film grossed a high of $60,776 which was followed by $60,970 in the second and third weeks, respectively.

 Allied Board Split on Rental Solution

(Continued from page 1)

agreed that the results of last week’s talks offered little hope of relief from what most Allied members and leaders charge are “oligofratory” film rentals, particularly for the smaller theaters. Comments on the report ranged from “completely unsatisfactory” to “we’re heard that before.”

Divided Regarding Future Action

But they could not agree on whether to recommend that the national organization should immediately organize a campaign to demand a change in the practice. A committee of distributor sales practices—a course already recommended by Col. H. A. Cole, Allied member of the Council of Motion Picture Organizations’ tax committee which secured the reduction of the admission tax last spring—will be appointed by the publishers to consider the situation and submit a final plan to the full board tomorrow.

Coles Would Contact House Group

Coles has urged that Allied lay the facts before the House Ways and Means Committee or the Senate Finance Committee on the ground that exhibitors are being deprived of the net income they should receive in the tax reduction. Berger recommended that Allied seek legislation by Congress declaring the motion picture business a public utility and providing for its regulation. It was this course that was stressed by Myers in his bulletin of last July.

The hot debate over “bread and butter” were discussions of the progress of the Malvern Plan, a project to produce certain theater products, in cooperation with the Public Information Corporation. With Wilbur Snapper to compile a handbook on equipment for Allied members, the project will be given a six-month extension for work on the暴风 system and plans to combat it, and plans for the national convention.

Ben Marcus in Chair

The sessions were presided over by Ben Marcus, national president.

Attending the board meeting were: Beverly Miller, Leo Wolcott, Morris Klein, Leonard Scott, Robert L. Calhoun, Glen D. Thompson, Sidney Samelson, Robert Wilke, Harold Pearson, Abe Berenson, Truean Remmush, Herbert Edward Sullivan, Roy Kelver, Elmer Nolte, Sidney Goldberg, Leon Bach, Morris Adams, Abe Shumate, Alvin H. Durkee.

Allied of West Virginia will meet here tomorrow and Wednesday, and it is expected that members of the national board will speak Wednesday.

AA Sales Meet

(Continued from page 1)

will be Steve Brodie, president, who will come from the third week on the purpose; Walter Mirisch, executive producer, who will arrive from Europe for two weeks to meet the West Coast sales and the Allied In- fantry Division Band, under Colonel M. Strauss.

Egyptian

(Continued from page 1)

ational Foundation for Infantile Paralysis. The premiere of the 20th Century-Fox’s “The Best of Everything,” in color Technicolor, will be attended by such personalities as Michael Wilding, Gene Tierney, Michael Curtiz, Johnnie Ray, and Rita Gam.

On Two Television Stations

Two metropolitan television stations, WABC-TV and WPIX, will cover the opening with Faye Emerson and Skitch Henderson, who will be hosting the 8:30 P.M. “live” show, 8 to 8:30 P.M. on Channel 7, while later in the evening Channel 11 will present highlights in another 30-minute show. Radio coverage of the opening will see celebrity in the spotlight promoted by NBC for programming on Sunday over the Dave Garaway show. The Voice of America and the Armed Forces Radio and Television will broadcast highlights over the world.

Among the dignitaries and celebrities who are expected are Hal Jack, borough president of Manhattan, representing Major Robert Wagner, Vincent Impellitteri and Mrs. Impellitteri.

Also, Helen Hayes, Eddie Fisher, Elizabeth Taylor, Zsa Zsa Gabor, Sarah Churchill, Dina Merrill, Mountbatten, Nina Foch, Monica Lewis, Denise Darcel, Arlene Francis, Tex Jaxon and Mrs. Aaron Spelling.

Skouras to Attend

Flying here from Europe to attend the film’s debut, following completion of a business trip to the 20th Century-Fox president, Mr. S. P. Skouras.

Theatre-front activities on opening night at the brilliantly klieg-lit Roxy will be carried to Times Square throngs by a public address system, with announcements made by the 4th Infantry Division Band, under Colonel M. Strauss.

AA Sales Meet

(Continued from page 1)

will be Steve Brodie, president, who will come from the third week on the purpose; Walter Mirisch, executive producer, who will arrive from Europe for two weeks to meet the West Coast sales and the Allied Infantry Division Band, under Colonel M. Strauss.

Among the subjects to be discussed will be national sales policy for the forthcoming “Greenwich Village Jingle,” which will be bow at the Joy Theatre in New Orleans on Sept. 28, and the national sales convention of the company, which is scheduled for Highways, and place will be chosen.

Five Held in Cleveland

CLEVELAND, Aug. 25—Further evidence of good business at downtown theaters here is the number of holdovers: “Caine Mutiny,” fifth week; “The Seven Year’s War,” third week; “Knock On Any Door,” third week; “Extravaganza,” third week; “Seventeen,” third week; “Seven Brides for Seven Brothers,” second week.
Christmas Start
Ten Releases
In Two Years
Set by DCA

Entails a Cost of From $8,000,000 to $8,000,000

By MURRAY HOROWITZ
A two-year program of 10 releases for the newly-formed motion picture distribution company Distributors Corporation of America, was announced yesterday by Fred J. Schwartz, DCA president.

Schwartz, who is also president of the Century Circuit, at the same time announced the appointment of Charles Bousberg, former RKO Radio Pictures sales manager, as vice-president and general sales manager of DCA's program will be launched (Continued on page 5)

Cooper, Kerasotes, Denning Named TOA Parley Co-chairmen

Three prominent exhibitors, Roy Cooper of Roy Cooper Theatres in San Francisco, George Kerasotes of Kerasotes Theatres in Springfield, Ill., and Horace Denning of Dixie Drive-In Theatres in Jacksonville, Fla., have been named by Walter Reade, Jr., Theatre Owners of America president, as co-chairmen of the (Continued on page 2)

Greenblatt to Head RKO Domestic Sales

Herbert H. Greenblatt, RKO Central division manager, has been promoted to domestic sales manager, it was announced here yesterday by Walter Branson, RKO Radio world-wide general sales manager.

Greenblatt, who joined RKO as a salesman in the Chicago branch 25 years ago, will assume his new duties at the home office on Sept. 13. Serving since last February as (Continued on page 2)

Allied Board Calls for Bill Bringing Gov't to Industry

City of Paterson Salutes Fabian On 40th Anniversary

PATERSON, N. J., Aug. 24—Local dignitaries, civic officials and industry leaders from New York and Hollywood were here tonight as the city of Paterson celebrated the 40th anniversary of one of its landmarks, the Regent Theatre, and duly honored S. H. Fabian, president of Stanley Warner Corp., who began his film career at the theatre some 40 years ago.

Ceremonies at the Regent Theatre, which was built by Fabian's father, had the showmanship and glamour of a top film première. Theatre manager (Continued on page 4)

Krim and Picker to Far East in Sept.

Arthur B. Krim, president of United Artists, and Arnold M. Picker, vice-president in charge of distribution, will make a month-long Far Eastern tour next month to inaugurate the company's 35th anniversary cele- (Continued on page 4)

“The Egyptian”

(20th Century-Fox) (CinemaScope)

D ARRYL ZANUCK'S CinemaScope production of Mika Waltari's best selling novel, “The Egyptian,” is another king size spectacle which holds forth comming signs of returning king size grosses wherever it is offered to the public.

Its impressive cast of stars and principals, ably directed by Michael Curtiz, includes, for marquee purposes, such names as those of Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi, Peter Ustinov and Edmund Pardom, among others too numerous to mention.

The Philip Dunne and Casey Robinson screen play, photographed in color by De Luxe, follows the essentials of the novel of romance, intrigue and adventure in ancient Egypt quite closely. It is the story of an Egyptian founding, taken from a tiny bit found adrift on the Nile by a (Continued on page 4)

Federal Control Over Sales Policy Urged; Asks an “Emergency Defense Committee” To Discuss Shortages With Distributors

By JAMES D. IVERS
WHITE SULPHUR SPRINGS, W. Va., Aug. 24—The board of directors of national Allied States Association will recommend that the organization's national convention authorize the drafting of a bill to be submitted to Congress calling for Government regulation of motion picture sales policies.

The resolution approved by the board tonight after two days of stormy debate behind closed doors, contains only the slightest hint of compromise. It recommends the establishment of an "emergency defense committee" which would be authorized to discuss and consider any suggestions or promises from distributors to alleviate the present shortage which Allied considers the crux of the emergency, or to amend film rentals, (Continued on page 2)

Roxy Theatre Packed For Benefit Premiere Of Fox's ‘Egyptian'

(Pictures on Page 4)

Darryl F. Zanuck's CinemaScope production, "The Egyptian," had its world premiere in a March of Dames benefit performance at the Roxy Theatre here last night with about 6,000 social, civic and business leaders, celebrities and members of the general public in attendance.

The proceeds from the 20th Century-Fox presentation were turned over to the National Foundation for Infantile Paralysis to aid its Emergency Fund Raising Campaign.

Among the many notables whose (Continued on page 4)

Ad Problems Spark TOA-MPA Meeting

New means for motion picture advertising and publicity were discussed at yesterday's meeting here between representatives of Theatre Owners of America, led by TOA president Walter Reade, Jr., and members of the Interoffice sales committee of the Motion Picture Association of America.

According to a TOA announcement, it was decided to hold further talks on the subject of advertising this (Continued on page 5)
Personal Mention

OSCAR M. BLAKE, Universal Pictures Western sales manager, returned to New York yesterday from Kansas City.

Milton Sterling, head of United States Pictures, is the father of a boy born yesterday to Mrs. Sterling, at Cedars of Lebanon Hospital, Los Angeles. Mother is the daughter of Harry M. Warner, president of Warner Brothers.

AMERICO ADAB, Universal International vice-president and general sales manager, has arrived in Hong Kong from Tokyo.

Robert Goel, president of City Investing Co., will leave here for London today via B.O.A.C. Monarch.

Morris Kefenst, of the Barnside Theatre Corp., East Hartford, has returned there from New York.


TOA Co-Chairmen
(Continued from page 1)

1945 TOA convention, combined with the TESMA-TEDA-TOA-IPA Trade Show, in Chicago, Oct. 31 to Nov. 4.

Coas, in announcing the co-chairmen yesterday, stated that “I feel that this departure from a single convention chairman plan has a good future since TOA represents almost every state in the U.S. and Alaska, so it is fitting that the Western, Central and Eastern states have equal representation in leadership of the 1954 convention.”

Seeking as chairman to the 1954 convention, Reade said, will be the TOA leaders who spearheaded the 1953 convention in Chicago: John Baham, David Wallerstein and Abe Platt, all of Baham & Katz.

Goldstein Heads MPA Sales Group.

Morey (Buzz) Goldstein of Allied Artists will succeed Charles Roasberg as chairman of the sales managers committee of the Motion Picture Association of America, it was announced here yesterday by Roasberg.

Goldstein will fill in chairman through 1955, Roasberg stated. Roasberg vacated the position in light of his newly announced association with the Corporation of America and his resignation as general sales manager of RKO Radio Pictures.

Postpine AA Executive Meeting

The Allied Artists executive meeting originally scheduled for Friday here has been postponed until Aug. 30.

Gov’t-Control Bill Asked
(Continued from page 1)

which Allied declares “harsh and oppressive.” However, the resolution specifically declares that such discussion or consideration shall not be “inconsistent with or in impairment of the positive proposals provided for therein.” The “positive action” referred to is the preparation of the resolution itself.

On the other hand, spokesmen for the board pointed out that the resolution merely authorizes the board’s counsel, Mr. F. Myers, to draft and present to the convention for final approval a resolution calling for Government intervention.

Bitter in Tone

The resolution was bitter in its condemnation of distributor trade practices. As reported by MOTION PICTURE DAILY yesterday, Allied leaders who talked to sales managers in New York last week told the board of directors that with one or two exceptions the interviews had been wholly unsatisfactory.

Headed a “Declaration of emergency” the introduction to the resolution, which was in four parts, stated: “The commercial refusal to give the committee any assurance of relaxation of the harsh and oppressive ‘stock control’ policies of the distributors is one of the most inimical practices in the history of the industry and demands the immediate adoption of effective measures for dealing with it.”

Section one of the resolution required that the Allied president be authorized to appoint an emergency deputation committee to “formulate and express to Allied local associations for their information and guidance, with the opinion of Allied leaders relative to the policies and practices of the several film companies either in general or in relation to particular classes of activities.”

The regional units are to be requested to form committees to cooperate with the emergency committee by collecting and supplying pertinent information.

A committee of five spokesmen for the board this section would be an extension of the Allied caravan committee which has been in operation for several years and is the function of that machinery.

Eyes Next Congress Session

The second section recommends the drafting of the bill “suitable for introduction in the next session of Congress.” It states: “The bill shall afford the minimum amount of regulation necessary in the public interest to prevent the dominance of the United States for the use and enjoyment of the American people.”

The section also recommends that the manner of the “product convention” and that it be “a gigantic exhibit mass meeting to determine once and for all whether judged by the conditions then prevailing, the film companies can curb the practice of unscrupulous conduct.” Whether this industry must submit to Government regulation for its own protection is the other section of the resolution.

Section three declares that the board is convinced that most of the trade practices problems of the motion picture industry are artificial film shortage and states the hope that this can be corrected.

The board reaffirms its support of the Allied film stock plan which urges all members and units to contribute all in their means to make it a success.

The emergency committee will continue to perform the duties of the special committee on the Meklein Plan and will “promptly report to the board—an other plans for relieving the product shortage that may evolve or develop or come to its attention.”

Section four emphasizes that the other steps provided for should be carried out without delay but that the board feels that the doors of the Government have been kept open for the reception and consideration of any proposals the film companies, or any of them, may offer, or any reforms they may voluntarily adopt for relieving the present intolerable conditions, especially as they relate to the tax problem.” It then provides that no action taken on such proposals “shall be inconsistent with the campaign of positive action.”

The resolution was drafted in all night and early this morning by a committee consisting of Abram Myers, general counsel and chairman; Ben Marcus, national president; Ben Dolinger, Col. H. Cole and Irving Dollinger. It was not finally approved until late this afternoon.

National Allied Resolution

White Sulphur Springs, W. Va., Aug. 24—Opening the first day of its annual convention at the West Virginia Hotel here and the National Allied Board had completed its stormy deliberations on the question of Government regulation of the film industry, the Allied railroad unit held a brief introductory session this afternoon and then sat back to the first of the board by the national board of directors.

The national Allied resolution declaring a “state of emergency” and calling for the preparation of an appeal to Congress for Federal regulation of sales policies was formally presented to the West Virginia Board of directors tonight and will be reported to the full convention tomorrow. Abram F. Myers, Allied general counsel and chairman of the board, and Sidney Samulon, of Pennsylvania Allied, are scheduled to address the second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act copies, idc.

Atlas Corp. Buys Loew’s and RKO Pictures Stock

Atlas Corp., increased its holdings of motion picture securities during the first half of 1954 by adding to its 3,500 shares of Loew’s, and more than 800,000 shares of RKO Pictures, the company’s report to stockholders yesterday discloses.

As of the first of the year, Atlas held only 1,000 shares of RKO Pictures. Sales of RKO Pictures was 76,000 shares, and this, in the first half of the year, Atlas disposed of 10,000 shares of RKO Pictures. Atlas’ holdings in Loew’s have been maintained.

There was no change during the period in Atlas’ holdings of 3,500 shares of Loew’s, 5,000 shares of SULPHER, and 101,000 shares of Walt Disney Prod., the other film shares in the investment trust’s portfolio.

Atlas had an indicated net asset value of $38.82 per share after provision for taxes, as of last June 30, compared with $37.92 per share on the same basis at the end of 1953, the report said.

RKO Managers in CinemaScope Session

A meeting of the Metropolitan area screen managers has been announced by William W. Howard, vice-president, for tomorrow at the screening room of 20th Century-Fox.

The session will be held primarily to bring the managers up to date on the recent developments in CinemaScope.

Earl Spangable and Herbert Bragg, chief 20th-Fox engineers, will address the group and answer questions. ‘The Egyptian’ will be screened.

Court Combines Two Skouras Suits

The two separate multi-million dollar anti-trust suits of Skouras Theatres pending against distributors were consolidated here yesterday under an order of Federal Judge Sylvester J. Ryan. The total sales pending the settlement of the two suits, now stands at $101,370,000.

At the same time, Justice Ryan determined that the RKO Theatres’ counter-claim against Skouras Theatres for $42,200,000, pending before the RKO Theatres, one of the defendants in the Skouras action, was held to be logically linked to the Skouras suits.

RKO to Distribute Lesser’s ‘Lost City’

Hollywood, Aug. 24—“Quest for a Lost City,” feature length Eastman color adventure film, will be distributed by RKO Radio Pictures, according to announcement by J. R. Grainger, president of RKO, and Sol Lesser, head of Sol Lesser Productions.

The picture, which stars explorers Dana and Ginger Lara, was two years in the making.
“Dear Mister Gable: Millions of movie-goers who are packing theatres to see you in 'Gone With The Wind' are looking forward to your next picture 'BETRAYED.'

Your No. 1 fan—Leo

M-G-M presents the year's TOP suspense drama filmed in Holland in COLOR!

Starring

CLARK GABLE
LANA TURNER
VICTOR MATURE

in

"BETRAYED"

co-starring

LOUIS CALHERN

Screen Play by

RONALD MILLER and GEORGE FROESCHEL

Photographed in

EASTMAN COLOR

Directed by

GOTTFRIED REINHARDT

Available in Perspecta Stereophonic or Optical 1-Channel
NEW YORK'S 6,000-seat Roxy Theatre was filled to capacity last night for the world premiere of Darryl F. Zanuck's CinemaScope production, "The Egyptian." Person- 
allities from Broadway and Hollywood, civic officials, industry executives and international society figures were prominent members of the premiere audience.

All proceeds from the performance were turned over to the National Foundation for Infantile Paralysis to aid its Emer- 
gency Fund Raising Campaign. Among those at the premiere shown above are, left to right; first photo: Adolph Zukor, chairman of the board of Paramount Pictures, and Mrs. Zukor. Second photo: Skitch Henderson and Faye Emerson, co- 
chairmen of the Celebrities Committee for the March of Dimes, and Charles Einfeld, vice-president of 20th Century- 
Fox. Third photo: Gene Tierney, star of "The Egyptian," and 
Michael Curtiz director of the film.

At Last Night's 'Egyptian' Premiere

(Continued from page 1) presence at the opening was recor- 
ed by television, radio, movie news and a battery of newspaper still camera- 
mens were Sporos P. Skouras, presi- 
dent of 20th Century-Fox; Michael 
Wilding and Gene Tierney, of the 
film's cast; Michael Curtiz, director 
of the spectacle; Johnnie Ray, Helen 
Hayes, Eddie Fisher, Sarah Churchill, 
Ezio Pinza, and Ralph Bunch.

Defining the start of the picture was a "Parade of Stars" in which Faye Emerson and Skitch Henderson introduced many of the luminaries to the 
audience. Among the civic digni- 
taries present were Hutan Jack, bor- 
ough president of Manhattan, repre- 
senting Mayor Robert Wagner, and 
former mayor Vincent R. Impellitteri 
and Mrs. Impellitteri.

Sports World Represented

Among the stars appearing in the 
parade were Lady Iris Montbatten, 
Rita Gam, Judy Holliday, Za Za 
Gabor, Nina Foch, Monica Lewis, 
Denise Darcel, Celeste Holm, Arlene 
Francis, Tex and Jinx McGrady.
The world of sports was rep- 
resented by Billy Talbert, Don Budge, 
Sidney Woods and Gardner Malloy.
Theatre-front activities were car- 
rried to Times Square through a 
public address system, with music pro- 
vided by the 42nd Infantry Division 
Band under Colonel M. Strauss.

"The Egyptian"

(Continued from page 1) physician and his wife, who raise the infant as their own and teach 
the boy, as he grows up, the ancient craft of healing the sick.

As a grown man, played by Purdom, the Egyptian finds it difficult to 
carry on his living ministering, as he has chosen to do, to the poor. His friend 
of school days, Mature, now a military man whose ambition it is to be 
officer in the Pharaoh's guards, introduces him to the night life of the city. He 
meets, first, Miss Simmons as a tavern girl who falls in love with him, 
and next Miss Darvi, Babylonian vampire, with whom Purdom falls in love.

Having few possessions with which to satisfy her greed, Purdom endeavors 
to buy her favors with the titles to the home and sacred burying place of his 
foster parents who, when they discover his faithlessness, commit suicide.

Despite the ill-gotten gifts, the girl spurns him. While burying his parents' 
bodies secretly in a valley containing the graves of Egypt's kings, Miss 
Simmons finds Purdom confesses her love for him. Nevertheless, he 
leaves Egypt with his self-appointed servant, played by Ustinov, and the two 
in their travels eventually discover a plot of the Hittites, armed with 
warriors made of the newly discovered and still secret iron metal, for an attack on 
Egypt. Purdom returns and warns Mature, now head of the Pharaoh's 
armies. He also re-encounters Miss Simmons who, in his absence, has 
born him an illegitimate son.

Wilding, as the Pharaoh, is a religious fanatic and dedicated to peace. He 
refuses Mature permission to launch a surprise attack on the Hittites.

MEANWHILE, the Pharaoh's ambitious sister, played by Miss Tierney, 
learns that Mature plots the death of the Pharaoh and, by marriage to 
her plans to become Pharaoh himself. She prefers Purdom, knowing him to 
be her half-brother, a victim of royal intrigue, and endeavors to persuade him 
to poison both the Pharaoh and Mature, offering him herself and the crown in 
return. She also offers him proof of his royal lineage. Believing the Pharaoh 
be of unusual mind and therefore responsible for persecutions which have 
taken the life of Mature's siblings, Purdom gives poison to Wilding but spaces 
Mature, after first having put poison in the latter's cup also. Mature seizes 
the Pharaoh's throne and sentences Purdom to exile.

The production is long and over its extended course it tends to drag a bit 
from time to time. On the whole, however, it is rich in spectacle, impres- 
sive in its accouterments and lavish in its use of strange, interesting or 
exotic settings.
The CinemaScope camera, fortified with the new anamorphic lens, adds 
to such effects, whether on the deserts, in the mountains or in the streets and 
buildings of Egypt. It is most effective in such divergent presentations as a 
lion hunting scene, court scenes, mob scenes, interiors of temples or hovels.
It is clearly one of the top selling points of even such spectacular and costly 
productions as this, even though "The Egyptian" is loaded with other selling 
and exploitation material.

Added to the intensive campaign which 20th-Fox is putting behind this pro- 
duction, and with the word of mouth its sensational as well as unusual ingre- 
dients is certain to promote, "The Egyptian" is sure to be known to all and 
sundry before long, if it is not already, and with hefty grosses accruing 
everywhere in consequence.

Running time, 140 minutes. Adult audience classification. Release in 
September.

SHERWIN KANE

"Fabian"

(Continued from page 1) Peter Werner had arranged the at- 
tractions and stage ceremonies which 
were handled by WAVT announcer 
Jack Gleason.

Los Angeles in short address after accept- 
ing the tribute from the city, rec- 
nounced some of his experiences as an 
usher in the balcony at the Regent 
when he first started his film career.

Since then Fabian has risen through 
the ranks of motion pictures, inaugu- 
rating a circuit of theatres throughout 
Northern New Jersey, which were 
subsequently merged with Stanley 
Cohn. Today Fabian heads one of 
the largest theatre circuits in America, 
and is owner of Cinerama.

Krim, Picker

(Continued from page 1) brations in Asia. They are scheduled to 
leave New York on Sept. 11.

Krim and Picker will visit United 
Artists' offices throughout Asia in 
connection with the company's year-
long observance of its founding in 
1919. They will begin their tour in 
Tokyo on Sept. 13, moving on to 
Hong Kong, on Sept. 21, Manila on 
Sept. 23, Bangkok on Sept. 27 and 
Singapore on Sept. 29.

After remaining in Singapore until 
Oct. 2, Krim and Picker will separate, 
with Krim flying to Bombay for a 
three-day stay, beginning Oct. 3, and 
another three-day visit to Cairo, 
starting Oct. 6. He will arrive in 
Rome on Oct. 9 for meetings in Eu-

cope with independent producers pre-
paring films there for United Artists 
release.

Picker, meanwhile, will visit United 
Artists' Indonesian headquarters in 
Jakarta Oct. 2-5 and then will go to 
Sydney, Australia, Oct. 6-14, and 
to New Zealand Oct. 14-16, returning to 
Los Angeles on Oct. 17. Picker's Far 
Eastern swing, incidentally, will in- 
clude his first visits to Tokyo, Hong 
Kong and Bangkok.
D.C.A. Plans Ten in Two Years

(Continued from page 1)


Further in January, at the trade press conference announcing the plans of DCA, said that he owned a substantial interest to be believed to be about 10 per cent.

Century Theatres Controls

Schwartz, who said he would devote 80 per cent of his time to DCA, explained that DCA has been financed by about 30 exhibitors, with Century "owning" interest. He put the capitalization of DCA at about $1,000,000 at the present time. Schwartz declined to name the other exhibitors associated in the venture, explaining that he is still awaiting clearance to use their names.

DCA sales manager Boasberg emphatically declared that there will be no rents to exhibitors. DCA has circuit owners, "the pictures will be booked," he continued, "wherever I get the most money."

Schwartz said that the two-year program of releases represents a production investment of from $8,000,000 to $9,000,000, an investment in which in some instances DCA has procured financing for the producer in addition to putting up some money.

The co-production deals made with foreign producers, Schwartz emphasized, will feature American stars, radio and television personalities, or other types of women's apparel to adapt them to clothes worn by Janet Leigh and Barbara Rush in the U.I. in pictures and in their advertising and in their window displays.

As an additional aid for theatre managers U.I.'s newsed of September 7 will feature a special fashion subject showing Janet Leigh and Barbara Rush wearing "Black Shield" fashions.

Theatre managers can obtain names of stores of "Black Shield" dresses from Jerry Evans at U.I.'s home office or from Dick Shel at "Photoplay" in New York.


"Life" current issue has a page picture of a herd of elephants sprayed with bright pastel paints for M-G-M's "Jupiter Darling," starring Esther Williams. This is something Barnum hadn't thought of and there isn't a pink one in the entire herd.

"Life" reports a new circulation high of 5,000,000.

"American Weekly's" third annual "Movie Annual" will appear on the newsstands September 12. The name for the issue is "You'll Be Seeing It." It will feature photos and stories of motion pictures which will be shown across the nation during the fall and winter seasons.

WALTER HAAS

Ad Problems

(Continued from page 1)

projected meeting, it was stated, will include the national directors of advertising and publicity.

The problem facing theatre owners is the necessity of securing theatres with sufficient advertising material and press books, on early releases and on old pictures was discussed with William Brenner, service manager, representing National Screen Service. This problem will be studied and discussed further at the projected joint meeting.

Insurance Savings Cited

TOA officials suggested specifically that an exchange territory be used as a trial for the use of acetate film only, starting at a convenient time. Reason for this, it was pointed out, is the tremendous saving in insurance rates for theatres that would be able to take advantage of using this process. This matter has been under consideration by the sales managers continuously.

Representing TOA at the meeting were: Leonid Goldenson, president of American Broadcasting-Paramount Theatres; Roy Martin, Jr., of the Martin Theatres, Columbus, Ga., and A. Julian Brylawski, president of the Theatrical Picture Owners of Metropolitan, D. C.

62 Theatres Join TNT Fight Network

A record-breaking 62 theatres have signed up for the first 24-hour, 24 telecast of the Marcano-Charles heavyweight title bout, it was announced yesterday by Theatre Television Network.

Among those participating, it was stated, are theatres of the Sunshine-Warner, RKO Theatres and Loew's circuits. The previous Marcano bout was keyed by 61 theatres.

Minimum Participation $5,000

Minimum participation in the company was said to be $5,000. Participation in the plan, it was stated, will be made of preferred and common stock, both with a par value of $100, at a ratio of five to three preferred to three shares of common.

Century Circuit comptroller Martin Newman was named treasurer of DCA, and Herbert Schrank and Mitchell Klupt, general counsel of the company.

If any officers, it was said, will be elected by the board of directors, members of which will include Leslie R. Schwartz of Century Theatres, Fred Schwartz and Boasberg.

Texas Meet

(Continued from page 1)

revolved around the complete air-conditioning of the car in which static pressure within the automobile is built up to a point to prevent the entrance of mosquitoes.

Tiller also reported that a modified parking arrangement has been proposed in which cars are parked on spirals instead of the conventional circular arrangement. The proposed parking system permits cars to pull in at a 45 degree angle, and thereby avoid the difficult 90 degree parking that is a bother there, he said.

Greenblatt

(Continued from page 1)

trial division manager, Greenblatt formerly was branch manager in Cleveland and Pittsburgh. In 1944, he was appointed to Midwestern district manager with offices in Chicago.
“—or, would you rather go ashore for that COMPANION-approved movie?”

On land, on the sea and in the air—people know that COMPANION-approved movies offer good entertainment! Each month the COMPANION’s thoughtful movie review is considered “the” guide by millions of movie-goers.

Wide-awake theater owners, too, watch for the films that win COMPANION approval, because this practically insures a profitable run.

Hollywood picture people add up the influence of COMPANION readers plus theater owners’ experience—and do what comes naturally. They keep right on spending more advertising money in the COMPANION than in any other monthly magazine, just as they have done over the past 7 years.*

*Except, of course, the fan magazines.

Currently advertised in the COMPANION

Seven Brides for Seven Brothers........MGM
About Mrs. Leslie.............................Paramount
Brigadoon............................................MGM
**MOTION PICTURE DAILY**

VOL. 76. NO. 40

NEW YORK, U.S.A., THURSDAY, AUGUST 26, 1954

TEN CENTS

Business Poll

Lively Summer At Box-Office, Circuits Say

ABI-PT, RKO and S-W Report an Upswing

By MURRAY HOROWITZ

Lively grosses are being registered throughout the country in circuit theatres this summer, according to a poll of national circuit executives here.

Descriptions of the summer business varied from "wonderful" to "good," with most circuit executives keeping their eyes peeled on the box-office, eyeing the summer draws to a close for a harbinger of things to come in the fall.

Expressions of satisfaction with summer business came from spokes-

men for American Broadcasting-Paramount Theatres, RKO Theatres.

(Continued on page 16)

20th-Fox Planning Newsreels for '55

In 'Scope: Skouras

CinemaScope newsreels and 16mm CinemaScope films are now in the planning stage and may be ready for general exhibition by the end of the year, Spyros P. Skouras, president of 20th Century-Fox, said here yesterday.

Revealing that the film company's research department has been mulling both projects, Skouras said that "by the end of 1954 an approximate 11,000 theatres in the U.S. will be equipped.

(Continued on page 18)

Fox to Demonstrate New Eidophor Lens

An improved model of the Eidophor lens for wide-screen television which has been undergoing laboratory tests by 20th Century-Fox technicians will be privately demonstrated within the next few weeks, Spyros P. Skouras, president of 20th Century-Fox, stated here yesterday.

Exhibits are underway to line up a top Broadway stage show for the first public demonstration, Skouras said.

Reade for Sponsored Production, Against Federal Regulation

The "general shortage of product unquestionably" will be one of the major topics at the fall convention of Theatre Owners of America, Walter Reade, TOA president, said in an interview here.

Reade, here from his New York head-

quarters, made his declaration by way of com-

ment on the Justice Department's ruling broadening the application of the Makelman divorce ment-formed theatre circuits.

The TOA president, commenting that he was hampered by the Justice

(Continued on page 18)

7 Sign to Standardize Producer-Credits

HOLLYWOOD, Aug. 25.—Seven company members of the Association of Motion Picture Producers today adopted a standard practice agreement governing producer credits on screen and in advertising. Although cinematographers, directors and other craftsmen have been billed on screen and in advertising in a manner con-

forming with agreements stipulated in contracts, this is the first time any consider able number of companies have adopted a single procedure for

(Continued on page 16)

To Back Equipment Research

ALLIED ADVANCES

REGULATION MOVE

Members of Emergency Defense Committee Are Named; Give Support to New D.C.A.

WHITE SULPHUR SPRINGS, W. Va., Aug. 25.—Allied States leaders moved swiftly to give mobility to their resolution proposing Federal regulation of distribution practices and terms prior to the de-

parture of national directors and of-

fers from here today for their homes.

In late action, the board appointed members of an Allied emergency de-

fense committee which will collect and disseminate information and recom-

mendations on the policies of each distributor, either in general or on

(Continued on page 16)

W. Va. Allied Backs Federal Regulation; Elects Officers

WHITE SULPHUR SPRINGS, W. Va., Aug. 25.—West Virginia Allied, the first regional Allied States unit to formally propose that federal legislation be enacted to regulate trade practices and rentals be sought, today became the first to endorse the action taken by the national board toward that end.

Meeting in annual convention at the Greenbrier Hotel where the national board of directors had just concluded a stormy two-day session which resulted in its "declaration of emer-

gency," the regional unit unanimously passed a resolution supporting that action and commending the director for taking the step.

Before the resolution was passed the members heard Abram F. Myers, general counsel and chairman of the board, and Sidney Samuelson, Allied of Eastern Pennsylvania, president.

(Continued on page 16)

What's the Emergency’

Allied’s Gov’t. Intervention

Bid Baffles Distribution

Distribution spokesmen here yesterday expressed bafflement at what many called the "drastic" measure proposed by the Allied board seeking government regulation of motion picture sales policies.

Distribution executives, declining the use of their names for fear it may add fuel to the fire, wondered aloud at the "national emergency" which they saw in the recommendation made by the Allied board in White Sulphur Springs, W. Va. Most warned that Allied, in proposing Government in-

vention, was fishing in troubled waters unawary of the consequences which may flow from such interven-

(Continued on page 16)

Press to Gather For Balaban Fete

A trade press luncheon in which plans for a Barter-The Balaban testimonial will be outlined will be held here on Tuesday at the Astor Hotel, the Metropolitan Council of B’nai B’rith disclosed here yesterday.

The testimonial will be in honor of his distinguished efforts to aid in the building of Israel.

(Continued on page 16)
Record Ad Campaign

For 'Star Is Born'

The largest national magazine and newspaper advertising campaign in Warner Bros. history has been set to herald the forthcoming Technicolor production of "Star Is Born."

Scheduled to begin the end of September, to coincide with the world premiere of "A Star Is Born," at the Pantages Theatre in Hollywood, Sept. 29, and the New York premiere early in October, the national ad campaign will reach a total readership of 170 million.

The national consumer advertising campaign on "A Star Is Born" will receive 17 magazine supplement campaigns this year through the close of the year. Magazines scheduled to carry the advertising include: Life, Look, Town & Country, Time, Newsweek, Collier's Woman's Home Companion, Redbook, Parents Magazine, Seventeen, Scholastic Roto, Hit Parade, Parade, Forum. Associated with this Screen and Motion Picture and Television Magazine, Screen Stories, Movieland, Movie, Star Parade, Filmland and Screen Stars.

Sunday supplements include American Weekly and Times Free Press for the national magazine and Sunday supplement campaigns, "A Star Is Born" will also receive a significant day's date national ad campaign to coincide with national playdates on the production and coupled with a TV announcement campaign, Blum stocked disclosed.

Mrs. Jack Pegler, Wife of TV Official


The remains will repose at the Rosary Kanes funeral parlor, Ridgefield, Conn., tonight. A Requiem Mass will be held for her tomorrow at 11:00 A.M. St. Mary's R.C. Church in Ridgefield. Interment will take place at Gate of Heaven Cemetery, Pleasantville, N. Y.

Gaines Funeral Held

Hollywood, Aug. 25.—Funeral services were held here for Jack Gaines, 76, retired advertising executive associated with Hollywood trade publications, who died on Sunday. His widow survives.

More Showmanship Urged on Drive-Ins

By R. J. O'Donnell

SAN ANTONIO, Aug. 25—R. J. O'Donnell, vice-president and general manager of Interstate Circuit, was the principal speaker at the luncheon yesterday in the Plaza Hotel here closing the Texas Drive-In Theatre Owners Ass'n, annual convention.

O'Donnell urged greater showmanship on the part of every exhibitor and said it was up to them to rejoice when their competi-
tors were doing well. This is a healthy condition, and instead of being envious each drive-in operator should set his goal on improved merchandising of the good product he is offering, he said.

Asks Community Respect

"Great respect for the community you serve and increased public relations activity will reflect in better boxoffice for your drive-ins," O'Donnell continued. "In particular that community in which your drive-ins are a family form of entertain-
ment," he said.

A morecordial relationship with your fellow exhibitors as reflected in this convention will pay untold divi-
dends to yourself and the community.

"Nothing is coming home to Hollywood you can merchandise these pictures on a very high plane, creat-
ing the minds of your patrons for Hollywood and its efforts to bring first class entertain-
ment to the people in your community.

"No doubt many of you have been heartened recently to see an upturn in Texas theatre business. This reflects upward this year's national picture of new pic-
tion, and particularly after pictures have been in an area for about a year and a half. The months off and the time payments have been cleared.

Praises Ezell

"I hope you will continue to be guided by the splendid spirit of such men as Claude Ezell, who here today. His life and work are turning the wheels of the motion picture industry in your organization, and particularly with Col. H. A. Cole and Harley Saddler. Such men in your city's affairs, Preston Smith, will continue to be a source of information, encouragement and enthusiasm which cannot help but make your business prosper," O'Donnell concluded.

Jack Parr of Houston was elected vice-president, Dub Blaubens, Lubbock; Arthur Landis, San Antonio, and W. L. Peck, Dalls, Texas, were re-elected as directors. The following directors were elected: Sam Rubel, Dallas, secretary; and Tim Ferguson, Grand Prairie, treasurer.

S. B. Collard Dead

NEWBURG, Ore., Aug. 25—Samuel Benton Collard, 72, veteran theatre operator, died here after a long illness.

20th-Fox Film Lot Has 2nd Oil Well

LOS ANGELES, Aug. 25—20th Century-Fox Consolidated Oil Co. announced that it has completed Well No. 2 on the 20th Century-Fox 200-acre lot for about 750 barrels per day.

Both this well and the first discovery of an oilfield have been shut in pending installation of necessary tankage and pipe line facilities. Universal was drilling during the summer on a third site located in the Beverly Hills oil field and on 20th-Fox property.

Marks Named MGM

Detroit Branch Mgr.

R. J. O'Donnell

The promotion of Louis Marks to the post of M-G-M branch manager in Detroit, succeeding Frank J. Downey, has been announced by Charles M. Reagan, general manager of sales.

Marks has been assistant branch manager for M-G-M in Detroit since Jan. 3, 1949. He joined the organization in 1938, and the next year was transferred to supervisor of the checking department at Washington. In 1939 he joined the sales force in Chicago, where during World War II, he returned to Cleveland, where he remained for two years prior to his assignment to the post of assistant to Downey.

MPEA Accepts Plan

For Indonesia Pact

Member companies of the Motion Picture Association have agreed to accept a compromise proposal governing the 1953 remittances from Indonesia, a plan which was presented by the Indonesian government.

The proposal involves the payment by the companies of a 66.25% tax on the royalty share of the remittances. It also has been decided to liquidate the Film Service Center in Indonesia.

'Shield' Bios Friday

"Shield For Murder" will have its New York premiere at the Globe Theatre here on Friday, it was announced by Will Golden, Sr., manager, and vice-president in charge of distribution for 20th Century-Fox. Interment was in Holy Cross Cemetery, Lackawanna, N. Y.

Philomena Cavanaugh, 83

BUFFALO, Aug. 25 — Funeral services were held here Tuesday for Philomena Cavanaugh, 83, who had been active for many years in the film industry and in her community. Interment was in Holy Cross Cemetery, Lackawanna, N. Y.

FPc Pays Dividend

OTTAWA, Aug. 25—Famous Players Canadian Corp., Ltd., has declared a dividend of 20 to the quarter ending Sept. 30, payable Sept. 20 to shareholders of record on Sept. 9.
"PARAMOUNT PRESENTS"
“PARAMOUNT PRESENTS” Through the past forty years, “Paramount Presents” has been your assurance of motion pictures packed with entertainment values, pictures that have consistently built the economic welfare of our industry. Last year this long record was climaxed when Paramount presented more outstanding attractions than any company.

Now, as the 1954-55 selling season begins, “Paramount Presents” takes on new meaning— for our studio has been completely converted to quality product for delivery in quantity, yet statured, picture by picture, to today’s new selective market. Already in release are

KNOCK ON WOOD

LIVING IT UP

ABOUT MRS. LESLIE

Their strong performance will be surpassed by even greater product ahead in PARAMOUNT’S SALUTE TO THE FUTURE...
September dates are rolling in from eager showmen watching its smash performance now in New York, Los Angeles and Philadelphia where it's confirming Boxoffice Magazine's prediction that "critics and customers will vote it Hitchcock's best!"

JAMES STEWART in Alfred Hitchcock's
REAR WINDOW
Color by TECHNICOLOR
Co-starring
GRACE KELLY • WENDELL COREY
THELMA RITTER
with RAYMOND BURR • Directed by ALFRED HITCHCOCK • Screenplay by JOHN MICHAEL HAYES • Based on the short story by CORNELL WOOLRICH

THESE ARE THE FIRST TWO FABULOUS FALL ATTRACTIONS:

HUMPHREY BOGART
AUDREY HEPBURN
WILLIAM HOLDEN
in Sabrina

with
WALTER HAMPDEN • JOHN WILLIAMS
MARThA HYER • JOAN VOHS

Produced and Directed by BILLY WILDER
Written for the Screen by Billy Wilder, Samuel Taylor and Ernest Lehman
From the play by Samuel Taylor

Four Academy Award winners (Producer Wilder and three "Oscar" stars) pool their talents in a richly mounted and very hilarious comedy. It's all about The Chauffeur's Daughter, The Big Business Man and The Playboy—and it puts a new glow in that old word, "love"...
“PARAMOUNT PRESENTS”  Paramount’s forty years of servicing exhibitors with money-making product in an ever changing market reinforces today’s new policy of one type of picture only—the BIGGEST.

The entertainment values assured by “Paramount Presents” in 1954-55 include

GREATEST STAR NAMES

TOP FLIGHT PRODUCERS

BEST KNOWN DRAMATIC PROPERTIES

EXCITING NEW STORY LINES

These marquee assets mean that every picture in Paramount’s Salute To The Future is packed with everything the public is buying at the boxoffice today.
THE COUNTRY GIRL

A surprise vehicle to catapult Crosby to new distinction! He’s teamed with Oscar-winner Holden and beautiful Grace Kelly who’s a beautiful new marquee name.

Produced by WILLIAM PERLBERG • Written for the Screen and Directed by GEORGE SEATON
From the play by Clifford Odets

KIRK DOUGLAS • SILVANA MANGANO

in

ULYSSES

Color by TECHNICOLOR

Co-starring ANTHONY QUINN with ROSSANA PODESTA

Directed by MARIO CAMERINI • Screenplay by Mario Camerini, Hugh Gray, Ben Hecht, Ivo Perelli and Irwin Shaw

Based on Homer’s Odyssey • A LUX FILM • Produced by DINO De LAURENTIIS and CARLO PONTI

THE BRIDGES AT TOKO-RI

Dramatic thunderbolt of personal emotion and explosive action.

The best selling novel, about our jet pilots in the Pacific, first appeared in a special issue of LIFE…

Produced by WILLIAM PERLBERG • Written for the Screen and Directed by GEORGE SEATON
From the novel by James A. Michener
"PARAMOUNT PRESENTS" is a guarantee that begins inside our studio and extends to the boxoffice line where the crowd stands, money in hand.

Paramount not only produces pictures but produces theatre patronage thru

ADVANCE MARKET ANALYSES

ALL-FACET MERCHANDISING

DYNAMIC PRESELLING

COMPLETE PENETRATION

New methods of communication with the public are constantly devised. At Paramount every means "from camera to campaign" is used to turn traffic toward the boxoffice.
Two women, battling for one man in the sultry, romantic backgrounds of modern Italy! Glamorous Silvana Mangano and those American headliners, Shelley Winters and Vittorio Gassman.

CONQUEST OF SPACE

George Pal's new interplanetary thriller dwarfs all the wonders of "The War of The Worlds" and "When Worlds Collide." Dramatic effects never to be equalled — or even imagined!

Produced by George Pal • Directed by Byron Haskin
Screenplay by James O'Hanlon • Adaptation by Philip Yordan, Barré Lyndon and George Worthington Yates
Based on the Book by Chesley Bonestell and Willy Ley

PARAMOUNT NEWS

"The Eyes and Ears of the World"
104 issues a year

Your public looks for it, wants it — is entertained and informed by it, because it's the top news on film.

PARAMOUNT SHORTS

The most diversified program of shorts offered by any company. Favorite cartoons, sports reels and miscellaneous subjects.
Soon VistaVision will be a dazzling reality in theatres, bringing the ultimate in presentation of screen entertainment thru its unsurpassed FLEXIBILITY • COMPATABILITY • SIMPLICITY • ECONOMY

VistaVision is more than a great motion picture technical achievement. It introduces a whole new concept of screen entertainment. Your audience will see more and enjoy more. VistaVision will give them a new visual sensation...as real and as big as life itself.

Across America and throughout the world, exhibitors, exhibitor-organizations, industry technicians and the press have acclaimed it. And now VistaVision is ready for the public!
Coming Attractions

COMPLETED OR IN PRODUCTION

White Christmas
Irving Berlin's score. Technicolor.
Bing Crosby, Danny Kaye,
Rosemary Clooney, Vera Ellen

Air Command
Technicolor. James Stewart, June Allyson

We're No Angels
Technicolor. Humphrey Bogart, Aldo Ray,
Joan Bennett, Basil Rathbone

Love Is A Weapon
Technicolor. John Payne, Mary Murphy,
Francis L. Sullivan

The Court Jester
Technicolor, Danny Kaye

Blue Horizons
Technicolor. Charlton Heston,
Fred MacMurray, Donna Reed,
William Demarest

The Desperate Hours
William Wyler. Humphrey Bogart.
Based on the famous novel

The Vagabond King
Technicolor. Kathryn Grayson, Oreste Kirkop

The Covered Wagon
Famed epic of America's pioneers.
Alan Ladd and star cast.

The Magnificent Devils
Deborah Kerr and other important marquee names

3 Ring Circus
Hal Wallis Production. Technicolor.
Dean Martin, Jerry Lewis, Joanne Dru,
Zsa Zsa Gabor

To Catch A Thief
Alfred Hitchcock Production. Technicolor.
Cary Grant, Grace Kelly

Run For Cover
Technicolor. James Cagney, Viveca Lindfors,
John Derek, Jean Hersholt

The Eddie Foy Story
Technicolor. Bob Hope

Lucy Gallant
Technicolor. Jane Wyman, Charlton Heston

You're Never Too Young
Technicolor. Dean Martin and Jerry Lewis

The Trouble With Harry
Alfred Hitchcock Production

The Rose Tattoo
Hal Wallis Production. From the play by
Tennessee Williams. Burt Lancaster,
Anna Magnani

The Loves of Omar Khayyam
An exotic spectacle based on the career of
Persia's romantic adventurer

The Mountain
Spencer Tracy heading topflight cast

TURN THIS FOLD
IRVING BERLIN'S
White Christmas
in VISTAVISION
starring
BING CROSBY • DANNY KAYE
ROSEMARY CLOONEY • VERA-ELLEN
Color by TECHNICOLOR

with DEAN JAGGER
Lyrics and Music by IRVING BERLIN
Produced by Robert Emmett Dolan
Directed by Michael Curtiz
Dances and Musical Numbers Staged by Robert Alton
Written for the screen by Norman Krasna, Norman Panama and Melvin Frank

"White Christmas' is by far the greatest motion picture I have ever been associated with!"—Irving Berlin

"White Christmas" Will Be Immediately Followed By

3 RING CIRCUS
AIR COMMAND
Dean Martin and Jerry Lewis in VISTAVISION for the first time! A Hal Wallis Production. In color by Technicolor.

Skywide VISTAVISION thrills! The jets that man our earth-circling peace patrol. James Stewart teamed with June Allyson. In color by Technicolor.
From “The Squaw Man” to “The Greatest Show On Earth,” Cecil B. DeMille has spanned the four decades of Paramount’s history with the industry’s outstanding money pictures ... including such memorable boxoffice grossers as “Reap The Wild Wind,” “Union Pacific,” “Northwest Mounted” and “Samson and Delilah.” With all the magnificence of VistaVision, the picture that the whole world is waiting for, is now in production.

Cecil B. DeMille’s
THE TEN COMMANDMENTS

in
VISTAVISION
Color by TECHNICOLOR

With The Biggest Cast Ever Assembled...
**People**

Norton V. Ritchey, president of Allied Artists International Corp., is abroad this week looking for a chance to buy a franchise in Europe, where he will spend six weeks winding up with executives of Associated British Pictures, with whom he will attend at Monte Carlo.

Ted De Leon, executive producer of Orion Film Productions, will leave New York today for Los Angeles, where he will check final preparations for the filming of 52 half-hour television shows which Orion will shoot starting late in September.

W. W. Lucas, stage manager of the Stanley Warner Garde Theatre, New York, is marking his 15th year in show business.

Stanton Griffin, chairman of the executive committee of Paramount Pictures, has been named to the board of the American Shakespeare Festival Theatre and Academy of Connecticut, which has long been a resident of the state.

Avra Gardner will leave Havana on Friday for Peru, Chile, Argentina, Uruguay and Brazil on her two-week South American tour to promote "The Barefoot Contessa," before returning here for the film's premiere at the Capitol Theatre.

Frederick H. Frink, one-time Hollywood actor and a former publicist at the 20th Century-Fox studios in Beverly Hills, has been named manager of the Colonial Theatre in Springfield, Conn.

Scott Lrett, Screen Guild exchange manager in Charlotte, is handling sales for the newly-organized National Television Films.

Seymour Moses, operations vice-president of Fine Sound, Inc., and Perspecta Sound, Inc., yesterday announced his resignation effective Sept. 1. For eight years previously to this association, he was associated with Loew's International. Following a brief vacation, Moses will announce his future plans.

**Bendick to NBC-TV As 'Today' Producer**

Robert L. Bendick, former executive vice-president of Cinerama Productions, has joined the National Broadcasting Co. and will produce the NBC-TV program, "Today." It was announced by Richard A. R. Pinkham, director of participating programs.

Bendick joined Cinerama Productions in 1951 and produced "This Is Cinerama" and the recent "Cinerama Holiday." Prior to joining that organization, Bendick was director of news and special events for CBS-TV.

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W. Va., Allied (Continued from page 1)

explain the “declaration” and announce the strategy to be followed between now and Oct. 12 when the national convention opens in Milwaukee. Other officials present were: Colonel H. A. Cole, Ben Marcus, Ruble Shor, Trueman T. Reinsbach, Nathan Rabin and Bob Wike, all here for the national board meeting and as guests of the regional unit.

Before adjourning the unit approving resolutions commending its officers for the past year, and in particular giving a rising vote of thanks to H. J. Gilbert, Jr., treasurer, and to his father, who is alternate national director.

Matz Named Chairman

In the election of officers, Mr. Matz, president, became chairman of the executive board. Donald Keeling, first vice-president; H. J. Gilbert, Jr., second vice-president; Gilbert, Jr., treasurer, and secretary and Ruble Shor remained as national director.

Tourist unit officials elected are: L. R. Custace, D. Crawford, Jr., Ross Filson, RoyLetsinger, G. B. Lively, Joseph Raad, Woodrow Thomas, and J. Rogers, Lester Rosenfield, Louie Shore.

The meeting concluded with a banquet Wednesday afternoon at the Golf and Tennis Club of the Greenbrier Hotel.

Summer Box Office (Continued from page 1)

Stanley Warner, Loew’s and S LENWOUR Thespi eqs. Their sentiments were echoed to a large degree in earlier N P RATER DAILY reports from field correspondents.

Most top exhibition offices, as well as some circuits, were wary about making predictions for the fall and winter. One distribution executive saw the summer business upswing as a ‘‘testing’’ of what is called an “opening habit,” while another forecast a dip at the box-office this fall, a dip, however, which he feels will not be as great as that of last fall.

ABPT president Leonard Golden- son reiterated last week the in- terest of the major producers in the summer business and the need for a consistent policy for the better pictures on the market which he said, began to make their appearance in mid-June.

Si H. Fabian, Stanley Warner president, also described business this summer as “wonderful.’’ Asked how this is due to the film, he replied it just keeps rolling along, chalking up good grosses.

RKO Thea tres president Sol Schwartz said he anticipated a good business over the summer months.

Like Goldenson, a Loew’s executive attributed the upsurge to quality pictures, with the public being more motion picture conscious. In addition to an increased number of top pictures, the bridging and adaptation of new techniques such as CinemaScope also were credited.

Circuit Owner’s Wife

CLEVELAND, Aug. 25.—Mrs. Delia Schwartz, 61, wife of Abe Schwartz, prominent independent circuit owner here, died after an illness of several years. Surviving, in addition to her husband, are two brothers, Jack, who is in business with Abe Schwartz, and Albert, an attorney.

Reaction to Allied (Continued from page 1)

must also make 1,000 prints per picture. The picture is suggested in some Allied quarters; he questioned.

That Allied would find trouble with Warner Theatre Owners of America was not the wording for its proposal as indicated by TOA spokesmen. One top TOA official expressed his conviction that the thought it wise as a policy that a particular industry should settle its own problems without seeking governmental intervention. TOA president Walter Road, Jr., explained that he spoke for himself and not for TOA, said he felt exhibition “never came out on top” when it went to the government on an inter-industry dispute.

The sentiment against governmental intervention was expressed by a number of TOA members who would be paying higher film rentals than they are now paying.

It was acknowledged in some distribution quarters that some film rentals are high, but such rentals, it is felt, are due to costs. Distribution executives scoffed at the concept that the picture or print shortage is “artificially” created.

Producer-Credits (Continued from page 1)

crediting producers. The agreement was reached following meetings with representatives of the American Producers Guild, but is not contractual, as others are, because SPG is not a producer credits association, and Warners, which also is an AMPP member, does not issue producer credits, but only associates producer credits, as Warners, is a party to the agreement which was reached today.

Committee to Be Formed

The companies also agreed to appoint a committee to meet with SPG committee whenever SPG wishes to discuss matters of mutual interest.

The exact nature of the handling of producer credits could not be ascertained immediately.

Fabian (Continued from page 1)

been noted and the studios have ad- justed themselves to the new agree- ments arising out of competition and technological changes,” Fabian said.

The outlook for the future, Fabian stated, is gloomy for an impending list of important pictures is being prepared for presentation, both in 1955 and the early 1956.

Fabian also noted the Stanley Warner stockholders that the Cin- erama division is flourishing with 13 shows operating in the U. S. and more due to open throughout the world.

The theatre executive re- ported that Louis de Rochefort’s “Cinerama Holiday” has completed shooting and is now in the final stages of cutting, scoring, and the manufac- ture of Technicolor prints.

The bulletin accompanied dividend checks representing 25 cents per share, payable, Aug. 25th to stockholders of record Aug. 4.

Review

“High and Dry” (Rank-Universal)

THE light, unlabored, sophisticated humor which has so happily char- acterized many of the British productions during recent years is present here in full measure in “High and Dry,” 63 minutes of genuine pleasure for the discriminating audience. The seemingly incongruous com- bination of a grizzled old seaman captain pitting his salty shrewdness against an American business tycoon results in dialogue and situations delightfully different, Paul Douglass, as the executive, provides the one real marquee name, but his excellent performance is easily matched by the rest of a talented and well-cast English cast.

It is not so much narrative structure as the wealth of humor, characteriza- tion and credible dialogue that make “High and Dry” desirable. Douglass wants a valuable cargo shipped out of London to one of the western Scottish isles. Through some mistake, the cargo is assigned to a battered, old “puffer” boat that seems in the last stages of decay. That boat is a frenzied attempt by Douglas to repossess the cargo and the zealous efforts by the skipper and crew to deliver the cargo to its destination. The trip is marked with incident, excitement and surprise, better seen than described.

Any comparison of a skipper and there is always something fresh and imaginative in the performance of Richard Atten- bower, a unique portrait of confidence, Abe Barker and Tommy Kearin, as the mate, engineer, and handy boy respectively.

The picture is enhanced by a surprise ending that would have delighted O. Henry. An Ealing Studios Michael Balcon production, it was produced by Michael Truman and directed by Alexander Mackendrick, with the original story also coming from the pen of the latter. Other members of the cast, each of whom fits slightly into his assigned role, include Hubert Gregg, Geoffrey Keen, Dorothy Alison, Andrew Kier and Meg Buchanan.

Running time, 93 minutes. General audience classification. For September release.

Allied Board (Continued from page 1)

of New Jersey; Horace Adams of Ohio, and Ruble Shor of West Vir- ginia.

The board voted to give full support to Distributors Corp. of America when the company announced in New York this week by Fred Schwartz, and while Allied will not participate in the convention, an organization it was indicated that some of the organization’s leaders were hereby interested.

The directors also voted to allocate funds for a research study by an independent agency of the quality and characteristics of sound equipment new being offered in the new techniques.

Plans of the Council of Motion Picture Owners for an audience participation poll was endorsed with the hope that details would be completed. No formal action was taken on the group insurance plan announced recently.

A spokesman for the board indicated that participation would be arbitration in one of the proposals considered. “That’s a dead issue,” he said.

Emphasizing the board’s point that the product shortage is a key factor in current practice argument, Mar- cus said, “Fewer pictures have made the distributors too greedy. That’s why we intend to push the McGillicuddy bill with every means at our disposal.”

Goes to Coast Next Month

The Allied president is to go to the West Coast in late September to dis- cuss important production plans with Make- tim. Production on the first of the 12 pictures scheduled under the plan is now set for November instead of August, he said.

Other business before the board was routine, it was said. The debate over the grant strategy. There was brief discussion of the plan to buy stock in a production company in order to secure film. No final action was taken on this nor on any other plans including cooperative financing and a study of the dangers of subscription television and ways to combat it.

SSA Bolts SWG, Joining IATSE

HOLLYWOOD, Aug. 25.—The Screen Story Analysts Guild has voted to disaffiliate from the Screen Writers Guild, IATSE.

The change in affiliation was agreeable to the SWG, whose president expressed his best wishes to the guild, following the voting. According to SSA business agent Kay Lenard, the change was made because “analysts are waged-salaried men and can best be served in a craft union.”

Jap Film to Open Here

“Ugetsu,” Japanese film which was the co-winner of the 1953 Venice Film Festival, will have its American pre- miere at the Plaza Theatre here fol- lowing the current attraction. Ed- ward Harrison is releasing the import here.
Francis joins the Wacs
(The 5th of the Series)
has more box-office kick than any Francis film since the first one!

Starring DONALD O'CONNOR • JULIA ADAMS • CHILL WILLS • MAMIE Van DOREN
LYNN BARI • ZASU PITTS with Allison Hayes • Mara Corday • Karen Kadler and Francis, The Talking Mule
Directed by ARTHUR LUBIN • Screenplay by DEVERE FREEMAN and JAMES B. ALLARDICE • Based on the Character "FRANCIS"
Created by David Stern • Produced by TED RICHMOND • A Universal-International Picture

Biggest GROSSES!
SHEA, Erie
FOX, St. Louis
PALACE, Akron
MAJESTIC, Reno
T & D, Oakland
OAKS, Berkeley, Cal.
CALIFORNIA THEATRE, Bakersfield
CIVIC CENTER, Great Falls, Mont.
DE ANZA, Riverside, Cal.
BYRD AND STATE, Richmond
PINE DRIVE-IN, Waterbury, Conn.
SAN PEDRO DRIVE-IN, San Pedro, Cal.

and hundreds more!
Department ruling, reaffirmed its support of the Makelin plan, sponsored by Allied States Association. Asked if TOA now was committed to such production, the commission indicated that the matter is under study and would be discussed at the convention.

Reade, asked what the TOA was doing, said he could only express his own position.

"I've never known an exhibition come out on top when it went to the government," he declared.

Reade asked specifically what he thought of proposals of Allied States officials, now meeting in White Sulphur Springs, W. Va., to take their complaints against the distributors to the government. In his answer, Reade made it clear he was not speaking for TOA.

Print Situation "Chaotic"

The TOA president described the print situation as "chaotic." He added, however, that he thought that distribution is attempting to solve the print shortage the best way it knows how.

A Julian Brylawski, of Washington, who came here to attend this week's TOA meeting, also commented on the print situation. In the Washington area, he said, it is no longer a question whether you can buy the picture, but can you get a print once the picture is purchased.

**150 at Conn. T. O. Golf Tournament**

HARTFORD, Aug. 25.—Some 150 persons representing the film industry throughout the US attended the annual golf tournament sponsored by Theatre Owners of Connecticut and held at Race Brook Country Club, Orange, Tuesday.

Herman M. Levy, executive secretary of the MPTO of Connecticut, served as chairman for the banquet, awarding prizes in various classifications.


**Revives Stage Shows**

CLEVELAND, Aug. 25.—Esther Williams and her Esther Williams Revue will open at the Palace Theatre here on Oct. 7 for an engagement of one week. It will be the first stage show at the Palace since 1931, when Spike Jones and his group appeared for a week.

**Resolving $23,000 For 'Egyptian' Here**

A resounding $23,000 was seen for the opening day of "The Egyptian" at the Roxy here yesterday.

William Moclair, managing director of the theatre, said $7,300 had been chalked up by 3:30 P.M. yesterday. He said that the opening day's business was three times that of any CinemaScope picture at the house with the exception of "The Robe."

**Plans of 20th**

(Continued from page 1)

for CinemaScope. As of Aug. 14, the film executive said, there were 6,848 installations in America, 3,787 free bookings and sound and 3,065 houses equipped with optical sound.

The film organization has been delayed, it was learned, by inquiries from overseas film exhibitors as to when they could expect CinemaScope products for their respective country. Skouras confirmed that Bell & Howell had developed an anamorphic lens for photography and projection of 16mm. home pictures but would not state what progress has been made thus far by 20th-Fox technicians.

**Pickets Restrained**

DETROIT, Aug. 25—Judge Louis E. Coach in Lansing has issued an order restraining Flint Motion Picture Projectionists Union, Local 72, from picketing the Skyway Drive-In, east of Flushing, W. F. Rice, the owner, has been picketed a week in a hiring dispute.

**First Call for—**

ENTERTAINMENT INDUSTRY'S

annual GOLF TOURNAMENT

sponsored by NEW YORK VARIETY CLUB

The Vernon Hills Country Club will be the scene of the Entertainment Industry's Golf Tournament to be held Thursday, September 16th and from all indications this Tournament is expected to be the greatest of them all.

Reservations should be made in advance and it will facilitate matters for the committee if you will fill in the coupon below and mail it with your check for $20. Entrance fee includes green fee, lunch and dinner (cost will be $25 if not paid before the day of the Tournament).

We promise you one of the finest times you've ever had.

**Count Me In**

Here is my entry and $20 for the Entertainment Industry's Golf Tournament to be held Thursday, September 16th, at the Vernon Hills Country Club, Tuckahoe, N. Y.

Name__________

Address__________

**THE COMMITTEE**


Fill in and mail to Marvin Kirsch, Treasurer, Golf Tournament, 1501 Broadway, New York 36, N. Y.
Mass. Censors Hit by RKO

BOSTON, Aug. 25—RKO Radio Pictures has filed three suits in U. S. District Court here pertaining to the censorship of “The French Line.” The first suit is against Film Censorship Commission Public Safety Otis M. Whitey and the Mayor of Boston, John B. Hynes, and attacks the constitutionality of the ordinance in the law in existence throughout the Commonwealth.

The second suit is directed against Arthur Frawley, Mayor of Lynn who, several weeks ago forced the withdrawal of “The French Line” after the first showing at the Capitol Theatre, under a statute purporting to give him authority to revoke an exhibitor’s license “at pleasure.”

BOSTON Mayor a Defendant

The third suit is directed against Mayor Hynes of Boston, Thomas F. Collins, Uniformed Detectives and Daniel Sargent, a member of the Art Commission. The three make up the censorship board for Boston which has the power to ban any theater license on the grounds of morality or indecency. This board refused to grant “The French Line” for showings in this city.

In all three cases, the complaints charge, this is a violation of speech, the ownership of motion pictures is unconstitutional, and that the standards for the censors are vague and indefinite. The cases serve as constitutional grounds for their decisions.


George H. Foley of Hale & Dorr, attorney for the plaintiff, stated that “This case in three parts is directed at the censorship laws as they stand today.”

Continued Foley: “Should these suits be brought to the U. S. Supreme Court, and should we win them, the censorship laws of Massachusetts will be wiped out, at least until the legislature passes a new set of statutes.”

Ruling Called Indefinite

To play films on Sundays, each exhibitor must first have the approval of the two commissioners who give an “ordinance” to grant Sunday licenses. The statute reads in part “in keeping with the character of the day and is not inconsistent with the due observance there of.” RKO cooperates the wording is too vague and indefinite and is a violation of freedom of speech.

Hedda Hopper for Fawcett Publication

Hedda Hopper’s column will appear regularly and exclusively in Fawcett Publications “Motion Picture” magazine. It was announced here yesterday by editor and publisher who said, “Hedda’s Hat” will appear regularly starting with the November issue, he said.

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This was the beginning of the Roxy's greatest opening. Since "The Rope"
IT MUST BE TRUE—"JOURNAL" SEES THEATRE BUSINESS RISING

The Wall Street Journal, known on numerous occasions in the past to have worked hard to find and publish downbeat news of the motion picture and theatre world—to report it almost gleefully and to feature it prominently—started its readers in the industry yesterday by publishing an upbeat story on current theatre business on Page One.

Yesterday's story goes into no such details and length as the "Journal" devoted to several pessimistic surveys of production and exhibition in the past several years but it is, nevertheless, symptomatic of a trend in financial circles that (Continued on page 6)

Tribute to Balaban Slated for Sept. 26
By N.Y. B’nai B’rith

The tribute to Barney Balaban, president of Paramount Pictures, by the Metropolitan Council of B’nai B’rith for his outstanding leadership as a humanitarians and a champion of democracy, will be held at the Waldorf-Astoria Hotel here at a dinner on Sept. 26, the council disclosed yesterday.

A luncheon at which plans for the dinner will be discussed is to be held next Tuesday at the Astor Hotel here with trade press representatives in attendance.

Large advertisements placed in New York newspapers yesterday by the Council announcing the testimonial referred to Balaban as one of B’nai B’rith’s most distinguished members.

The Council’s announcement read:

The Metropolitan Council of B’nai B’rith, representing 20,000 members in Greater New York, takes pride in sponsoring this tribute to Barney Balaban—in recognition of a life of selfless service dedicated to the welfare of his country, his fellow man and the State of Israel. Not only as president of Paramount Pictures, but (Continued on page 6)

WGA-WConstitution
Red Ban Approved

By WILLIAM R. WEAVER
HOLLYWOOD, Aug. 26—The Screen Writers Guild membership last night approved a constitution for the newly-formed Writers Guild of America West, Inc., by a vote of 232 to 12. In a separate session, the Radio Writers Guild members voted 73 to 23 to approve. Following separate meetings, the respective memberships joined in the appointment of officers and directors to serve during the interim period between now and Nov.

(Continued on page 6)

Name 3 Directors for Loew’s Subsidiary

WASHINGTON, Aug. 26—Three directors of the new Loew’s theatre-operating subsidiary—ultimately to become the new theatre company—which will take over being when Paramount’s divestiture provisions of the consent decree become effective Aug. 31, have been approved by the New York Statutory Court, a Justice Department spokesman. Under the (Continued on page 6)

"White Christmas"
...in VistaVision
(Paramount)

W HITE CHRISTMAS" is a failure-proof picture if there ever was one. It has everything any top-tip-crossing musical is expected to have, plus one thing no other attraction ever had. That is one is VistaVision, and VistaVision is destined to be a magnetic word on theatre marquees henceforth. "White Christmas" is scheduled to world-premiere at Radio City Music Hall in mid-October.

This picture is likely to play right on through winter and into spring. Paramount calls it the "most costly and biggest musical" in its history—and the public is sure to pronounce it also to be Paramount’s best.

The picture is the Irving Berlin’s "White Christmas," and it has 13 Berlin songs in it, including the title song; now an American classic. It also includes "Count Your Blessings," which is probably the best among Berlin’s new ones, and sure to head the Hit Parade. Memory has trouble digging up a past musical so well equipped musically.

The picture also has five money names for the billing: Bing Crosby, Danny Kaye, Vera-Ellen, Rosencrantz Clooney and Dean Jagger—names (Continued on page 3)

Reviewer’s Note on VistaVision:

In its two hours running time "White Christmas" contains the widest possible variety of camera angles, focal depths and photographic hazards. The VistaVision process proved itself brilliantly. It was clear to all observers that the process could benefit proportionately any size and shape of picture that any individual exhibitor might choose for his particular theatre. The screen image was totally free of grain or other blemishes. Its rich Technicolor tones were deep, firm and constant, and in the many swift dancing sequences definition and clarity were outstanding.—W. R. W.

40th Anniversary
Para Begins
3 Month Sales Drive Sunday

Paramount’s 40th anniversary sales drive, which marks the company’s four decades of achievement in the entertainment field, will open Sunday with the start of "A. W. Bruce, is Anniversary Week" in honor of the president of Paramount Film Distributing Corp.

The drive, termed "A Salute to the Future," will continue through Dec. 4. "Schlmalberg Week" will be one of several identified weeks in the drive. Another will be "Paramount Week," Sept. 5-11.

"Oscar Morgan Week," in celebration of the 40th anniversary with the company of Paramount’s sales manager for short subjects, Paramount News and special features, has been set for Oct. 24-30. To help launch the drive, the company is releasing (Continued on page 6)

Big Jump
$3,096,545 Net
Earnings in 26 Weeks for Fox

$1.17 Per Share Earned
Compares with 6c in ’53

Consolidated net earnings of $3,096,545 for the 26 weeks ended June 26, last, was reported here yesterday by 20th Century-Fox. This amounted to $1.17 per share on the 2,644,486 shares of common stock outstanding, the company added.

Comparable operations for the 26 weeks of 1953 showed net earnings of $58,839, which amounted to 6c per share on the 2,769,486 shares of common stock then outstanding. In the 1953 26-week period, it was pointed out that no tax provision was required.

Comparable earnings before taxes this year amounted to $5,096,545 against which a tax provision amounted to $2,600,000.

The net earnings for the second quarter ended June 26, 1954 amounted to $1,048,515 as compared with a net (Continued on page 6)

Six More Months for AB-PT Divestiture

By Staff Correspondent

WASHINGTON, Aug. 26—The Justice Department has agreed to give American Broadcasting-Paramount Theatres another six months in which to complete the divestiture of its 774 theatres required by the Paramount consent decree.

The Sept. 3 deadline has been pushed ahead to March 3, 1955, a Justice official stated. AB-PT has disposed of all but 47 of the theatres required to be divested, he added.

Allied Artists Plans
Pittsburgh Exchange

HOLLYWOOD, Aug. 26—Following a meeting of the board of Allied Artists, president Steve Brody announced that the company will pay 13 1/4 cents per share as a second quarter dividend on the 5% convertible preferred stock. The board has also authorized officers of the corporation to take the necessary steps toward listing the stock of the organization (Continued on page 6)

BOSTON, Aug. 26.—Three federal judges will hear RKO Radio argue the constitutionality of the existing censorship rules in Massachusetts next month, pending the determination of the issuance of preliminary injunctions which would pre-empt censorship under the exhibition of "The French Line." Date for the hearing remains to be set.

Three Suits Filed

RKO Radio filed three suits in U. S. District Court here pertaining to the censorship of the film. The suits were directed against Commissioner of the Public Safety in Miami, Florida, Thomas E. Savini, of the Commonwealth of Massachusetts, and Daniel Sargent of the Boston Art Commis- sion as censorship officials.

This suit attacks the constitutional-ity of the Sunday law in existence throughout the state. The complaints indicate that there is a violation of the first am- endment of the Constitution, as all censorship of films is unconstitutional, and that the standards for the censorship are impossible and indefensible to serve as guides for their decisions.

Damages Asked

RKO is also asking damages, for whatever the court deems is justifiable in interfering with the exhibition of the film to be exhibited in Boston and Lynn and on Sundays throughout Massachusetts. "The French Line" has played in Springfield, Mass., and other cities in the Commonwealth, but not on Sundays, and not in Boston.

'Egyptian' Tops 1st Day

BALTIMORE, Aug. 26.—A record opening day gross of $4,000 was set by "The Egyptian" here at the New York Theatre topping the daily record of $3,000 set last year at the same theatre by "The Robe." The Bow of the "Egyptian" served as the springboard for the celebration of the 50th an- niversary of Morris Mechenic, owner of the New Theatre, as an exhibitor. In the day of the event there was a distinguished number of personalities, including Johnnie Ray, Supreme Court Justice Joseph Carter and others.

$8,000 for 'Egyptian'

A healthy $8,000 was estimated for the second day of "The Egyptian" at the Roxy Theatre here, William Mo- ckey, managing director of the house, disclosed yesterday, bringing its two- day gross at the theatre over the $40,000 mark.

Republic Division Set

A dividend of 25 cents per share on preferred stock, payable Oct. 1, to stockholders of record as of the close of business on Sept. 10, at a meeting of the board of directors yesterday.

Corkery to Brazil

On U. S. Film Debt

In light of the current unsettled state of affairs in Brazil, Robert J. Corkery, assistant vice-president of the Motion Picture Export Association, is expected to visit the Brazilian capital shortly, it was learned here today.

Corkery, now in Argentina, was said to be scheduled to visit Brazil before his return to U. S. Brazil still owes American distribution in- dustry a large sum of money, the undebtedness which was being paid off by the former Vargas government.

Credits ‘Scope For Upswing

The introduction of CinemaScope in the past year was cited yesterday as a key to the current business upsweep in the film industry by Sol A. Schwartz, president of RKO Theatres.

Speaking at a special meeting of RKO theatre managers from the greater New York area, paid tribute to Spero P. Skouras, president of 20th Century-Fox, for his efforts in launching the new medium, singing the courage and foresight necessary for such a vital undertaking.

The meeting, held at the 20th Century-Fox home office, was called especially to discuss with theatre managers suggested ways of improving the presentation of CinemaScope pictures, and for a special showing of "The Egyptian."

Other Officials Heard

Careful attention to proper focusing and the handling of sound levels and the screen in his presentation today, he said. Goldberg also made marks, following which W. C. Michel, 20th Century-Fox vice-president, Earl J. Sponable, research director of the film company, Herbert Bragg, his as- sistant, and Charles Horsham, head of maintenance and installation for the circuit, also addressed the theatre heads.

At the conclusion of the talks, "The Egyptian" was screened.

Goldberg to Build

Theatre, Development

OMAHA, Aug. 26.—Ralph D. Goldberg announced the purchase of two lots for an indicated price of $70,000 in a residential area here to build a theatre-apartment-mercantile-garage project.

For 40 years I've dreamed of building the finest theatre in town," he said. "The purchase gives me room for parking, essential for any opera- tion today," he said. Goldberg also owns the Blackstone garage, stores and parking lot adjoining the property.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROCKFELLER CENTER

' SEVEN BRIDES FOR SEVEN BROTHERS' in CINEMASCOPE starring

JANE POWELL - HOWARD KEEL - MARGARET锁-WAIN - ANNE-MARIE HENDERSON - MARION ROSE - SHIRLEY MACLAINE

SUNDAY, 7:30 P.M. and SPECTACULAR STAGE PRESENTATION

KING AND THERICH SULLIVAN - THE HARRISON-MAYO-SANDERS GROUP - ROY BURBANK - STRING BAND

"PARAMOUNT"

MOTION PICTURE DAILY - August 27, 1954
Observers See Open Race For Head of TOA

By LESTER DINOFF

Speculation as to the successor to Walter Reade, Jr., as president of Theatre Owners of America, already has begun with the election at the 1954 TOA convention in Chicago, Oct. 31 to Nov. 4 at the Conrad Hilton Hotel, still two months away.

The names of a number of prominent exhibitors active in TOA affairs have been mentioned in connection with the presidential race—Pat McGee, Denver; George Keratos, Springfield, Ill.; Cooper, San Francisco; Albert M. Pickus, Stratford, Conn., and Reade, who may be drafted for a second term, it is said.

Look to Midwest


Some observers feel that a representative of the Midwest may be named by the TOA membership as president due to the many theatre organizations located in the area.

While Logical exhibitors for the position would be McGee, a vice-president of TOA, or Keratos, a member of the TOA executive committee, McGee, general manager of Cooper Theatres in Denver, has been very active in the lowering of the Federal excise tax from 20 per cent to 10 per cent, effective April 1, 1954, through the COMPO Tax Repeal Committee. This effort may attract the nomination to him.

Keratos Popular

Keratos, vice-president of United Theatres of Illinois, has been very active in exhibitor affairs in and around the midwest area. Reade has named him, along with John Hendrickson, Homie Deming of Dixie Drive-ins in Jacksonville, Fla., as co-chairman of the 1954 convention. Keratos recently attacked the distribution companies in a speech stating that “the sales policies of the major film companies have lowered the standards of business ethics and are destroying equitable business relations with exhibitors.”

In some quarters, the speech was regarded as a vehicle for bringing a “dark horse” to the front, a vice-president of TOA, and head of a West Coast theatre circuit bearing his name, was in attendance at the TOA executive board meeting in Los Angeles early this summer and sat in on conferences between TOA and Hollywood production heads, gaining some national prominence thereby.

Pickus also was in attendance at the recent TOA convention in New York, and was named by Reade a few months ago to represent the theatre organization here when independent producers were meeting in New York, Connecticut, New Jersey and Pennsylvania theatre owners gathered to hear about film release plans. Pickus is a vice-president of TOA and is owner of the Stratford Theatre, Stratford, Conn., where Reade’s feelings are concerning a second term, but in some quarters it is felt that he could be prevailed upon to step into his capacity as TOA head. However, the previous predecessor has been the TOA presidents for one term only.

Many Prospects

“White Christmas” (Continued from page 1)

that belong to five people talented beyond competitive challenge in their respective categories.

Crosby, looking half his years, sings as young as he looks, and down in pace with the years is the fastest all-events entertainer—who reciprocates by singing back at the master.

Miss Clooney handles the feminine singing opportunities potently, and Miss Ellen dances fascinatingly and often.

Just as the year is always comparable with show-stopping performances at unexpected points in Hollywood pictures, supplies here, unused, an honest pathos which made hardened press-previewers choke up and cry delightedly during the final portion of the song-laden story about war-time buddies in a post-war world.

T rich color by Technicolor, fortified by VistaVision, the picture opens on the home front. 31 soldiers have been discharged in the home front with soldiers staging their loyalty to Jagger, who is being relieved by another general. It jumps ahead then to peace time and follows Crosby and Kaye, as ex-soldiers, to stage and night-club fame, and through diverting personal adventures that land them, finally, at a Vermont resort now owned by Jagger, and going broke due to delay in the annual snowball and hence, in patronage. They figure out what to do about putting his business on a firm foundation, and do it, which is how the bidding got into what is otherwise a light and funny musical.

As written by Norman Krasna, Norman Panama and Melvin Frank, three top-talented writing men, the story plays far better than the synopsis suggests.

Production is by Robert Emmeet Dolan, his first producing assignment and mightily well discharged by a capable and dependable veteran, Michael Curtiz.

Robert Alton rates high praise for staging and musical numbers in an extraordinary and magnificently colorful fashion.

Musical direction and vocal arrangements are by Joseph J. Lilley, and orchestration by David Buttolph has sung them into the limelight.

Loyal Griggs, whose “Shane” won him last year’s Academy Award for cinematography, gave “White Christmas” the full benefit of his camera skill.


WILLIAM R. WEAVER

Five Hartford Houses Aid ‘Courteous Drive’

HARTFORD, Aug. 26.—As an aid to community service, five first-run Hartford houses gave 90 minutes of radio-station-sponsored “Courteous Drive” of the Road campaign. The participating theatres include Loew’s Poli, Pal, Bowes and E. M. Loew’s, with 18 courteous drivers of the week given telephone drives.

The radio station plugs traffic safety throughout the day, with station representatives selecting drivers and allowing drivers to select gifts from a program sponsor, a soft drink bottling concern.

John Kane has been appointed sales representative for “Martin Luther” in the St. Louis exchange territory, it is announced by Cresson E. Smith, general manager, RKO-Pathe Theatres, Missouri-Ke normont Associates. Physical distribution of the film continues through the National Screen Service branch exchanges.

Kane to Handle ‘Luther’

Robert C. Ruark’s “Africa Adventure,” has been booked into the North African territory, it is announced yesterday by RKO Radio, which is distributing the RKO-Pathe release. The opening date will be announced soon.

U. A. Heads to Fete Trade Press Sept. 8

A party to celebrate the continuing business progress of United Artists and to fete members of the trade press, who are credited with having contributed “in no small measure” to that progress, will be given by company executives on Sept. 8 at the New York home of Arthur Krim, president. Invitations promise that “there will be no speeches, no press releases, official statements, production data, annual growth charts or progress reports. We just want to get together with you for a good time.”

Krim and Arnold Picker, U. A. vice-president in charge of foreign distribution, will leave for a trip to the Far East Sept. 11.

Pre-planning

UA Establishes Close Liaison With Producer

A close liaison between United Artists and independent producers re-establishing this category has been established whereby an advertising and promotion campaign on a UA release is begun prior to a film’s completion. Roger Lewis, UA advertising manager, reported in a statement issued yesterday.

Recently returned from a two-week trip to Hollywood where he conferred with producers aligned with United Artists, Lewis said that “a number of film makers have no ideas as to the requirements for an advertising campaign.”

Views Exchanged

Some producers are unaware of the needs, requirements and anticipations of advertising in regard to setting up a campaign, he said. “During my trip, I discussed with producers the preparation of a campaign, told them what is needed in the way of promotion and in turn, producers expressed their ideas as to what they would like to see in ads and promotion,” Lewis said. “Both producers and myself had an opportunity, in a general way, to discuss the tentative advertising plans on product,” he said.

Among the film producers whom Lewis conferred with were Paul Gregory, who is producing “The Night of the Hunter” for UA release, Stanley Kramer, Ivan Tors, Jane Russell of Russell Productions, and representatives of Hecht-Lancaster Productions.

Projectionists Cracks Up

TORONTO, Aug. 26.—A 36-year-old projectionist of Tillsonburg, Ont., Herbert McLuhan, is recovering from injuries, including a fractured leg, which he sustained when his plane, in which he was flying solo, crashed in a fog.

Illinois Allied Signs Six More for Buying

CHICAGO, Aug. 26.—Jack Kirsch, president of Allied Theatres of Ill., Inc., today disclosed that Charles Lindau, a director of the organization, has enrolled his Kedzie and Louis theatres in the Allied buying and booking department.

Other recent additions to Allied membership and the buying and booking department include the Holiday Theatre, Park Forest; Lais Theatre, Lansing; Etna Theatre, Wauconda, and the Holly Theatre, Chicago.

Two ‘B’ and Two ‘A’ In Latest Legion List

Two films in Class B and two in Class A comprise the latest listing of the National Legion of Decency. “The Egyptian” and “Shield for Murder” are the two pictures rated as Class B, while in Class A, both in Section I, are “African Adventure” and “Bengal Brigade.”
And Now Warner Presents

Judy Garland

"A Star"

The Most Anticipated Event of the Year!

September

Pantages Theatre,

CINEMASCOPE

Technicolor
Stereophonic Sound

Also Starring

JACK CAR
Bros. Present

James Mason
Is Born

Ent in Show Business

October 29th

Los Angeles

Screen Play by Tom Noonan, Moss Hart, George Cukor
Directed by Harold Arlen and Ira Gershwin
Produced by Warner Bros.
Musical Direction by Max Steiner

Charles Bickford
National Pre-Selling

"Coronet's" editor, Fritz Bamberger, selected "Seven Brides for Seven Brothers" as the best picture of the month for August.

A full color picture of Clark Gable dominates the front cover of "Look's" current issue. In the same issue six pages are devoted to the story of Gable's career in the theatrical world dating from 1928 to the present time. His next picture will be "The Tall Man."

John Wayne star of RKO's "The Conqueror," and his two sons will be spotlighted on the front cover of the August 29 issue of "Parade." A very interesting and touching story of Wayne appears in the issue, accompanied by photos taken on the Arizona desert during the filming of "The Conqueror."

Three Releases Entered by UA In Two Festivals

United Artists has entered three releases in two film festivals, taking place in Europe this week. "Rebellion of the Hanged" and "Adventures of Robin Hood" have been entered in the Venice Film Festival, "Fugitive" was screened on Tuesday for official recognition at the Edinburgh Film Festival.

GUILD FILMS OPENS OFFICE IN DETROIT

GUILD FILMS has opened its seventh branch office, located in Detroit, Michigan, yesterday. The new office will be under the supervision of W. A. Pomeroy, Guild sales representative for the Midwest territory.

In addition to its main office in New York, Guild Films has offices in Hollywood, Portland, Kansas City, Chicago, Cleveland, and Toronto.

'Bull' Grosses $5,371 At Rapid City House

RAPID CITY, S. D., Aug. 25—W. R. Frank's Cinemascope production, "Sitting Bull," a United Artists release which had its world premiere at the Elks Theatre here on Aug. 19, grossed $5,371 during the first four days of its engagement and $575 during the first day of the film's run at the Bell Theatre in Bell Fourche, representatives of the distribution company said.

1,122-Car Drive-in Opening in Omaha

OMAHA, Aug. 26—The 1,122-car Sky View Drive-In Theatre will open tomorrow with "The Long Wait." Owners R. L. and W. M. Wills, who built the $225,000 outdoor house, claim the screen is "the largest all-steled curved screen in the world." They plan to install electric car heaters.

Wall Street Journal Finds Business Up

(Continued from page 1)

has been increasing in recent weeks as news of the nationwide improvement in theatre attendance circulates.

Following is the "Journals" report, published under the heading "Business Bulletin."

"Movie Palace crowds pick up, cheering theatre operators."

"Way above a year ago," is the way William Goldman, head of a 20-theatre chain in Eastern Pennsylvania, describes current business. Dallas exhibitors report "a hefty increase" in attendance this summer. National Theatre Inc. operates a 25-ring flicker house in the "West." Attendance started up in June and looks "good from now on." An official of Loew's Cleveland theatre says there's been a good pick-up since spring.

Behind the upturn: More attractive pictures. "Give the public top-flight movies and they'll turn out," says a Philadelphia operator. Adds the 13-theatre chain in the city: "We are staging an especially strong line for wide screen fare."

Bright note for moviegoers: The Cleveland Motion Picture Exhibitors Association finds that installation of wide screens is eliminating the double feature.

Balaban

(Continued from page 1)
as an outstanding figure for years in the motion picture world and a driving force in advancing democracy for the benefit of all mankind. Balaban has combined the traditions of American life and the loveliest humanitarian principles. In this and in his devoted efforts to build and strengthen the State of Israel, he has nobly and consistently put into practice the ideals and aims to which B'nai Brith is dedicated.

Paramount Drive

(Continued from page 1)

14 of its projected 30 short subjects set for the 1954-55 season.


Many Awards Lined Up

Monroe R. Goodman, assistant to Schwallberg and drive co-ordinator, has announced that many valuable prizes will be given to branch managers, salesmen, bookers and other drive winners.

TORONTO, Aug. 26—Appointed by general manager Gordon Lightstone to lead the Dominion-wide campaign is W. Barron, of the Canadian Paramount head office here, has laid the preparatory foundation for the company's drive for the 14 weeks of which opens Sunday with a special week dedicated to A. W. Schwallberg, president of Paramount Film Distributing Corp.

'Street's' Here Sept. 3

"Down Three Dark Streets," starring Broderick Crawford and Ruth Roman, will have its New York premiere at the Palace Theatre Sept. 3, it was announced by William J. Heineman, vice-president in charge of distribution for United Artists, which is releasing the Edward Dmytryk presentation.

20th Net

(Continued from page 1)

loss of $865,656 for the second quarter, of which the first quarter of 1954 were $2,048,030. Amortization of film costs has been taken in the same basis in previous years, the company stated.

A comparison of the 26 weeks of 1954 with the 26 weeks of 1953 shows the following results. For the 26-week period in 1954, $2,048,030 against $3,958,030, and for the 26-week period in 1953, $3,958,030 against $7,858,030. The 26-week period in 1954 was $3,958,030 against $7,858,030. The 26-week period in 1954 was $3,958,030 against $7,858,030.

Allied Artists

(Continued from page 1)
on the American Stock Exchange.

Broyde also said the present 10 members of the A. A. Board were designated as the management's representatives for the next fiscal year, subject to a vote of stockholders at the annual meeting Nov. 10.

Negotiations are being completed, Broyde said, for the purchase of Pittsburgh exchange, effective Sept. 30. Broyde will fly to New York Sunday enroute to Monte Carlo for the Associated British-Pathe sales convention opening Sept. 4.

Loew's Subsidiary

(Continued from page 1)
degree, three of the six directors must be cleared by the court. The Justice Department declined to name the other three, whom Loew's may select.

The three court-approved directors are Frank E. Frazier, secretary of the Army and now executive vice-president of General Dynamics; Thomas J. Conlan, retired vice-president of the National City Bank, and Thomas Lowell Norton, dean of the Barnard School of Business and Public Administration, College of the City of New York.

People

Herrick Herrick, composer and writer, has arrived in New York from Hollywood to spend three or four weeks with friends in Connecticut before leaving for India for production work. He reports that he has completely recovered from the recent accident in which he suffered the loss of one eye.

Bill Eder, manager of Loew's Penn Theatre, Pittsburgh for the past eight years, has been transferred to San Francisco as manager of the Warfield Theatre there, where he will be succeeded at the Penn by Frank Arena, who has been manager of the Granada Theatre, Pittsburgh.

Henry S. Hershman, formerly advertising manager for several Chicago mail order houses, has been named advertising head at Radiant Manufacturing, and makes the move to projection screens for homes, schools, industries and industry.

Jack Bunker, assistant to Gerald Lydick, president of the Paramount Theatre in Kansas City, a Tri-State house, has been named manager of the traditional drive-in theatre in Rock Island, Ill. He will be succeeded in the Kansas City post by William Rudolph.

WGA-West

(Continued from page 1)
member, when formal elections will be held. WGA-West will affiliate with WGA East, which also held a formulating meeting last night in New York.

The SWG meeting voted virtually unanimously that the constitutional amendment barring Communists from membership in the writers' trade association be submitted to the membership of the Writers Guild of America at its first official meeting. The resolution was offered by Doris Chase and seconded by Kay Lenard, president of the Motion Picture Industry Council, Valentine and many others, and is considered by the strictest anti-Communist stand presented to any similar organization's membership to date.

The resolution, which necessarily remains in recommendation status until the full membership, reads in part

"No person shall be a member of the Writers Guild of America West, Inc., or any successor body or any legislative or administrative agency of the United States Government to be maintained in membership in knowledge or in the special interest of, or rendering aid and assistance by lending his name or talent to the Communist party or any organization known to be, or the party or organization or any organization established by the Communist party, or any political, social or religious group or cause, legal or illegal, to be subversive."

"Furthermore, no person shall be a member of the Writers Guild of America West, Inc., or any successor body or any legislative or administrative agency of the United States Government whose function it is to investigate or regulate concerning subversive activities."

FRIDAY, AUGUST 27, 1954
St. James Theatre
Will Be the Closest
To N.Y. for Fight

Walter Reade's St. James Theatre in Ashbury Park, N. J., will be the nearest theatre to New York to present the premiere of "Captain Pinochio," a Marcareo-Charlotte title fight, which will be blacked out from all theatres within 30 miles of New York City. In addition to the St. James, Reade announced that his circuit's Lawrence Drive-In, Trenton, also will carry the bout.

The St. James, which can accommodate about 1,800 people, has been sold out every night at $3.30. Federal taxes, included with tickets placed on sale at all Walter Reade theatres in Monmouth and Middlesex counties. The Lawrence Drive-In, which has a 1,000-car capacity, will sell tickets at $3.30, tax included, but will place a minimum of four admissions per car. Blachers will again be erected in the front of the drive-in for possible admission.

Special Equipment Needed
In the case of the Lawrence Theatre, several thousand dollars worth of special equipment will again be involved. The 60-foot tower to be constructed near the theatre's 40-foot screen, Reade said, is a portable RCA projection unit will be utilized to project the television picture which will fill the screen. The St. James installation, which has in existence several thousand dollars of special equipment.

The St. James, which has presented every feature made available to large-screen theatre television, has virtually sold out for every event, Reade says. The Lawrence Drive-In, which brought theatre television to the Trenton area for the first time with the first Marcareo-Charlotte title, has visibility of nearly 4,000 for the July event, he said.

Meanwhile, Reade announced that contacts are being made to present the "Opening Night at Carnegie Hall" telecast from the Metropolitan Opera in New York City, with a special program arranged by Rudolph Bing, general manager of the Metropolitan.

Both presentations will be exclusive, according to Reade, with no other theatre in the New York area scheduled to participate. Neither event will be on home television.

The St. James' Trad projection unit will be utilized to bring the events to the theatre's large screen. This will mark the first time two such material events will be made available to New Jersey audiences via theatre television.

NOW completing the lead role (we predicted months ago in this pillar that he'd be named by Rodgers & Hammerstein 2nd) in the forthcoming Todd-A-O film production of "Oklahoma," Gordon MacRae will be seen as permanent host on the new "NBColgate Comedym Hour" the week following its Sunday opening, Sept. 19 (8:00 P.M. EST). Gordon, who started his fabulous career as an NBC page boy will sing-host 20 programs of the "C.C.H." schedule. . . . For a half hour of light, easy-to-listen-to-musical fare, tune in Thursdays 9:00-9:30 P.M. to the "Sunset Kaye Show," TV's ABC network to coast, sponsored by Brillo. . . . Inspired by an article in the 69th Winchester's column dealing with the courageous work of William and Clarita Haast of the Miami Serpentarium, for which several years they've flirted with death, Emerson Yoek's 15-minute "King Cobra" telefilm, distributed by Sterling TV, Inc., is easily one of the most exciting, entertaining and informative subjects in video.

After knocking around New York, singing and playing piano on radio local then appearing with Franck Line on an NBC-TV series, "Easy Does it," talented Johnny Andrews accepted an offer to shine his way to WTAM in Cleveland two years ago. Not only has Johnny become the "local color" entertainer on WTAM and WNBK (TV) but his contract has just been renewed.

With the aid of two stalwarts, Bud Ford, producer, and Mort Fleischmann, assistant, Andrews is heard on "Johnny Andrews," Monday-Friday, 8:00-9:00 A.M. .. . Charming Peggy Moran, switchboard operator at WTAM, local spritualist whose thrilling trilling has filled many a theatre in 'Cleve,' meat was to be behind the microphone not the telephone . . . A friend just back from Rome tells us the hilarious story that is taking place there. Bruce Cabot who was signed and brought to Rome by Errol Flynn got as the 'Larry' in the latter's production of "William Tell," hasn't been paid and has attached Errol's car and other belongings. Meanwhile E. F. has fled and is hiding 'somewhere in Europe.'

Vaughn Monroe launches another phase of his meteoric career Monday, Sept. 27th as he takes over as permanent commercial announcer for all RCA radio and TV programmes, after he quit off the "Sid Caesar Show" (8:00 P.M. EST). He'll also do the RCA "Spectacular" spot announcements and will often do a little vocalizing. . . Leonard Goldenson, president of ABC-Paramount, John H. O'Brien, etc., ABC, and Edward Petric were among the big-wigs who attended the three-day shindy tossed by WEST COAST ABCstations to introduce the net's greatly expanded fall operating schedule. A special 30-minute film, crued by Art Baker and highlighting KABC-TV's key personalities and top programs, was enthusiastically received and shows great promise of elevating ABC to impressive heights in the television national picture.

Jim Mills, who looks like Budy Rogers used to look in the early thirties, and one of Chicago's most successful disk-sellers (he's heard daily via WGN and WIND), has just returned from a month's tour of Europe where he became the first American deejay to tape interviews with Europe's top-flight personalities, which were flown back to the U.S. and beamed daily. . . . Archie Bleyer has a hit combo in the clever Topplathers, whose vocal-instrumental pairing of "Dim, Dim, Dim the Lights" with "It Should Have Been Me," on the Cadence label, is winning the attention of platter spinners all over the country. . . . And while on the subject of disk jockeys, we had been missing Norman Wain's WNYClever platter chatter past few months and have just heard he's "Big Chief" and doing a fine job on station WDKO Cleveland.

Appeals Court Rules Against Code System
Of Theatre Tickets

LOUISVILLE, Aug. 26. -- The United States Court of Appeals for the Sixth Circuit has unanimously affirmed a lower court holding that the code system of admittance tickets known as the "Standard Code" constitutes a violation of Treasury Regulations, according to the Monthly Law Report.

Injunction Denied
Federal Judge Swinford of the Kentucky District Court had held in June 1953, that the Hi-Amusement Co., operating the Hilltop Theatre in Fort Thomas, Ky., was not entitled to an injunction to restrain orders by the Director of Internal Revenue to destroy the "Cryptix" tickets, and requiring the exhibitor to end his use of such tickets.

Judge Swinford's decision also upheld the Treasury Regulation requiring the use of serially numbered tickets with Arabic numerals as provided in the Treasury Regulations, according to the Law Report.

Six Films Finished:
10 Are Started

HOLLYWOOD, Aug. 26. -- While six pictures finished this week, 10 new pictures went into production, raising the total number of pictures in work to 34.

Those started: "Shotgun," John Champion, Technicolor (Allied Artists, New York City); "Moonlight," color, Cinemascope (M-G-M); "Lucy Gallant," Technicolor, VistaVision (J. A. Baum); "The Great Escape," Technicolor, Universal (United Artists); "The Lovers," (Universal-International); "Women's Prison," color, Columbia (Columbia); "Bad Day at Black Rock," Technicolor (M-G-M); "De-Sire," CinemaScope, Technicolor (20th Century-Fox); "In the Heat of the Night," CinemaScope, Technicolor (Universal-International); East of Eden," CinemaScope, WarnerColor (Warner Bros.).

'Dragnet' Held Here, Chi., Atlantic City

Warner Brothers' "Dragnet," with Jack Webb as its producer-director, has drawn new all-time high daily evening day-grosses in Milwaukee and Albany, according to reports received by the distributor. At the Warner Theatre, the picture "took" a record $4,605 for first day and racked up a total for a week of $3,340 at the Strand Theatre, Albany.

Following exceptional first-week business, the picture enters its second week on Broadway at the Chicago Theatre in Chicago and in Atlantic City it moves from the Strand Theatre into the Stanley Theatre.

The full-length film, based on the award-winning TV and radio show, was produced by Stanley Meyer as a Mark VII production for Warner Bros. It goes into national distribution over Labor Day.

Howard E. Stark

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Edited by
Charles S. Aaronson

Thumb-indexed in 15 organized sections

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CLEVELAND: M. A. Mooney, Academy Films, 2142 Bayard Ave., Cleveland, Ohio
DENVER: Tom Bailey, Bailey Dist., Co., 2320 Broadway, Denver 10, Colorado
DES MOINES: William Field, Releas, Des Moines, Iowa
DALLAS: Harald Schwartz, Tower Pictures, 310 S. Harwood, Dallas 1, Texas
DETROIT: Albert Davis, 323 Cass Ave., Detroit, Michigan
INDIANAPOLIS: Charles Cooper, Cooper Enterprises, 411 Illinois St., Indianapolis, Indiana
KANSAS CITY: W. H. Cope, Disc Enterprises, 118 W. 18th St., Kansas City 8, Mo.
LOS ANGELES: Contact New York Home Office
MEMPHIS: Clifford E. Wallace, Colonial Pictures of Tenn., 361 S. Second St., Memphis, Tenn.
MIAMI: Thomas Benjamin, Capitol Pictures, 705 W. Sycamore, Miami, Florida
MINNEAPOLIS: Frank Manka, Bill Soper, Northland Theatre Service, 411 Plymouth Bldg., Minneapolis 3, Minnesota
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OMAHA: William Field, Releas, 1120 High St., Des Moines, Iowa
PORTLAND: John E. Eremom, Stella Velich, Northwest Releasing Corp., 1804 N.W. Kearney St., Portland 2, Oregon
SALT LAKE CITY: Tom Bailey, Bailey Distributing Co., 760 E. 1st St., Salt Lake City, Utah
SAN FRANCISCO: Frank L. "Pat" Patterson, 250 Golden Gate Ave., San Francisco, Calif.
Tradewise... By SHERWIN KANE

In the latter 1930s exhibitors were finding things somewhat difficult and a segment represented by Allied States complained long and bitterly about trade practices of the day and rental terms then being asked by distributors for their better films.

The vocal exercises changed nothing. Allied's leaders threatened to and ultimately did go to Federal agencies urging action be taken to obtain "relief" for the independent exhibitor.

The result was the filing of the government anti-trust suit which, of course, ended in consent decrees effecting affiliated theatre divorce and other restrictions upon distribution and exhibition.

To all intents and purposes, that should have constituted an Allied "victory."

Today, more than 15 years after the filing of the government's anti-trust suit, and with the Loew's theatre divorce about to conclude that phase of its, the independent exhibitors, particularly that segment of their ranks represented by Allied States, are once again complaining of difficult times and onerous practices and terms, albeit most distribution companies are reporting record profits on their fewer but costlier and better productions.

And with them, also, is a large and very important section of exhibition, freely conceding that a most significant upturn in theatre attendance has occurred and is continuing, and with credit given to the new product and new screen techniques—all the result of producer resources and resourcefulness.

Yet Allied's board met last week and, with 15 years of intimate experience with government inter-

Hearing Thurs. Buchsbaum Sees N.Y. Tax Suit Settlement

Release Board's Report Allied Sees Hope in MGM, 20th, RKO; Hits WB, Col.

By LESTER DINOFF

New York City exhibitor attorneys were notified at the weekend by Assistant Corporation Counsel Stanley Buchanan that the pending five per cent admission tax suit against the city can be disposed of without a court trial.

Buchanan, in serving the exhibitor lawyers with motion papers for a summary judgmentreturnable on Thursday in Queens County Court, claimed that there are "only questions (Continued on page 4)

O'Brien, Walsh Meet Tuesday on TV Films

Tom O'Brien, M.P. and general secretary of the National Association of Kin Employees, will meet here tomorrow with Richard Walsh, president of the IATSE, to discuss the matter of production of films in England for television use in the United States. O'Brien, during his present visit to this country has frequently stated that his purpose has been to clear the way for such production.

Extended UK Pact Sought

A one-year extension of the present Anglo-American film pact, with some modifications, reportedly will be satisfactory to American film circles.

Negotiations, which go underway in Washington, D. C., on Sept. 27, may include an American bid for free convertibility of sterling balances but (Continued on page 4)

S-W Will Dispose of 3 Houses by Aug. 31

By Staff Correspondent

WASHINGTON, Aug. 29.—Stanley Warner will meet its Aug. 31 deadline for the divestiture of three theatres in a special category, Justice Department officials announced at the weekend.

When Fabian Theatres took control (Continued on page 3)

M-G-M CALLS PRODUCTION MEET

A three-day conference of M-G-M sales and promotion executives will open at the Culver City studios on Sept. 7 with Dore Schary, vice-president in charge of production, heading a group of studio officials who will discuss the recently announced plans for increased production.

The home office group will be headed by Charles M. Reagan, vice-president and distribution head, who left New York for the Coast over the weekend in order to make a stopover in San Francisco. He will be joined by E. M. Saunders, assistant sales manager, later.

Other M-G-M sales executives who will attend the meeting are: John P. Byrne, Eastern sales manager; Rudolph Berger, Southern sales manager; John J. Maloney, Central sales manager; Burris Bishop, Jr., Midwest sales manager; John S. Allen, Southwest sales manager (Continued on page 4)

Admission Taxes for Year at $11,338,000

By Staff Correspondent

WASHINGTON, Aug. 29.—Admission taxes levied on various types of amusement places, including theatres, by 31 states netted $11,338,000 in revenue during the fiscal year ended June 30, 1954, according to the annual report. (Continued on page 4)

Luncheon to Honor Savini Tomorrow

A testimonial luncheon will be given in honor of Bob Savini's 50th anniversary in the industry by Harry Schroeder of Schroeder Associates at the Vesuvio Restaurant here tomorrow.

Among those invited to attend are: Neil Dagnino, James Mulvey, Sam Dembow, Harold Wondels, Jack Berkson, Jack Cohn, Monty Salomon, Russell Downey, Al Young and Martin Quigley, Jr.

Schroeder handles the distribution in all foreign countries for Savini's Astor Pictures.
Kodak Develops Two High-Speed Films

ROCHESTER, Aug. 29.—Two new high-speed motion pictures, designed for use under extremely poor lighting conditions, such as are frequently encountered by newscaster, sports, educational, and industrial photographers, have been developed by the Eastman Kodak Company.

One of the new films equals the quality and freedom of direct film. Both films must be processed by the user or a commercial laboratory.

The other development represents a film manufacturing triumph over the problem of increasing graininess in high-speed film. Special filters have been made to have wide applications in filming newsreels, in photographs on dark days and exterior shots at night, and in stereographs. The American existing light conditions when it might be impossible to set up auxiliary lighting units.

'Egyptian' Grosses Topping 'The Rohe'

Darryl F. Zanuck's "The Egyptian" in CinemaScope is off to one of the strongest starts in the history of 20th Century-Fox, with first situations recording grosses topping "The Robe," as the company announced at a press conference.

Openings on Thursday in three key cities yielded it as grossing the first CinemaScope production by substantial margins to set new house records. Reports from the New York's Loew's Astor, Atlantic City, N. J., gave it a $4,000 gross compared to less than $2,400 for "The Robe," which opened there on Christmas Day.

The Shor Theatre, Wildwood, N. J., opened an opening day gross of $2,445, for "The Egyptian," as compared to $408 for "The Robe." While at the Village Theatre, Ocean City, N. J., "The Egyptian" grossed $1,670 to $479 for "The Robe."

Filmmakers' Heads to Be Hosts at Party

Collier Young, president of Filmmakers Prods., and Irving H. Levin, president of Filmmakers Releasing Organization, will be host at the kick-off party to the press and other invited guests at the St. Regis here tomorrow. They will also host the conference of the Broadcasters-Paramount Theatres home offices tomorrow morning.

Filmmakers' new release, "Private Hell" (E), is to open at the Paramount Theatre here.

Title Fight Radio Rights to CBS

The radio rights to the Marciano-Charles heavyweight title bout on Sept. 1 at the Garden have been acquired by Columbia Broadcasting Co., it was announced at the weekend.

A blackout on home television, which will be telecast to theatres throughout the country, will be the sixth of six two-week radio programs for CBS.

Five Reade Managers Win Drive Awards

OAKHURST, N. J., Aug. 29.—Managers of five Walter Reade Theatres, in New Jersey and New York, were among the first wave of the circuit's five-week "President's Drive" honoring Walter Reade, Jr., it was announced at the weekend by Edwin Gage, circuit vice-president.


Academy Names Two New Committees

HOLLYWOOD, Aug. 29.—Two committees for the forthcoming year were appointed by the Academy of Motion Picture Arts and Sciences, and it has been announced by president Charles Brackett.

The Awards Planning committee, under the chairmanship of Johnny Green, will include John Aal, John Boyle, Daniel Cathcart, Terri Carle, Hal Elias, Samuel Engel, William Holden, Y. Frank Freeman, Francis D. Lyon, George Seaton, Sol C. Siegel, and Charles Brackett, ex-officio.

Serving on the forum and screening committee, under the chairmanship of Charles Brackett, will be Buddy Adler, Maxwell Arnow, Arthur Freed, Field Gray, William Lyon, Sol C. Siegel, Harry Tully, and Charles Brackett, ex-officio.

Jack Bernstein to AA

In Canada, Sales Post

Jack Bernstein, formerly Cleveland branch manager for RKO Radio, has been named sales manager of Allied Artists Productions, Ltd., Canada.

The appointment was made by Nat Taylor, president of International Distributors, Ltd., Canada, who recently acquired the Allied Artists Canadian franchise. The association of Bernstein with AA was announced Friday by Edward Morey, vice-president.

Bernstein will take over his new duties on Sept. 6.

Scotch Unit Sponsor of 'High' Premiere

Thistle Gldyr, Inc., an organization comprising Americans of Scottish descent, will sponsor the New York premiere of "High and Dry," the new J. Arthur Rank comedy, which will be held tonight at the Sutton Theatre here for the benefit of the Caledonian Hospital of Brooklyn. The film stars Brian Donlevy, aided by an otherwise all-English cast.

Tradewise...

(Continued from page 1)

vitation in the industry part of the directors' own business life, asked for what as a solution of their problems?

More government intervention in the industry?

Wasn't there an old saying that wise men learn from experience?

Also strange to some observers, this department among them, is the Allied board's stand last week in opposition to further effort at repeal of the remaining 10 per cent federal admission tax.

It is probably a good guess that more exhibitors across the land if invited to say on which mission they would prefer to approach Federal authorities would choose admission tax repeal to sales practice regulation.

Experience has shown that the chances of accomplishing something of tangible benefit are greater with the former than with the latter.

Only 15 Booths Left For TESMA Show

HOLLYWOOD, Aug. 29.—Only 15 exhibition booths are still available for the TESMA-TEMA-IPA trade show to be held at the Conrad Hilton Hotel, Chicago, from Oct. 31 to Nov. 4. It is reported by Roy Boomer, secretary of TESMA here.

Boomer on Friday released the names of seven additional companies which have contracted for booth space. They are: R. Comte Co., Chetek, Wis.; Capitol Stage Lighting Co., New York; E. Electric Co., Toledo, Ohio; Fairchild Recording Co.; Swee Co., Hoboken, N. J.; Switzer's Licorice Co., St. Louis; Reese's Peanut Butter, Hershey, Pa.
Boston’s Film Row Hit by $100,000 Fire; Print Loss Is Heavy

BOSTON, Aug. 29.—A spectacular three-alarm fire in the heart of the film district last Thursday evening caused damage estimated at $100,000.

The fire, of undetermined origin, is believed to have started in the shipping room of Embassy Pictures Corp. It was not until later that a bomb explosion, which caused the conflagration, was under control.

Shortly after the start, an explosion shot flames high into the air. It is believed that there were some nitrate prints stored in the Embassy vaults which could have caused the explosion. In the shell of the 10-story building was seven boxes of film destroyed, including many prints of "Duel in the Sun," which were ready for shipment to theatres in New England.

Service Uninterrupted

Joseph E. Levine, president, announced Friday that every theatre booking the film would be properly seated and that no loss would be caused because of the fire. Extra prints were rushed to the city by plane, motorcycle.

The buildings near Embassy were severely damaged by water and smoke or by the flames. The Massachusetts Theatre Exchange and the Federal floor shop was ruined. The windows of the Film Exchange Trans-Port Co. were cracked and broken. A truck entered into the office but the flames did not reach the storage of film there.

Plan Dedication of Edison’s Film Studio

WEST ORANGE, N. J., Aug. 29.—A full-scale replica of Thomas Alva Edison’s “Black Maria,” the world’s first motion picture studio, will be dedicated on Sept. 22 at the Edison Museum here. As part of the ceremonies, the premiere of Jules Levy’s “The Story of Thomas Alva Edison” will be held in the “Black Maria” for invited guests.

Edison’s 1889 strip-kinetograph, the first motion picture camera, will also be on display in the museum of the Thomas Alva Edison Foundation.

Israeli Film Censors Approve ‘Salome’ Cut

JERUSALEM, Aug. 26—(By Air Mail).—Previously banned on the grounds that it might hurt religious feelings here, “Salome’s,” a foreign film which had been re-edited and has received the censors’ authorization for exhibition.

The re-editing of "Salome" by the censors, caused Columbia to discontinue arrangements for the shooting of two other pictures here. The film producers have announced that they will look into the banning of the film.

‘Susan’ in 10 Circuits Of N.Y.C. Tomorrow

“Susan Slept Here” will open tomorrow in 73 houses of Metropolitan New York theatre circuits, it was announced yesterday night.

The circuits are RKO, Loew’s, Skouras, Fabian, Randorf, Century, J. J., Cinema, Island and Brandt.

Anti-Red Theme Stressed By USIA Films: Streibert

SPECIAL TO THE DAILY

WASHINGTON, Aug. 29.—The U.S. Information Agency’s film program in the first six months of this year concentrated on production of anti-Communist motion pictures, particularly for the Far East and South America, director Theodore C. Streibert said. The USIA has obtained the services of the industry’s top-level professional and technical staffs to assist in the production of 24 stations in 19 countries of Europe, Latin America, the Far East and Africa.

Streibert also noted the increased volume of theatrical distribution abroad through commercial distribution outlets with film pointing to the USIA’s film on Vice-President Nixon’s tour of the Far East and Near East was placed with Paramount for overseas distribution through regular theatrical channels.

Streibert also cited the screening-up of distribution of television films to 24 stations in 19 countries of Europe, Latin America, the Far East and Africa.

S-W

Hit $4,000,000

Gershers’s third birthday in New York City’s Cinerama has been estimated gross of nearly $4,000,000 here, covering the two-year take of “This Is Cinerama,” it was disclosed at the weekend by Stanley Warner Theatres.

The attraction’s holding power has pulled back the opening date of the second Cinerama feature, “Cinema Holiday,” already completed, it was pointed out.

According to S-W’s, “This Is Cinerama,” since its opening at the Broadway last Sunday, has grossed here and to the Warner Theatre had grossed an estimated $3,857,211 as of Aug. 20 in New York. For the same period, it was estimated that 1,938,000 persons had viewed the picture which led to the widespread application of new techniques in the industry.

The staying power of “This Is Cinerama” in New York is indicated by comparing the first and second year gross of $2,097,378 for the first year and an estimated $1,902,622 for the second. Initially it was planned to open “Cinema Holiday” in New York in early fall, but the plan now is in abeyance.

Allied Sees

(Continued from page 1)

of the theatre company formed under the Warner Brothers consent decree, Government directed the new Stanley Warner circuit to dispose of one theatre in each of three cities where, because of the merger, Stanley Warner was already in competitive relations. This meant the production at Paramount of Poles Are a Stubborn People,” a documentary of life in that country under the Communist regime, and the Warner-Pathe production of “Rape of the Baltic,” the record of the Soviet seizure of independent Latvia, however.”

Streibert also noted the increased volume of theatrical distribution abroad through commercial distribution outlets with film pointing to the USIA’s film on Vice-President Nixon’s tour of the Far East and Near East was placed with Paramount for overseas distribution through regular theatrical channels.

Streibert also cited the screening-up of distribution of television films to 24 stations in 19 countries of Europe, Latin America, the Far East and Africa.

Scope Reel Pleases Singapore Industry

SINGAPORE, Aug. 24.—(By Air Mail).—An audience of 1,200 exhibitors and government representatives expressed marked enthusiasm for the “The Advancing Techniques of Cinema Scope,” which was shown here at a special demonstration at the Odeon Theatre.

The hour-long 20th Century Fox film subject in color presenting latest technical and production advances in CinemaScope was viewed by newspaper publishers, editors and radio and television and leading circuit and Independent theatre owners, many of whom attended with their complete staffs. The demonstration here was one of a series being held currently throughout the Far East.

Levy, TOA Counsel, Finishes First Draft On New Arbitration

A preliminary draft for a proposed industry arbitration system has been completed under the aegis of Herman Levy, general counsel of Theatre Owners of America, according to a leaked here at the weekend.

The draft will form the basis of discussion if it is understood, when the arbitration committee convenes sometime after Labor Day. The meeting has been delayed due to summer vacations of various distribution executives.

ABC Ends Three-Day Film Sales Meeting

The three-day ABC Film Syndicata national sales conference, which was held here at the weekend, was attended by George E. Stoupert, president of ABC Films, following the week-long national sales conference here.

Howard Anderson, former Southern Pictures, will be in charge of ABC Pictures, who will have charge of the World Broadcasting Corp., has been appointed manager of the Atlantic office.

‘Leslie’ Doubles L.A. ‘Sheba’ Multiple Run

LOS ANGELES, Aug. 29.—A fine $10,000 has been registered by “About Mrs. Leslie” in its seven-theatre first-run opening here.

The second Hal Wallis production doubled the take of its first-run opening here, for a fine $5,000 at the same theatres “Come Back, Little Sheba,” also a Hal Wallis production, is scheduled to open.

Japanese Society to Sponsor ‘Ugetsu’ Bow

The American premiere of the Japanese film “Ugetsu” will be held Sept. 7 at the Plaza Theatre here under the sponsorship of the Japan Society. The Honorable Jun Tsuchiya, consul-general of Japan in New York, will participate in the premiere ceremonies.

Ends Three-Day Film Sales Meeting

Due to increased business, the American Broadcasting Co. Film Syndication division is opening two new sales offices in Dallas and Atlanta this week, it was announced at the weekend by George E. Stoupert, president of ABC Films, following the week-long national sales conference here.

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M-G-M Calls 3-Day Production Meeting
(Continued from page 1)

manager, and George A. Hickey, West Coast sales manager. Also: St. F. Seadler, advertising manager; Dan Terrell, public

manager, and Mike Simon, in charge of customer re-

lations.

Ten pictures will be screened during the discussions. Dis-
sessions will cover business affairs, merchandising and marketing of the new product.

Sees Agreement on Tax
(Continued from page 1)

of law and no question of fact involved in the suit.”

Attorneys for the theatremen, ac-

cording to Thomas Bress of Loew's, are

inclined to agree with Buchsbaum and

propose to make a cross-motion for

summary judgment so that the suit

can be disposed of without trial.

Will Cancel Hearing

The motion which is returnable be-

fore Justice Percy D. Stoddard in

Queens County Supreme Court is ex-

pected to cancel. The court heard a

breviary Judge Nicholas M. Pette's tem-

porary injunction against the admis-

tions tax's “major fraction” feature. If

Judge Stoddard rules in favor of the

New York City exhibitors, Buchs-

baum is expected to seek a determina-

tion from the higher Court of Appeals, A-

ppellate Division.

Among the affidavits supporting the

New York City motion for summary

judgment is one by Clarence L. Arch, a

“city city chamberlain of the City of

Binghamton, he said, “If the tax in New

York City is held to be illegal, it

would likewise apply to those cities

from this revenue source during the 1954

fiscal year, the Census Bureau reported.

Admission Taxes
(Continued from page 1)

annual Census Bureau survey of state

tax collections.

The 36 states which impose license

taxes on theatres and other entertain-

ment operations garnered $4,845,-

000 from this revenue source during the

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People

Beatrice Ross, Republic Pictures

exploitation manager, was reported at

the Los Angeles residence comfortably at her home in Woodhaven, L. I., following an automobile ac-

cident near Sanford, Fla., while on vacation. Miss Ross suffered a fractured jaw in the accident, while her husband, attorney Walter Klein, suffered a broken pelvis.

Dr. Giulio Andreotti, former Italian

underline; Secretary of State; Comm.

Italo Gemini, honorary president of

the Italian General Association of

Show Business, and Dr. Vinicio De-

leau, general manager of Rome's Circecitta Film Studios, will arrive here tomorrow aboard the "Cristo-

foro Colombo."

David L. Quaid, color photographer,

has joined Transfilm, Inc., as chief cameraman. At the same time, Harry Yingling, who has been asso-
ciated with the firm for three years, also joined transfilm as assistant cameraman.

Joseph H. Moskowitz, 20th Cen-

tury-Fox vice-president and Eastern

studio representative, will return to
day to New York on the "Ile de France" after a business trip to London, Paris and Munich in con-

nection with the production of for-

eign films.

John H. Rugge, who was asso-
ciated with Warner Bros. and its

subsidiary, Ace Film Laboratories, for

more than 20 years, has been appointed studio production manager of Filmlincs, Inc. The latter is a producer of TV spots, industrials and other films. Rugge also will head Cinema Sound Stage Corp., new studios on East 92nd Street here. The facilities and equipment in the new studios are said to be the largest independent facilities in the East and also scheduled to be ready for production in October, ac-

cording to Edwin T. Kasper and

Martin Ransohoff of Filmlincs.

Olis Evans is the new owner of the

Moonlight Drive-in Theatre, Evergreen, Ala., formerly the proper-

ty of Bert Goram. Jack Rudd will

be manager.

E. A. Goller, whose Star Theatre,

Deshler, O., has been closed for the

summer, is preparing the house for a Labor Day reopening.

Sanford Leavitt, of the Washing-

ton Circuit, Cleveland, and Mrs.

Leavitt recently celebrated their 15th wedding anniversary.

Kenny Sears has been appointed

manager of the Movie Garden Drive-

in at Eustis, Fla.
Half-a-Century in the World of the Screen

Marking Robert Savini's Fiftieth Year in the Motion Picture Industry

By SHERWIN KANE

JUST turned 68, Robert M. Savini, genial head of Astor Pictures Corp., is not the only 50-year veteran in the industry who is still at work, but he has an excellent claim to being the youngest such veteran. Savini is observing his golden jubilee in motion pictures this month.

A native of New Orleans, it was in August, 1904, that the then 17-year-old Bob Savini went to work for Herman Fitchenberg with instructions to make himself generally useful. Interpreting that literally, Savini soon devised an ingenious method of bringing new business to Fitchenberg’s Dixie Films Co.

Despite his tender age, it seems Savini also had a finger in city politics in New Orleans. When a local exhibitor would receive a summons for violation of municipal safety, sanitary or other ordinances, word somehow would reach the culprit, who probably had far more serious offenses at the time than license infractions to worry about, that the only way of getting the summons “taken care of,” as the quaint expression of the day had it, was to “see that new young man at Dixie Films.”

When they followed this advice, they found themselves confronted by an unsympathetic if not resentful young man behind a desk too small for him at the film exchange.

“Why,” he was in the habit of replying to their approaches, “should I do anything for you? What have you ever done for us? I can’t find your name on any of our books. You’ve never done business with Dixie.”

(Though it was peculiar, too, that the summons for license infractions seldom, if ever, were issued against regular customers of Fitchenberg’s exchange.)

The upshot of such interviews inevitably was that Dixie Films had itself a new customer. This occurred often enough to convince Fitchenberg that he had a useful hunk of manpower on the premises and he set about to teach him the business in earnest.

How Savini happened to go to work for Fitchenberg in the first place is a bit of a story, too. Among the elder showman’s New Orleans operations was a Canal Street bright spot called Wonderland. The owner’s wife was counting and stacking pennies with which to make change for the arcade’s patrons one day when a flirtatious young buck chucked her under the chin and.

(Continued on page 6)
Robert M. Savini

These pages are published in commemoration of and in tribute to the fiftieth anniversary as a showman of a colorful veteran of the industry—Robert M. Savini.

As these pages attest, the fifty years that Bob Savini has played as a showman of many parts in this business have been adventurous and fruitful. They have been particularly fruitful in that requisite of a happy career—the building along the way of time-tested friendships.

Bob Savini, always in the midst of varied and purposeful activities, has been a very real friend to many, and many there are who have cherished that friendship and in the natural order have returned it many-fold.

At his significant anniversary occasion a legion of friends and associates in the industry whose pathways through the years have brought them in contact with Bob Savini now join in chorus in an expression of hearty congratulations and good wishes to a forceful and colorful personality of this colorful industry—Bob Savini.

—MARTIN QUIGLEY

Debut at two

Robert M. Savini on the spot.

On the second floor above the Wonderland arcade was the inevitable vacant space of the period and, just as inevitably, it became an emporium for the exhibition of the one-reel films of the day. The general idea was to avoid having the space stand idle, to lower the nut for the arcade and, maybe, to make a few bucks from the passing fan—movies—before the public tired of them.

To the amazement of the showmen of the day, films not only increased in popularity but soon were grossing enough for the arcade operator to eye the income with respect even after the early ticket sellers had palmed their cut.

This development had led Fitchenberg into distribution and the founding of Dixie Films, to which he sent our young hero, Savini. They took to each other and grew side by side.

Came the time when Fitchenberg was ready to sell. He made a deal with William Oldknow of Consolidated Film, which operated an exchange in Atlanta. Oldknow then bought out E. T. Peters of Dallas and San Antonio and all became Consolidated Films Corp. Later he opened a Memphis office. In the Dallas office there was discovered an aggressive young film manager out of Erie, Pa., name of Ned E. Depinet. He was brought into Atlanta where Consolidated set up its headquarters.

Later, Oldknow sold to Carl Laemmle. Depinet was moved to New York as salesman for Universal. Savini left Dixie and joined Warner Brothers. It was then about 1909. The industry was advancing from one and two-reelers to three-reelers. Change was the order of the day. Pat Powers was acquiring control of Warner Brothers. He sold Savini the franchises for New Orleans, Atlanta and Memphis, guaranteeing to deliver to him 21 reels of film a week.

Powers was feuding with Laemmle at the time but, unfortunately for Savini's plans, theatres and stores. Things were going well until in 1926 a hurricane struck the Miami area and wiped out the Savini tent shows and improved properties.

He woke up broke the next day.

It was the era when motion pictures, already a great industry, were bent upon expansion in both production and exhibition, but especially in the latter. Over the years Savini had befriended many, helped them personally on the way up. Some of them were in important positions with the big expanding companies with home offices in New York. Confident that those he had helped would, in turn, help him, Savini decided to go to New York and make a new start.

To his surprise, but not to his chagrin, no help was forthcoming from the old acquaintances in high places. No one had a job for Savini. The experience apparently did not embitter him. He speaks of it now without emotion, always with a smile and with understanding.

He was living at the Hotel Astor the day he rented an office on 9th Avenue for his return to distribution, so it was natural that he named his new company Astor Pictures. He specialized in three-reel West erns, produced in Hollywood by William Berke. They were tailored to simulate feature length films and were sold as support for the main feature and a substitute for a second feature.

The new company prospered for a time but eventually the three-reelers lost out to im-

(Continued from page 27)
BOB SAVINI'S 50th ANNIVERSARY

Robert M. Savini visiting with Loretta Young on set at Hollywood studio.

Highlights from 'Way Back When

Robert M. Savini with his mother, Mrs. C. W. Savini, to whom he was especially devoted throughout her lifetime. She entertained many of his business friends at her home in New Orleans and was widely known to many in the industry.

Above, Savini with Ollie and Jimmy Hodges, musical comedy performers and friends of long standing. The two worked with Savini in road shows in the 1920s.

Active throughout his business career in many private and industry causes, Savini's friends of the Dallas Variety Tent (above), entertain at a dinner in his honor in recognition of his help in making a success of the annual Turtle Derby staged by the Tent to raise funds for its principal charity endeavor, the Boys' Ranch. Among those at table (Savini at head) are Louis Charninsky, O. K. Bourgeois and the late John Jenkins.

Members of the Motion Picture Club of Atlanta as they entertained for the "Little Colonel," Henry B. Walthall, prior to the Atlanta opening of "Birth of a Nation." Walthall is at center of head table, Savini at extreme left, far side of table, next to Wallace Walthall, brother of Henry.

One of the high points of Savini's business career was his work in re-selling "Hell's Angels" and other Howard Hughes' productions earned him the title "Father of the Reissue." He is shown above with campaign material for several of the films he reintroduced to the market.
Congratulations to . . . . .

BOB SAVINI

. . . from your friends at . . . .

HUGHES PRODUCTIONS
RKO RADIO PICTURES INC.

on your 50th Anniversary in the
Motion Picture Industry and may we
Extend to you our Best Wishes for a
Most Happy Future. . . . .

HOWARD R. HUGHES
NOAH DIETRICH
JAMES R. GRAINGER
J. MILLER WALKER
A. DEE SIMPSON
C. J. TEVLIN
CHARLES BOASBERG
WALTER BRANSON
HEN Bob Savini wants to reminisce about his long and colorful career in the industry, he can draw on his memory with amazing accuracy as to dates and places. But just in case he wants to back up his facts and figures, he keeps manila folders, each bulging with clippings, old contracts, product announcements and miscellaneous documents that go back to those frenzied days when the industry was in its toddling clothes. There also are trade paper stories of his various activities and newspaper features relating to his fabulous success in the field of reissues, a field which he is credited with having originated.

Savini still gets a kick out of a herald he put out in July, 1922, under the banner of Savini Films of Atlanta. To the first 50 small town exhibitors who responded to the ad, Bob offered a contract for 52 five-reel programs, consisting of two-reel Westerns, two-reel comedies, one-reel Westerns and one-reel comedies. The service cost $7 a program with the privilege of cancelling two pictures. In addition, each subscriber received "free and without charge" each week a "Pictorial Life" reel.

Even back in the 1920's, Bob realized there was a market for reissues. He managed to acquire 12 of Charles Chaplin's most successful two-reelers and did a landoffice business. Among his souvenirs is a letter from E. J. Sparks, dated April 30, 1923, who had contracted to play the Chaplin classics for $50 each, stating that he did such good business with "Easy Street" that he thought he should pay $60 instead of the contracted rental.

About the same time, Savini acquired the reissue rights to "The Heart of Texas Texas," a five-reeler starring Tom Mix. Bob splashed the entire SouthEast with broadsides, heralds and let- ters, claiming that the picture was far superior to the "best Western production featuring Tom Mix during the season of 1920."

And when it came to advertising and sales, Bob could put some of our present-day press agents to shame. As the saying goes, he knew how to sell his masterpiece paragraph from "Booking Tips," which apparently was a combination trade paper and house organ for Savini product back in the 1920's:

"Nerves tingled in quivering harmony with the emotional thrill of 'The Great Reward.' An action sizzler with a cyclonic finish at each episode. It grips, it thrills, it holds, it makes them.

"No finer person deserves the applause of the motion picture industry for his sincerity of pur- pose and interest in the industry. Bob Savini has made many friends because of his forthright- ness and his understanding of his fellow man."—NATHAN D. GOLDEN.

I first knew Bob Savini as a fugitive from New Orleans (here in Dallas). No one in the motion picture industry has created more friends and good will than Bob. He has always had a kindly and honest spirit and a deep appreciation of the work that has been accomplished by the Variety Clubs, and anything fine in our industry."—R. J. O'DONNELL.

"I have known Bob Savini nearly all of the 50 years (that he has been active in the motion picture industry) and have had the privilege of paying his respects to him on the occasion of his golden jubilee."

"Telling a Few on Bob Savini"

By AL STEEN

It was a "heavy meal ticket for a space-setting theatre executive." Savini's "memory books" would be a gold mine of information for a person writing a history of the industry. Some of the items and clippings probably are of interest only to himself, but most of them have a universal attraction.

One of the many stories written around him tells of a crude experiment in motor-driven projectors. It happened "way back when a booth had only one machine and between reels, the operator threw on a slide saying, 'One Moment Please!' or 'Just a Moment While We Change Reels.'" The projectors were cranked with a handle. Bob once owned a theatre in Laurel, Miss., and one evening he was out front talking with some friends. All of a sudden he saw his 18-year-old projectionist join the party on the sidewalk. Savini did a double-take and practically screamed, "Who's running the projector?"

"It's motor-driven," replied the youth.

Bob checked back an impulsive reply, swung around and made a bee-line for the booth. He found the boy had utilized two butter tubs, some sewing machine cable running to a small motor and a shaft which had been squared at one end to make an automatic drive for the projector. The smaller tub ran faster and was used for action pictures; the larger ran slower for the more emotional dramas. Bob was skeptical about its effectiveness, but later he mentioned the contraption to the Powers people and an engineer was sent to look at the device. Eventually, Powers brought out a motor-driven projector, but the

"...In my humble opinion Bob Savini has contributed as much to the advancement of motion pictures as any other individual. He is the most unselfish and loyal individual I have ever met."—NOAH DIE- TRICH.

Most people in the industry know of Savini's success in reissuing, but the public at-large didn't know about it until a staff writer on the New York World-Telegram, Elliott Arnold, wrote a feature story about him titled, "Savini Finds a Gold Mine in Movie Graveyard." It told of his experience in resurrecting "Scarface" and other epics that had been put on the shelf and regarded dead weight in the vaults. The story was picked up by other newspapers throughout the country and Bob has them all.

There are a lot of good books in the libraries, but for an evening of sheer enjoyment Savini's memory folders have few equals.

Incidentally, some of the nostalgic material is burned around the edges, a reminder of a fire that swept Bob's exchange in Atlanta. Maybe he lost some things of more material importance, but he managed to save those books that have a sentimental value.

"Bob Savini and the late Mr. Tony Sudekum, my father-in-law, had been friends for years (before I met Bob) and many were the interesting accounts I heard of their early association. Mr. Bob is one of the kindest and most thoughtful of men. I have known the fine quality of his friendship in sorrow and in success."—KERRIT C. STEN- GEL.
To a fine fellow and a good friend

BOB SAVINI

sincere congratulations on his
50th Anniversary in the motion picture industry.

☆

WALTER E. KOLB, President
INDUSTRIAL BANK OF COMMERCE
NEW YORK
Among the Old and New in Astor Pictures Releases


ACTION stories have formed a large part of the product handled by Astor. Above is a scene from its current release, "Captain Scarface."

BOB SAVINI reintroduced Howard Hughes' "Hell's Angels" (below) to the market and garnered another $500,000 for it. That was the beginning of the reissue practice.

AT RIGHT, is a scene from a current Astor space epic, "Cat-Women of the Moon," with Sonny Tufts, Marie Windsor and Victor Jory.

THIS SHOULD give you an idea of how long Bing Crosby has been in "Road" pictures. That's The Groaner on the podium above, enthraling the dancers with his vocals. Astor distributed it in the '30's under the title of "The Road to Hollywood."

"SCARFACE" was another of the box office hits of the early '30s that Bob Savini acquired for redistribution after its first time around through United Artists in 1932. Astor Pictures garnered several hundred thousand dollars more for the film, further establishing the values of reissue rights.

"TURN THE KEY SOFTLY" is a J. Arthur Rank presentation currently released by Astor. It features Yvonne Mitchell, Terence Morgan, Kathleen Harrison and Joan Collins.

"SKY DEVILS" (above) was another of the successful Astor reissues of the early 1930's.
BOB SAVINI'S 50th ANNIVERSARY

Executive Vice-President
ASTOR PICTURES CORPORATION
its Affiliate and
Associate Companies and
ATLANTIC TELEVISION CORPORATION
MR. ROBERT M. SAVINI
ASTOR PICTURES CORP.
130 WEST 46TH ST.
NEW YORK, N. Y.

DEAR BOB:

50 YEARS IN BUSINESS IS A LONG LONG TIME.
YOU HAVE ATTAINED IT AND WE CONGRATULATE
YOU. YOUR NEVER FAILING ENERGY AND EFFORT
WILL INSURE A BRIGHT FUTURE.

DUPONT MOTION PICTURE SALES

INTER-OFFICE COMMUNICATION

To: ROBERT M. (Bob) SAVINI        From: YOUR ASTOR (Home Office) FAMILY

Our fondest and most sincere best wishes
on this momentous occasion. May you enjoy
good health and happiness for years to come.

Fred Bellin            Elsie Kelley            Virginia Glor
Anthony Tarell         Dominick Frascella       Edith Freier
Cy Eichman             Rosalind Feldman        Anthony Valentine
Mary Albano             Sadie Fundaro            David De Cesere
My heartiest congratulations to you, Bob, on your half-century of devotion and colorful activities in the picture business. As a film pioneer, fast approaching the 50-year mark myself, I must admit it was worth every minute of it. I know you will agree with me, Bob, that if we could be assured the next 50 years would be as interesting and fruitful to our industry, we wouldn’t mind “sticking around” to see what the future has in store on added new screen techniques. Let’s hope the future Bob Savinis will accept the many challenges that have made our business a great adventure. Again, I salute you, Bob.

W. J. Gorman

To BOB:

God bless you.

Bill Saal

Best Wishes

BOB

and congratulations on a real contribution to our industry over the years.

M. J. MULLIN
President
NEW ENGLAND THEATRES, INC.
Among Astor Pictures’ Current Releases

'ROBOT MONSTER' pertains to the currently popular science-fiction type of story. Produced by Al Zimbalist, it was photographed in the True-Stereo process and features George Nader and Claudia Barrett. It typifies the wide diversity of subject matter in the current Astor Pictures offerings.

'RIDE A RECKLESS MILE' is a W. R. Frank production starring Dennis O'Keefe, Gail Russell, Ruth Warrick and Charlotte Greenwood, with Henry Hull, John Hoyt, Arthur Hunnicut, Clarence Muse.

'BORN TO THE SADDLE' is a color production by Hall Shelton. In the cast are Leif Erikson, Donald Woods, Chuck Courtney and Rand Brooks.

'GIRL ON THE RUN,' an exploitation feature of the traveling carnivals, with Richard Coogan, Rosemary Pettit, Frank Albertson and Harry Bannister, and introducing Renee De Milo.

'IT STARTED IN PARADISE' is a J. Arthur Rank presentation with Jane Hylton, Ian Hunter, Terence Morgan, Muriel Pavlow and Martita Hunt, in color by Technicolor. Fashion show sequences, of which the above is a scene from one, should prove popular with female audiences.

'LOVE ISLAND' offers a South Seas romantic adventure tale in Cinecolor. Featured are Eva Gabor, Paul Valentine, Malcolm Beggs.
Congratulations to a Swell Guy

BOB SAVINI
Best Wishes On Your 50th Anniversary from your friends at

DU-ART FILM LABORATORIES & TRI-ART COLOR Corp.
245 WEST 55th STREET • NEW YORK 19, N. Y.

Congratulations

BOB SAVINI

from

SOUND MASTERS, INC.
165 WEST 46th STREET • NEW YORK 36, N. Y.
Having known BOB SAVINI during practically all of those 50 years from the early days in New Orleans, it gives me a very special pleasure to extend my hearty congratulations on his Golden Anniversary.

Ned E. Depinet

Congratulations to

BOB SAVINI

On His

Golden Anniversary

His generosity, kindness and integrity through all the years have earned him this salute of affection and respect.

James A. Mulvey

Best Wishes to one of the great outstanding motion picture men.

Arthur W. Kelly

Good Luck to

BOB SAVINI

From

Bill Heineman
United Artists
Congratulations

** ** **

MOVIELAB FILM LABORATORIES, Inc.
619 WEST 54th STREET, N. Y. 19, N. Y.

** ** **

Sincerest Congratulations and Best Wishes to you

"BOB"

on your Anniversary

ASTOR PICTURES COMPANY
(MRS. JOHN) JENKINS AND (O. K.) BOURGEOS
HARWOOD AND JACKSON STS.
PROSPECT 2408

NEW ORLEANS: DIXIE FILMS, INC., 218 S. LIBERTY ST.
MEMPHIS: ASTOR PICTURES CO., 408 S. 2nd ST.

CONGRATULATIONS

BOB SAVINI

YOUR WESTERN TELEVISION FRIENDS

SALUTE YOU ON YOUR

50th ANNIVERSARY

TOM J. CORRADINE & ASSOCIATES
TOM J. CORRADINE
KYLE C. THOMAS
JIM CAMPBELL
MARION WRENN
FROM ONE GOLDEN ANNIVERSARY CELEBRANT TO ANOTHER

Congratulations

BOB SAVINI

PATHE LABORATORIES, INC.

EIGHT YEARS WITH THE ASTOR FAMILY AND BOB SAVINI—WISH IT WERE MORE.

My Best to You

On Your

50th Anniversary

It has been a pleasure to know and work with you.

Bernie Rubin

IMPERIAL PICTURES CO.
2108 PAYNE AVENUE, CLEVELAND, OHIO

Congratulations

BOB

We wish you many happy and healthy years to come.

EQUITY FILM EXCHANGES, Inc.
922 NEW JERSEY AVE., N.W.
WASHINGTON, D.C.

AND ENTIRE STAFF

Myron Mills
Jacob S. Berkson

Congratulations

BOB

from Florida

The Land of Good Fishin', Sunshine and Driftwood

Dorothy Van Ness
Bill Van Ness
Al. D'Artega
I am proud to have been associated with Bob Savini for 12 of his 50 years in business and hope this association continues for many more fruitful years.

Congratulations

BOB

Jack Zide

REALART PICTURES
2310 Cass Avenue
Detroit 1, Michigan

We are proud to be affiliated with Bob Savini, and to extend heartiest congratulations and best wishes on

BOB SAVINI'S 50th ANNIVERSARY

SCREEN CLASSICS Inc.
1632 Central Parkway
Cincinnati 10, Ohio

Edward Salzberg
Marie Donelson
Congratulations
BOB SAVINI
On Your
50th Anniversary
Mervin H. Riseman

Golden Best Wishes
to
BOB SAVINI
from
One of His
Former Associates
C. J. TEVLIN
and All
His Other Friends
at the RKO Studios

Congratulations
to
BOB SAVINI
a great guy and
a credit to the
Film Industry

Sincerely.
KING Vidor

BOB SAVINI'S 50th ANNIVERSARY

Pop Bob -
It will be a "Nifty Fifty"
with us Bob, on your
Anniversary.
We will say it with playdates.

Donald Swartz
INDEPENDENT FILM DISTRIBUTORS
1109 CURRIE AVE., MINNEAPOLIS, MINNESOTA
706 WEST STATE ST., MILWAUKEE, WISCONSIN

COMPLIMENTS
to one of the
Outstanding Men
of the
Film Industry

Fred C. Sanders & CO.
CERTIFIED
PUBLIC ACCOUNTANTS

Let's have more men like
BOB SAVINI
in the next 50 years.

Patrick E. Shanahan
Public Accountant
165 West 46th Street
N. Y. C., N. Y.
and
Thomas J. Shanahan
President
FEDERATION BANK
and
TRUST COMPANY
34th St. and EIGHTH AVE.
N. Y. C., N. Y.
Best wishes to our friend
Bob Savini
whom Peerless has served for 20 years

Bob Savini’s 50th Anniversary

50th Anniversary
Congratulations to the BEST SHOWMAN
Our dear friend
Bob Savini

CONGRATULATIONS

BOB

You are a great sales manager and a great friend.

“Rich”
ASTOR PICTURES CO.
of Georgia, Inc.
164 Walton St., N.W.
Atlanta 5, GA.

Sincere Best Wishes to Robert “Bob” Savini on your 50th Anniversary from two new members of the Astor Family

IRVING M. FARBER
EDWARD RUFF
REGAL PICTURES
CORP.
of New England
246 Stuart Street
Boston, Mass.

Sincerest Congratulations

BOB

It has been our pleasure to know and work with you for the past 15 years. We love you and are looking forward to many more happy, healthy years with you.

MAX AND MARTHA SHULGOLD
CROWN FILM COMPANY
1705 Blvd. Of Allies
Pittsburgh 19, PA.

EVANS SPROTT
Best Wishes
“Bob”

ALFRED STARR

Congratulations to
Bob Savini
whose vitality and perseverance helped to make this great industry.

Harry W. Schroeder

Sincere Congratulations to
Bob Savini
on his 50th ANNIVERSARY in Show Business.

Associated Artists & Producers
ELLIOT HYMAN
Congratulations

BOB

Janice Carter

To a Pioneer and Wonderful Friend

Congratulations!

ABE BERNSTEIN

To a fine and good friend for fifty years, the originator of re-issues.

It is our hope that our Industry and his friends will have this remarkable man for many, many years to come.

Sincerely,
C. C. Ezell

CLAUDE EZELL & ASSOCIATES
2031 Jackson Street
Dallas 1, Texas

To the Showman's Showman...

• The Incomparable...
• The Fabulous...
• The Colossal...

BOB SAVINI

“TO YOUR HEALTH and HEART GOOD FRIEND”

with gratitude and pride in our past association!

Joe E. Elicker
William Goldman Theatres

BOB SAVINI'S 50th ANNIVERSARY

It's a pleasure to join the multitude in wishing you,

BOB SAVINI
our good friend, all that's best on your
50th ANNIVERSARY

CARLO VINTI ADVERTISING

CONGRATULATIONS and GOOD HEALTH to AN OLD PAL

Sincerely
Jack Rieger

Congratulations to the "Peer" of Them All

Jerry Cohen
Bob's Insurance Counsellor

Our Sincere Congratulations to Bob Savini on his FIFTIETH ANNIVERSARY in the Film Industry

MORRIS GOLDSTEIN
Screenless Colortone Corp.
30 Main Street, Brooklyn, N. Y.
I joined the Astor family three years ago.
I wish it were three times that—

**Congratulations Bob**

May you still be with us 50 more years—
our industry needs more splendid men like you.

FAMOUS PICTURES
FILM EXCHANGE
630 NINTH AVENUE
NEW YORK, N. Y.
Harry Goldstone
Sam Goldstone

---

**Best Wishes**

**JOHN & OLIVE FEYS**

**CARL & RUTH BERGER**

---

**Realart Pictures**

OF ST. LOUIS, INC.

3216 OLIVE STREET
ST. LOUIS, MO.

---

**Congratulations Bob Savini**

on your Half-Century Anniversary
in the Motion Picture Industry. You deserve much credit for your courage, foresight and pioneering spirit.

Good Luck and Best Wishes!

Bob Pinson

ASTOR PICTURES

300 WEST 3RD STREET
CHARLOTTE 1,
NORTH CAROLINA

---

**Best Wishes to Bob Savini**

Happy to Have Served You for Forty Years

Barnett International Forwarders, Inc.

William, Norman, Alan Barnett

---

My very warmest congratulations to you, Bob Savini, showman extraordinary — on your golden anniversary!

—Mort Sackett

---

**Congratulations to Bob Savini**

whose 50 years in show business helped greatly to enable the industry to make such forward strides.

Monty Salmon

---

**To a real reel wonderful guy**

**Bob Savini . . .**

God Bless you and keep you around for a long time!

—Dave and Sylvia Bader

---

**CONGRATULATIONS from**

**Earle W. Hammons**

---

Bob and I have been pals for the past 30 years and I still love him.

—Pete S. Harrison

Harrison's Reports
BOB SAVINI'S 50th ANNIVERSARY

Congratulations BOB!!

NORTHWEST Releasing Corp.

Seattle Jack Zollie Hilde Esther Marlene Los Portland

BOB has been trying to please you for 50 years. Capital has been trying to please you for 38 years. Your playdates will please us during BOB's 50th Anniversary Drive.

C A P I T A L  F I L M  E X C H A N G E
309 N. 13TH STREET, PHILADELPHIA, PA.

E D D I E  G A B R I E L

Congratulations, BOB—
We've loved you as long as we've known you. May you have many, many more happy healthful years.

Max Roth
CAPITAL FILM COMPANY
1301 SO. WABASH AVENUE, CHICAGO, ILLINOIS

My Congratulations to
BOB SAVINI
ON HIS 50th ANNIVERSARY
IN THE MOTION PICTURE INDUSTRY

John Ricciuti
INTERSTATE FILM CO. NEW HAVEN, CONN.
RELEASING ASTOR PICTURES FOR 25 YEARS

Happy Anniversary BOB
and a Lot of Continued Success

ASSOCIATED FILM EXCHANGE
252 EAST 1ST SOUTH ST., SALT LAKE CITY, UTAH

Best Wishes to a great guy
on his 50th Anniversary

UNITED FILM EXCHANGE
120 WEST 18TH STREET, KANSAS CITY, MO.

Congratulations to
BOB SAVINI

Best Wishes from
REALART PICTURES
OF U P S T A T E  N E W  Y O R K
951 WESTERN AVE., ALBANY, N.Y.

Dear Bob—

Like your favorite story of the gal explaining to the judge why she keeps bailing her husband out of jail ... as with her, your ever-lovin' friends "make the life worth living."

Milles Heureux Anniversaire

PAUL WHITE
Heres to Another “FIFTY”  
Sincerely  
BILL BERKE

Best Wishes  
“SHOCHIKU COMPANY”  
FRED WADA

To A Great Guy  
BOB SAVINI  
Sincerely  
BERLE ADAMS and LOUIS JORDAN

Congratulations and Thanks to “BOB”  
from  
Boys Ranch of Texas

Congratulations on your 50th Anniversary!  
THE SHERWEN COMPANY  
40 WEST 27TH STREET, NEW YORK 1, N. Y.  
Stereotypers to the Motion Picture Industry Since 1927  
JACOB WEINSTEIN  MU 4-3645

MY WARMEST CONGRATULATIONS TO YOU  
“Bob”  
ON THIS VERY SPECIAL OCCASION OF YOURS  
Torben Johnke

Sincere Wishes for Many More  
ROY REID

Congratulations and best good wishes to our old friend  
from  
WALTER and CRIS SCILLA, Managing directors  
SCIALP DANCE STUDIOS  
Houston’s Foremost Dance Academy  
HOUSTON • TEXAS

Sincerest Congratulations  
To our dear friend  
“BOB” SAVINI  
PERRY MANDELL  SAUL JAFFE  
VITAPRINT CORPORATION  
653 - 11th AVENUE, NEW YORK, N. Y.

Congratulations: MR. SAVINI  
on your Golden Anniversary!  
SERVICE PHOTO ENGRAVING CORP.  
148 GREENE STREET, NEW YORK 12, N. Y.  
WO 4-7839
Savini Story

(Continued from page 6)

proved short subjects, cartoons, and newsreels. Astor began to specialize in exploitation features, which to this day are the mainstay of its schedule.

One of Savini's typical strokes of showmanship is responsible for a huge new source of income for the industry.

He is the father of the reissue. Some of the most profitable distribution that Astor has engaged in, if not the most profitable, has been reissues. Notable among these were "Hell's Angels," "Scarf, face," and other Howard Hughes productions, as well as "Rain," "Street Scene" and "Let 'Em Have It."

Incidentally, Savini's handling of the Hughes' reissues earned him the lasting respect and friendship of the owner of RKO Radio and the latter's associate, Noah Dietrich.

Savini likes to recall that his career in the industry afforded him the opportunity of seeing every major phase of development the modern film and theatre industry has experienced. He recalls the days when projection machines were operated with acetylene lamps; when aspect ratios were determined by holes cut in the tops of grooved butter tub bottoms with a motor and sewing machine belt, a device originated by a forgotten exhibitor of Laurel, Miss., and which became a forerunner of the motor-driven Powers projector.

"If Bob Savini hasn't kept every nickel he ever earned, he has certainly retained every friend he ever made. I'm probably one of his last day friends, since I've only known him for a mere 30 years. It would be fun to tell some nasty things about him but I can't think of a single mean thing to say. There just isn't one."

—Monty Salmon.

6B, after Savini had called it to the manufacturer's attention.

He observed exhibition titans such as S. A. Lynch, R. B.

Savini Ran Real 'Family' Theatre

Bob Savini's Broadway Theatre in New Orleans, way back in 1909, was really a "family theatre"—the Savini family, that is. The names on the payroll were as follows: Manager, Robert M. Savini; operator, Emile Savini; pianist, Vivian Savini; cashier, Ruby Savini; doorman, Charles W. Savini (Bob's father); singer, Lolita Savini; public relations, Alice Savini; electrician, Charles A. Savini, and the owner was Bob's mother, Matilda Savini.

Wilby and H. F. Kincey, and E. V. Richards build their theatre empires in the South. He was in the room when Adolph Zukor paid Lynch $8,000,000 for the latter's Southern Enterprises.

"It has been most interesting and reasonably profitable to have known Bob all these years. Your hard-boiled factual attitude towards things is greatly admired by me. I hope that you extend that 50 years into more than anybody else ever has."

—R. B. Wilby.

Among others whose early careers in the industry Savini recalls are Y. Frank Freeman, vice-president and head of the Paramount Pictures studio, who was an alumnus of Southern Enterprises, Atlanta, and Sam Dembow, head of Producers Service Corp.

Bob has countless friends all over the Americas and Europe and is still adding to them.

A Salute!

Congratulations Bob

Cardinal Films Limited, Toronto

To BOB—

Sincerest Congratulations,
and many more Anniversaries

LOUIS S. SCHINGARTEN
Manufacturer and distributor of a complete line of
MOTION PICTURE ADVERTISING ACCESSORIES
148 GREENE STREET, NEW YORK 12, N. Y. • WORTH 4-7839

Best Wishes and Good Luck to

BOB SAVINI

from

WILLIAM M. PIZOR
Motion Picture Daily does not resort to that out-moded journalistic gimmick, “This Is An Exclusive Dispatch” in clamorous imitation of the noisy fellow of the barnyard. We know that readers are not interested in brash competitive crowing. We know that readers do not want our concise and well-written news stories interrupted with any such irrelevant commercial.

Motion picture industry people who comprise the readership of Motion Picture Daily are not so naive as not to know that all newspapers of any enterprise inevitably print a certain number of exclusive stories. News coverage, intelligently written and intelligently displayed, is the value-test of a newspaper. Trivial “exclusives” are a test only of a reader’s patience.

Motion Picture Daily’s most prized asset is reader-confidence. Maintenance of that confidence requires that editors be selective as to what is actually newsworthy. Motion Picture Daily does not abuse reader-confidence by printing trivial “exclusives” to serve only the purpose of a competitive cackle.

We believe, too, that reader-confidence is not maintained in a daily trade paper in this field when stock headlines are repeated monotonously and hence frequently bear little relation to the news value of the stories reported. We believe in brevity and conciseness to save the reader’s time. We have news to print—not space to fill.

With the personnel and facilities of the largest national and international news-gathering organization in the industry at its disposal Motion Picture Daily’s news coverage, day by day, is unexcelled. If it is NEWS you see it FIRST in Motion Picture Daily.
Meeting Today
NYC Theatres Map Plans For Joining Suit
Interveners Set for All Circuit Theatres

Circuit officials, independent exhibitors and exhibitor attorneys will meet at the Loew's projection room here this afternoon to discuss intervention in the current suit against the New York City five per cent admission tax by the service corporations of the local circuits on behalf of all circuit theatres. Loew's attorney Thomas Bress said here yesterday.

Individual theatre owners throughout the city are invited to attend, Bress said, to discuss the possibility (Continued on page 6)

Lou Weinberg, Col.
Executive, Is Dead

Funeral services were held here Sunday at Riverside Memorial Chapel for Louis Weinberg, Columbia sales executive, who died suddenly at his home in New York last Saturday.

A veteran of almost a half-century in motion pictures, "Uncle Lou," as he was affectionately known to thousands, joined Columbia in 1928 in the position he held until his death. He entered the industry prior to World (Continued on page 6)

Greene-Rouse Sign Deal with Small

HOLLYWOOD, Aug. 30.—The producer-director-writer team of Clarence Greene and Russell Rouse have signed an exclusive deal with Edward Small to produce a minimum of four high-budgeted features a year for the next three years.

Small will finance the pictures, for which no release dates have been set in advance. The deal does not affect Small's non-exclusive deal with United Artists covering 18 features.

Drive-In Exhibits
To Feature Allied Trade Show in Oct.

MILWAUKEE, Aug. 30.—Sixty booths on the convention floor of the Schroeder Hotel here, will comprise the Silver Anniversary Trade Show to be held in conjunction with national Allied's Silver Anniversary Convention, scheduled for Oct. 12-14. A feature of the trade show will be a post season drive-in exhibit, which will include the latest developments in large dimension projection for drive-ins; such as new ratio screens, lenses, sound and mixer amplifiers. Coming at the close of the drive-in season, it gives the exhibitor time to plan for changes in his operations next spring. Vending and other equipment and services for drive-ins will also be featured.

For conventional theatre operators there will be new developments in new ratio screen projection, new seats, vending and various other types of equipment and services on exhibition.

Edward E. Johnson is chairman for the year book and exhibits for the convention.

Towering $135,000
For ‘Egyptian’ Here

A towering $135,000 is estimated for the first week of "The Egyptian" at the Roxy here, pacing Broadway gross this week.

William Glackman, managing director of the theatre, called the $135,000 a record box-office mark exceeded only by "The Robe." At the Radio City Music Hall, a fine $167,000 is seen for the sixth week of "Seven Brides for Seven Brothers," bringing the total gross of (Continued on page 6)

Resumes Dividends After 5 Years
Rank’s Odeon Continues Strong Fiscal Recovery

By PETER BURNUP

LONDON, Aug. 30.—Net profit of J. Arthur Rank’s Odeon Theatres, Ltd., parent company of his motion picture interests, for the fiscal year ended June 26 last amounted to £383,226 after deductions for depreciation, taxation and other adjustments. The result compares with net profit for the preceding fiscal year of £41,463,395. (The pound is valued at $2.80 at the official exchange rate.)

The continued improvement in Odeon’s earnings made possible the declaration of a 15 per cent dividend on the company’s ordinaries, the first such dividend since the fiscal difficulties experienced by the Rank companies in 1949.

Total grosses of Odeon before deductions amounted to £7,204,684 for the past fiscal year compared with £6,837,496 for the preceding year.

The company’s consolidated balance sheet will show a reduction in bank (Continued on page 6)

Last Under Consent Decree
ELECT VOGEL HEAD OF LOEW THEATRES

New Theatre Company’s Board Selects Officers; Divorce in Effect Tonight

Joseph R. Vogel was elected president of the newly-organized Loew’s Theatres, Inc., yesterday, on the eve of tonight’s effective date of the Loew’s divorce plan separating the domestic Loew’s theatre company from the production-distribution company.

The election of Vogel took place at the first board meeting of Loew’s Theatres. A meeting of the board of directors of Loew’s, Inc., the exhibition and distribution company, will take place tomorrow. That meeting is scheduled to fill the vacancies created by the resignations from the board of Vogel and Leopold Friedman, both of whom have taken top executive positions with the theatre company and will serve on its board of directors.

Other officers elected by the Loew’s (Continued on page 6)

NCA Okays Federal Control Over Rentals

MINNEAPOLIS, Aug. 30.—The board of directors of North Central Allied, meeting here today, unanimously approved the resolution of national Allied calling for Federal legislation regulating the distribution of motion pictures. The vote of approval followed a report from Benjamin N. Bergr, president of NCA and a regional vice-president, who was present (Continued on page 6)

New to Fruchtmann; Mechanic to Retire

BALTIMORE, Aug. 30.—One of Baltimore’s leading exhibitors, Morris Mechanic, owner and operator of the New Theatre here for the past 25 years, and Jack Fruchtmann, Maryland exhibitor, announced jointly today that the latter will take over active operation of the New on a long-term basis effective Sept. 1.

At that time, in celebration of his (Continued on page 6)
Cinerama Equipment On Overseas Phase Of Operations Now

Seven tons of electronic equipment will be loaded on a Pan-American DC-4 Clipper here today. In 16 hours upon arrival in London the special phase of Cinerama's experience will start.

The plane contains a virtually complete Cinerama projection system. By the end of September, when the Cinerama process celebrates its second birthday, the Cinerama Corporation hopes that all Cinerama equipment, have been at work for three weeks readying the theatre. Major components, including the 65-foot-wide screen containing 1100 louvers, and the three projectors with film magazines, will be placed into position.

Building Codes Revised

Changes in London's building and theatre codes were effected to accommodate the demands of the film process; and three projection boxes and the size of the film reels have required revision of fire regulations for commercial film presentation.

Pan American Airlines officials arranged with Robin International to minimize the handling and disassembly of equipment. In addition to the projectors and screen, special Cinerama sound equipment, including six amplifier speakers, a control console for coordination of picture and sound, all specialized rewinding, splicing and checking equipment and spare parts will be shipped.

Greenhal to Handle 2nd Compo Ad Series

The Monroe Greenhal Co. has been chosen as the advertising agency to handle the second series of 26 ads which COMPO will publish in "Exhibitor." Publishing was announced yesterday by Robert W. Coyne, COMPO special counsel.

The first group of 13 ads, the last of which was published last week, was handled by Donahue & Co under an arrangement that called for the work to be rotated among the advertising agencies serving the industry. The second series of COMPO ads will appear in "Editor & Publisher" every other week, instead of weekly.

Mass for Collins, Veteran Director

Hollywood, Aug. 30.—Requiem mass will be celebrated here tomorrow for Lewis D. Collins, 66, noted film director had a night of a heart attack. Collins, who began his career in Universal in 1926 directing short subjects for the studio, is survived by his wife, Alfa, two sisters and a brother.

STIC Withdraws Pay Demands in Mexico

MEXICO CITY, Aug. 30.—Due to the bi-annual revision of labor contracts between the National Cinematographic Industry Workers Union (STIC) and exhibitors and distributors, a demand by industry workers has been withdrawn avertting a strike against the theatres here and in the Mexican provinces.

Secretary General Salvador Carillo of the STIC withdrew the union's request for a 24 per cent increase in wages because of the proximity of the revision of labor contracts on the 15th between the film producers organization, exhibition and distribution.

Received 10% Hike in 1952

It is expected that the matter of higher wages will be a major feature if the new contracts are to be negotiated. The last pay increase was a 10 per cent hike in 1952.

The union had recently asked for a 35 per cent increase, but in late July reduced its demand to 24 per cent. While the Federal Board of Coordination and the STIC demands, distributor offices and 97 per cent of Mexico's theatres were closed for six days.

WOMPI Elects at First Annual Meet

ATLANTA, Aug. 30.—The Women of the Motion Pictures District selected new officers at their first annual banquet which was held at the Atlanta Variety Club last week with Mrs. Mildred Castle, associate publisher of the Southern film journal, "The Weekly Film Review," attending the dinner as guest of honor.

The newly elected officers of WOMPI are: Mrs. Nell Allen, president; Mrs. Betty Rary, first vice-president; Mrs. Nell Middleton, second vice-president; Mrs. Lois Cone, treasurer; Miss Mildred Castle, recording secretary; Miss Clarine Jones, corresponding secretary.

Master of ceremonies at the banquet was Pat Williams, veteran Georgia showman.

Findley, N. England Exhibitor, Retiring

HARTFORD, Aug. 30.—Mary Jane Fox has leased the Palmate, Mystic, Conn., effective Sept. 1, from John Findley, veteran operator of the independent theatre, who is retiring.

Findley, also co-owner of two Westerly, R. I. theatres, the Central and Palazzo, will sell his interests and turn over these situations to Morris Pouznauer, his partner.

Schenck Brothers' Fete Set for Nov. 21

Hollywood, Aug. 30.—The popular Variety Pictures Milestone Dinner of the Screen Producers' Guild which will honor industry veterans for the last time, as Motion Picture Herman, Film Sales and Theatres Sales, each published 14 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Films. 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, 25c.

MEXICO'S CINEX BUYS 17 COLUMBIA FILMS FOR WORLD MARKET

Special to THE DAILY

MEXICO CITY, Aug. 30.—Cinex, the Mexican Government's company for distribution of films abroad, has purchased 17 two-reelers from Columbia Pictures International undertook to world-book for Mexican producers. The films, seven of which are completed and 10 are in production, are featuring "Cantinflas," Mexico's top moneymaker star.

$250,000 to Columbia

The deal was made for Columbia by Joseph I. Borgen, William W. Fisher, and W. Kastner, Representing Cinex, which paid Columbia $250,000 for the rights, were Eduardo Garino and Alfonso Palido, the Mexican agency has already paid, it is reported, $100,000 with the remainder to be paid within two years.

As part of the pact, Columbia cancelled its arrangement with Posa Films for "Cantinflas" pictures. Posa is reported to have referred to Columbia payments made on future product.

MEXICAN PAY HIKES UP PRODUCTION COSTS

MEXICO CITY, Aug. 30.—Pay increases which were recently granted to players and technicians have increased production costs by an approximate 20,000 pesos, the Mexican Producers Association has announced. Prior to the devaluation of the peso on April 19, the film producers reported, the average cost of making a film was 600,000 pesos or $69,720. Now production costs per film are up about 20,000 pesos or $1,000, the association stated.
News Roundup

Colosseum to Meet Nov. 19-20

The Colosseum of Motion Picture Salesmen of America has voted to hold the meeting at the Colosseum in Chicago, Nov. 19-20.

Budd in Pa. State Post

C. Robert Budd, Lykens theatre owner-manager of Harrisburg, Pa., has been appointed Dauphin County controller by Hon. John S. Fine, Governor, to fill the term thereafter to be filled by the death of the late Robert F. Budd, and will now over his new duties tomorrow and will serve until the first Monday of January, 1956.

L. & G. Hikes Admissions

Lockwood & Gordon has increased the adult admission price from 70 to 80 cents for its first-run Norwalk Drive-in, Norwalk, Conn. Drive-in prices in the territory have ranged from 60 to 70 cents.

Portland Theatre Suspends

Giving as her reason the insufficiency of top quality pictures available, Mrs. J. J. Parker, president of the J. J. Parker Theatres, has announced the temporary closing of the United Artists Theatre in Portland, Ore. Reopening is expected later this fall.

Hartford State Reopening

Connecticut's largest combination film-vaudeville theatre, the 4,200-seat State, Hartford, closed since last spring, will resume weekend operations on Sept. 10, with Esther Williams, MGM contract player, headlining a stage revue.

Re-Equip Spokane House

The Garland Theatre, leading suburban house of Spokane, Wash., will be closed temporarily for the installation of new equipment, including Cinemascope, wide-screen stereophonic sound, foam rubber seats, and new furnishings throughout. Reopening is scheduled for Sept. 3.

Adorno Building Drive-in

Sal Adorno, Jr., building a drive-in theatre at Middletown, Conn., has closed plans for a penthouse-type projection booth and the theatre's concession building. The concession building, measuring 80 by 65 feet, will contain refreshment stands, community rooms and a motor's office. The projection booth will measure 20 feet square.

EPI Meeting in Chicago

PHILADELPHIA, Aug. 30.—Midwest area distributors for Exploitation Productions, Inc., will meet in Chicago tomorrow and Thursday to discuss plans for EPI's "Januscope," made in cooperation with the Boy Scouts of America. Jack H. Harris, EPI sales manager, is now in Chicago for conferences with franchise holders of the Midwest.

UA to Premiere 'James' In Miss.

Panorama Pictures' "Jesse James Women," which was produced by a group of Mississippi theatre owners headed by J. A. R. Poss and businessman Tom Gardner, will have its world premiere at the Royal Music Hall in Jackson, Miss., on Thursday. It was announced here yesterday by William J. Heineman, United Artists vice-president in charge of distribution. U. A. will distribute.

Leading state and city officials and business leaders will participate in the premiere activities.

Univ. to Have New Minneapolis Building

MINNEAPOLIS, Aug. 30.—Ground was broken last week for a new building to house the Minneapolis branch of Universal Pictures, LeKoy Mill. Branch manager, announced.

The 50x150 structure will be one-story in height on the front and two stories in height at the rear of the property, with parking area and loading facilities.

The new property is owned and the building is being constructed by Universal, and the quarters now occupied under lease a block to the north. Miller said that he expects that the branch will move about Feb. 1.

Wis. Allied Meets on State Legislation

MILWAUKEE, Aug. 30.—Members of Wisconsin Allied will meet at Wausau tomorrow to draft plans to combat threatened state legislation enabling municipalities to exact theatre admission taxes.

Several members of the legislature have already indicated they may initiate such legislation at the forthcoming session and Allied plans to set up a campaign to oppose it.

Sheckman Controls 171 U. K. Theatres

LONDON, Aug. 27 (By Air Mail).—Solly Sheckman, chairman and managing director of Eros Film Distributors, Ltd., has bought a 65 per cent interest in S. M. C. Associated Cinemas, Ltd., with the latter's 65 theatres in London and several Northern provincial areas.

Sheckman now controls 171 theatres, the largest independent circuit in England. Purchase price is not revealed, but it is known that the "S. M." circuit—a private company owned virtually in its entirety by Southam Morris—has assets in excess of £2,500,000. Morris, it is announced, will remain with the company.

Oceanic Documentary Set for D.C.A. Here

"Hunters of the Deep," full-length film portraying life and adventure under the sea, has been selected for showing at the current Edinburgh Film Festival in Scotland as the outstanding documentary feature of the coming year.

Produced by Alan Dowling, "Hunters of the Deep" will be released here at the end of the year by Distributors Co.-United Artists, the company that announced last week by Fred J. Schwartz.

Dezel Handles 'Duel' in Mich. for Selznick

Dorothy O. Selznick's "Duel in the Sun" will be handled in the Michigan territory by Albert Dezel Productions, in accordance with a contract just signed by Dezel and Budd Rogers, sales manager of Selznick Releasing Organization.

The picture will open for an extended run at the Broadway-Capitol Theatre, Detroit, on Sept. 16, day-and-date with 31 Butterfield key theatres.

People

Marvin I. Gold has been appointed advertising manager of Filmack Theatre Co., Chicago. He will head the Theatre Co. by the recent promotion of Lou Kravitz to vice-president in charge of sales. Gold, who already has assigned his responsibilities with the Brown Advertising Agency of Columbia, Mo. His duties will include the Filmack house organ, "Inspiration."

Clay N. Moulin, general manager of Theodor-Security Brokers, Inc. associated with the company for nearly 30 years, will retire Jan. 1. Walter C. Mosher, now manager of the Capitol Theodak Stores, Boston, will succeed Moulin.

Harold Hecht, producer and controller of Foreign Horizons, came to life in New York from Hollywood tonight to complete distribution and promotion plans for the film "Gang of Grazz." He will be accompanied by Walter Seltzer, advertising-publicity director of the firm. Hecht will remain here till Sept. 13 to arrange the filming of "Marty," on location in the Bronx, and then go to Ken- tucky with another project. CinemaScope, is being filmed with Burt Lancaster starring and directing.

Joseph L. Mankiewicz will arrive here today from Europe on the "Cristoforo Colombo" to aid preparations for the world premiere of his "The Barefoot Contessa" at the Capitol Theodak Theatre Sept. 29, for the benefit of CARE.

Start 4 on Coast, Three Completed

HOLLYWOOD, Aug. 30.—Four pictures were started during the past week and three others were finished, for a total of 35 pictures now in production.

Started were: "The Big Condo," Thoro-Security Brokers (Independent Artists); "Dance in the Sun," Paal-Aron, Prods., Klang Stereo; Geva-color (independent); "Boulevard in Paris," (CinemaScope, Technicolor, Metro-Goldwyn-Mayer); "Lady Godiva of Coventry," Technicolor (Universal-International).

Completed were: "Riot on Pier Six;" (Columbia); "Crashout," (CinemaScope, Technicolor, VistaVision, Technicolor (Paramount).

Brewer to Tell Plans in Next Two Weeks

HOLLYWOOD, Aug. 30.—Having returned from a vacation which he took following his indefinite campaign for the IAFTS presidency, Roy M. Brewer today said he would make a decision on his future plans within the next two weeks. He refused to comment on a report that he was negotiating with Dr. Julia Artists post which he resigned to enter the race against Richard F. Walsh for the presidency of the union.

In the election by a vote of 796 to 408.
ON NOV.
COLUMBIA AGAIN
WITH THE BIGGEST
BOOKING OF ALL

COLUMBIA PICTURES presents
A WARWICK PRODUCTION

ALAN LADD as

PATRICIA MEDINA with PETER CUSHING • ANDRE MORELL • HARRY ANDR
MBER 10th, MAKES HISTORY COAST-TO-COAST TIME! BE IN ON IT!
of their joining the plaintiffs in the pending suit against New York City. The plaintiffs, who were awarded a temporary restraining order which limited the city's power to collect the amusement tax over its five per cent limit, are Century-Larry, Columbia-Theatres, Loew's and Brandt Theatres.

Will Consider Cross-Motion

The exhibitors, who were served last week with motion papers for a summary judgment returnable on Tuesday, are planning to contest the city's right to impose the tax, they stated, and will discuss a cross-motion for summary judgment so that the suit can be disposed of without trial.

The exhibitors for the theatremen, Bress stated, decided against the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatre Owners Association intervention in the suit on behalf of all organizations' members. "We are not in a position to consider if the groups intervene on behalf of all members," he said.

Poster Offered

The exhibitors who attend the meetings will make a gift of giving posters and placards, Bress stated. The poster and placard read: "To our patrons! This theatre is offering the 5% admission tax. Save your ticket stubs. You may be entitled to a refund."

More magnetized form of asking for information, all New York City theatres will be passed out, Bress said.

North Central Allied

(Continued from page 1)

at the White Sulphur Springs session of Allied a week ago, Berger later reported to a Twin Cities exhibitor meeting.

He described proposed legislation as "a public utilities measure which would guarantee that every theatre in the country can play two pictures on a five-and-live-lives basis."

Criticizes Columbia, Warners

Berger said that national Allied's committee which interviewed sales executives of major distributors on sales and operating practices was very much encouraged by the treatment received from most of the majors, particularly M-G-M and 20th Century-Fox. He criticized Columbia and Warner Brothers, terming Columbia "arrogant" in its claim that it was not only entitled to the terms of 20-30-10 with a 50 cent minimum but also to a share in concession profits.

Allied Meet in Des Moines

Pledges Fight on Taxes

DES MOINES, Aug. 30.—The Allied meeting which opened in the Hotel Fort Des Moines today unanimously agreed to back the recently-formed Distributors Corporation of America and to make strong efforts to influence the amusement tax laws.

The 50 persons attending agreed to block attempts for an August 30 deadline by acting at their local level. The group condemned what it called "phony pin shortages that are being used to bring to various other lines and to his extensive realty holdings.

Pickman takes over the first-run, downtown house, bringing with him 25 years of varied experience in the motion picture industry as an exhibitor and in the production of films.

He began as an office boy with Paramount Pictures in New York in 1925, after joining Paramount's Washington branch where he remained until 1941. Thereafter he became District Manager Universal Pictures for a short period.

In 1940 he purchased his first theatre in Greenbelt, Md., and in succeeding years acquired his other theatres, indebitness during the year of £637,199 which with reductions achieved in the current year will result in a reduction of over £11,000,000 for the five-year period.

In addition, £622,990 in loan capital in the form of debentures (£1,000,000 was transferred from income account to general reserve. This is the culmination of the improved situation, Odeon securities rose from 15 to 24 shillings per share today, compared with the former low of 27.5 shillings per share at seven shillings three pence after the 1949 reversal.

The Gannett British financial results were hardly less spectacular. The group's trading profit with other subsidiaries, including the important Cinematograph Film Co., amounted to £313,742 after deductions for depreciation, taxation and other adjustments, compared with £596,811 for the previous year and before deductions was £3,627,052, against £3,124,347.

G-B pays a 12½ per cent dividend on its ordinary shares and Class A ordinary shares a 7½ per cent dividend last year.

Rank's production and studio group, however, shows a reduction in net profit from £29,056 to £10,539. The ordinary dividend, however, is maintained at five per cent.
When Dad gives the word that this is the night to go out, do they know what’s playing at your theatre?

If the family lines up in front of your boxoffice, it means you’ve done a lot of that shouting called Showmanship... of posting all over town... Standees in your lobby... Displayaways and Heralds away from theatre... and trailers selling every feature on your screen!

They can’t help knowing what’s playing when you use that kind of Showmanship... and your boxoffice will know it, too!
IN MEMORIAM

"Uncle Lou" Weinberg

AUGUST 25, 1889 · AUGUST 28, 1954

COLUMBIA
PICTURES CORPORATION
Filmakers Discloses Slate of 10 Films To 1956; 3 Finished

By LESTER DINOFF

With three low cost films currently completed and set for national release before the end of 1954, Collier Young, president of Filmmakers, and Irving H. Zimmerman, president of Filmmakers Releasing Organization, jointly announced here yesterday plans to produce and distribute an additional seven pictures by 1956.

Young, who has charge of all Filmmakers production, stated at a trade press conference held at the United Paramount Theatres home office projection room that “Private Hell ’36,” “Mad at the World,” and “Crashout” will be domestic releases by January 1. “Before the close of this year, we will produce one more film and the company has charge to produce six pictures during 1955,” he said.

Although not revealing what property will be handled in 1956, Young said that Filmmakers has a firm contract for an additional seven films to be distributed without charge to all systems.

Zimmerman a V.P.

Of Gregory-Goldman

PHILADELPHIA, Aug. 31.—William Zimmerman, former vice-president and general counsel for RKO Radio Pictures, has been elected a vice-president of Gregory-Goldman Enterprises, Inc. By the board of directors of the independent production company, it was announced here yesterday by William Goldman, president.

Wm. Zimmerman will assume his new position immediately with duties em

AA's Sales Meeting

In Chicago Oct. 15-17

HOLLYWOOD, Aug. 31.—The Allied Artists annual sales meeting has been set for Chicago, Oct. 15-17, according to Morey R. Goldstein, AA vice-president and general sales manager.

The meeting place will be announced later. During the three-day session, to be attended by company representatives from all over the country, concentration will be on selling and promotional plans for “The Human Jungle,” “Tonight’s the Night” and “The Bob Mathias Story.”

PARAMOUNT DIVISION MANAGERS

START 3-DAY MEET HERE TODAY

A three-day Paramount sales conference to be devoted principally to VistaVision and Irving Berlin’s “White Christmas,” will open this morning at the home office, with A. W. Schwalberg, president of Paramount Film Distributing Corp., presiding.

The conference marks the midpoint in “A. W. Schwalberg Anniversary Week,” opening Paramount’s 40th anniversary sales drive. Barney Balaban, president of Paramount pictures, will address one of the sessions.

Schwalberg will deliver the meeting’s keynote address this morning. Other addresses will be made by E. K. (Ted) O’Shea, distribution vice-president, and Jerry Pickman, vice-president in charge of advertising-publicity-exploitation, with the marketing and merchandising of forthcoming pictures as their topics. Oscar A. Morgan, sales manager in charge of

Sept. 26 Testimonial

Plan $1,000,000 Israel Bond Tribute Dinner for Balaban

Plans for a $1,000,000 Israel bond tribute to Barney Balaban, president of Paramount Pictures, for his 35 years of dedicated service to B’nai B’rith and to his fellow men were disclosed here yesterday at a trade press luncheon at the Astor Hotel.

The tribute, sponsored jointly by top representatives of the film industry and the Metropolis Council of B’nai B’rith, will be in the form of a testimonial dinner to be held Sept. 26 at the Wall Street Hotel here. Participation in the tribute, it was explained, will be by purchase of $1,000 in State of Israel Development Bonds.

At the same time, it was disclosed that Jack Cohn, executive vice-president of Columbia Pictures, and Si slabon horn, chairman of the press relations group, has named them as a special copy committee respons

Emerling, Golden on

Compo Press Group

Ernest Emerling of Loew’s Theatres and Gil Golden of Warner Brothers Pictures will soon chair the COMPO press relations committee, it was announced yesterday by Robert W. Lowe, COMPO special counsel. Harry Mandel, chairman of the press relations group, has named them as a special copy committee respons

Film Officials at

Savini Testimonial

Top industry officials yesterday joined in honoring Robert M. Savini, president of Astor Pictures, who is marking his 50th anniversary in the industry at a testimonial luncheon held at the Vescuo Restaurant here.

Among those at the luncheon in addition to trade press representatives were: Russell V. Downing, Ned E. Depinet, Montague Salmon, Sam Dem- bow, Martin Quigley, Jacques Kopstein, Al Young, Leon Bamberger, Harold Wondsell, Walter Titus, Harry Schroeder, Jack Berkin and Bert Robins.
Walsh-O'Brien Talks
To Conclude Today

Explanatory conferences between Tom O'Brien, general counsel for the Motion Picture Association of Theatrical and Kine Employees of England, and Richard Walsh, IATSE president, are expected to conclude today with a "gentleman's understanding" in effect as to the future production and exhibition of films in England for television use in the U. S., Stan O'Brien, who is planning to return to England tonight after a month's tour of this country, said yesterday that "the talks are proceeding satisfactorily."

Forms New Firm for US-German Trade

Muonio Podborzer, distributor of German-language pictures to in the U. S. formed United German Film Enterprises, Inc. as an organization to look after the American interests of German production, distribution and export companies, he announced yesterday. The new company, which Podborzer is president, was formed to "form a bridge between the re-born and rapidly expanding German film industry in the United States and Canada, which has yet to feel the impact of many of Germany's and Austria's outstanding post-war productions," he said.

Deals on Co-production Basis

UGFE will negotiate co-production arrangements between German and American interests in both the theatrical and TV fields. When UGFE also will make distribution deals for outstanding German and Austrian box office attractions and will arrange for American re-makes of certain German productions, he said.

The new company will provide information concerning the German and Austrian film industries which currently produce some 110 pictures a year in the two countries annually, Podborzer said.

Will Also Sell for TV

UGFE also will function as a producer's representative in the U. S. for various German production affiliations and will undertake the sale of German and Austrian features and shorts to television, he said.

USIA Picks 5 Films
For Edinburgh Fete

WASHINGTON, Aug. 31.—Five U. S. government films have been selected for showing at the current International Edinburgh Film Festival according to the U. S. Information Agency today. Two of these will be USIA cartoons.

Also to be shown at the festival are the early motion pictures re-created to film from the Library of Congress and the collection of Motion Picture Arts and Sciences.

Annual Goldwyn Gift
To UCLA Competition

HOLLYWOOD, Aug. 31.—An award of $1,000 for the best creative writing submitted in the Annual Campus Competition of the University of California in Los Angeles has been established by Samuel Goldwyn and the board of regents of UCLA. It was announced yesterday by Chancellor Raymond B. Allen, who will present the award. The competition is sponsored by the board of regents of UCLA as a means of encouraging the highest possible standards of film, play, music and other forms of art, with an emphasis on filmmaking. The competitions are open to all students of the University of California, and the winner will receive a certificate of $1,000, a trophy, and an opportunity to work in the motion picture industry of his choice.

Legal Steps Outlined
By Loew's Attorney
In NYC Tax Suit

Legal steps which will be taken by New York City exhibitor attorney for intervention in the five per cent admission tax suit against the city were outlined yesterday afternoon by Loew's attorney, H. Bruce Bress, at a strategy meeting of some 60 theatermen at Loew's home office yesterday.

Bress, along with Harry Brandt, president of the Independent Theatre Owners Association, and Emmett Frome, chairman of the Metro-Loew's Motion Picture Theatre Association, addressed the local theatermen and discussed some tax problems and forms for intervention in the case.

Refund Cited as Possibility

The exhibitors at the meeting also were shown with lobby and box office posters and placards for display. The theater owners were shown to save their ticket stubs as there may be a refund pending determination of the court hearing.

An interesting angle was injected into the afternoon discussions by a representative of the Internal Revenue Service, who uses turnstiles, Bress stated. "These which allow patrons to enter via turnstiles should distribute some sort of ticket in an amount of which is paid," he said. In case a refund is in order, the theater will know what amount is to be refunded by the ticket which is submitted by the patron, he said.

N.E. Allied Names
Parley Chairmen

BOSTON, Aug. 31.—Melvin Sai

er of Rhode Island and Herbert Brown of Greenwich, Mass., have been selected as co-chairmen of the Independent Exhibitors of New England annual convention held at the Bradford Hotel Bradford here on Dec. 7, it was announced following a meeting of the unit's board of directors.

Sai and Brown were selected during the IEN board meeting were the Allied film committee's meeting with distribution companies, which resulted in new agreements, and general industry problems.

Feldman on Coast

HOLLYWOOD, Aug. 31.—Charles Feldman and general manager of Universal-International, arrived here today from Tokyo, where he attended the company's Far Eastern conference. He will remain for several days at the studio before continuing to New York.

Broydy Off for Europe

Steve Broydy, president of Allied Artists, will leave here by plane to Monte Carlo, where he will attend the annual convention of the American Association of Motion Picture Sales, which will be held in Monte Carlo, August 20-24.

M-G-M Cartoon Staff
On Annual Vacation

CULVER CITY, Aug. 31.—The entire M-G-M cartoon staff headed by Producer Fred Quimby has started on annual vacations and will return on Sept. 20.

Extra Holiday Show

To accommodate holiday audiences, Radio City Music Hall here will open its doors at 7:45 A.M. on Labor Day, with extra performances of "Seven Brides for Seven Brothers," slated.

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FOLLOW THIS PICTURE TO THE BOX-OFFICE!

It is the hardest-hitting melodrama in years. (Powerful love story, too!) M-G-M backs it with a TV campaign destined to be the Talk of the Industry!

Available in Perspecta Stereophonic or Optical 1-Channel
**News Roundup**

**Thentremen to See ’Bull**

-Fifty-four leading exhibition executives of the New York area, representing 23 circuits and major theaters, have been invited by United Artists to attend today’s screening of “Sitting Bull” in the Warner Brothers projection room. Among those expected to attend are Joseph Vogel, George Skouras, Harry Kalmine, Fred Schwartz, Sam and Harold Kindsler, Russell Downing, William Mochan, Eugene Picker, Sol Schwartz, Harry Brandt, Robert Shapiro, Syros Skouaras, Jr., Abe Fabian, Walter Reade, Jr., Donald Kugoff and Irving Dollinger, among others.

**MGM Group to Rome**

George Cukor, M-G-M director whose next assignment will be “Bhowani Junction,” which will be filmed in Rome, will leave New York Sept. 12 for the Eternal City, to start preliminary work on the picture. Cukor’s departure will be followed by two days that of Gene Allen and George Hune, cameramen, and Mel Ballerino, M-G-M casting director.

**‘Duel’ Openings This Week**

David O. Selznick’s “Duel in the Sun” will open today at the Mayfair Theatre here, tomorrow at the Knickerbocker, Nashville; Paramount, Atlanta, and United Artists, San Francisco, and on Friday at the Warners Downtown Wilhern, Hollywood. A large group of drive-ins and satellite screens will follow during the week of Sept. 15.

**Dr. Terman to Ampex Board**

Dr. Frederick E. Terman, Dean of School of Engineering, Stanford University, who also serves on the boards of the Ampex Corp., manufacturer of magnetic recording equipment, at the annual stockholders’ meeting held in Redwood City, Cal. He replaces Charles McSharry.

**Review**

“Rogue Cop” (M-G-M)

Hollywood, Aug. 31

M-G-M’s entry in the parade of pictures about policemen sports a trio of movie names—Robert Taylor, Janet Leigh, George Raft—and tells a solid story badly. It is a story about a crooked cop, in contrast to the steady flow of constructive films about police and it contains, more particularly women, both by the crooked cop and his racketeer bosses, that add nothing to the force of the story and subtract a good deal from its general desirability as entertaining. The names all have a glint, slant more than is par for melodramas in kind, and the professional quality of the production is in its favor from the critics’ point of view. But it’s decidedly not stuff long to humor or other offering material, and totally unsuitable for the young.

“Rogue Cop” is from a serial story and novel by William P. McGivern which may have made a more useful point than Sydney Boehm got into his screenplay. The picture opens on a white-hood murder of aifty apparently engaged in collecting payment for a small packet of contraband that looks like dope (but of course couldn’t be, in view of the PCA seal on the package). The film, and moves swiftly toward the capture of the killer by the crooked cop (a detective sergeant, no less) and his honest brother, a hard-bitten bull. The genuinely dirty work begins a little later when a gangster played by Raft (back on the wrong side of the law again, incidentally) tells Taylor, the crooked cop, that he’s got to persuade his brother, with $15,000, to pretend he can’t identify the killer, Taylor tries, but the brother refuses, and gets killed for it. Then Taylor, who meanwhile has ignored all the efforts of his wife on the other side of the law to make the murderer wear more legible manners and turn honest, goes after the murderer of his brother, animated by revenge to perform a duty he’s accustomed to defaulting for, and busts him in a suitcase full of the capture of the killer by the crooked cop.

Miss Leigh plays a relatively inoffensive role in straight-away fashion, and Raft lives up to his old cop’s goshal good-naturedness, and it is, of course, adequately honest-looking as the honest cop who gets knucked off, and there’ll be a good deal of written done about Anne Francis’ enactment of a gangster’s drinking-mistress (the best part of the dialogue) to whom the production apportions a liberal share of the running time.

Nicholas Nayfack produced the picture and Roy Rowland gave it the benefit of his extremely proficient direction. The veteran John Seitz’ photography makes it look better than it probably is, the running time, 92 minutes. Adult audience classification. Release date Oct. 8.

WILLIAM R. WEAVER

**Italian Films**

(Continued from page 1)

drawn out of the American market at this stage. He further indicates that the movies earned by IFE have been reinvested, thereby precluding the need for any American investment.

The IFE board member, who is one of Rome’s leading exhibitors in addition to being president of his company, arrived in this country with Dr. Giulio Andrette, former Italian undersecretary of state, and Dr. Virgilio Delluci, general manager of Rome’s Cinecitta Film Studios.

Gemini, in response to a question regarding Italian production, said that Italy is producing more than 140 pictures per year. Of these, he went on to say, there are 10 “very good” for the American market and 30 others which will be of interest to U. S. audiences.

**Sees 1,000 ‘Scope Houses**

In reference to new techniques, he forecast that there will be 1,000 CinemaScope equipped theaters in Italy by the end of the year in comparison to the estimated 100 now so equipped. He spoke enthusiastically about new media, including CinemaScope and VistaVision, and the last word on new techniques has not yet been heard. Gemini added that in his opinion the story rather than the system is the good picture.

Gemini, who is also honorary president of the Italian General Association of Show Business, said that he plans to be in New York about 10 days before returning to Italy.

**Italy Permits**

(Continued from page 1)

permits under the new Italian film pact from 189 to 100.

At the same time, the meeting allocated among members MPEA control exclusive retention of United Artists and Allied Artists, 90 per cent of the total licenses, namely 171. Permits to the other members, Allied Artists, it was explained, are dealt with individually as in former years. It was further agreed that the balance of cash and permits on the books of MPEA will be allocated not later than May 1, 1955.

In a spirit of cooperation, it was agreed that the distribution of one additional permit from the Italian government will be handled in Rome by Eugene Van De, MPEA representative in Italy, for MPEA president Eric Johnston.

**Compo Group**

(Continued from page 1)

sible for the copy of the new series of 26 ads which COMPO will begin publishing shortly in “Editor & Publisher” to appear in the first issue of Hasty’s and Oscar Doob, who will continue as members of the main press relations committee, Clyde said.

Golden and Emerling will meet Sept. 8 in the COMPO offices here with representatives of the Monarch Greenfield Company, the advertising agency that will handle the second E. & P. series.

**People**

Oscar W. Wiegela has been named technical service supervisor in the Midwestern sales division of Eastman Kodak. In other appointments, Pevear, Kodak general sales manager, Philip Sydney, who has been technical, general representative in the company’s Northeastern sales division, has assumed new duties as manager of Kodak’s projection department, and John T. Groet has been named manager of the industrial studios in addition to his present duties as manager of the graphic arts studios.

Ava Gardner today will leave Sanagiago, Chile, for Buenos Aires, the United General Sales manager and in her three-week promotion tour through South America for her new film, "The Barefoot Contessa," in which she stars opposite Humphrey Bogart. Miss Gardner, who has already visited Lima, Peru, on her tour, will also call at Monte video and Rio de Janeiro.

Herman King, of King Brothers, who recently toured the German and Scandinavian studios, is now in Sweden, France, England and Ireland, returned to New York yesterday on the “United States” accompanied by his nephew and painter Lawrence Segal, who acted as official photographer for King Brothers at the Berlin Film Festival.

Edward Lurie, veteran exploitation man, has been added to the exploitation staff of United Artists by Frank M. Hickey, A national director of advertising-publicity.

S-W, Fabian

(Continued from page 1)

divestiture of a Johnston, Pa., theatre by Fabian.

A telegram received here on Monday that the Department of Justice has approved the leases to Walen and Stowell. It was reported that both men, industry veterans, had paid cash and also agreed to pay a percentage of the weekly gross. The houses, accommodating 1,580 and 1,000 respectively, will continue to be first-class.

Stanley Warner will have one theatre still operating in Troy, and Fabian is left with two in Albany, the 825-seat Palace and the smaller Leland.

**Showplace of the East**

For your screenings

• Three Channel interlock projection

• 17"; 1, 5mm & 35mm tape interlock

• 16mm interlock projection

Cutting & Editing Rooms Available

MOVIELAB THEATRE SERVICE, INC.
26 W. 54th St., N.Y. 19, July 6, 1954

Wednesday, September 1, 1954
No More Tears for Judy—is the title of a story written by Helda Hopper about Judy Garland, the dancing and singing star of "A Star Is Born," appearing in the September issue of "Woman's Home Companion." "A Star is Born" will also benefit from a series of newspapers in key cities across the nation will carry many personality stories of Judy's land and newsbreaks on the picture.

"Life" in the current issue has a composite photograph on the two-page center spread showing "dum-dum-dum" Jack Webb as an actor, director, part-time writer and editor who wrote his Warner Bros. picture "Dragnet." "Life" reports: "Dragnet is a tense, understated, run-through of a grim-life crime and like the TV shows, will probably be a hollowng success."

Paramount's "Sabrina" has been selected as the picture-of-the-month for September by "Coronet" magazine.

"Seventeen" has an interesting personality story of Edmund Purdom, star of "The Student Prince" and "The Egyptian" in the current issue. These features are "The Vanishing Prairie," "Valley of the Kings" and "Hobson's Choice" received laudatory reviews, and "Cosmopolitan" has an excellent feature story about the young and beautiful people of Paris, with the picture of the month being "The Woman from Nice." The picture next month will be "Two Girls from Bordeaux."

Louella Parsons selects in the same issue of "Movie” the Valley of the Kings as the best film of the month for September; "Sabrina," the best comedy; "The Vanishing Prairie," the best dramatic comedy, and "On the Waterfront," the best melodrama.

WALTER HAAS

National

Pre-Selling

Three Finished, 7 Planned, by Filmmakers

(Continued from page 1)

erties are owned and ready for pro-
duction, Young said that they would like to produce at least one of their future films in VistaVision and that VistaVision production is being considered.

No Outside Productions

"Our general plans do not include the release of outside productions," Young said. "Filmmakers has released in the past several other products with producers who have given us the best. Hal Chesters' "Crashout" is the only film at present which Filmmakers is dis-

tribution. The producer said.

Levin, who has charge of all Fil-

makers distribution, stated that the exhibitor guarantee under which all of the organization's product is distributed, is very successful.

Notification Via Trade Ads

Filmmakers notifies exhibitors by trade ads that a property is available for booking against the start of the film's production, Levin said. "Our plan in contracting with an exhibitor even before a film is in production is understood. If the exhibitor wants to sell the production and it helps feed prod-

tuct to the market," the executive said. "If an exhibitor is interested in our

properties after reading synopses of the stories he could contract for the product on a percentage basis," Levin said. "Filmmakers received over 2,000 requests from dealers throughout the U. S. for "Private Hell 36" and the company has contracted with about thirteen exhibitors, "who liked our ar-

rangements," he said.

120 Days to Pay

"We do not play favorites in award-

ing bookings. A circuit or an inde-

pendent could get our commercial. We have completed our production deal with a major company and contracted with a major. We have then negotiated with the major's subsidiaries," Levin said as he explained the company's method of booking product and distribution. "Distribution of product is handled in some cases by Filmmakers and in certain territories by franchised dealers," he said.

Opening at Paramount Friday

Much credit to the Filmmakers suc-

cess is due to Leonard H. Goldenson, to whom we can give an un-

Marching-Pa-

*327th* motion picture is distributed, is very successful.

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WALTER HAAS

Intermountain Meet Lauds CinemaScope

(Continued from page 1)

Praise for CinemaScope and its in-

duction by 20th Century-Fox on its 1954 films contained in a wire to Spyrros Skouras, company president, from the Fox In-

ternational Meet Convention in Denver.

The circuit, headed by Frank H. Rickertson, Jr., currently is celebrating its 25th anniversary and a company marking the event was held late last week.

Spyrros Skouras reads: "To you and your associates we send with all the force and enthusiasm at our command our appreciation for Cinemascope's vital role in making our product, made especially for the product now making our box-

offices hum. Without your courage, your faith in CinemaScope and your indus-

try would have withered and died. We know this and so do our families and loved ones.

"Therefore, we have resolved to aggressively and imaginatively handle this superb flow of product in a manner that will demonstrate deeply our gratitude and our responsibility to you and to 20th Century Fox."

Distributors Deny Smalley Trust Charge

ALBANY, N. Y., Aug. 31—Gen-

eral denials have been filed by de-

fendant distributors in the trea-

dible damage anti-trust suit brought by Smalley Theatres, Inc., and Smalley-Theatres to enjoin The Rex Corp. against Schine Chain Theatres. In-

other Schine companies and distribu-

tors, involving the Smalley Norwic-

h, Schine's Colonia in that city.

The Schine companies were granted a motion for leave of time to file their reply to the complaint registered by attorney Leonard L. Rosenthal of Al-

bany in U. S. District court at Utica in behalf of the Smalley theatre con-

Sea of the meeting.

Zimmerman

(Continued from page 1)

sumers of the business policy, administration and distribu-

the directors of the company, which is to produce major motion pictures and television programs, have elected: William Lodermill, treasurer; Dorothy Olney, assistant treasurer; Sam Levy, secretary; A. Frederick Leopold and Bernard Wadnia, assistant secretaries.
20th Century-Fox's

FREE

CINEMASCOPE

SHORT SUBJECT THAT REALLY SELLS AND Explains 4-TRACK HIGH FIDELITY MAGNETIC STEREOPHONIC SOUND

TITLED “THE MIRACLE OF STEREOPHONIC SOUND”

Now Available At Your 20th Exchange

FREE! 1 & 2 column slugs available! Write Exploitation Dept., 20th Century-Fox, 444 W. 56 St., N.Y. 19, N.Y.

HUNDREDS OF EXHIBITORS ASKED FOR IT!

“I think it should be run in every theatre equipped for Stereophonic Sound and CinemaScope.”
—Lloyd Wineland, Sr., Wineland Amusement Co., Washington, D.C.

“I would like to run this film in each of my theatres for our patrons to see.”
—Al Kool, Standard Theatres, Milwaukee, Wis.

“Should be shown to the public. Not enough people realize the improvement of sound.”
—R. L. Sanger, Windsor, Windsor, Col.

IT’S FREE!
Date It Now!
First Meeting

Elec Reagan V-P of New Loew's Firm

Board Now Includes Melnicker, Rubin Also

Charles M. Reagan, general sales manager, was elected a vice-president of Loew's Inc. and a member of the board of directors at a meeting here yesterday, marking the first day of operation of Loew's, Inc., as a separate distribution-production company in accordance with the consent decree requiring the divorcement of its theatres.

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**Personal Mention**

**JAMES A. MULVEY**, president of Samuel Goldwyn Productions, is expected to return to New York over the weekend from the Coast.

**TOA Welcomes DCA’s Arrival**

C onsultations and encouragement on behalf of Theatre Owners of America (TOA) to moviemakers and the distribution Corporation of America was offered here yesterday by Walter Reade, Jr., president of TOA.

In a letter addressed to DCA president Fred J. Schwartz, Reade spoke of the “shortage” of product and how it might be handled under the new situation. Continued Reade: “I wish to assure you personally of every bit of encouragement by TOA toward the general membership of the Theatre Owners of America are anxious to assist and to encourage you in the kind of productions you have announced.”

Meanwhile, it was announced that Schwartz is planning to be here Thursday day to aid in the negotiations for the stars of “The Survivors,” a DCA planned release.

**Costa Winner of S-W ‘Fabian’ Contest**

NEWARK, N. J., Sept. 1.—Frank Schrager, manager of the Strand Theatre in Ridgewood, N. J., was selected as the first prize winner for the month of July in the “Burt Fabian” national manager’s contest, it was announced here yesterday by Stanly Warner’s New Jersey manager, J. D. Schreiber.

Among Costa’s special promotional activities was included home air-conditioning advertisers sending you to the theatre store try, free ice cream for the kiddies each week and a local art exhibit in the lobby. Second and third prizes were awarded to Al Barilla and Adolph Finkelstein, respectively. Equal awards for posters, cards and all place were shared by managers Fred Dressel, Capitol, Newark; Andy Garofalo, Royal, Bloomfield; and Bernie Silverman, Branford, Newark.

**High Take Is $2,041 On Stormy First Day**

Despite the hurricane which lashed N. J. and the State yesterday, a $1,431,- 000 unpaid on a $3,857,000 loan made to Sierra Pictures, under which banner the film was made. The tank sells all tight to the film. It named as de- fendants persons having an interest in picture, including RKO, Warner and Miss Bergman, Sierra, Pathé Industries, First National Bank of Boston, Maxwell Anderson, David O. Sel- nick, Consolidated Film Industries and DeLuxe Laboratories.

**O’Brien and Walsh Reach Agreement**

Complete understanding in regard to labor union problems involved in future production of films in Great Britain and Ireland has been achieved. Motion picture theatre use in America has been reached here following two days of meetings with representatives of ATSE president Richard Walsh, and Tom O’Brien, general secretary of the National Association of Theatrical and Kinema Employees (National Association of theatrical Employees, hereafter referred to as National Organization of theatrical Employees, or N.O.T.E.), at the Commonwealth Hall of the city yesterday prior to his departure for England.

Walsh and I have reached an agreement in principle on the film production problems,” O’Brien said. The ATSE head will leave for Los Angeles “within a fortnight” to inform the Screen Guild Council of the progress made in the talks and later on in the month he will go to England to meet with British labor officials, O’Brien said.

**Coast Bank Sues on ‘Joan of Arc’ Loan**

HOLLYWOOD, Sept. 1.—The Security First National Bank has filed foreclosure action in Superior Court in San Francisco, Calif., produced by Walter Wanger with Ingrid Bergman as star and released by RKO Radio Pictures for $1,431,000 unpaid on a $3,857,000 loan made to Sierra Pictures, under whose banner the film was made. The bank sells all tight to the film. It named as de- fendants persons having an interest in picture, including RKO, Warner and Miss Bergman, Sierra, Pathé Industries, First National Bank of Boston, Maxwell Anderson, David O. Sel- nick, Consolidated Film Industries and DeLuxe Laboratories.

**National Organizations Set for ‘Suddently’**

A coast-to-coast kick-off for “Suddently” which stars Frank Sinatra, will get under way this month with key territorial premiers beginning Sept. 16, it was announced yesterday by William J. Heineman, vice-president in charge of distribution for United Artists.

The Robert Bassler production will open in Cleveland, Columbus, Clevel- land, and Loew’s theatres in Houston and Syracuse, followed the next day in Chicago, Milwaukee, and Loew’s, Rochester, N. Y. There will be openings Sept. 23 at the Circle, Indianapolis and Phoenix, Ariz.
**Fox Foreign**

(Continued from page 1)

this year will be lower than the 1953 income mainly because of the small number of theatres equipped for CinemaScope and stereophonic sound, Silverstone said. "However, the 12-month period beginning with November, 1953, should increase over 1953 by 35% because a vast percentage of 600 orders on hand for CinemaScope equipment will be filled," he said. As of last week, 575 theatres, including the J. Arthur Rank circuit, were equipped for CinemaScope.

CinemaScope equipment is slowly being delivered to English exhibitors by Western Electric, whose basic projection equipment is in use in the majority of British theatres, Silverstone said. "Once all orders are filled, 20th-Fox will have its highest income from England since 1947," he predicted.

**Acquiring British Theatres**

Silverstone revealed that 20th-Fox is taking over the operation of a number of theatres throughout Britain, which he said would have better distribution. At present the company jointly operates with independent first-run exhibitors in key towns throughout Great Britain and four houses in London alone, he said.

English theatremen do not give a picture a chance, Silverstone said. A film may be booked in a community for one or two weeks, and then it is shelved. Silverstone said, "There is no word-of-mouth advertising on a film," he said. He revealed that by taking over theatres we could receive the grosses that are due.

The 20th-Fox, he said, will be in on the first picture in the new production and screen presentation process, was defined as opening as "one of the most important meetings in the history of our organization" by A. W. Schwallberg, president of Paramount Film Distributing Corp.

**Balaban**

(Continued from page 1)

have good product. A good repuation means a good product are insparrable in this industry.

The three-day conference to be devoted principally to VistaVision and Panor ama-45 were held to close down the day of the storm but were operating normally yesterday. RKO Theatres' Strand and Colinuth in Falls Rockaway, L. I., had to close down for a while due to the storm, but reopened.

Four Century Houses Close

For the first time in the Century Circuit, located on Long Island, had to close down due to lack of power. The theatres are the Huntington, Shoreham, Arrowood and the Roselea.

Associated Prudential Circuit, with many theatres in the storm-swept part of Long Island, reported that at least 21 of its theatres were hit, with damages varying from power failure to complete shutdowns.

It was too early to assess the extent of the damage in dollars and cents at this stage, a spokesman said. Practically all, if the 21 Prudential houses were not operating on Tuesday as some were able to put on a show despite the damage, the circuit official said.

**Drive-ins Hardest Hit**

More than half of the drive-in theatres in Massachusetts were closed because of lack of power caused by the hurricane which in some cases blew down screens, fences and signs.

The hard hit was the Weymouth Drive-in, an American Theatres house, which was so badly damaged that it was not expected to be closed for the remainder of the season. Drive-ins, located in exposed positions, were hardest hit and some will be closed for an additional period. The houses were being repaired and no closings were known to have been caused by failure to get a show.

which will also discuss other major productions, in addition to "White Christmas," to which two days will be devoted.

**Huntsman's Three Dark Streets' Opening**

"Down Three Dark Streets," starring George Raft, Crawford and Roman, will have its New York premiere at the Palace Theatre tomorrow. United Artists is releasing the Edward Small presentation.

**20th-Fox to Mark 'Scope Anniversary**

Twentieth Century-Fox will celebrate its first anniversary of CinemaScope's introduction with a series of special events and an advertising and publicity campaign which is to begin on or about Sept. 16.

**People**

Cresson E. Smith, general sales manager of Louis De Rochemont Associates, who has just returned from a trip to Europe and several months in California, is preparing a statement outlining future plans of the organization.

The company recently acquired by subcontrat from Rodgers, and Hammerstein the large Times Square engagement on the Street and Broadway for a minimum period running through Nov. 1.

Arch H. Jolley, secretary of the Motion Picture Theatres Association of Ontario, has resumed his speaking tours in behalf of the film industry.

Danny Kaye will arrive in New York over the Labor Day weekend to begin his first U.S. television network show, keyed to VistaVision and Paramount's first musical in that medium, "White Christmas." The show is to be televised in Bob Crosby, Rosemary Clooney and Vera-Ellen.

Joseph Di Pietro, editorial associate of the "Lady Home Journal," is aboard the "Ile de France" bound for Europe.

Leonard Spinrad, film industry consultant, who is a named American representative for two of India's leading news, commercial and documentary motion picture producers; Rane Film Field and Eastern Movies. The companies are offering their service to American firms doing business in India.

**Use Radio Campaign On 'Duel' Date Here**

Radio spot saturation over a 48-hour period on stations WNEW, WINS, WMCA, WMGM and WNBC here added the New York campaign for David O. Selznick's "Duel in the Sun," which opened at the Mayfair Theatre yesterday.

Beginning next A.M. Tuesday, every available spot was purchased on the five stations on a "play-as-available" basis. Ultimately amounting to over 300 spots within the 48-hour period.

In other key cities the campaigns have relied heavily on TV, using 12 local spots on ABC, NBC, and Tot Turner and Don Thompson. However, those campaigns were rigged down strictly to the airing of the film, while in New York it opened solely at the Mayfair, the TV cost running too high for a single theatre.

**Jeffers vs. SEG Suit Given to Coast Jury**

HOLLYWOOD, Sept. 1--A jury in Superior Judge Allen Ashburn's court today retired to consider their verdict in the $200,000 libel suit brought against the Screen Extras Guild by a former member, Michael D. Jeffers, after hearing eight weeks of testimony by prominent industry figures.
NEW YORK
FIFTH WEEK
"TERRIFIC, AMAZING"
—says Variety

LOS ANGELES
"WHOPPING! SMASH!"
—says Variety

PHILADELPHIA
"Has Broken House Highs Every Day!"
—says Variety

ALBANY
50% OVER FABULOUS "SHANE"

THE BOXOFFICE IS SENSATIONAL
As Paramount’s "Window" Opens To Phenomenal Grosses Everywhere!

James
ALFRED H
REAR W
Color by TEC
GRACE KELLY • WENDEL
with RAYMOND BURR • Directed by ALFRED HIT
BASED ON THE SHORT ST
ATLANTIC CITY
PARAMOUNT'S BIGGEST SUMMER GROSSER

SYRACUSE AND UTICA TOP BOXOFFICE PERFORMANCE

FALL RIVER, GLEN FALLS REPORT
SPECTACULAR Evidence Of Small-Town APPEAL!

SET YOUR DATE FOR “HITCHCOCK'S BEST!”

Thru September and October, every local engagement will coordinate with perfect timing to the barrage of nationwide promotion thru the high-powered, all-media selling in one of the greatest campaigns from

PARAMOUNT
**Reviews**

**“Down Three Dark Streets”**

*(Edward Snell-United Artists)*

DEVOTEES of mystery and suspense films will be well pleased with this Edward Snell production starring Broderick Crawford and Ruth Roman. Based on the novel in the New York Daily News, the film was produced and directed and should be wholly suitable for a single feature program or at the top of a double bill. It is readily exploitable and will stand up well against advertising claims.

As the story stands, a special F.B.I. agent, working on three separate cases, is killed. Crawford, a team-man, takes over. It seems the answer to the murder lies somewhere in the maze of three cases the agent was working on.

The first case in the screenplay by the Gordons and Bernard C. Schenfield concerns the search for a gangster and killer, one of the F.B.I. ‘s “10 most wanted men,” who is believed to be living on the West Coast. This agent is an attempted extortition. Thus Crawford starts methodically on case one and soon removes it as the answer to his quest. The same goes for number two. Remaining to be solved is the extortion-kidnap case. Crawford goes on tracking down the culprit. The director, William S. Hotchkin, has arranged a rendezvous with Miss Roman who is to turn over to him the ransom money she has collected as insurance after her husband was killed in an auto accident.

The bristling climax sees a trap set and the killer captured. Arthur Gardner and Jules V. Levy produced while the direction by Arnold Laven is striking. Leading to the effect of the story are strong background details.


**“Shield for Murder”**

*(Scheuck-Koch—United Artiles)*

“SHIELD FOR MURDER” is another addition to the rapidly accumulating current supply of films about policemen who end up breaking covering the law. This Aubrey O’Brien and Howard W. Koch, rates with those in the same story category being offered to theatre owners.

It is packed with suspense from start to finish, fitted with breath-taking action and other than the violence. It’s a thoroughly professional job, well handled and well presented.

Co-director O’Brien stars as the hardened police detective, caught in the middle on this his first assignment. Supporting him are John Agar, as another detective and O’Brien’s protege, and pretty Marla English, here making her film debut as O’Brien’s sweetly ineffectual fiancée. Filling out the cast are a host of excellent character actors who bring into sharp focus such varied types, policemen, lawmen, etc., etc.

O’Brien’s trouble starts when he knocks off a small-time hoochie carrying $25,000 to a big client. It first appears that the dead man was killed in the line of duty but when the client lets it be known that he knows the booke was carrying so much loot, suspicious are aroused. Wanting to beat down the rumors about his friend, Agar starts checking the case, and eventually and unhappily establishes O’Brien’s guilt. The climax is a fair-raise chasing through the eight streets of Los Angeles with the paranoid killer finally swapped down by his buddies’ guns.

Such does not quite do justice to the picture. The directors have utilized big city background to the limit and made for an exciting film. Fine performances are given by the entire cast.

Running time, 80 minutes. General audience classification. Release date, not set.

**Rodgers Sees**

*(Continued from page 1)*

association with AA will in no way in- fluence his functioning as a president of Anamalgated Pictures. He said, however, he would undertake no other distribution advisory work.

Mr. Rockefeller, in making the announcement of Rodgers’ appointment, stressed his company’s realization of its new responsibility. In order to attain this challenge, Brody continued, the services of Rodgers, a former general sales manager for M-G-M, were retained.

Rodgers, the AA president continue- d, will coordinate with Mr. Goldstein, our vice-president and general sales manager, on all matters of sales policy. I know that exhibitors throughout the country will welcome the assurance in our good fortune in having acquired the services of this important executive.

Rodgers paid warm tribute to Gold- stein who he recalled he had been associated with previously.

**Eady Dispute**

*(Continued from page 1)*

and on all seats from two shillings and eight pence upwards by one half- penny.

The long-drawn out Eady dispute, the subject of today’s meeting of Brit- ain’s four trade associations, arose out of the producers’ demands for a larger share in the Eady pool.

The proposed increased levy, it was learned, pays for a dispute which has lasted three years.

Following today’s conference, the producers’ association withheld the agreement, with CEA ratification virtually assured.

**Acquires Ontario House**

TORONTO, Sept. 1.—The Plaza Theatre Company, which is operated by Harold Rankin in West- ern Ontario, has been acquired by Fred J. Campbell of Tillbury. The Plaza has been closed for some weeks. Rankin has retired from the theatre business.

**Elect Reagan**

*(Continued from page 1)*

Thornton Mills. In addition, Irving H. Greenfield was elected secretary, succeeding Friedman, and Marvin M. W. Hoffman, assistant secretary, replacing Greenfield.

J. Robert Rubin, who resigned as vice-president, continues on the board of directors, as did other officers, led by president Nicholas M. Schenck, remain unchanged.

Other officers are: vice-presidents, Doris Singletary, Maiman, Howard Dietz, Charles M. Moskowitz, who also is treasurer, Benjamin Tian, Marvin Schenck, Louis, Joseph J. Cohen; comptroller and assistant treasurer, Jessie T. Mills; as- sistant secretary Nicholas N. Nuskay, and assistant treasurer D. B. Schaad- ler and Charles H. Phelan.

**Eleven on Directorate**


The board was set up to look after Loew’s into separate distribution-production and exhibition companies represents the latest phase in the Paramount consent decree, inaugurated in December, 1949 with the reorganization of Paramount which was the first to result from the consent decree. Other companies which have completed divo- cements are RKO Radio, 20th Century- Fox and Warner Bros.

**Col. Loan**

*(Continued from page 1)*

ments and for additional working cap- ital, the company said.

The banks involved in the term deal are The First National Bank of Bos- ton, Bank of America National Trust and Savings Association, Bank of the Manhattan Company and Bankers Trust Company.

**Dividends Set by FPC**

**And Marcus Loew’s**

TORONTO, Sept. 1.—Famous Players has declared a dividend for the third quarter of 1954 of 37½ cents, equal to the annual rate of $1.50, on the common, payable Sept. 25 to stockholders of record Sept. 9.

Marcus Loew’s Theatres Ltd., To- ronto, assisted by the regular $1 quarterly dividend payable Sept. 30, to holders of record Sept. 10.

**Report UATC to Buy**

Loew’s, L.A.

HOLLYWOOD, Sept. 1.—A deal by which United Artists Theatres Circuit would acquire from Loew’s the Los Angeles Loew’s-Roxie circuit and a building is reported close to consummation. Purchase price is said to be $500,000.

The State has been operated by UATC under lease from Loew’s since Dec. 1, 1949, when Loew’s purchased it back to the owner in the breakup resulting from the consent de- cree.
You Are Cordially Invited to Join

in honoring

BARNEY BALABAN

for 35 years of dedicated service to
B'nai B'rith and to his fellow man

At a Testimonial Dinner

SUNDAY, SEPTEMBER 26, 1954, AT 6:30 P. M.

WALDORF-ASTORIA HOTEL

Participation by Purchase of $1,000 in
State of Israel Development Bonds

The Metropolitan Council of B'nai B'rith takes pride in sponsoring this tribute to Barney Balaban — in recognition of a life of selfless service dedicated to the welfare of his country, his fellow man and the State of Israel. Not only as President of Paramount Pictures, but as an outstanding figure for years in the motion picture world and as a driving force in advancing democracy for the benefit of all mankind, Barney Balaban has combined the highest traditions of American life and the loftiest humanitarian principles. In this, as in his devotion to Judaism and his inspired effort to build and strengthen the State of Israel, he has nobly and consistently put into practice the historic aims and the cherished ideals to which B'nai B'rith is dedicated.

For Reservations
Write

SAMUEL MARKLE, Chairman
METROPOLITAN COUNCIL, B'NAI B'RITH

20 West 40th Street

New York 18, N. Y.
Drawing the teeth of the tiger

The searing heat of the high-powered, long-throw, wide-screen projector is a tiger that could quickly ruin film.

It could—but it doesn't.

Because—today this tiger's teeth have been drawn. Reflection devices let light rays through, hold heat rays back; water-cooled gates and air jets give added protection.

To help solve problems such as this, Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

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

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

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois
Arguments Heard
Court Defers Decision in N.Y. Tax Case

Exhibitors Are Allowed One Week to File Papers

By LESTER DINOFF
Supreme Court Justice Percy D. Stoddard of Queens County General Court yesterday reserved decision in the five per cent admission tax suit against the City of New York pending further examination of affidavits and motion papers for summary judgment which Assistant Corporation Counsel Stanley Buchsbaum and exhibitor attorneys recently filed for hearing.

In announcing that his decision will be withheld, a verdict which in one way or another can determine the legality of the New York City levy under the State Enabling Act of 1947. (Continued on page 4)

Agree to Bar B.O.
Figures in Paid Ads

Agreement not to include box-office figures in paid motion picture advertisements or film releases was reached here yesterday at a meeting of the advertising-publicity committee of the Motion Picture Association of America. It was learned. The MPAA ad-publicity committee (Continued on page 5)

45 LOEWS THEATRES COLLECT $25,277 IN NYC TAX BREAKAGE

While New York City anticipates an income of $16,000,000 to $17,000,000 yearly from the five per cent admissions tax, Harold I. Cleary, vice-president of Loew's Theatres, reported in an affidavit filed yesterday in Queens County Court that "for the period beginning July 1 up to and including Aug. 17 (six weeks and six days), 17.09 per cent or $25,277.31 of the gross amusement tax collected constitutes the tax breakage at 45 Loew's theatres throughout the city."

"Furthermore, an analysis of the records for the same period discloses that the total tax collected amounts to $1,518.19 per cent of the admission charges made by Loew's Theatres." RKO Theatres comptroller Harold E. Newcomb, in his affidavit, stated that "financial records disclose that the tax breakage during July, 1954, amounted to approximately 15 to 19 per cent of the gross admissions tax collected."

The state permits the city to collect a maximum five per cent tax. Exhibitors are suing to prevent the city from collecting "breakage" in excess of the authorized five per cent.

To Launch 6-Month UA Sales Drive with $50,000 in Prizes

A six-month drive with $50,000 in prizes to be awarded, in honor of Robert S. Benjamin, chairman of United Artists' board of directors, will begin on Sunday, it was announced here yesterday.

In the joint announcement, William J. Heineman, vice-president in charge of distribution, and B. G. Kranz, general sales manager, said the drive will support the line-up of important product announced recently by president Arthur B. Krim.

The salute to Benjamin, which will (Continued on page 4)

ABC, Rank Circuits Raise Prices Sunday

By Staff Correspondent
LONDON, Aug. 31 (By Air Mail).—The two major circuits—ABC and J. Arthur Rank's combined Odeon and Gaumont-British—announce that the price of certain seats will go up by one penny from Sunday next. The lowest price (1s. 6d.) and highest (4s. 0d.) are unaffected, but prices of the 2s. 6d., 3s. 6d. and 3s. 1d. will go up by one penny each.

The new scale of prices will be (Continued on page 4)

New Techniques Not 'Problems'
Color Will Return to Fore At Upcoming SMPTE Meet

Color in motion pictures, as well as in television, will return to the fore as the spotlight topic of a convention of the Society of Motion Picture and Television Engineers when it meets in its 76th semi-annual session Oct. 14-22 at the Los Angeles Ambassador Hotel.

An SMPTE spokesman, explaining the resurgence of interest in color as contrasted to that in new screening techniques, stated that CinemaScope now is pretty well stabilized, while VistaVision presents no new technical problems.

On the other hand, he pointed out that there is much current technical color problems, both in motion pictures and television. There probably will be papers on stereoscopic magnetic sound and optical sound, he added.

Plans Outlined for 'Scope's 1st Birthday

CinemaScope's first anniversary, on Sept. 16, marking the introduction of the new entertainment medium with The Robe, last year will be celebrated by 20th Century-Fox and leading industry figures and organizations during the next two weeks in an international series of commemorative events, the film company announced yesterday.

The CinemaScope progress will be saluted on its first birthday in special theatre ceremonies, on television and radio and in the press.

Plans have been completed to stage fetes in every country where CinemaScope films have been exhibited, activities which will include the participation of government officials and civic and business leaders.

Film industry celebration plans embrace all segments of publicity, adver- (Continued on page 5)

Hall Signs Pact With Local 802

A new two-year contract with Local 802 of the American Federation of Musicians has been concluded by the Radio City Music Hall, it was learned here yesterday.

Settlement was reached after protracted negotiations. The new agreement which ensures the continuance of a vital area of the Hall's traditional stage show, runs to September, 1956.
Personal Mention

CHARLES J. FELDMAN, Universal-International general sales manager, is scheduled to return to New York over the weekend from the Far East.

E. K. O'SHEA, Paramount distribution vice-president, became a grandfather again when his daughter, Mrs. Thomas J. Worrall, gave birth to a son at Children's Hospital, Buf- falo.

FRANK I. DAVIS, Jr., president of Selznick Releasing Organization, and Victor J. Horst, vice-president, will arrive here today from Hollywood.

Robert Fellows, president of Batjac Productions, will arrive in New York from Hollywood next week.

FOSTER M. BLAKE, Universal Pictures Western sales manager, will return to New York today from Chicago.

CHARLES VITOR, director, and Mrs. Vitor will arrive in New York tomorrow from England via B.O.A.C.

ETTORE GIANNINI, producer-director, will arrive in New York from Italy on Monday.

MORT NATHANSON, United Artists publicity manager, is vacationing at Montauk, L. I.

Zoning Study Holds Up Mpls Drive-In

MINNEAPOLIS, Sept. 2.—Three applications for licenses to build a second drive-in theatre in Bloomington, south Minneapolis suburb, have been rejected by municipal officials pending the completion of a zoning study of the area.

Applications were from the Sky-Vu Theatre Company, headed by the Karatz interests; Minnesota Entertain- ment Enterprises, owner of the existing Bloomington drive-in, and Otto Kobs, owner of the Oxboro Theatre, a four-wall house. It was understood by the municipality that after the survey is completed all applications must be resubmitted.

'54 Amusement Taxes Rise in Connecticut

HARTFORD, Sept. 2.—Amuse- ment taxes in Connecticut for the fiscal year 1954 increased slightly over the preceding period, it is reported by William F. Connolly, tax commissioner, who said the total rose from $108,547 in 1953 to $108,663 in 1954.

No Paper Monday

MOTION PICTURE DAILY will not be published on Monday, Labor Day.

Could Be Useful If Business Dies

MEXICO CITY, Sept. 2.—The Brothers Arranzio, local morticians, are the first of their trade to enter Mexican exhibi- tion. They have purchased stock in the new first-run thea- tre here, the Cine Paris, which features French films.

'Dragnet' HITTING TOP OPENING DAY GROSSES

WARNER BROS. "Dragnet" set a new all-time house record at Keith's Theatre, New York, with a $4,259 opening day take.

Opening day receipts have been topping grosses of "The High and the Mighty." Typical opening day busi- ness registered by "Dragnet" includes: Allen Theatre, Cleveland, $4,804; North Side Theatre, Youngstown, Ohio, $4,015; Strand, Hartford, $2,652; Capitol, Springfield, Mass., $2,202; Warner, Monmouth, $2,633; Midlothian, Oklahoma City, $2,166; Garden Drive-In, Denver, $1,960; Capitol, Madison, Wis., $2,134; Lincoln, Trenton, $1,328; King Gate, San Francisco, $3,549.

Warner's Downtown and Warner's Wil- lert, L. A., $8,171; Stanley, Jef- ferson, $4,068; Rialto, Allentown, $1,806; Colonial, Harrisburg, $2,077; Or- phinum, Minneapolis, $2,533; Or- phinum, St. Paul, $2,161; Corona, Richmond, $2,145; Rivoli, Toledo, $2,164; Embassy, Fort Wayne, $2,150; Alabama, Portland, Ore., $2,306; Warner, Erie, $2,590; and the Warner, Bridgeport, $2,800.

'Egyptian' GROSSES Continue Fast Pace

"The Egyptian" continues to roll up impressive grosses in first engagements with opening-week figures top- ping or equaling those set by "The Robe." At the Orpheum Theatre, Madison, Wisconsin, it scored a $1,750 opening day against $1,653 netted by the first release, CinemaScope, production. At the Metropolitan, Houston, it grossed $2,451 at a $2,807 opening day to $5,601 for "The Robe."

Other first day gross comparisons are: Capitol, Little Rock, $4,400 for "The Egyptian vs. $1,161 for "The Robe"; and the Strand, Portland, Maine, $1,175 for "Egyptian," $1,492 for "The Robe."

Web TV Extended to 17 Cities, 3 States

Network television service is scheduled to be extended to this month to 17 additional cities and into the states of New York, New Jersey, and New Mexico for the first time, according to the Long Lines Depart- ment of the American Telephone and Telegraph Co.

Plans call for 28 television stations to be connected to the Bell Telephone System's nationwide facilities during the month.

Long Lines, which provides the na- tional network service television ways, said this represents the largest number of stations to be intercon- nected for any one month this year. At present, only 300 stations in 198 cities in the United States are linked for network television.

Dallas Variety Club's Golf Tourney Oct. 2-4

DALLAS, Sept. 2.—At a meeting of Variety Club Tent 17 this week Chief Barker Al Reynolds disclosed details of the forthcoming golf tourna- ment which will be held Oct. 2, 3 and 4 at Mesquite, C. L. Special parties are being arranged for Oct. 2 and 4.

Accordingly announced, the "Ice Re- view" of the club, conducted in collaboration with the Dallas Figure Skating Club, will be held here on Sept. 11.

Japan's Ambassador To Attend Premiere

His Excellency, Seido Iuchi, Ambas- sador of Japan to the United States, and his wife, will be among the guests at the pre- miere of "Igueus," Venice Festival prize-winning Japanese film, which will be held here Nov. 2 at the Plaza Theatre under the auspices of the Japan Society.

The "Voice of America" will cover the performance for broadcast to Japan and Europe.

New I.F.E. House Organ

The first issue of "The Facts of I.F.E." I.F.E. Releasing, a new house organ, will be published today. The new publication will ap- pear bi-monthly.

News Roundup

Settle Buffalo Schine Suit

A suit in Buffalo Federal Court asking for millions of dollars in damages from Schine Chain Theatres and seven distributors has been settled for a reported $35,000. The case was filed by P. B. Moore, owner of the Motion Thea- tre, Van Wert, Ohio, who charged that the defendants conspired to de- press his theatre's first and second- run features in favor of the Schine circuit's houses in Van Wert. A statement of the action has been filed by Federal Judge John Nick.

Schwartz in Hollywood

Fred Schwartz, Century Circuit head and president of the new Distributors Corp. of America, arrived in Hollywood yesterday to arrange for casting of two top stars for "The Survivors," first of three features to be made in England for DCA by Boulters Brothers. Schwartz is scheduled to remain there until Tuesday.

Tauffner to NSF in Buffalo

Ralph Tauffner, well known in the industry of the Buffalo area for some 17 years, including eight with the Alamo circuit in managerial positions, had been engaged as a sales representa- tive at the National Screen Service Buffalo office, according to an an- nouncement made by John E. Bennett, branch manager. Tauffner will split the Buffalo exchange area territory with Jack Goldstein.

Cinerama Showed Abroad

The first overseas showing of Cine- rama was held last night under the sponsorship of the Information Service at an open-air theatre at the International Trade Fair in Damascus, Syria, the company announced.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"SEVEN BRIDES FOR SEVEN BROTHERS" in CINEMASCOPE starring JANE POWELL - HOWARD KEEL

Now Playing

"ANNIE GET YOUR GUN" in COLOR and SPECTACULAR STAGE PRESENTATION

PRINTED BY PRIVATE HELL

LIPUNO

AT LUPINO

STEVE SCOHAN

ROBERT DEAN JAGGER

DOANE MOLLY SCHULTZ

ROBERT MOLLY SCHULTZ
EVERYWHERE IS EQUALLING OR SURPASSING “AFRICAN QUEEN” “HIGH NOON” AND “MOULIN ROUGE”
Tax Suit

(Continued from page 1)

Judge Stoddart allowed exhibitor attorneys to enter a final order without a court trial. The motion pictures for summation judgment, Buckland said that he is not his case as to tax relief on the suit, but under the order of law and no question of fact is involved in the suit. The exhibitor counsel is to agree with the temporary restraining order. "The Buckland and the district courts will issue the order of the judge," Buckland said, as a condition to the suit, it will be a frame by frame of the film. The Buckland, the order of the law, it has excellent cinematic, good performances, fine Brazilian folk music and unusual locales to recommend it. The chief prosecutor is a member of a band of Cangaceiros who rescues a pretty school teacher kidnapped by his fellows. Practically the entire film is the record of their flight through the wild bush country, pure and unmediated by moral or religious considerations, out of the hands of the bandits. The film has an aesthetic quality, and while it may seem a bit extreme, it is not the story of a band of bandits, but a story of a man and his thoughts. The performances are generally fine, even more effective, perhaps, because the scenes are new. Alberto Ribeiro is the sensitive bandit leader whose quiet, thoughtful manner of dealing with the events of his life is born of his experience in the jungle. From him, Milton Ribeiro is the cruel, pious bandit chief with a penchant for rings, and Maria Prado is the pretty school teacher. Gabriel Ferreira gives a good performance as the fatigued, but determined, leader of the group. The film is a Vera Cruz production.


Welcome the Queen

(British Information Service)

The Queen of England's royal tour of several months ago is again made the subject of a travelogue with satisfactory results. For those who are Anglophiles or dote on travelogues, this is a welcome addition to the films about the Queen since her coronation. It is no better or worse than the others. The tour is unconnected with any other event, from which it is used. Milton Ribeiro is the cruel, pious bandit chief with a penchant for rings, and Maria Prado is the pretty school teacher. Gabriel Ferreira gives a good performance as the fatigued, but determined, leader of the group. The film is a Vera Cruz production.


People

Ernest Hemingway has signed an agreement in Hollywood with William F. Brabender, 20th Century-Fox studio executive, to lead an African safari next year, which will be the third book on which Hemingway will write and in which he will appear. No release date has been set.

Marvin Fish has been named traffic manager in the advertising department of United Artists here. Francis M. Winkus, U.A.'s general director of advertising-publicity, in making the appointment, stated that Fish also will serve as assistant to Nat Low, production manager.


William J. Devaney, M-G-M branch manager at Chicago, reports good progress in booking "Julius Caesar" in subsequent run theatres. Theatres in 175 neighboring communities, including school houses, have been set to play day-and-date starting Sept. 24th. At 24th promotion campaign to precede the release, an appreciable number ofrequests for autumn classes and college cooperation, will be sparked by Norma Fays, Chicago press representative.

ABC, Rank Circuits

(Continued from page 1)

opened also by Granada, most of whose theatres are in the London area, which rises the principal strength of the two major groups. It is anticipated that the pact will be adopted by first run houses throughout the country. It is stated that the increase has become necessary by reason of rising costs, not out of the employes' wages and transport charges but in the cost of re-equipping for new techniques. By virtue of the incident, the entertainment tax scale the increased prices will result in an increase of 25 cents on each ticket for the seas concerned. The tax on a 2s. 6d., seat, for example, is 10s. 1d. Whereas that on a 2s. 4d. seat is 10s. 6d.

Name Kupferman

Theodore R. Kupferman, general counsel for Cinemation Production Corp., has been nominated for president of the Federal Bar Association of New York, New Jersey and Connecticut.
**'Scope**

(Continued from page 1)

**Television--Radio**

with Pinky Herman

A BC-TV, which is making rapid strides forward on the national TV scene, will announce at a special news conference next Tuesday plans for the biggest advertising campaign in its history. With the array of stars and other talent in its roster and with the experience of showmen such as Leonard Gokaldson, Bob Weitman and others at the helm, how can this net miss?????? Every so often a fellow runs across new talent that amazes. Browsing around we happened to see a preview of the first Guy Lombardo telethon which has been heard coast to coast (programs are live), and thrilled to the singing of The Beachcombers—three boys and a beautiful Hawaiian girl. This act did a great job on the Tommy Dorsey Show last month and followed with an even better performance on Orson Bean’s Blue Angel broadcast. With their talent and top-ranking choreography, the Beachcombers rate a TV show of their own. . . . Jack Lord has been signed for an important role in the Playfair’s Company Broadway production of Horton Foote’s new play, “The Traveling Lady,” with Kim Stanley and Lonnny Chapman who will open the week of Oct. 18 under Vincent Donohue’s direction.

Some few weeks ago we ran an item listing the names of several luminary of the screen-scene and radio firm who launched their careers here in New York. We should like to hear from other stations around the country where current national favorites first got their respective starts. Back in 1941 at WITI, Baltimore, the announcement of award and scroll to theatres which first exhibited CinemaScope in many areas. Marquee and lobby decorations are being planned in many theatres, where day-long activities will be held Sept. 16.

Another important event planned will be the presentation of the first anamorphic lens developed by Professor Heinrich Chretien to a leading museum. The display of CinemaScope equipment, including the latest designs in camera lenses developed by Bausch & Lomb, and models of stereophonic sound equipment, is planned at the Roxy Theatre here, the site of the first CinemaScope playdate.

**Localitys to Celebrate**

A special press sheet containing news and feature stories and pictorial materials prepared by the company’s 38 domestic and Canadian offices are setting up local celebrations during the week of Sept. 16, the company said.

International celebrations also will dramatize the impact of CinemaScope during the past year. All overseas offices of the company are planning campaigns which will include the issuance of government proclamations, presentation of awards at first theatres showing CinemaScope, and radio and newspaper salutes to CinemaScope.

**B.O. Figures in Ads**

(Continued from page 1)

acted on complaints expressed at the meeting, it was stated.

The same time, the same time, appointed a three-man committee composed of Gil Golden of Warner Brothers, Mr. R. W. Lanier, and Jerry Pickman of Paramount, to examine the thorny question of advertising credits. The committee, it was learned, was formed after an in

**'Scope Lens Makers At 'Lance' Premiere**

ROCHESTER, Sept. 2—Rochesters who played an important role in the development of the CinemaScope photographic and projection lenses, were guests at the recent opening of “The Adventures of Noah Beery, Jr.” for Jerry Courneya at the Palace Theatre here. The film is the first photographed by the new Bausch & Lomb wide-field CinemaScope photographic lens division and nationally known lens designers, Ralph Gorme and Leonard Chapman, and the scientists who worked on the project were among the guests of Jay Golden, district manager, KKO Theatres and Frank Lindlump, Palace manager.

**Ontario’s Theaters Hit by Crime Wave**

TORONTO, Sept. 2. — A crime wave has hit a number of theatres in Ontario, the largest amount of the Bay Theatre reported to the police a holding at the boxoffice by an unknown person, the loss being $134.

At Hamilton Theatre was entered the candy counter, soft-drink dispenser, ice-cream cooler and counter.

Two rural theatres had break-ins. An attempt was made to smash the case in the Winchester Theatre in Winchester, and office equipment was damaged. At the Piccadilly Theatre, Williamburg, burglars failed to break into a safe and attempted to smash the opening the breaking open of desks and cupboards.
“HONEY... I DON'T NEED A GUN TO KEEP YOU HERE!”

sterling hayden · gloria grahame

costarring

GENE BARRY · MARCIA HENDERSON

directed by JERRY HOPPER · screenplay by LAWRENCE ROMAN · produced by ROSS HUNTER · a universal international picture

...Another Picture with that Universal Appeal!
**Tradewise...**

By SHERWIN KANE

STEVE BRODY'S pronouncements of last week concerning more and better product soon to emanate from Allied Artists, was the choice of many exhibitors to whom this department talked in the days following as the most significant trade news story of the week. Naturally, it was so appraised and treated by The Daily.

With many of the nation's exhibitors, representing all types of operations, so concerned with increasing sources of product supply that they are engaged actively in production, such as Fred Schwartz and others, or are guaranteeing exhibition contracts for increased production, such as the thousands of exhibitors in exhibitor Hal Makelim, or are engaged in production financing, such as United Artists Theatre Circuit and Stanley Warner Theatres, or are encouraging the importation of more quality films from abroad, such as Leonard Goldenson and Alfred Senn, the exhibitor interest in AA's plans is understandable.

Brodie's further news that William F. Rodgers, former distribution vice-president of M-G-M, whose sales policies did much to establish the company's enviable reputation as the "Friendly Company," will be associated with Allied Artists as consultant and adviser on marketing of the new top quality productions, also is good news for exhibitors. Those who have dealt with Rodgers in the past, and they are legion, know him to be fair and to have employed policies which assured the exhibitor as well as the distributor of a fair profit.

Allied Artists is to be congratulated on having aligned with it a recognized authority in distribution, as well liked as he is well known, and Rodgers is to be congratulated on his association, if only in an advisory capacity, with a company whose plans for the future and whose manpower with which to carry out those plans mark it as a strong candidate for the biggest of the "big time" in the not too distant future.

**Would Intervene 54 Theatres File to Join NYC Tax Suit**

By LESTER DINOFF

New York City exhibitors, operating 54 circuit and independent theatres, put another stumbling block in the city's efforts to dispose of the current temporary injunction against the collection of the five per cent admission tax by filing intervention papers in Queens County General Court at the weekend asking permission to become parties in the case.

The intervention papers were filed on behalf of 50 theatre operators throughout New York City who are (Continued on page 5)

**Walker Heads Films' Travelers Aid Drive**

J. Miller Walker, vice-president of RKO Pictures Corp., has accepted the chairmanship of the motion pictures committee of the Travelers Aid Society of New York. Industry executives will have active in the Society's campaign which seeks to raise $360,000 to carry on urgent work in the transportation centers of the city. Walker reports that more than 280,000 persons received assistance from (Continued on page 5)

**Brother to Operate Century Schwartz Will Give Major Portion of Time to D.C.A.**

Special TO THE DAILY

HOLLYWOOD, Sept. 6—Fred J. Schwartz, head of Century Theatres, of New York, and president of the recently formed Distributors Corp. of America, which is being financed as a production-and-distribution organization by 30 of the country's exhibitors, said here at the weekend that he would devote 80 per cent of his time in the future to D.C.A., while his brother, Leslie, would take over active operation of the theatre chain.

Schwartz, also in D.C.A. as a distribution executive, along with Charles Baysberg, who resigned from RKO Radio, is another top film sales figure, according to Schwartz, who declared that the announcement of the new affiliation will be made within a month. Schwartz, who has been here for several days setting details of the initial 10-picture program of D.C.A., which will cost from $8,000,000 to $10,000,000, also disclosed that the first release of the new organization would be at Christmas time and would be either Joseph Kabarin's "Long John Silver," starring Robert Newton, or "Hunters of the Deep," a (Continued on page 3)

**Record Campaign For 'Christmas' Set By Pickman**

"White Christmas," Paramount's V-V-Vision production, will receive the biggest advertising and publicity campaign in the 40-year history of Paramount Pictures. Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, told the final session of the company's sales conference in Boston that Pickman, in making the announcement, stressed that promotional campaigns on current and forthcoming Paramount pictures are being designed to match the "quality and bigness" of these attractions.

In his address, Pickman also outlined in detail the big promotional campaign for "Sabrina" and "The Country Girl." In addition, he described the intensive research that has been conducted over the past several (Continued on page 5)

**Saville Signs Aldrich To Produce Two**

HOLLYWOOD, Sept. 6—Victor Saville has signed Robert Aldrich to produce and direct "Kiss Me Deadly" and "My Gun Is Quick," both Mickey Spillane novels, for United Artists release. Saville is occupied now with "The Silver Chalice," which he is producing for Warners Brothers release.

**'SEVEN WONDERS' BY THOMAS TO BE FOURTH FOR CINERAMA**

A deal by which Lowell Thomas plans to produce "Seven Wonders of the World" in the Cinerama process was disclosed here at the weekend by Si H. Fabian, president of Stanley Warner Theatres.

The Thomas deal will provide the fourth Cinerama production. The first "This Is Cinerama," is being exhibited here and is the only one in re-release. It is understood that the second Cinerama feature, Louis DeRochemont's "Cinerama Holiday," filming which has been completed, is being treated to strengthen the narrator's story line. The third production, previously announced, is "Lewis and Clark," to be made by Warner Bros. Commenting on the most recent deal, Fabian said in part: "(Thomas) is a Cinerama pioneer. It was his vision and courage which launched (Continued on page 5)
Personal Mention

MORT BLUMENSTOCK, Warner Brothers' advertising-publicity vice-president, left for the Coast over the weekend.

ARTHUR ROSSON, LOYAL GREGG, CHICO DAY, DANNY McCaULLEY, ROBERT GOODSTEIN, MARTIN PSELF- TOW and Sam Fien>, all of the production staff of Cecil B. DeMille’s “The Ten Commandments,” will arrive in Hollywood from a two-week tour of Egypt.

H. L. MASTENBERG, director and comptroller of Westrex Co., Ltd., British subsidiary of Westrex Corp., and J. H. SOMAERE, secretary and counsel, have returned to London from New York.

WALTER M.INSCHI, Allied Artist executive producer, returned to Hollywood over the weekend from New York.

GENE ALLEN and GEORGE HUEY, M-G-M cameramen, have arrived in New York from Los Angeles and will leave here Thursday for England.

DOUG JOHNSON, secretary to PHILLIP SMITH, of Management Co., Boston, will be married here Sept. 19 to WALTER BANGBON.

DON WESCO, general manager of the Pekin and Ritz theatres, Mont- gomery, Ala., has returned here with his wife, WES WESSEY from Havana.

ANDREW MARTON, M-G-M director, will arrive here from Hollywood Sept. 14 and will leave the same day for Bombay, India.

PAT PURCELL, traffic manager in Paramount’s Paris office, is expected in New York today from Montreal.

GREGORY RATOFF will leave here today for London via B.O.A.C. Mon- arch.

ALFRED HITCHCOCK, producer-director, will arrive in New York today from the Coast.

COLMIR. IAN MURRAY, technical adviser on “Brigadoon,” arrived in New York yesterday from the Coast.

ALI IPAR, producer, left here Sunday via B.O.A.C. for London.

SPENCER TRACY has arrived in New York from the Coast.

Loew’s Capitol, D. C. Takes Sept. 15 Bout

WASHINGTON, Sept. 6.—The 3,452-seat Loew’s Capitol here has signed up for the closed-circuit market—Charles Seberg, 15-telecast, accord- ing to Orville Crouse, Loew’s Eastern division manager. Tickets, on a non-reservation basis, will start at $3.50 for orchestra and balcony and $4.00 for the mezzanine, tax included.

U.S. Film Interests Challenge Rebirth Of UFA in Germany

BONN, Germany, Sept. 6.—The rebirth of a government-controlled UFA film combine here is being watched with growing concern by this country’s film representatives in this country.

Recently, the MPEA representative participated in an important conference in Bonn, with key officials of the U. S. High Commission Office here. The subject was the application of the Foreign Exports Control Law of 1949, and the impact of the reestablishment of UFA would have on a free German motion picture industry. Some of the representatives state that unless this combine im- ports into Germany, it was learned.

Major stress was said to have been placed by the M-G-M representatives upon the continued existence and expansion of the UFA theatre group and on the unusual liquidation arrangements which were made to the custodianship over UFA script, music and other artistic properties to this UFA combine.

Unfair Pressure Feared

It was indicated that through this device and discouraging book- ing of films, those responsible for the growing reutilization of UFA were able to make use of unfair properties and to control over the one link welding the various film production facilities into a single combine.

The fact that the UFA theatre group would control all of the German real estate was one of the points upon which the conference was opened. Also explained by the American film representative was the existence of a private agency interested in the establishment of a private combine. It was indicated that it was a power of this comparatively small number of theatres by analyzing the cost charges which their small base of operations and high first-run houses had on the fate of a new picture.

It was understood that representatives of the major motion picture companies present at the conference recognized that the current developments constituted serious violations of the antitrust laws and indicated that they would take action on the matter.

American Weekly Film Issue Sept. 12

The annual motion picture issue of “American Weekly,” to be published Sept. 12, will feature a full color pic- ture layout with a story by Lila Wil- son under title “You’ll Be Seeing.”

The color pictures used in the story were made on the studio sets of “White Christmas,” “Brigadoon,” “A Star Is Born,” “The Little Out- law,” “The Barefoot Contessa” and “Egyptian,” “So This Is Paris,” “Three for the Show,” “This Is My Father,” “Beulah Brigman,” “20,000 Leagues Under the Sea,” and many others.

In addition, pictures of the five leading stars of “CinemaScope” will be selected by leading commercial artists appear on a two-page spread. Several of the leading stars of “The Robe” has written a personality story of Audrey Hepburn, star of “Sabrina,”

Johnston Due From Italy; May Go West

ERIC Johnston, president of the Motion Picture Association of America, is due to return here on Friday from Europe, where he has been attending the Venice Film Festival.

Upon his return, it is ex- pected that he will continue on to Hollywood on another of his period visits to the studios.

Fox Sets 2nd ‘Scope Reel Release in Oct.

“The CinemaScope Parade,” 20th Century-Fox’s sequel to The Ad- vantages of 3-D, will be available to exhibitors in October for general showings to acquaint the public with the major innovations effected in the new medium, the film company announced.

The 20-minute subject in two-reels presents highlights from Fox CinemaScope pictures scheduled for release by the company during the last quarter of 1954 and the first part of 1955.

Narated by Darryl F. Zanuck, vice- president in charge of production, who participated in the actual filming of the subjects, the issue will be released for filming in the coming months. An additional color release is expected to be shown in regular theatre programmes.

Advertising slugs in one and two- column sizes also are being made available. This subject will precede theatre announcements of “The Mirage of Stereophonic Sound.”

Margolis Signed for ‘Harry’ Promotion

Albert Margolis and Co. has been engaged to do special publicity on the forthcoming Alfred Hitchcock Vista- vision production, “The Trouble with Harry,” it was announced by Jerome Pickman, Paramount’s vice-president of charge of advertising, publicity and exploitation.

Hitchcock arrives here today from Hollywood to complete casting on the picture and to start location shooting in Northern Vermont.

Samuel Berns Named Quiqley Publications Hollywood Manager

Samuel D. Berns has been ap- pointed manager of the Hollywood Bureau of Quigley Publications, effective September 7. Berns was head of the Quigley or- ganization for general repre- sentation in Hollywood of Motion Picture Herald Weekly, Picture Daily, Motion Picture Magazine, Independent Almanac and Fame after a wide experience in motion picture journalism, exhibition and publication.

Following a series of home office conferences with department heads of the various publications Berns returned to Hollywood prepared to institute plans to amplify and extend the serv- ices of the publications to readers and members.

In the furtherance of the new plans Berns will be associated with William R. Weaver, Hollywood editor.

Rubin Heads ASCAP N.Y. Area Division

Clarence Rubin, New York district manager of ASCAP, has been pro- moted to the newly-created post of New York area division manager, it was announced here by Jules M. Collins, ASCAP sales manager.

The new division in New York, it was explained, includes the offices of New York, Newark and Phila- delphia. It was further announced that George Kopp, division manager of the Chicago and Minnesota district, will also have the Detroit office under his jurisdiction. Arthur Leventhal, national sales manager, will be in charge of the Eastern district field offices.

New York Theatres

RADIO CITY MUSIC HALL

Rockefeller Center

“SEVEN BRIDES FOR SEVEN BROTHERS” in CINEMASCOPE starring

JANET POWELL - HOWARD KEEL

Color by ANSCO - An M-G-M Picture

THE SPECTACULAR STAGE PRESENTATION

NEW YORK THEATRES
People

Earle Hendren, owner of the Capital Amusement Co., Erwin, Tenn., was guest of honor at a dinner in the Farragut Hotel, Atlanta, given by his friends in celebration of his 40 years in the entertainment industry. Hendren has operated theatres in several of the smaller communities of Tennessee.

Carroll L. Painton, president of Carroll Pictures Inc., here in town negotiating for a group of films which he will add to his program of releases for the coming year, in the same purposes, he will also visit Paris and London.

Leo F. Samuels, president of Buena Vista, the Walt Disney distribution company, and appointed vice-president of Leonard Mintz to the company's sales staff, A 20-year veteran in the industry, Mr. Samuels was formerly associated with 20th Century-Fox and United Artists as a salesman and branch manager. He set up the company's headquarters in Philadelphia and cover the exchange areas of Washington, D. C. and Pittsburgh.

Clyde Vaughan, veteran RKO radio salesman in the Atlanta exchange, has resigned to become manager of the Vaughan's in Anburn, Ga. Vaughan had been with RKO for more than 18 years.

Bing Crosby has become a lifetime member of Washington-Kamloops, Inc., an organization to develop big-time fishing in the vicinity of Kettle Falls, Montana.

NCA Says It Will Picket Col. Branch

Special to THE DAILY

MINNEAPOLIS, Sept. 6.—North Central Allied plans to throw a picket line around Columbia Pictures' Minneapolis exchange tomorrow in protest against what NCA calls "Columbia's high rental policies," according to Bernard, NCA president.

Bergen said on Friday that he had appointed Martin Lebedoff, Twin-Cities independent exhibitor, as chairman of the local picketing committee, and Lebedoff was to confer over the weekend with Stanley Kane, NCA executive councilist, on the wording of placards.

Kane said it was NCA's intention to hire persons outside the industry to carry the signs and said that he was satisfied that a protest such as that planned by NCA was entirely legal. He added that he had "no idea" how long the picketing would be continued, indicating that the "next move is up to Columbia."

Lebedoff could not be reached at home or at his theatre for comment. 

The Coliseum Theatre, closed in the middle of the two-block-long Minneapolis Film Row, Chapman told the Motion Picture Daily correspondent that he "had not heard a thing about the picketing."

Reviews

"Suddenly" (Robert Bazler-United Artists)

FRANK SINATRA continues in "Suddenly" the distinguished, earnest work which marked his last previous performance, that in "From Here to Eternity," and he worth him an Academy Award. The fact that should add to the picture's draw as word gets around, and it will.

The role, that of a self-centered, criminal killer, is even farther from the original Sinatra-type than was the one in "Eternity." It is a wholly unsympathetic character that he plays. He gives it conviction and refuses to conciliate to win even a modicum of audience sympathy. It is a standout performance.

The story of "Suddenly" is a provocative one although all of its possibilities are never fully realized. A killer is hired to assassinate the President of the United States as he is passing through a sleepy California town. The detective who is after him in vain is overlooking the railroad station. They bluff their way in and make prisoners of its occupants including a former Secret Service man, his widowed daughter.

Meanwhile, a group of Secret Service men, together with the town's sheriff, makes detailed plans for the protection of the President. When the sheriff and a government man come to inspect the house, the terrors is warned and a taken prisoner and the latter killed. The rest of the picture deals with the tensions and emotions of the people caught in the bizarre situation. The eventual demise of the killers is brought about logically if a bit unexpectedly.

Aside from Sinatra's bruisng assassin, none of the characters are developed sufficiently to arouse much interest in them although Nancy Gates as the detective's wife is effective through her hours of anguish. The rest of the cast, including Sterling Hayden as the sheriff and James Gleason as the old man, is adequate.

"Suddenly" was directed by Lewis Allen and written by Richard Sale. It is producer Robert Bazler's first independent effort and he can thank Sinatra the actor for endowing it with quality. Running time, 77 minutes. General audience classification. Release in September.

"The French Touch" (Times Film)

THE broad Gallic situation comedy for which many films imported from France have been noted, together with Fernandez, France's top comedian, in the stellar role, classify "The French Touch" immediately for those situations which have sampled the brand before and are prepared to do so again.

In this, Fernandez is a rustic sheep herder who progresses to the shrewdness of a Parisian politician, and who brings their troubles to his hair dressing salon. Due to his touch, which some women find irresistible, and also to his pretensions, he becomes the most celebrated hairdresser in France. Eventually he carries his talents from the beauty parlor into the private lives of his customers. He makes middle-aged women young again, thus turning straying husbands into jealous suitors of their own wives. At the same time he becomes acquainted with his own success and plots to rid himself and his lovely wife and take on a younger partner till scandalized them both. The not very surprising denouement is the hero's realization that the simple life, represented by his realistic mate, is best after all.

This is a French film in all things and perhaps is not since "Getting Gertie's Garters" has there been such running in and out of bedrooms and confrontations by jealous husbands and lovers. Some of the action is a bit more quite running in and out and bad taste is due primarily to the screen personality of the star whom audiences know as a good hearted buffoon incapable of real skullcudgery.

Jean Doyer directed from a script co-authored with Serge Veber and based on a comedy by Jean Rebours and M. Gerbod. Times Film Corporation is the U. S. distributor. Among the women whose lives are changed by a hair do are Renee Devilliers, Fernandez's understanding wife; Arlette Poirier, a hair donjonniere; and Blanchette Brumby, the hero's most appreciative customer.


'Dragnet' Openings Capture Big Grosses

"Dragnet" continued accounting for sizable grosses with receipts on "The High and the Mighty," in 14 more key city openings last week.

In the Paramount and Fenway, Boston, it did $6,515; Albe, Cincinnati, $5,023; Palace, Columbus, $3,260; Mary Anderson, Louisville, $2,729; Metropolitan and Ambassador, Washington, D. C., $6,309; St. John's, Milwaukee, $4,125; Ohio, Canton, $1,153; Stanley, Utica, $2,371; Troy, Troy, $2,609; Garde, New London, $1,236; and the Warner, Reading, $1,096.

News Roundup

Paramount-Convair in Tieupe

An advertising tieup to promote recruiting for the U. S. Air Force is being worked out by Paramount Pictures, producers of "Air Command," and Convair, builders of the huge B-36 Continent atom bomber featured in the film. The campaign will break early next year and will be conducted with release of the Vision picture. A number of the nation's top magazines will be used.

Embarrassed; No Damages

A $25,000 damage suit filed against the Johnson City Enterprises, Johnson City, N. Y., by Mrs. Mabel Trolson was decided in favor of the defendant. A similar suit brought by Mrs. Trolson against Ewing Johnson, Jr., who has been thrown out earlier. The two women charged that they had gone to the Majestic Theatre and, after an argument with the assistant manager, Mrs. Trolson was requested to leave. The court has ruled that the women suffered "embarrassment and humiliation" because of the incident.

Boston Meeting Postponed

Because of the hurricane of Aug. 31, which made transportation into Boston difficult, the convention of Independent Exhibitors, Inc. of New England was postponed until Tuesday, Sept. 14 at the Hotel Bradford.

Ends Tour for 'Egyptian'

A nine-week trip as advance man for "The Egyptian" has just been completed by Edward Feldman, of the 20th Century-Fox publicity department, who returned from Friday in New York to stop in Hollywood for a Coast-to-Coast trip across Southern states.

Schwartz (Continued from page 1)

documentary produced by Allan Dowling.

Schwartz said that production of the last of the planned pictures would start within a year and that additional story properties for long-range future productions would then be sought.

At the same time, Schwartz disclosed that his exhibitor-financed organization would call for bids in competitive situations, but would not force them, reiterating, however, that none of the backers of the company would receive any favored position barring the acquisition of product is concerned.

At least two of the eight pictures to be made under the present schedule, said Schwartz, will be produced in Hollywood. These will be "Pistolero" and "Finian's Rainbow." The other six, he said, will be booked abroad in locales required by their story content.

Schwartz plans to open D.C.A. offices here in about four weeks.
New Loew's Theatre Firm Is Chartered

ALBANY, N. Y., Sept. 6.—Loew's Theatres, Inc., the new company resulting from the Aug. 31 Loew's divestiture, has registered a certificate of incorporation to conduct a business as theatre proprietors, managers and directors and in a number of other show business lines, including real estate.

Authorized capital stock is $3,000,000, consisting of 3,000,000 shares at $1 par.

Class one directors, who will serve for a year, are: Archie Weltman and Gilbert Walerstein; class two, serving for two years, Harold J. Cleary and Matt J. Madden; class three, holding office for three years, Joseph R. Vogel and Leopold Friedman.

Three-Year Terms Set

The certificate provides that at the expiration of their terms, successors shall be elected for a term of three years, so that one-third of the number of directors shall be elected annually. Cumulative voting for directors is authorized.

Loew's, Inc., a Delaware company which filed a statement designating its New York State offices for conduct of a general theatrical and amusement business, in December, 1919, is still active, according to records at the Secretary of State's office here.

Theatre in Censorship Suit Against Mass. Sunday Law

BOSTON, Sept. 6.—Brattle Films, Inc., operators of the Brattle Theatre in Cambridge, Mass., have filed a censorship suit in Middlesex Superior Court attacking the constitutionality of the Massachusetts Public Safety's granting Sunday licenses in the Commonwealth.

The Commissioner turned down an application by Cyrus Harvey, Jr., and Bryant Haliday, Brattle Theatre officials, to exhibit the film "Miss Julie" on Sunday. The picture has been playing the house on weekdays.

Omits Whitney, commissioner of public safety, and John J. Curry, city manager for Cambridge, who has jurisdiction in the matter, have now named the suit.

Permit Refused in February

The Brattle Theatre in February had applied for a license to show "Miss Julie" on Sundays but the house's request for a license was refused by the Department of Public Safety. The plaintiffs again applied for a Sunday license in June and once again were rebuffed.

The plaintiffs claim that these refusals constitute restraints of freedom and the rights of the petitioners which are protected by the First and 14th Amendments to the U. S. Constitution and also by Article 16 of the Constitution of the Commonwealth of Massachusetts.

They are asking the court for a declaratory judgment to establish the rights of all parties involved and to specifically decide whether the commissioner has the authority to refuse the license to operate the theatre playing the court to order the respondents to grant the license.

One of the issues involved is the constitutionality of the two sections of the law, Chapters 130 and 136. Chapter 130 permits the Mayor "upon such terms and conditions as he deems reasonable to grant licenses which he may revoke or suspend at pleasure."

Chapter 136 requires public entertainment on the Lord's Day "must be in keeping with the character of the day and this observance of the Sabbath."

Three Suits Filed Earlier

These charges are the same as those filed earlier in the U. S. District Court here by RKO Radio Pictures in three suits against the Commonwealth of Public Safety, Mayor John B. Hynes of Boston and Mayor Arthur Frawley of Lynn and other state officials.

The Boston law firm of Peabody, Kousman and Beerwitz, attorneys for the Brattle Films, filed the new suit in Equity Office. Kousman said: "We decided before filing this that the proper remedy was in the state court rather than in the courts of the District of Columbia. We, therefore, filed in Middlesex Superior Court.

Answers have been filed by both Whitney and Curry. Whitney stated that he acted pursuant to the duty imposed upon him in Chapter 130, Section 4, that the refusal is to be made good faith and not arbitrary or capricious and that the statute is constitutional.

Needs Approval of CPS

Curry answered that under Chapter 136, Section 4, he is not empowered to grant an effective Sunday license without the prior written approval of the Commissioner of Public Safety. He admits he is without knowledge of the propriety and character of the "Miss Julie," but as he has never had occasion to view it, he will have to be heard in late September.

In the case of RKO vs. state officials, motions to dismiss the case from the Federal Court have been filed by the defendants. Judge William McCarthy is the first of the three judges to be assigned to hear it and the other two judges will shortly be chosen by Calvin Magruder, Chief Judge of the Circuit Court.

Record Players List Now at Universal

HOLLYWOOD, Sept. 6.—More than 60 stars and featured players supplementing Universal International's regular talent roster under term contract, are now represented in U-1 films ready for release or scheduled for production, the studio announced.

This figure was reached with the signing of Charlton Heston to play in "The Private War of Major Benson."

The list includes such players as James Stewart, June Allyson, Jose Ferrer, Jane Russell, Kirk Douglas, Jane Wyman, Dana Andrews, Gloria Grahame, Jack Palance, Janet Leigh, and many others.

EVERYBODY who is ANYBODY in the amusement world will be at the...

ENTERTAINMENT INDUSTRY ANNUAL GOLF TOURNAMENT sponsored by NEW YORK VARIETY CLUB at the VERNON HILLS COUNTRY CLUB TUCKAHOE, NEW YORK THURSDAY, SEPT. 16th PRIZES—FUN—AND MORE PRIZES is the order of the day ENTER NOW! Only 200 Can Play!

Count Me In

☐ Golf-Lunch-Dinner $20.00 ☐ Lunch & Dinner $15.00
☐ Dinner $10.00

Here is my entry for the Entertainment Industry's Golf Tournament, to be held at the Vernon Hills Country Club, Tuckahoe, New York.

Name __________________________
Address __________________________

The Committee
Chas. A. Allicott, Chairman, Marvin Kirsch, Co-Chairman, Tresses, Orrie Dunlap, Sid H. Davis, Charles L. Palais, W. L. Gerson, D. L. Jacobson, The picture has been by Martin Levne, Bert Rubel, Ted Sullivan, Robert M. Weltman, Chris J. Wittling, Max Youngstein, Francis X. Zabale.
Fill in and mail to Marvin Kirsch, Treasurer, Golf Tournament, 1501 Broadway, New York 3, N. Y.
IITH pillar would be remiss in its obligations were it confined solely to TV and radio happenings, news and data of things and people going on around New York. Being a functional—rather, an international trade journal of the motion picture, television and radio industries, the writer feels and has practiced the theory that our scope, if not entirely national, at least be regional. Hence, anything that pertains to TV, motion pictures, radio, Broadway stage, etc. is considered of worthwhile, and often finds its way into this space. With that in mind, we often journey thru the hinterlands to meet some of the people who are or make news and print what they say or do. Last week, we airflown to Cleveland by and large to pick up reports from the 80th annual of the America's Building in Radio City, with our head bristful of human interest yarns and our heart grateful to the many radio and TV artists, producers, disk jockeys, station execs and press room staffs, for having made our short stay among them so pleasant.

We shan't attempt to inject into this one column any of the yarns we picked up, nor shall we attempt to single out any particular or singular talent but shall try to recall the names of those we met.

\* \* \*

IN CLEVELAND we walked in on Johnny Andrews' program at WTAM and thrilled to one of the pleasantest morning programs we've ever heard. His "Morning Bandbox," produced by Bud Ford and featuring lovely Frankie Lynn and Henry Levine's orchestra, is justifiably one of the most-listened-to of radio's morning programs. While Bill Randel was on vacation, his sidekick Pat and her twin sister June, Carl Reace, Richard Reynolds, Joe Miyasaka, one of the most talented artists and photographers in that vicinity, engineers Nick and Roy. At WJW we spent several quiet minutes with young Todd Pierce (formerly with ABCChicago). Thence back to WTAM for a chat about old times with Glenn Rowell, half of one of the most famous early radio teams (Gene & Glenn), who is once more making people happy via his WTAM chronicles. Gene Carroll is doing a great job at the top banana at WEWS (TV). Course we can't leave Cleveland without dropping in to see "The Millionaire Songwriter" Carl Lummis, among whose hits are "Close to You" and the "Five and Ten Dollar Song." See Joe Munsehl at WTAM, who had to leave in the middle of his program due to sudden attack of the flu. Yet, sick as he was, he gave us ten minutes while we were waiting for his car to drive to his home (on his way home). We missed naming many others (oh, yes, Mervyn Davidson, a.k.a. songwriter, his beautiful wife Lilly and his three adorable children). Those who missed naming here, please forgive the unintentional omission and remember we'll be back soon.

\* \* \*

NYC Tax Suit
(Continued from page 1)

members of the Independent Theatre Owners of Manhattan and Metropolitan Motion Picture Theaters Welfare Fund.

The papers are returnable on Sept. 13. Assistant Corporation Counsel Stanley Buchbann and his associate, Robert E. C. Stoddart, are handling the case.

Decision Could Be Vital

Judge Stoddart's decision in one way or another can determine whether the New York City amusement tax is legal under the laws of the State of 1947. Under the law, an admission levy has a limitation of five per cent. Breakage on the present tax exceeds that percent.

The temporary injunction which was issued in July by Supreme Court Justice Nicholas M. Pette curbs the collection of the tax breakage by the city. A decision on whether the injunction should be made permanent is set for Sept. 13, but Judge Stoddart's decision could eliminate the need for it.

Speakers Stolen

BUTTE, Mont., Sept. 6—Some 17 speakers were cut loose and stolen from the Butte Drive-In Theatre here last week. A liberal reward has been offered by the management for their return.

\* \* \*

Television--Radio
with Pinky Herman

\* \* \*

Pickman
(Continued from page 1)

months in setting up campaigns to achieve the maximum ticket-selling penetration. Extensive and complete coverage of the 400 most important situations can be had in time for distribution at the meeting. These covered all the local newspapers, radio, and television media.

Will Aid Local Promotion

It was stated that the survey data made possible for the first time complete and complete comparison between sales and advertising. Each picture can properly evaluate the manner and degree of penetration, and the facts can be utilized in the proper booking and local promotion of Paramount pictures.

Walker Heads
(Continued from page 1)

the Society's workers last year, an increase of over 10 per cent. A special friend to all persons in trouble while in transit, Travelers Aid has maintained its unique service in New York for nearly 50 years. The agency's trained social workers meet every ship arriving in the city to assist new arrivals who were compelled to ask for help in any traveler, regardless of race, color, or religion, at the major terminals of New York.

More than 150 key civic and business leaders have joined with Walker to encourage urgently-needed support for Travelers Aid. He expressed confidence that the motion picture industry, which has been taken over by top sponsors of the agency's good work in the past, will again be one of the leaders in aiding Travelers Aid.

Youngstein Aids
(Continued from page 1)

Youngstein and the decision of the Lodge's executive committee to make the contribution share certificate a sale an important part of the 1954 fund-raising campaign of the Lodge on behalf of the B'\ith B'ith agencies, including the Anti-Delinquency League, the Hillside Home and the B'ith B'ith Youth Services, Robbins pointed to the success of last year's sale and urged all companies in the industry who had participated to renew their purchases this year.

Youngstein will announce the members of his committee in a few days, according to Robbins.

Drive-in to Wometoc

MIAMI, Sept. 6—Wometoc Theatre here drove in on the Coral Drive-In of this city from E. J. Millicker.

\* \* \*

MITCHELL MAY, Jr.
CO., INC.

• Specializing
in requirements of the
Motion Picture Industry

75 Maiden Lane, New York
3720 W. 6th St., Los Angeles
35th ANNIVERSARY CONVENTION

Allied Theatre Owners of New Jersey, Inc.

At the Fabulous Concord
Kiamesha Lake, N. Y.

September 21-22-23

Plan to attend this convention
Make your reservations now

Allied Theatre Owners of New Jersey, Inc.
234 West 44th Street, New York
Laackawanna 4-2530
Nathanson Opening Distribution Office
Hollywood, Sept. 7.—Sam Nathanson, veteran industry figure, has resigned as sales manager for Hal R. Makel in to open his own distribution offices here. He was with Columbia for many years and handled the road engagements of “Hamlet.”

Rank’s BOPE Has
New Flexible Use
Squeeze Print Lens

By PETER BURNUP
London, Sept. 7.—I. Arthur Rank’s British Optical and Precision Equipment Co. today announced the introduction of a new flexible lens, claiming that it will enable exhibitors to project “squeeze” prints, which producers may adopt between 1.33 and 2 to 1.

It will also cover ratios from those of CinemaScope and VistaVision standards downward to 1.78 to 1 with a standard aperture plate. BOPE also claims the lens will suit other anamorphic ratios which may possibly be adopted by other producers later.

The new lens is being offered at a price of £390 ($1,092) par pair, compared with the current CinemaScope lenses price here of £530 ($1,540) par pair.

A supply of the lenses will be available.

(Continued on page 4)

Plan Broadway Shows

BOT Signs 1st Pact with Equity Covering Pay Scale

The first agreement covering payment schedules and working conditions for theatre telecasts of Broadway shows has been reached between Actors’ Equity Association and Box Office Television, Inc., it was disclosed yesterday by William P. Rosenohl, executive vice-president of BOT.

In its announcement, BOT said the agreement makes it possible to proceed immediately with plans to bring a series of at least three Broadway shows, kicking off probably with “Seven Year Itch,” to theatres across the nation via closed circuit television. The present pact, it was added, covers a three-show series and will serve as a basis for renegotiation when the results of the series are determined.

Some of the principal provisions of the pact are:

The minimum payment to each actor

(Continued on page 4)

Reply to Myers

Lichtman Doubts Gov’t Aid Need

20th-Fox Sales Head Gives Company’s Stand on Allied’s Committee Report

In reply to Allied States Association’s sales policy committee’s report to its board of directors, Al Lichtman, director of distribution for 20th Century-Fox, asserted that he did not believe that the government or any of its agencies could accomplish as much as “sensible business men who have been dependent upon one another.”

The letter toAbram F. Myers, Allied general counsel, Lichtman said that he sincerely hoped “without any attempt at disparaging anyone’s efforts to do what they think is right, that the former so-called ‘victories’ that were obtained through the courts have possibly done as much harm as good for those who were instigators of the litigation that resulted in divorce and the elimination of block booking.”

Lichtman’s letter to Myers, in part, read as follows:

“While it is difficult to set forth a sales policy that fits every condition of every theatre in America, in general our policy is based upon mutuality. Both parties must be successful to remain in business.

“My preference in dealing with exhibitors in general, except in very small situations, is on the sliding scale basis where

(Continued on page 4)

Rank Export Unit

Opened to Outsiders

London, Sept. 7.—A significant step forward in the overseas marketing of British films is seen in the announcement that the resources of J. Arthur Rank Overseas Film Distributors Ltd. are to be made available to all independent producers here.

George Minter’s Renown Pictures is the first to make an arrangement with the Rank Organization. Minter’s rising line of product will be released by J.A.R.O.E.D. throughout the world, except in the U. S. S. R. and Canada. The agreement is expected to be followed by other deals with American and Canadian companies.

(Continued on page 5)
MOTION PICTURE DAILY Wednesday, September 8, 1954

Personal Mention

W. T. R. RACKMILL, president of Universal Pictures, has returned to New York from the Coast.

JAY HAWKSWORTH, producer for Facett Films, Ltd., of England, and PHILLIE GLENNIE, art director, will arrive here tomorrow from London via B.O.A.C. Monarch.

ROBERT BURTON, vice-president of British Israel Films Ltd., will sail here aboard the “Queen Mary” today for Europe.

RODEY BUSH, 20th Century-Fox exploitation manager, has returned here following a vacation at Cape Cod.

LEO PILOT, 20th Century-Fox special events director, has returned to New York from the Middle West.

OLIVA DE HAVILLAND will arrive in New York Saturday by Royal Scot of B.O.A.C.

IRVING BERLIN returned to New York over the weekend from Hollywood.

JANE RUSSELL will arrive here today from Hollywood.

Services Today for Joseph C. Priore

Funeral services will be held here this morning for Joseph C. Priore, critic and staff writer for “The Film Daily,” who died Sunday at the Lenox Hill Hospital. He was 40 years old.

Priore had served on the staffs of “Boxoffice” and Motion Picturc Daily before joining “The Film Daily.” He was with the 82nd Air Division during World War II. He is survived by his parents, a brother and three sisters.

Services will be held at the Walter B. Cooke Funeral Home, 180 E. 85th St.

Heavy Coast Booking For ‘Duel’ Sept. 15

HOLLYWOOD, Sept. 7—David O. Selznick’s “Duel in the Sun” has been booked look day and date for Sept. 15 by 15 first run theatres in Los Angeles and other Southern California key cities, according to Frank L. Davis, Jr., president of Selznick Releasing Organization. The theatre includes 14 drive-ins. Local houses playing it include the Stanley Warner Downtown and Wilton, Hollywood and Pixwood.

Palettte Funeral Held

HOLLYWOOD, Sept. 7—Funeral services were held at the Hollywood Palettte, 65, character actor who retired from films in 1945. Services were followed by cremation. The cremated is survived by his widow and a sister.

French Film Poll Reveals Prices Up, Attendance Off

WASHINGTON, Sept. 7—The results of the first nation-wide public opinion poll on motion pictures in Centre National de la Cinematographie, according to the U. S. Department of Commerce. The poll was conducted during the month of August and purports to reveal the theatre-going habits of the French, according to income group, age, sex, geographic location, and size of community, and thereby furnish guides to remedying the “general crisis” of the French film industry.

The final report has shown a consistent tendency to decline after having reached a 1946 peak of 491,000,000, with the prices of admission continuing to rise, the poll shows.

Stay-aways Total 36%

The following are some of the highlights of the study. Of the potential 220,000,000 population, only 150,000,000, or the trend an average of 29 times a year, and 36 per cent do not attend at all. The average ticket price for all the features included: lack of time, lack of money for admission to films and financial problems. The price of admission is considered to be a deterrent to the enjoyment of pictures by this portion of those tested. Most of the theatre-going public do not consider any other form of entertainment as competing seri-

ously with films. Motion pictures emerge as a familial, social center of enjoyment. The “average” spectator is accompanied by 2.3 persons and looks forward to meeting friends in the local cinema. The time invested is favored by three-fourths of the patrons. A majority are more favor-

able to the highest standards of sound and production than the charming and decor of the theatre.

Preferred Own, and Italian Films

The French tend to go to pictures through specific choice of films rather than habit. Color does not exercise a significant attraction to most specta-

tors. The most popular types of films are detective, light romance, musical and historical. The quality of French films is placed first with Italian films second.

One criticism of the poll has been the shortcomings of the statistical sample. From a total population of 220,000,000, only 15,000 were tested and all inhabitants of communities of less than 2,000 were excluded, leaving a sample of 491,000,00 people from which only 3,578 were interviewed.

8,000 Re-release ‘Luther’ Contracts

MGM Testing Two ‘Package’ Projects

M-G-M will have two packages of reprints, each package to be made up of two pictures which were previously rendered in their class. Of Loew’s Theatres in five situations will test the packages on Oct. 7 or Oct. 8 and based on the results further distribu-

tion will be decided.

The first group will consist of “Father of the Bride” and “Father’s Little Dividend,” the packages shown day-and-date in Loew’s Theat-

res in Akron, Reading, Harrisburg, Scranton, and Wilkes Barre. The second group will comprise “The Battle of Britain” and “The Asphalt Jungle” and will be shown simultaneously in Cleveland, Canton, Mansfield, St. Louis, and Evansville.

Warners Acquires ‘Old Man of Sea’

BURBANK, Sept. 7—Jack L. Warner has announced completion of a deal with Mel Stewart for the production of Ernest Hemingway’s “The Old Man of the Sea,” with Spencer Tracy, named to star.

No date for starting the production has been set, because Producer Hayvard is now on Midway Island where his “Mister Roberts” is before the cameras for Warner Brothers.

Schenck Hospitalized

HOLLYWOOD, Sept. 7—Joseph M. Schenck is in the Lebanon Hospital, Los Angeles, for a periodical checkup.

New Eady Rates Will Yield More Than $8,400,000 Annually

By Staff Correspondent

LONDON, Sept. 7—At the present rate of business here the new Eady levy scales agreed upon last week and scheduled to be implemented by the Cinematograph Exhibitors Association’s general council tomorrow will have an annual yield of approximately £3,000,000 ($8,400,000) annually, as compared with the present £2,250,000 ($5,625,000).

The new rates will become effective Oct. 24 and will remain in force for three years.

At the first trade associations’ meeting last week the producers had tendered revised figures showing that unifilms, at last year, would amount to £2,200,000. They claimed additionally that they were entitled to £1 million as a “nominal” profit on their capital investment at 10 per cent. Moreover, it was urged that costs were rising on account of wages and the general price of pictures being made in Technicolor.

Future Debt Estimated

In all, producers estimated that on past figures their future debt would amount to £1,000,000. The recommendation of the present remission of tax would amount approximately to £400,000.

Eighty per cent of theatre admissions in the country are related to seats at prices less than 5d. Major circuits therefore will be called upon to bear most of the in-

creased levies.

Dowling to Head ‘Contessa’ Premiere

Robert W. Dowling, president of City Investing Co., chairman of the American National Theatre and Academy of the West, a New York philanthropist and civic leader, will serve as chairman of the premiere committee of the opening of “The Barefoot Contessa.” It was announced by Paul Conly French, executive director of CARE, the relief agency which will benefit from the proceeds of the United Artists release.

The world’s first theatrical event ever sponsored by CARE, will take place at the Capitol Theatre here on Sept. 29. “The Barefoot Con-

tesa” will be introduced by the regular, continuous performance engagement at the Capitol the following morning.

A starting budget for advertising, publicity and exploitation of $500,000 has been set for “The Barefoot Con-

tesa,” said Dowling, national director of advertising, publicity and exploitation for United Artists, announced.

‘U’ Dividend

The board of directors of Universal Pictures, at a meeting held here yesterday, declared a quarterly dividend of 25 cents per share on the common stock, payable Sept. 26, to stockholders of record on Sept. 17.

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., 125 South Miami Avenue, Chicago, Ill., U. S. A. Entered as second-class matter, Sept. 21, 1928, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, 16 in the Americas and 82 foreign; single copies, 10¢.
SHARE THE SUCCESS!

You can do it too, with M-G-M's monumental

JULIUS CAESAR

DIRECTOR: WILHELM C. KLUGE
STARRING:

MARLON BRANDO
JAMES MASON
JOHN GIELGUD
LOUIS CALHERN
EDMOND O'BRIEN
GREER GARSON
DEBORAH KERR

USE THE ACTION ADS!
THEY SELL TICKETS

(Sample ad below)

CONTENTS

(With actual samples enclosed)

1. PRESS BOOK: The complete record. How to put on your engagement from start to finish. Reproduction of successful campaigns, ads, stories, tie-ups, experience from many cities.

2. SPECIAL SCHOOL MATERIALS: Study Guides, educational 1-sheets; captioned 11 x 14 stills; bulletin board placards; student discount coupons (extremely important).

3. NEWSPAPERS AND PUBLICITY: Ad mats, publicity mats, everything you need. Actual mats in variety of sizes included in kit.

4. LOBBY: Special, exciting, inexpensive display materials.

5. COMPLETE PACKAGE: No guess-work. Tried and proven. It’s in the bag when you give it “the Julius Caesar treatment.”

FLASH! PROMOTION!


HOT TIP! FOR SUBSEQUENT RUNS!

No matter how long “Julius Caesar” ran in its first-run, downtown engagement, there are BIG box-office possibilities left for neighborhood sub-runs. After one year downtown “Julius” did Great business in N.Y. neighborhoods. Ditto other cities. Most of your high-school students are waiting for it in their nearby neighborhood theatre. Go get ’em!

LONG-RUN SENSATION!

(“R” designates Reserved Seats)

20 weeks (“R”) in Los Angeles. 9 weeks (“R”) in Boston, Toronto, Chicago. 18 weeks (“R”) in San Francisco. 5 weeks (“R”) in Cleveland, Cincinnati. In New York—5½ months (“R”), then 6 months “Continuous.” Because “Continuous” proved successful in Dayton (held over) and Nashville, new policy started. “Continuous” for 15 weeks Philadelphia and Washington, 8 weeks Detroit. In small towns 2-day runs became 4-day, and 4-day runs became week runs.
Gov't Aid Not Needed, Says Lichtman

Urge Policy Based Upon 'Mutuality'

(Continued from page 1)

ever it is possible to secure accurate expense figures to calculate the scale on, and the expenses are not out of line with grossing possibilities. We cannot underwrite white elephants or excessive rentals to landlords any more than we can insure against competition or poor showmanship.

"While I prefer the sliding scale, it has always been my policy to try to do business with an exhibitor the way he likes to do business so long as the deal, which we say is cheap and an absolute, straight percentage, sliding scale or flat rental, are fair to both parties.

"We have had this kind of experience. We also have records in our possession on hundreds of pictures played by all of the theaters we do business with. We know pretty well from those figures what should be a fair deal and what is not a fair deal.

"I launched CinemaScope which incidentally has been a great boon to the industry—many exhibitors feeling that we said the business by introducing it and developing it we practically created a new business.

"The increased costs of production and increased costs of prints on the part of the distributor and the equipping of theaters on the part of the exhibitor entailed large investments so that both the exhibitors and ourselves had to hope and pray that the additional costs would be justified by increased income to the theaters and greater film rentals.

Sees Investments Justified

"Fortunately, for both the exhibitors and ourselves, the added cost has been justified by greatly improved grosses in theaters. So, basically, our selling policies have not changed. The fact that we have a large investment and will continue to be patterned upon each exhibitor's ability to pay, with a view that both ours and theirs shall earn a reasonable profit on our respective investments.

"This does not make it possible for either the exhibitor or ourselves to make a profit on each and every picture because sometimes we do not gain public acceptance of a picture no matter how much we may have anticipated it. In that case we must take a big loss and, usually when we do that, the exhibitor too takes a loss, but in any case proportionately small compared to ours.

Answers 'Scope Rental Query

"The committee asked this important question: Are CinemaScope pictures barred from being sold at flat rentals? To that we say no. The grossing possibilities are not more than $1,000 per week.

"This question also applied to small subsequent runs with small grossing possibilities.

"My answer, without hesitation, was squarely 'No.' We are perfectly willing to sell such theaters flat rental. As a matter of fact, in these situations we urge exhibitors to quote the cause playing percentage in these small possibilities entails preferred playing time. This is always a source of great argument with such exhibitors. It also entails checking which is done at a prohibitive cost in such small situations.

"I would also like to comment on the statement in your report which describes the shortage of film. Our company cut down the number of pictures to that which the figure used in this spectacular western which we found that the public is no longer interested in just motion pictures in quantity. They are very selective in their kind of pictures they will patronize.

Says Public Wants Good Films

"Today, as we all know, we have a very formidable competitor in home television, where the public can see our screen at a fraction of the cost, we found that the public is no longer interested in just motion pictures in quantity. Rather than to see an ordinary film, they stay at home and watch television. However, they will and do

\[CinemaScope\]

PRODUCER W. R. Frank, a long-time exhibitor, proves that he knows his business. One of his fellow exhibitors this week asked how small the CinemaScope is utilized to tremendous advantage. Filmed mainly in Mexico, "Sitting Bull" logically uses the large outdoors for most of its action. It is, of course, the London color is generally good and the CinemaScope is one of the longest, lowest, most successful pictures I have seen recently. Dale Robertson stars as a young cavalry officer who relents the unemotional, at times inhuman, treatment that the conquered Indian is receiving. His efforts on their behalf only result in his demotion twice and in losing his fiancée. When President Grant intervenes to prevent his being court-martialed, Robertson convinces him that he can talk to Sitting Bull who is the spiritual leader of all the Sioux nations. Many of the Sioux factors won war. This question of the most outstanding things of its type to be seen on the screen in years. It leaves the spectator breathless.

Robertson manages to escape. Reaching Sitting Bull in time to convince him that peace is better for both and then leads the Indian's men through the Army lines. He is wounded in the battle but lives. Robertson is convincing him. When he returns, he is sentenced to death for helping Sitting Bull and for being a traitor. It is then that Sitting Bull comes forward on his knees and asks for peace just as he asked the President.

Robertson is a man who wants to help the oppressed Indian. Mary Murphy is his sometime sweetheart and John Litel as her father. The film is entertaining, and Robertson's playing is a good one. CinemaScope makes this Western one of the best we have seen in a long time.

Out of this, Robertson has written and directed, Robertson is the type of man who plays the Indian role well. His performance is particularly heartening and is played to perfection. As Sitting Bull, Robertson has his fingers on the pulse of the Indian people and there is a great deal of heartwarming in his playing. It is a well-made film and has been well-received at every showing. It is a good picture and one that we are proud to have been associated with.

\[CinemaScope\]

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Labor Day Steps Up New York Grosses

(Continued from page 1)

Harry Arthur

(Continued from page 1)

The current issue of "Life" Magazine devotes a three-page picture and text feature to the story of the important standee by Rock Hudson in Universal - International's "Magnificent Obsession," it gives Universal coverage on the picture which is enjoying excellent business throughout the nation.

WALTER HAAS

Balan

(Continued from page 1)

tor, Bing Crosby, Bob Hope, Grace Kelly, Janet Leigh, Jerry Lewis, Dean Martin, the Tucker, General John Reed Kiptadpatrick, president of Madison Square Garden Corp., and Nat Lefkowitz, of the William Morris Agency, contributed to Balaban for his contributions to patriotic and humanitarian cause is an up of industry leaders, as well as top figures in B'nai B'rith.

A high point of the effort to make this standee a success will be a luncheon for the industry to be given by Jack Cohn, president of Cohn Pictures, and Simon H. Fabian, president of the Stanley Warner Corp., Friday, at the Astor Hotel.

Tribute, Also, to Israel

The tribute committee's decision to sell $1,000,000 in Israel bonds in honor of the 90th birthday of David Ben Gourion, which was observed at the September 17, 1954, telecast of "Jubilee of Israel," is to be repeated on the ABC network's "Lili" at the Trans-Lux 52nd Street

is expected to do a lifting $7,300 for its 78th week. "Cangaceiro" at the Normandie is slated to hit a very good $4,000 for its first week, while a nice $5,000 was seen for the 12th week, which ended Saturday, at "Holston's Choice" at the Paris.

"Egyptian" Grosses Climb Nationally at Weekend

"The Egyptian" continued its strong box-office pace across the nation, racking up outstanding Labor Day Weekend grosses.

Over the holiday weekend, at the Hippodrome, Cleveland, a resounding $27,000 was realized, while at the Palace, Dallas, a big $15,950 was registered. At the Worth, Ft. Worth, Texas, $13,211 was chalked up by the picture for the weekend.

In Miami, at Carib's Miracle, Carib and Miami theatres, "The Egyptian" amassed a combined total of $55,000.

BOT Signs

(Continued from page 1)

shall be $342.50 on the contractual weekly salary involved, whichever is higher, for a telecast to 40 or fewer theatres.

The minimum payment to each extra as defined by Equity shall be $83.50 for a telecast to 40 or fewer theatres.

Payment shall be made to each member of the company for each theatre in excess of 40 theatres in which the closed circuit telecast is shown at a pro rata of the original fee in an amount to be negotiated at a later date.

The audience shall be so arranged as to allow free movement of the cameras so as to give due regard to the artistic results.

Other provisions govern rehearsal, charges for actors, extras and a clause bars any kinescope being used for other than reviewing purposes.

Under the agreement, a BOT spokesman estimated production costs for a theatre telecast at $10,000 and varying with the talent being employed.

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Get in touch with your branch manager immediately and DATE IT NOW!

Alert showmen will play it right away... and keep the boxoffice parade moving!
To Start Monday
275 Theatres
Here Join in
Tax Hearing
67 Independent Affidavits
Now Filmed With Court

New York City attorneys, representing an approximate 275 circuit and independent theatres, will appear in Queens County General Court on Monday morning, seeking permission to join the four circuit owners, Loew's, RKO Theatres, Century and Brandt Theatres, in their suit against the city's five per cent admission tax.

The local theatre operators have served New York City Assistant Corporation Counsel Stanley Buchsbaum with 67 independent affidavits to date, asking permission to become participants in the suit. Loew's, RKO, Skouras Theatres and Century are ex *
(Continued on page 5)

Wolfberg Sells Three
Coast Houses to Join
Makelman as Official

HOLLYWOOD, Sept. 8.—John M. Wolfberg, veteran exhibitor and member of the board of Allied States, has disposed of his local theatre interests to join Hal R. Makelman in his organization of the Makelman Plan. Wolfberg will take over fulltime executive duties immediately, and will appoint additional salesmen at once.

Wolfberg, who was one of the members of the original committee appointed by Allied States directors to
(Continued on page 4)

NT Leases Theatre
To TNT for Bout

Special to THE DAILY
HOLLYWOOD, Sept. 8.—National Theatres, which last month had refused to carry the Rocky Marciano-Ezzard Charles heavyweight championship bout on Sept. 15 at the original 30-per-cent-guarantee terms, has leased its Wilshire Theatre to a local television station.

The theatre is now equipped for television and can re-open immediately.

National Theatres last month canceled 16 theatre-TV equipment installation orders reportedly because of TNT's increase in its terms for the heavyweight contest.

RULING ON TV FILM LICENSING
REQUESTED BY ROGERS, AUTRY

By J. A. OTTEN
WASHINGTON, Sept. 8.—Roy Rogers and Gene Autry have asked the Supreme Court to bar Republic Pictures from licensing their old films to television against their wishes.

In separate appeals, Rogers and Autry asked the high court to reverse a ruling of the Ninth Circuit Court of Appeals which gave Republic the right to license their films as it saw fit. Separate appeals were filed since the issues differed slightly in the two cases. The District Court had found for Rogers but against Autry, while the Circuit Court found against both stars.

"Of the cases, one is pending, and the summer is presently in recess for the summer.

In his appeal, Rogers contended that his contract with Republic specifically reserved to him all rights for commercial exploitation of his films. The Circuit Court held that these rights were limited to his name, picture and voice outside of his films, and that therefore Republic could freely license the films.

The case is of "of vital importance to the entire motion picture and television world.”

Names 3 Majors
Offer to Adjust
Terms Cited by
Allied Group

But Special Committee
Finds Others ‘Wanting’

The policy of possible hardship adjustments in the sales terms of 20th Century-Fox, Metro-Goldwyn-Mayer and RKO Radio Pictures received the guarded praise of the Allied Special Committee which state sales managers here last month.

The disclosure was enclosed in the report to the committee, released here today, which had a measure in force the basis of Allied's proposal to take withholding of payments to the government for redress.

The committee reported that 20th Fox, M-G-M and RKO Radio Pictures felt “that an exhibitor is entitled to earn a profit as his contribution to the joint enterprise” on the basis of its interviews with Al Licht.

Indiana Asks Right
To Collect Tax on
Out-State Rentals

By Staff Correspondent
WASHINGTON, Sept. 8.—The State of Indiana asked the Supreme Court to rule that it could levy its gross income tax on film rentals paid by Indiana exhibitors to out-of-state film exchanges.

The case appealed to the high court involved an attempt by Indiana to levy the tax on film rental income received by the Chicago exchange of Warner Brothers Pictures from exchange
(Continued on page 5)

Branch Units Now Will Vote
New Eady Plan Payment
Schedule Okayed by CEA

LONDON, Sept. 8.—The general council of Cinematograph Exhibitors Association at its meeting here today adopted the new Eady levy dispute which had been agreed to by its officers last week.

Details of the settlement have not been published earlier in Motion Picture Daily.

Since the CEA constitution requires formal ratification of such actions by the branch organizations throughout the country, the latter have now been instructed to vote on the settlement plan and make their replies known to CEA before the next meeting of the general council on Oct. 13.

However, ratification by the branches is assured in view of the government's strong hint that a statutory schedule is inevitable if the trade fails to come up with its own plan. Provincial exhibitors here want no more of the government in their business than they have already.

Eyman Named Ohio
Chief Film Censor

COLUMBUS, O., Sept. 8.—R. M. Eyman, assistant state superintendent of education for nine years, was appointed state education director and chief film censor by Gov. Frank J. Lausche. Eyman succeeds Dr. Clyde Hisson, who has resigned to return to Bowling Green State University.

Eyman is a 59 and a former teacher, administrator, and Fairfield County school superintendent. He holds a doctor's degree from Ohio State University.
Eyes Foreign Market

BRITISH BOARD OF TRADE ASKS TECHNIQUES REVIEW

BY PETER BURNUP

LONDON, Sept. 8.—Turning its eyes momentarily from the Early Fund, the Anglo-American monetary agreement and allied matters, the Board of Trade has launched a new technique this side. The Board’s Films Division has addressed an official letter to the British Film Producers’ Association asking for a review of the situation, particularly as it affects overseas markets. This letter will inform White.

Asks to Be Kept Informed

hall that the matter is kept under urgent and continuous consideration and that its members have been asked to work with the Ministry in planning developments of value. There will, however, be no immediate spate of full Cinemascope or VistaVision projects in the near future. It is pointed out that conditions prevailing in the U. S. do not obtain here. American-made Cinemascope pictures, it is claimed, can be absorbed readily in their own domestic market. British producers want to be assured of market before embarking on the considerable capital investment involved in re-tooling for new techniques.

Conventional Grosses Good

Moreover, British films in conventional formats are still doing well, chalking-up remarkable grosses. A number of them now in distribution are doing as much as and, in some cases, more than Cinemascope subjects. So long as that situation persists, producers see no reason for rushing into revolutionary developments.

Most of them, however—so their association will inform the Board of Trade—make releases available to cover wide but not “excessively” wide screens and certainly not in stereo-phonic form. The cost of making two versions would be prohibitive.

We are keeping well abreast of the situation,” says BFP’s president Robert Clark.

Certain American companies, notably 20th Century-Fox, are interested in Cinemascope production employed British units. “That’s an admirable way of getting experience,” comments Mr. Clark. Meanwhile, American distributors here are giving considerable consideration to a number of matters arising out of wide-screen developments, including, in particular, printing costs. It is estimated that a Technicolor print of a CinemaScope subject costs from $350 to $400. Fifty prints might ordinarily service the present demand, but, if a Corporation were to make more than one aspect ratio and sound system require to be made up to 100 prints will be needed.

The majority of exhibitors claim that a screen ratio of 1.85 is the maximum their theatres can accommodate. They maintain also the rigorous resistance to stereophonic and insist on optical sound tracks. It seems likely that the stereo-wide-screen subjects will continue to be necessary here in the foreseeable future. An unencasable circumstance clearly emerges, however, in the current confused situation. That is present “larking” practices will be completely changed in the transition to wide-screen, which will lead in turn to the cannibalisation of the release pattern which Spyros Skouras and Murray Silverstone have never ceased to demand.

Loew’s UATC Talks Held Progressing

Negotiations looking toward the diversion of joint interests in six theatres held by Loew’s Theatres and United Artists Theatres Circuit are progressing, it was learned here yesterday.

Loew’s Theatres, under terms of its consent decree, is required to divest itself of the jointly owned theatres in the following cities: Louisville, Pittsburgh, Columbus, O., and Baltimore.

James High, 79

PORT ANGELES, Wash., Sept. 8.—James High, 79, veteran motion picture operator, died at his home yesterday. He attended a funeral at the Waterfront Theatre in Seattle. He designed and built Broadway Assn. to Cite Skouras, 20th

Spyros P. Skouras and 20th Century-Fox will be honored by the Broadway Association with a special citation marking the first anniversary of the launching of Cinemascope on Sept. 16. The award, which will be presented by Robert K. Christenberry, president of the Broadway Association, to Skouras in ceremonies next week, reads: “The Broadway Association salutes Spyros P. Skouras and Twenty First Century, which in the first anniversary of Cinemascope, the revolutionary motion picture process which brought new prosperity to the theatres of New York and the world.”

also the projection booths at the Blue Ribbon, Liberty and Coliseum theatres in Seattle.

Decca Pays 17½c

Directors of Decca Records, Inc., yesterday declared that regular quarterly dividend of 17½ cents per share on the company’s capital stock payable on Sept. 30 to stockholders of record on Sept. 20.

McQuillen, London: Other Quotable Publications: Motion Picture News; Motion Picture Studio; Motion Picture Sales; Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $5 in the Americas and $12 foreign; single copies, $1.
Led by 'Duel in the Sun'
SRO Plans to Re-Release Six Productions by Easter

A slate of six top films, including "Duel in the Sun," is currently playing key U. S. situations, will be re-released by Selznick Releasing Organization, Eastern territories, according to J. T. Davis, Jr., president and general manager for S.R.O., stated here following his return from Hollywood.

"Duel in the Sun," which is said to have grossed close to $10,000,000 in regular release in the U. S., has had a coast-to-coast predecessor already with a total of 500 expected shortly, Davis said. "Duel" will gross over $2,000,000 an additional $8,000,000 to $3,000,000, bringing the film's world-wide gross total to about $15,000,000. The S.R.O. head stated:

Selznick's organization is planning to re-release "Nortons" and "Farmer's Daughter" in November as double bills with "Tom Sawyer" set for Easter re-release, Davis said. "Between November and Easter, we plan a major 'Spellbound' or "Rebecca"," he said.

"All of Selznick's better known films, about 20 in all, will be re-released," Davis stated. "At present, we have no definite schedule of re-releases," he said.

Build Rodgers, general sales manager for Selznick Releasing Organization, said that "each film which is being re-released is getting a fresh advertising campaign and new prints. We original ordered 100 prints for "Duel" but had to increase our order to 400 due to the flood of bookings."

All of S.R.O. product, is distributed by Warner Bros. and the company maintains its own set-up, Davis said. "The New York office also approves or disapproves all contracts," he said.

2 SRO Pictures Set For N. E. Territory
BOSTON, Sept. 7.—"Nortons" and "Farmer's Daughter" will open Oct. 21 at the Paramount and Fenway theatres here and in all other theatres belonging to the New England Theatres. J. E. Levine, president of Embassy Pictures, announced yesterday following the completion of negotiations with the Selznick Releasing Organizations.

People

Lou Cohen, manager of Loew's Poli Theatre in Hartford, and Mrs. Cohen will be honored at a testimonial dinner on Oct. 4, marking their 8th wedding anniversary and Cohen's 30th year in the business. J. F. McCarthy, Connecticut district manager for Stanley Warner, is serving as general chairman. Event will be held at the new Slater in Hartford.

Philip Larschan, Transfilm editor, was married recently to Jacqueline Foote.

Everett C. Callow, advertising manager of Cinerama Theatres, Inc., is in London from here to supervise the opening of "This Is Cinerama" at the Casino Theatre. He is accompanied by Cliff Gies, vice-president, in charge of public relations, and Kenneth Bilby, executive vice-president, and senior public relations and participating programs, respectively.

Irving Stern, who has been with the J. Arthur Rank Organization in Canada since its inception 10 years ago, has been named branch manager in Toronto, succeeding J. S. McPherson, who recently resigned.

L. J. Duncan, head of the Duncan Amusement Co., West Point, Ga., is the new owner of the Valley Drive-in Theatre in that town.

Richard Kirkland, who recently acquired the 200-seat Community Theatre in Cadiz, O., also acquired a new theatre last week, marrying Alma McCoy.

Lloyd Salisbury, a newcomer to the industry, has acquired the long-closed Port Theatre in Freeport, O., and has reopened it.

Frank Rochebenck, Raymond Katz and Sam Faust have been designated as the executive group which will manage Radio Station WJGM, the MGM station here.

Dick Pitts, publicity director for Theatre Owners of America, became the father of a baby boy yesterday. New arrival has been named Richard Lee. The Pitts now have three children.

Ed Sullivan, on "Toast of the Town," will salute another of Hollywood's personalities when he presents the "Darryl F. Zanuck Story," on Sunday over CBS-TV from 8:00 to 9:00 P.M. EDT. The program will be broadcast live from Hollywood.

News Roundup

Industry Philatelists Active
Leon Banberger, president of the Cinema Stamp Club, has announced that the club has resumed its activities and will hold meetings on the second and fourth Wednesday of each month.

Take Atlanta Exchanges
Joy Houck and Harold F. Cohen, of The Lippert Pictures New Orleans branch, and Francis White, of the Lippert Charlotte office, have taken over the Mangium and Lippert exchanges in Atlanta. Roy Nicand has been named manager.

Film Board Spending Rises
Budgetary expenditures for the National Film Board of Canada for the first half of 1954 was $2,700,000, an increase of over $500,000 for the same period of 1953.

FPC Meetings Scheduled
A series of regional managers' conferences of Famous Players Canadian Corp., will be held in Western Canada starting with a two-day conclave at Winnipeg on Sept. 13-14. J. J. Smoke, president of FPC, will head a group of top officials leaving Toronto on Saturday for the meetings, which will be held also in Regina, Calgary, Edmonton and Vancouver.

Canada Exports Decrease
Canadian exports of films dropped to $2,306,000 in first seven months of 1954 compared with $2,649,000 in same period of 1953, the Canadian Government reported. Only about $2,200,000 is expected to be exported in July in contrast to $602,000 in June, $351,000 in May and $532,000 in July last year.

Alberta Assn. OK's Drive-Ins
According to notice received by the National Committee of Motion Pic- ture Exhibitors Associations in Toronto, the Alberta Picture Association has decided to admit drive-in owners to membership as in Ontario and Manitoba. The basis for the member- ship fee is the vehicle capacity at the rate of five cents per car.

New Hamilton, O. Drive-in
The first drive-in theatre in the vicinity of Hamilton, O., to be equipped with CinemaScope and facilities for reception of closed circuit television programs of sports events, will be built a few miles north of here by Holiday Theatres, Inc., of Cincin- nati. Marc Cummins is president of the organization.

Kupferman Elected Carroll Board Head
Theodore R. Kupferman, vice-president and general counsel of Cinemart Productions Corp., has been elected chairman of the board of Carroll Pic- tures, Inc.

Kupferman, former member of the legal department of Warner Brothers and National Broadcasting Co., has been nominated for the presidency of the Federal Bar Association of New York, New Jersey, and Connecticut.

In addition to being chairman of the board of Carroll Pictures, Kupferman will act in a consulting capacity to Carroll L. Puciato, president.

M-G-M Product Meet Ends Today on Coast
HOLLYWOOD, Sept. 8—Steppe in Kings Mountain; the Canton and the For M-G-M's new product will be dis- cussed with studio heads following the windup tomorrow of a meeting of company sales executives. Silas Seadler and Dan Terrell, of the New York advertising-promotion staff are delaying their departure from here until next week. Charles Reagan, executive in charge of national sales, will leave tomorrow following the close of the sessions, during which 10 of the company's latest productions were screened.

Essanette Acquires 5 N.C. Theatres
CHARLOTTE, Sept. 8—Essanette Theatres here, which operates a chain of small theatres, has acquired five theaters in Kings Moun- tain, Mount Holly and Cramerton, N. C.

The theatres were sold by C. E. and D. E. Cash in Kings Mountain.

Theatres are the Dixie and Joy in Mount Holly and the Canton and Mt. Holly in Mt. Holly, and the Vic- tory in Cramerton.

Executives Active In Stock Trading
WASHINGTON, Sept. 8—Sol A. Schwartz bought 5,000 shares of RKO Theatres Corp., common in July, boosting his holdings to 106,150 shares purchased 500 shares of the firm's 5 1/2 per cent com- mercial convertible preferred. Harold J. Mishich sold 800 shares of Allied Art- works common, which holds 520 shares in his own name and 24,440 shares through holding companies.

Harry M. Warner bought 4,000 shares of Warner Brothers Pictures common through trust accounts. He now owns 100,150 shares in his own name and 12,000 shares in trust. Jack L. Warner bought 10,500 shares, boosting his holdings to 203,399 shares in his own name and 13,400 in trust accounts. Albert Warner bought 500 shares in his own name, for a total of 160,000, and bought 4,000 shares in trust accounts, for a total of 24,000.

Barney Babalan sold 800 shares of Paramount Pictures common, dropping his holdings to 22,700 shares.

$388,862 Gross for 'Susan Here'
RKO's "Susan Slept Here" grossed $388,862 during its run in 65 circuit theatres. The picture, which opened in the New York Metropolitan area, was announced yesterday by Walter Bronson, world- wide general sales manager. Most of the runs were from Aug. 25 to Aug. 26.
president and a national Allied vice-president, said earlier today that further conferences were planned with other legal counsel to determine whether such a picket line would be within the law and on the wording of the placards to be used.

There were some indications that some Twin-Cities exhibitors were cool toward the plan, questioning whether it would have any effect in influencing Columbia's policies. They pointed out that only a small percentage of exhibitors in the Minneapolis film area ever visited Film Row.

Hy Chapman, manager for Columbia in Minneapolis, said that he had received no instructions from his home office on what steps to take if a picket line is placed around the building.

ITO0 State Meets
To Start on Monday
COLUMBUS, O., Sept. 8.—The schedule of meetings charted by the Independent Theatre Owners of Ohio will start Monday.

The lineup is as follows:
Monday: Cleveland, Theatrical Grille, 12:30; Tuesday, Columbus, Neil House, noon; Wednesday, Dayton, Variety Club, 1:00 P.M.; Thursday, Cincinnati, Netherlands Plaza Hotel, 1:00 P.M., and Friday, Toledo, Secor Hotel, 1:00 P.M.

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United Artists Realigning
Its Staff in Foreign Sales

United Artists is expanding and strengthening its sales force throughout the world to give the company's lineup of top product the maximum distribution opportunities. Arnold M. Picker, vice president in charge of foreign distribution, yesterday stated after announcing a series of merit promotions and key appointments.

John Neal, with UA in Australia for the past 10 years, recently serving as branch manager in Adelaide, has been appointed manager in Thailand, with headquarters in Bangkok. He replaces Harry Willhoit, resigned.

Neal's successor in Adelaide is Ron Jessup, who joined the Australian organization in 1935 as office boy and progressed through the sales ranks to his present post.

H. F. Gribble, formerly branch manager in Auckland, New Zealand, and a veteran of 16 years with the company, has been appointed manager in New Zealand, succeeding Harry S. Wilters, who resigned.

Rysfield Transferred
Ted Rysfield, formerly manager in Trinidad, has been transferred to Hong Kong in a similar capacity, succeeding Arthur Sonhoff, who resigned. William Korenbrut has been appointed manager in Trinidad. He formerly served as sales representative with Warner Brothers, MGM and Film Classics in Panama.

Newfoundland, formerly manager in Puerto Rico, has been assigned temporarily to the home office foreign sales staff. His successor in Puerto Rico is Sam Jones, a newcomer to UA, with a broad background of experience in the foreign market, having been associated with Warner Brothers as general manager in Indonesia and, for some time, as general manager for Universal in Thailand.

In addition to these executive appointments, Picker announced that Morton Raven, Sales Manager, and John V. Schroeder, two "trainees" at the home office during the past year in preparation for active careers in the foreign field, have been given overseas training assignments to gain on-the-spot experience. Raven was recently sent to the UA office in Sydney, Australia, and Stephenson will work out of the UA branch in Santiago, Chile.

Sees Training Vital

Underscoring the need for developing the foreign is an absolute necessity and the need men who are not only familiar with the sales and promotional techniques of our business, but who are aware of the problems in the foreign field and who understand the political, economic and social institutions of other nations, Picker said, "is one of the most important forces on our industry in the international arena."

'Business as Usual'
During Filming Here

Despite a large gathering of motion picture fans who were milling about the RKO Theatre in the Bronx watching producer Harold Hecht of Hecht-Lancaster Productions film location scenes for "Marty," a United Artists release, the manager of the East Bronx theatre reported that "business was normal" even though police lines stopped theatre goers from entering the theatre for awhile.

Hecht, who is utilizing the theatre's front in a sequence in which he is shooting in the Bronx, had New York City police set up machines to keep the crowd from interfering with the work of the location crew.

A number of onlookers who wished to go into the theatre had to pass through the police lines, but after awhile, all traffic into the house was stopped due to the many onlookers who attempted to get closer looks at Hecht's cast, crew and equipment.

Hecht will continue shooting scenes for "Marty," a television story which has been rewritten for the screen, this week with the picture to be completed in Hollywood after "The Kentuckian," Hecht-Lancaster's first CinemaScope production, is completed in Kentucky under the direction of Bart Lancaster.

Watters Promoted By RCA Division

- Election of Albert F. Watters as vice-president and operations manager of the RCA International Division was announced by Meade Brunet, vice-president of the Radio Corporation of America and managing director of the RCA International Division.

Watters has been director of associated company operations for the RCA International Division since February, 1954.

Wolfberg
(Checked from page 1)
study the Malenkin Plan, said, in connection with assuming the new post: "Never before in the history of the motion picture industry has one man, or group of men, put forth the energy, financial investment and unceasing efforts to help film salesmen and exhibitors of America a plan so fundamentally sound and beneficial to exhibitors alike as the Malenkin Plan. I am happy to become a part of it."

Joining Malenkin, Wolfberg, in addition to activities as assistant to Malenkin will handle distributor correspondence on "Man of Conflict," "Stolen Identity" and other pictures being distributed by Malenkin's Atlas Pictures Co., formerly handled by Sam Nathanson, who recently resigned.

In joining Malenkin, Wolfberg disposed of issues on three theatres: the Marcall, both Hollywood Boulevard houses, and the Imperial, Inglewood. Murray Gould took over the Marcall, and Fandrich and Valecchi got the Imperial. An exhibitor syndicate now forming took the News-View.

Paramount Issues
Product Brochure

Three special brochures dealing with forthcoming product, with emphasis on the top stars, story properties and new story lines in these pictures, are being distributed to theatres throughout the country by Paramount's branches.

One of the brochures, printed in black and gold, is devoted entirely to Grace Kelly, "Hollywood's Golden Girl." Another brochure being received by the exhibitors is the 12-page multi-colored insert spotlighting product to be released in conjunction with the company's 40th anniversary celebration this year.

The third is also multi-colored and draws attention to the "great story properties that are being converted to top-drawer productions." These include: "We're No Angels," "Global Mission," "The Desperate Hours," "The Magnificent Devils," "To Catch a Thief," "The Man from the Mountain," "The Trouble With Harry," "Lucy Gallant," "The Vagabond King" and "The Rose Tattoo."

2 AB-PT Dividends

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., announced yesterday that the board of directors declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable Oct. 20 to holders of record on Sept. 24.

End Depositions
In Mass. Case

BOSTON, Sept. 8.—George S. Ryan, Boston anti-trust attorney, states that depositions have been completed in the $3,000,000 suit of the Victoria Theatre, Lawrence, Mass., against the distributors and various other circuits. The case is set for trial on Oct. 25 in the U. S. Federal District Court before Judge Sweeney.
Offer to Adjust Terms Cited by Allied Group

(Continued from page 1)

Warner Brothers and Paramount, the report continued, also felt that they would "adjust only in cases where an exhibitor had no other legitimate outlet for the film," indicating that adjustments would not be made in order to yield the exhibitor a better deal.

The document, as previously reported, was most bitter in its criticism of Columbia's sales policies.

Regarding the possibility of flat rentals for CinemaScope pictures in small situations, the report relayed Lichterman's argument that "the public will accept them. They said there was ample evidence that each distributor had acted independently to its own proper business purposes. Finally, they declared that Miss Harrison had for the past 20 years leased the theatre to operators and had retained no control over its operation, had never transacted business with the distributors and there-fore, there was no cause of action against them."

Sheldon Gunsberg To Reade Circuit

Appointment of Sheldon Gunsberg as managing director of specialized theatre operations for the Walter Reade Theatre has been announced by Walter Reade, Jr., circuit president.

Gunsberg, former member of the publicity, advertising and exploitation staff of Universal Pictures, will make use of the Walter Reade Reade, a local, circuit's art theatre here. He will assume his new position on Monday.

Rogers, Autry Seek Ruling

(Continued from page 1)

the Rogers' appeal stated, "There must be any number of contracts between motion picture companies containing the same or similar reservations to the artist that are contained in the Rogers contract. If the present decision of the Court of Appeals is to stand, those reserved rights are meaningless and of no value to the artist."

Rogers argued that the pictures might be used to indicate that he was endorsing the articles advertised and in this way greatly damage him—as well as the pictures were used to indicate an endorsement of cigarettes or beer "or any number of other products which Rogers might consider to be detrimental or prejudicial to or inconsistent with his position and reputation, particularly with reference to his youthful fan audience."

In his appeal, Autry said he did not dispute Republic's right to license his films for television but that he did challenge the company's right to use or license his name, voice or likeness in commercial advertising. He pointed out that the appeals court had declared that Republic's rights were not unrestricted and that the plaintiff could not "make it appear that the artist actually endorses" a specific product, but that the court had not expressed this view in detail. "Autry will have to police the actions of Republic and its many licenses throughout the country," the appeals brief noted. "This will result in a multiplicity of actions in different courts." The original suit was brought specifically to avoid such an eventuality, the court was told.

Indiana

(Continued from page 1)

Hilltop in Northern Indiana. The Indiana Supreme Court found that films transmitted to Indiana exhibitors directly from out-of-state companies and constituted interstate commerce and that rentals paid on these films were therefore not subject to the Indiana Gross Receipts Tax.

Warners operates a film exchange in Indianapolis, serving all but the Northern part of the state, and pays the Indiana tax on the income of that exchange. Exhibitors in Northern Indiana must pay for the films from the exchange; however, Warners challenged Indiana's right to tax these rentals, and won in the State Supreme Court.

In appealing the case to the high court, the state of Indiana urged that if it had not been for the Warners case the South Court of the Ninth Circuit, which has jurisdiction over all of Indiana, could not have been heard.

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RCA Color Video Caravan to Tour Nation for Medium

A "color television caravan," completely equipped to produce on-the-spot programs to introduce color television to audiences at fairs, expositions and other large public gatherings, has been constructed by the Radio Corporation of America, Charles M. Odorizzi, president, RCA corporate staff, announced.

Describing the color caravan as an important step in RCA's plans for the nation-wide introduction of color television, Odorizzi said that the unit will make its public debut on Sept. 25 at the Mid-South Fair, Memphis. Following the Memphis fair appearance, the caravan will be ready for a nation-wide tour. In addition to fairs and expositions, the RCA unit will also be available to conventions, department stores, and other business and service organizations.

Heart of the RCA color television caravan is a specially-designed 32-foot streamlined trailer. It contains a complete control room and technical equipment to originate any type of program. The unit included is a quantity of RCA Victor color TV receivers, two RCA color TV cameras, a color scanner and microwave apparatus. A complete staff, including engineers, technicians and program production experts, has been assigned to the caravan. In the equipment carried by the mobile unit is a color TV program showing four programs on a 15- by 20-foot screen.

Richard H. Hooper, manager of RCA Shows and Exhibits, whose headquarters are in Camden, N. J., will supervise the operations of the new color unit under the general direction of the caravan manager, director of community relations, Buck Harris. The defendants are appealing.

Jury Awards $35,000 To SEG Ex-member

HOLLYWOOD, Sept. 8.—A jury in Superior Court of Judge Allen Ashburn here has returned a verdict of $35,000 against the American Federation of Motion Pictures, former member of the Screen Examiners Guild, who charged that the guild libeled him in its newsletter of April, 1950. The verdict was rendered against the guild, its executive secretary, H. O'Neil Shanks, and its public relations director, Buck Harris.

President Gives Plag to 'Brides'

SPRINGFIELD, Ill., Sept. 8.—J. William Eisenhour, on his recent visit here recently, personally plugged M-G-M's "Seven Brides for Seven Brothers" during his visit to a theater here at a luncheon given at the executive mansion by Gov. and Mrs. William J. Stratton. The President spent some time chat-

USIA Distributing Catalog of Films

WASHINGTON, Sept. 8. The U.S. Information Agency announced it is distributing abroad an up-to-date catalog of American films and film strips, for use by diplomats, scientists and other foreign users of audio-visual educational material.

The catalog lists and describes some 2,600 films and film strips available for use abroad on a sale, rental or loan basis. The 1954 supplement, which lists new conditions, also.

Podhorzer Joins Atlantic Pictures

George Roth has announced that John Podhorzer has become an associate in Atlantic Pictures Corp. Roth is president of Atlantic, which was formed last June to import and distribute foreign films.

Podhorzer has been concentrating on the distribution and handling of German films. His new association does not affect Casino Film Exchange which he heads and which releases German pictures in this country. He also recently announced the formation of United German Film Enterprises which will work towards exploiting German films in the U. S., and will also arrange co-production deals between German and American firms.

Official of India to Address the MPIC

HOLLYWOOD, Sept. 8.—Mohun Bhavnani, head of the film division in the Ministry of Information and Broadcasting for the Government of India, will be guest speaker Wednesday at a meeting here of the Motion Picture Industry Council.

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For Labor Effect

IATSE Asks ‘Adviser’ on Foreign Pacts

MPEA’s Johnston Has Proposal Under Study

By LESTER DINOFF

A proposal that a "labor adviser" be allowed to join in all future film negotiations between the Motion Picture Export Association and other nations is being considered by Eric Johnston, MPEA president, it was revealed yesterday by Richard F. Walsh, international IATSE president, who also stated that a trade press conference pressure to "particularize" same has been exerted by Tom O’Brien, British labor official, as (Continued on page 10)

Heavy Reservations For N. J. Allied Meet

The Allied Theatre Owners of New Jersey has announced that the reservations for its annual convention, which is being held at the Concord Hotel, Kiamesha Lake, N. Y., on Sept. 21-22-23, exceed the original estimation of attendance.

The Concord, one of the most famous hotels in the country, will make (Continued on page 5)

Johnston to Coast
After Return Here

WASHINGTON, Sept. 9.—Motion Picture Association president Eric A. Johnston is scheduled to return to the United States Saturday or Sunday, MPA officials said yesterday. Johnston was in Paris today where he has been discussing the film situation with officials of the West German government. Earlier he represented the U.S. at the Venice Film Festival.

MPAA officials said that Johnston would be in New York for some days and would then leave for a week or more in Hollywood.

IATSE Is Considering ‘Scope Resolution

An IATSE delegate’s resolution to have the courts union press for CinemaScope reeels, short subjects and trailers is being mulled by the international office, IA president Richard F. Walsh said here yesterday.

The resolution, which was posed at the IATSE convention in Cincinnati last month, had been referred to the international office for further consideration and discussion, Walsh said.

Dividends Up 10% Over ’53

WASHINGTON, Sept. 9.—Publicly reported cash dividend payments of film companies during the first seven months of 1954 were about 10 per cent ahead of 1953 payments, the Commerce Department reported.

The Department said payments from January through July of this year totaled $5,551,000, compared to $4,975,000 in the comparable period last year. July, 1954, payments were put at $1,834,000, compared to $1,267,000 for July last year. Commerce officials said the July increase was due to the fact that several companies paid dividends in July this year which were paid in August last year.

After 1st Quarter Drop

Admission Price Index Up In Second Period of 1954

WASHINGTON, Sept. 9.—The Bureau of Labor Statistics’ city admission price index rose again in the second quarter of 1954 after a drop—the first in almost two years— during the first quarter of the year.

The rise was due entirely to a sharp increase in adult admission prices. Children’s admission prices dropped in the second quarter, BLS said.

The BLS admission price index is based on data collected quarterly in 18 cities, weighted to represent conditions in the 34 largest U.S. cities.

The combined admission index has been rising steadily since the middle of 1952, except for the dip in the first quarter of this year. In September, 1952, the combined index was 74.1, per cent above the 1935-39 base period, and according to BLS, it rose steadily to a high point of 92.8 per (Continued on page 5)

Court Seeks Limit On Trust Charges

District Court Moves to ‘Particularize’ And Formulate ‘Bounds of Discovery’

By MURRAY HOROWITZ

What was regarded as a precedent-making anti-trust decision for the U.S. District Court of New York was rendered here yesterday when Justice Archie O. Dawson formulated moves to ‘particularize’ complaints and set the “bounds of permissible discovery.”


Justice Dawson, finding a large portion of the complaint irrelevant, give the plaintiff 30 days to file an amended complaint and at the same time ordered an “informal pre-trial hearing” so that the issues as set forth in the amended complaint and answers may be particularized and the bounds of permissible discovery formulated.

The pre-trial hearing set forth by Justice Dawson was considered by some industry attorneys as without precedent and, according to these attorneys, may become the regular (Continued on page 10)

Greenblatt to AA; Nathanson Upped

Arthur Greenblatt, former Lippert Pictures, Inc., general sales manager, has joined Allied Artists as home office special sales representative, it was announced by Morry Goldstein, vice-president and general sales manager.

At the same time, Goldstein disclosed that Nat Nathanson, manager of the Chicago exchange, who joined the company two years ago, has been elevated to Midwest district manager.

In his position, Greenblatt will supervise the Boston New York, Albany and Buffalo branches, and will be in charge of some of (Continued on page 5)
Personal Mention

Has 5,000,000 Members
National Council of Women
12th Film-Reviewing Group

The National Council of Women of the United States has prescribed that its 5,000,000 members, will become the 12th national organization to preview and rate theatrical motion pictures for the guidance of its membership.

The announcement was made jointly by Mrs. F. Leonard, president of the National Council, and by the Film Estimate Board of National Council's Motion Picture Committee in "Joint Estimates of Current Entertainment Films," (the "Green Sheet") have been published semi-monthly for the past 20 years as a voluntary service to American families.

The National Council's decision to join their film preview project brings over 45 million the aggregate membership represented by the organizations participate in this service.

Benefits of Films Recognized

In a statement announcing the action, Mrs. Leyden said:

"We are pleased to join with other national organizations which recognize motion pictures as a major and vital contribution in providing entertainment but also for their limitless capacity to broaden the horizons of minds of all ages.

"Eric Johnston and the Motion Picture Association of America are to be congratulated for making available the means and facilities through which American families may enjoy the American film industry can impartially and objectively appraise, analyze and classify motion pictures for the community's welfare.

"We wholeheartedly subscribe to the view shared by the Film Estimate Board that freedom of choice in the selection of films or any other entertainment must never be traded in our country for the coercive dictation of media complexes.

National Chairman Named

Serving on the "Green Sheet" committee as national motion picture chairman for the National Council will be Mrs. Dean Gray Edwards, who, for several years, served in the capacity for the General Federation of Women's Clubs.

The national organizations which now participate in the preview operation are: the American Association of University Women; American Jewish Committee; American Library Association; Children's Film Library Committee; National Society, Daughters of the American Revolution; Federation of Music Clubs; General Federation of Women's Clubs; Girl Scouts of America; Motion Picture Council; National Congress of Parents and Teachers; and the Schools Motion Picture Committee.

Set Plans Today for
Balaban Testimonial

Jack Cohn, executive vice-president of Columbia Pictures, and St. Fabian, president of the Warner Brothers Corp., will be hosts at a luncheon for members of the motion picture and amusement industry at the Astor Hotel here to set plans for industry-wide participation in the Barney Balaban testimonial dinner.

The Sept. 26 dinner for Balaban, president of Paramount Pictures, is being sponsored by the Metropolitan Council of B'ni B'rith and leaders of the industry as a dual event of the B'nai B'rith dedicated service to B'nai B'rith and his fellow man.

Stars and top industry leaders are serving as officers of the committee sponsoring the Balaban dinner, which aims at raising $1,000,000 for the economic development of Israel through the sale of State of Israel development bonds. Reservations for the event are on a minimum purchase of a $1,000 State of Israel bond.

"Junes to Rivoli"

"Carmen Jones," Carlyle Productions' CinemaScope film version of the famous opera, Emmerich Kálmán's musical hit, will be the next attraction at the Rivoli Theatre here following the run of the current run of "Rear Window."

Co-Production Deals
Will Be Studied By
Krim in Far East

Arthur B. Krim, president of United Artists, and Arnold Picker, vice-president in charge of distribution, leave New York by air tomorrow on Krim's first trip to the Orient to inaugurate the company's 35th anniversary celebrations in Asia.

Krim, who will be on his first visit to the Orient, according to Picker, in Far East, will investigate the possibility of arranging international co-production deals in Japan, India, Malaysia, and Egypt on the pattern of past co-production arrangements which United Artists has made in Italy, France, England, Mexico, Samoa and elsewhere.

Krim and Picker will visit United Artists' branches throughout Asia connection with the company's year-long observation of its founding in 1919. Thereafter, they will continue their Far East visits in Tokyo on Sept. 13, moving on to Hong Kong on Sept. 21, Manila on Sept. 27 and Singapore on Sept. 29.

Will Separate at Singapore

After returning in Singapore until Oct. 2, Krim and Picker will go separate ways, with the United Artists branch in Singapore to stay through Oct. 5 to start the go for a full day-stay, beginning Oct. 3, and another three-day visit to Cairo, starting Oct. 9. Krim will arrive in Rome on Oct. 9.

Picker, meanwhile, will visit United Artists' Indonesian headquarters in Java. There he will then go to Sydney, Australia, Oct. 6-14, and to New Zealand Oct. 14-16, returning to Los Angeles Oct. 17.

Krim has been instrumental in arranging for the production in Europe and Latin America of a number of independently-minded films on the United Artists releasing schedule. Among the most prominent, not yet released, is "The Barefoot Contessa," Joseph L. Mankiewicz's Technicolor production starring Humphrey Bogart and Ava Gardner which has been filmed in the Egyptian desert and has world premiere on Sept. 29, at the Capitol Theatre in New York for the benefit of CARE.

Lippert Coming East
Enroute to Europe

HOLLYWOOD, Sept. 9—Robert L. Lippert, president of Lippert Pictures, will arrive here Monday by plane for New York, where he will attend the Sept. 15 Eastern sales meeting at the Sherry-Netherland Hotel before flying to Europe for the final editing of "They Were So Young," starring Scott Brady, Raymond Burr and directed by Kurt Neumann.

Lippert will bring back the film for showing at the Midwest sales meeting Oct. 7 in Chicago.

Henigson Returns

HOLLYWOOD, Sept. 9—Henry Henigson returned to Hollywood today after six months in Europe on MGM foreign production liaison work.
The thrill is the thrill of seeing JACK WEBB on the WIDE motion picture screen in the never-told track-down of the Red Spot criminals!

"DRAGNET" presented by WARNER BROS. in WARNERCOLOR

197 DATES
197 HOLDOVERS!

Just the Facts -- and They're Phenomenal! LABOR DAY WEEKEND GROSSES BIGGEST IN THE ENTIRE HISTORY OF WARNER BROS!
**News Roundup**

**'Liberte' Rights to Bursten**
American distribution rights to the French film classic "A Nous La Liberte" has been acquired by Joseph Bursten, Inc., it is announced here by F. R. Miskie, treasurer of the Bursten company. Now in the final stages of preparation, the film will open in New York on a date to be announced shortly.

**WOMP Officers Are Guests**
The officers and Committee of "WOMP" (Women of Motion Picture Industry) were entertained by Mrs. Martha Chandler at her home in Atlanta. This was followed by the regular monthly and executive board meetings, at which Mrs. Nell Allen, president, presented, plans were made for the Atlantic City delegation to the WOMPI convention, to be held in Dallas, Sept. 18-19.

**'Brunnettes' Crew in Paris**
"Gentlemen Marry Brunnettes," the big-budget motion picture musical in Cinemascope and color, begins production in Paris shortly, with Jane Russell, Jeanne Crain, Alan Young, Scott Brady and Andy Waller heading the all-star cast. Eighty per cent of the United Artists release will be filmed on location there and at Monte Carlo on the Riviera.

**Rose Completing 'Affair'**
David E. Rose, executive producer of "The End of the Affair," co-starring Deborah Kerr and Van Johnson, has called his American representatives that final shooting on the picture will take place this week. Based on the Graham Greene novel and produced by David Cohn, with Edward Dmytryk directing, the film has been shot at Shepperton Studios in London.

**Suit Depositions Taken**
George S. Ryan, anti-trust attorney, has returned to Boston from New York City, where he completed taking depositions from the distributors in the $80,000,000 suit of Meyer Stanzler, Rhode Island exhibitor, involving the Casino Theatre, Narragansett Pier, the Community, Wakefield, the Wickford, Wickford, and the Greenwich, East Greenwich, all in Rhode Island. The suit is set for trial in September in the U. S. District Court, Boston.

**Heller Dividend**
CHICAGO, Sept. 9.—Directors of Walter E. Heller & Co. have declared a dividend of 10 cents a share on the company's common and two classes of preferred stock. The dividends are 30 cents a share on the common stock; $1 a share on the 4 1/2 per cent cumulative preferred, and $1.37 1/2 a share on the 5 1/2 per cent cumulative preferred stock. All three dividends are payable Sept. 30 to stockholders of record on Sept. 20.

**Franchises Complete For 'Duel' Sales**
Budd Rogers, general sales manager of Selznick Releasing Organization, has announced the closing of territorial distribution franchises for David O. Selznick's "Duel in the Sun." The following new exchanges handling the re-release of the picture now gives the picture 100 per cent distribution throughout the United States and Canada, he said.

Albany & Buffalo territory, Realart Pictures of Upstate; Augusta, Georgia territory, Triangle Films; Indianapolis territory, Realart Pictures of Indianapolis; Memphis territories, Colonial Pictures of Tennessee; Minneapolis and Milwaukee territories, Independent Film Distributors; New York territory, Principal Film Exchange; San Francisco territory, Pacific Releasing Co., Inc.; St. Louis territory, Realart Pictures of St. Louis; Seattle territory, Consolidated Productions of the Carolinas, Inc.; Denver-Salt Lake territories, Dimension Pictures; Los Angeles territory, Kranz-Liev 사진; Portland territories, Northwest Releasing Corp., and Canadian territory, International Film Distributors Ltd.

**Stars to Appear on Zanuck TV Salute**
An array of show business personalities, including top film stars, will appear on the hour-long TV salute to Darryl F. Zanuck, 20th Century-Fox production head, on Ed Sullivan's "Toast of the Town," on Sunday evening. During the show, a CBS-TV network presentation, will emanate live from Hollywood.

Among the personalities expected to appear on "The Darryl F. Zanuck Story" are Jack Benny, Tony Martin, Tyrone Power, Clifton Webb, Shirley Temple, Dan Dailey, Dick Powell, Ruby Keeler and Gloria DeHaven.

The program will highlight Zanuck's contributions to the building of 20th Century-Fox into one of the leading motion picture producing companies. It will feature his role in the film industry associated with and presented by the producer of the course in his distinguished career.

**Altec Companies End Coast Conferences**
A series of policy conferences called by the president of the Altec companies has announced the closing of various executive attachés to the organization's New York headquarter.

Attending the meetings at the Altec offices and plants in Beverly Hills were H. M. Bosse, executive vice-president, and D. C. Collins, vice-president; L. D. Netter, general sales manager; E. O. Wilks, operating manager; Murray Wolf, assistant general sales manager, and H. S. Morris, product sales manager of Altec Lansing Corp.

**'Contessa' Debut In L.A. Oct. 28**
Enabling "The Barefoot Contessa" to qualify for this year's Academy Awards. Joseph L. Mankiewicz's colorful production starring Humphrey Bogart and Ava Gardner will have its Los Angeles premiere on Oct. 28, at the Fine Arts Theatre, it was announced by Alfred C. Mayer, vice-president in charge of distribution for United Artists, which is releasing the recently completed Figaro presentation.

The Academy of Motion Picture Arts and Sciences requires that a film be shown in a major theatre during the given year to be eligible for Academy Award nomination.

**Set 'Angelika'**
Joseph Brenner Associates has completed a deal with Leo Brecher Theaters, in charge of "Angelika" starring Maria Schell. The feature, formerly titled "The Affairs of Dr. Hol," will open at the 6th Street Playhouse in September in the German language version with English subtitles.

**Wanger Back on Coast**
HOLLYWOOD, Sept. 9.—Walter Wanger, Allied Artists producer, has returned to San Francisco, after a trip to New York to attend his wife, "The 11th" won the Award of Merit at the eighth annual Film Festival which ended this week.

**People**

- Curtis Miller, general manager of the Clamorton circuit in Tampa, will take a similar post for the company in Miami, replacing A. W. Corbett who will handle an executive post at the Honey Hole Theatre in Miami, recently taken over by the Clamortans. Robert E. Morales has been named manager in Tampa.

- Herman (Dusty) Rhodes, owner of drive-ins in Columbus, Ga., and Montgomery, Ala., is reactivating from a heart attack in the Crawford Hospital, Atlanta.

- Stanley Buchsbaum, New York City assistant corporation counsel and active in the current admission tax situation, announced the birth of his first child, Joel Stephen.

- Esther Williams and her husband, Ben Gage, opened a national theatre tour at the Fabian Palace in Albany this week and will play a three-day stand at 44th State Theatre in Hartford starting today, marking the resumption of operations at the latter house.

- Jim DeBerry, Columbia Pictures sales representative in Charlotte, and Mrs. DeBerry became the parents of a baby girl this week.

- Richard R. Montgomery has been appointed manager of the Ritz Theatre, Ocala, Fla., having gone there from Palm Beach where he managed the Coral.

- Martha Hyer, one of the newer luminaries of Paramount Pictures, is the New York for a film and television appearances, as well as meetings with the press. In her brief career she has made films in Japan, Australia and Africa, as well as in Hollywood.

- Harold Fellows, president and board chairman of the National Association of Broadcasters, is the guest speaker at the organization's first luncheon meeting of the new case at the Hotel Roosevelt here next Wednesday.

- Aaron Seidler, of the New Albany Theatre Company, and Mrs. Seidler are receiving congratulations upon the birth of a son, Marc, at Johns Hopkins Hospital.

**OHIO THEATRE BUSINESS UP IN JULY, AUG.: SEE FURTHER RISE**

COLUMBUS, O., Sept. 9.—Business in Ohio theatre climbed in July and August and is expected to continue through the difference the twenti entertainment media and cause TV to stick to crime probes, committee hearing, vanderbilt, in which films cannot compete.

The picture isn't all bright, Williams admitted. Neighborhood theatres have been hit hardest. But current revival of public interest in pictures, Wille said that hit films like "Marty" in their area, a series of "the old sort" that tax relief permitted needed improvements in equipment and furnishings. Drive-ins became a accepted part of the industry and began looking better programs. Williams said that films now being made for wide screens are not adapted for the small TV screen. He said that pictures like "Draguet" may be stuck for a while here in the entertainment media and cause TV to stick to crime probes, committee hearing, vanderbilt, in which films cannot compete.

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**Tax Rate**

(Continued from page 1)

also fight any requests for major excise tax cuts, the Treasury officials say. The film industry has shown little enthusiasm for a new fight next year to obtain further admission tax relief. The Treasury attitude on excise tax cuts is likely to recommend relief for foreign earnings of U.S. companies. The Treasury made such a recommendation this year, and the House approved it, but the Senate vetoed it. Film companies attacked the House version because it did not allow the proposed relief to film distributors, and Treasury and congressional tax officials are understood to be at work to see if the new recommendation can meet some of the objections against this year's proposal.

**Economic Situation a Factor**

Of course, a lot will depend on economic conditions prevailing now and January and on which party controls the new Congress.

While the Treasury will oppose any sweeping tax cuts, it will recommend some relief provisions, according to present plans. One such provision which the Treasury is most likely to recommend is relief for foreign earnings of U.S. companies. The Treasury made such a recommendation this year, and the House approved it, but the Senate vetoed it. Film companies attacked the House version because it did not allow the relief proposed for movie distributors, and Treasury and congressional tax officials are understood to be at work to see if the new recommendation can meet some of the objections against this year's proposal.

**67 Theatres for Bout**

(Continued from page 1)

to carry the telecast which will be the largest closed-circuit hookup on large screen ever undertaken, Halpern said.

Cinematically every theatre equipped for closed-circuit big screen television, except those blacked out in metropolitan New York and New England and those for which private lines are not available, will carry the fight, the TNT head reported.

The first recast for Charles-Encounter telecast by TNT last June 17, established the previous high for the large-screen closed-circuit telecast of 51, the largest audience ever to watch a big screen telecast assembled in 61 theatres located in 45 cities from coast to coast.

Maier to CBS in Real Estate Post

Milton L. Maier, former general manager of RKO Theatres' real estate department, has been named to the post of general manager of real estate division for the Columbia Broadcasting System here.

Maier resigned from RKO Theatres last June after 26 years with the company in various capacities including that of house counsel and real estate counsel.

**Safer to Represent Filmakers Org.**

Harry Mandell, general sales manager of Filmakers Releasing Organization, which has appointed Jack Ancks as Mid-Central region sales representative, he will headquarter in Indianapolis and will also supervise Cinemac and Memphis territories. Mandell plans, this weekend for a three-week swing of New York, Chicago, Atlanta and Dallas.

**Reviews**

"Three Hours to Kill"

(Continued from page 1)

T

HE desperate attempts of a man to clear his name and reputation from the stigma of a murder of which he has been falsely accused brings to the screen this Sunday an atmosphere of high moral quality and mood that is both attractive and stimulating. Against a background of a frontier town, Dana Andrews faces the wrath of the community populace and escapes from a bunching to approximate the atmosphere of a courtroom trial in a dramatic succession of events highly reminiscent of "High Noon." In color by Technicolor, the film has Andrews doing a creditable job in the lead, with support coming from Donna Reed, Diane Foster and Stephen McNally. The production is directed by John Farrow, and Roy Huggins has been credited with intelligence and imagination, but most of the other characters in the screenplay are stereotypes. Thus there are moments the picture should easily do better than the average.

Tired of running away, Andrews returns to the town to smoke out the real murderer. The girl he loved and was to marry, Miss Reed, has married another, thinking Andrews guilty. Furthermore, Andrews discovers, she had become the mother of his child. Andrews is given three hours to get out of town by the sheriff. In those precious hours he proceeds to single out suspect after suspect in an attempt to uncover the real murderer. Fights, gun moments, shootings and suspensions emerge as Andrews presses toward his objective. Finally the last suspect, the sheriff, is barred as the killer. A wild break for freedom followed by a climactic battle brings the story to its conclusion. Once shattered and villified, Andrews is now the hero. Although the town wants him, he decides to start life afresh elsewhere. Harry Joe Brown produced and Alfred Werker directed.

Others in the cast include Richard Coogan, Laurence Hugo, Arthur Fox and Francis McDonald.


"Two Guns and a Badge"

(Continued from page 1)

VINCENT P. PENNELLY'S production for Allied Artists combines elements of the Western and crime picture, a formula that will please the customers in houses playing this type of film. Utilizing the old premise of mistaken identity, screenwriter Dan Ullman has the characterization well-cast and written, making for a creditable product. The combination of two stars and double roles, plays it to the hilt, as the only marquee-value personality of the cast, which consists, in the main, of Morris Ankrum, Beverly Garland, Roy Barcroft, Gary Clarke, John Bromfield, George J. Lewis, and the director, the late Lewis D. Collins (this was one of his last efforts), aided by cinematographer Joseph M. Novac, achieves a gloss on above what one might expect in this category of picture. It was previewed in Hollywood in an aspect of 1.85 (black and white), which most effectively showed off the action-crammed sequences.

The plot is simple, although at times, unfortunately, it gets tangled up in individual stories. The main point is the lawful element of a small Arizona Territory community to rid the area of rustlers. Exposed as an ex-convict, he finds his way to his past, does the job for which he was exiled, returns to his wife (Donna Reed) and adopts the name of Jeff Taylor.

Running time, 69 minutes. General audience classification. For September release.

"Jesse James Women"

(Panorama-U.A.)

PRODUCED by local theatre men in Mississippi, "Jesse James Women" deals with the famed outlaw and his entanglements with the opposite sex. The emphasis is placed on the women in his life, although there are enough braves, riding and shooting to satisfy the western fans.

Jesse and his gang go to a town in Mississippi where they are known only by reputation. His first conquest is the banker's daughter who helps him loot a bank for a promise of marriage. Also on hand is the proprietress of the local saloon whose crooked partner James runs out of town, leaving him all the money. Between kisses, she bounds him throughout the picture for her share.

The third female on his list is the saloon's singer who charms him into a boxing match with a professional. He loses the fight and all his money only to regain the latter as he robs the two of them leaving town. The final lady is a Southern belle who, after he once swindled him, manages to do it again, leaving her behind.

Despite his wandering eye, all of these young ladies manage to fall in his arms at the right spot for provocation. However, he leaves them all behind when he departs from this interesting town.

The story line of "Jesse James Women" is somewhat weak and presents some of the usual music-hall type comedy. But it is not a Western and it is a trouble to watch for the women who are always ready to gather their hero's mail basket. There's a rough-and-tumble hair-pulling match between two of his ladies that's fun to watch and a few other emotional outbursts, but for the most part it's a routine story.

Donald Barry stars as Jesse James and performs with a smile throughout. Jack Beutel as his brother Frank and Peggie Castle as the saloon owner are the only names. The rest of the cast is undistinguished.

The story is told, to the direction of E. D. Voorhees, a son of D. Voorhees. The producers were Lloyd Royal and T. V. Garraway. The picture was photographed in color and it is its greatest asset.

Running time, 86 minutes. General classification. For September release.

**Index**

(Continued from page 1)

cent above at the end of December, 1953. It dropped to 90 per cent above the base period in March, 1954, but was back to 92 per cent above at the end of June.

The average index reached an all-time high of 97 per cent above the base period at the end of July, from a reading of 77.9 per cent in September, 1953, 81 per cent in September, 1953, at the end of December 1953, dropped to 85.7 per cent at the end of March, 1954, and then climbed to the June record figure.

The children's price index went from 49.6 per cent above the base period at the end of September, 1952, steadily up to 72.5 per cent at the base period, at the end of December, 1953. It dropped to 65.8 per cent in March and dropped further to 63.3 per cent at the end of June.

N. J. Allied

(Continued from page 1)

available all of its resources for the promotion of the show. The venture has been arranged for each night as well as a cocktail party, roll tent and entertainment for the ladies.

Business sessions will revolve around the report of national Allied's recent visit with the general sales managers. Directions to the national delegate for his guidance at the next national board meeting will be disclosed upon.

The convention will be brought to an end with a banquet.

Greenblatt

(Continued from page 1)

the important circuits headquarters in New York.

Nathanson's promotion gives him supervision over Chicago, Indianapolis, Des Moines, Omaha, and Milwaukee. He also will retain direct charge of the Chicago office. Previously, Allied Artists he was with United Artists in a sales executive capacity.

Stewart, who is succeeding to Mr. Stein's post in New York, was formerly with the Film Bureau, and has been US counter Spy chief. He brings a wealth of experience to the Allied organization.

Set Release Dates

For RKO Shorts

The first three Screenliners in RKO's 1954-55 short subjects release schedule have been announced by Sidney Kramer, short subjects manager.

"House of Knowledge," the behind-the-scenes story of the Smithsonian Institute in Washington, will go into release on Sept. 17. "Alpine Fortress," a study of Switzerland as one of the world's oldest democracies, is scheduled for Oct. 15, while "Just Two Feet Apart," a study of the love of pets that has grown in this country, is set for Nov. 12.

Rob Springfield House

SPRINGFIELD, Mass., Sept. 9—Theeves entered RKO's Bijou Theatre here, taking about $1,000 in small bills and pocket change. On the theatre's program is "Pushover," billed as "a story of temptation."
"Professionals and Trade Paper Reporters Were Unstinting in Their Admiration"...

AT PARAMOUNT'S PREVIEW OF

VISAVISION

AND THE FIRST FABULOUS ATTRACTION IT GLORIFIES

IRVING BERLIN'S

White Christmas

STARRING

BING CROSBY - DANNY KAYE

ROSEMARY CLOONEY - VERA-ELLEN

Color by TECHNICOLOR

with DEAN JAGGER • Lyrics and Music by IRVING BERLIN • Produced by Robert Emmett Dolan

Directed by Michael Curtiz • Dances and Musical Numbers Staged by Robert Alton

Written for the screen by Norman Krasna, Norman Panama and Melvin Frank

"Paramount delivers everything it promised for VISTAVISION. Shown to 300 members of the press, viewers' reaction was obviously excellent. Sharpness, clarity and definition were evident and Technicolor attained new beauty.

"WHITE CHRISTMAS is super entertainment, replete with everything for the exhibitor to sell and the audience to applaud. A sure boxoffice winner."

— Film Daily

"VISTAVISION will add to the public's enjoyment and the exhibitor's profit.

"WHITE CHRISTMAS will be a green one also—the green of overflowing folding money in the cash drawer."

— Boxoffice

WORLD PREMIERE
"VISTAVISION is destined to be a magnetic word on theatre marquees henceforth. It proved itself brilliantly.

"WHITE CHRISTMAS is a failure-proof picture. It has everything any tip-top-grossing musical has plus one thing no other attraction ever had, VISTAVISION. This picture is likely to play right thru the winter and into the spring at Radio City Music Hall."

—Motion Picture Daily

"Added to the photographic excellence of VISTAVISION is the ‘big stage’ effect in the 1.85 -1 ratio. For many theatres this will mean filling the entire proscenium arch, giving the audience the scope and realism of a full stage."

—Daily Variety

"VISTAVISION, Crosby, Kaye and an Irving Berlin score are a hot combination to parlay WHITE CHRISTMAS into big business at the boxoffice."

—Variety

"VISTAVISION enhances dramatic values, embellishes the entertainment qualities and generally increases the emotional impact. Technicolor takes on a new beauty.

"We were knocked off our pins by WHITE CHRISTMAS. A sugar-plum of a movie."

—Hollywood Reporter

"VISTAVISION should benefit any size and shape of picture that any exhibitor might choose for his theatre.

"The public is sure to pronounce WHITE CHRISTMAS Paramount’s best. It has 12 Berlin songs including ‘Count Your Blessings,’ sure to lead the Hit Parade."

—Motion Picture Herald

"VISTAVISION has superior quality in clarity, depth and definition.

"WHITE CHRISTMAS is a smash that should break boxoffice records everywhere!"

—Showmen’s Trade Review

"VISTAVISION will carry a big wallop!

"WHITE CHRISTMAS with its powerful barrage of top names, the debut of VISTAVISION, the Technicolor and the songs, should wrack up big grosses."

—The Exhibitor

"VISTAVISION is extremely impressive—will play an important role in the future of the industry.

"WHITE CHRISTMAS should become one of the big money-makers of the year!"

—The Independent

"WHITE CHRISTMAS on VISTAVISION is better than its pre-publicity plugs! Vera-Ellen dances like a dream. Danny Kaye is a surprise both as a dancer and actor. There’s only one Bing Crosby. And Rosemary Clooney sings like a bird. The Irving Berlin music is super."

—Louella O. Parsons

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**Keys:** SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip. 
SOUND: S—Four track magnetic stereophonic sound; S(1)—Separate stereophonic sound print; P—Perspecta optical directional sound; M—Single track magnetic sound; Os—Standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers are in Parentheses. (Rev.) Motion Picture Daily Review Date.
Rolling . . . The presses are now rolling for the largest print order in the 26-year history of the ALMANAC. It appears obvious from advance orders that the circulation of the 1955 edition will set a new record.

This is the “must have” book for more people in the motion picture and television industries than any other reference volume—the one they use most often—the one they keep always handy because so much of the useful information it contains cannot be found in any other reference volume.

Soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 1955 Motion Picture and Television ALMANAC in their hands—and the up-to-date facts literally at their finger-tips. If you haven’t yet ordered your copy, make sure of it by ordering now.

Edited by
Charles S. Aaronson

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New York 20, N. Y.

A QUIGLEY PUBLICATION

The 1955 Motion Picture and Television ALMANAC
Court Seeks

I.A. Asks Foreign-Pact ‘Adviser’

(Continued from page 1)

practice of the Southern District of New York in addition to having ramifications outside the New York District.

Hence, another attorney pointed out the common practice had been that interrogatories would be submitted after a complaint was filed or occasionally even before the complaint had been answered. An answer to these interrogatories would have to be filed by October 20, it was explained. In this instance, the attorney went on, the judge had issued a “show-cause” order limiting the extent of the interrogatories to the “area of discovery.”

In his ruling, Justice Dawson stated: “The extended practice of cases such as triple damage anti-trust actions has consumed the time of the courts and has made it impossible for courts charged with the administration of justice...”

Justice Dawson in his opinion then refers to a “significant observation” of the Report of the Judicial Conference regarding anti-trust litigation, citing this paragraph of the Report: “It is not practical to proceed in these cases as in a law suit of ordinary complexity and bulk; that is, to let the parties exhaust the cross-fire of pleading, to conduct open court pre-trial hearings, or to let the counsel try the case as they please. The potential range of issues, evidence and argument is so great that the usual processes of adversary representation so compelling that the activities of the courts are reflected in records of fantastic size and complexity unless the trial judge exercises rigid control from the time the complaint is filed.”

“This admonition,” Justice Dawson added, “should be taken seriously by the bench and bar. A complaint should not be allowed to wander far afield,...”

In the complaint, “a national conspiracy” was alleged in the situation at the Dykman Theatre described as “local manifestations.” In addition, it was further charged that the distributors conspired to create artificial shortages by giving their films to first-run theatres affiliated in various U.S. cities, listing New York, Chicago and Kansas City among them.

$324,000 Asked

The anti-trust suit, filed by the plaintiffs, Stanley William Gold, sought $324,000 in treble damages and injunctive directing distributor defendants to operate the theatre as a non-exclusive neighbourhood first-run theatre. Plaintiff, among other things, alleged confidentiality of the RKO Coliseum and RKO Marble Hill.

Plaintiff attorney Gold, asked to comment on the filings, explained, explained, he had not read the full opinion as yet.

George Raftery, of O'Brien, Dris-
Over 3,000,000 readers are being told about this fine film and exciting merchandising tie-up in the current issue of PHOTOPLAY!

600 leading department and specialty stores from coast-to-coast, involving 18 national manufacturers of feminine apparel are tied in on this promotion. These stores have been supplied by PHOTOPLAY with this attractive promotion kit containing dealer helps and material to aid them tie up with local exhibitors showing the film.

FULL DETAILS about this project are also included in a special bulletin available from Exploitation Department, Universal Pictures Company Inc., 445 Park Avenue, New York 22, New York.

Be sure to pick-up the October issue of PHOTOPLAY—on sale at all newsstands now!
Dear Ed Sullivan:

We'll all be watching your great "TOAST OF THE TOWN" CBS TV show this Sunday night when you salute 20th Century-Fox's brilliant production chief, Darryl F. Zanuck, producer of the record-breaking CinemaScope Anniversary Hit, "THE EGYPTIAN."

We (and 40,000,000 others from coast to coast) will also see and hear you tell the world about such other wonderful coming 20th Century-Fox CinemaScope attractions as "WOMAN'S WORLD," "CARMEN JONES," "DESIREE," "BLACK WIDOW" and IRVING BERLIN'S "THERE'S NO BUSINESS LIKE SHOW BUSINESS."

Something New in Showmanship!

Cash in on the nation-wide First CinemaScope Anniversary Celebration! Starts Sept. 16!

*See your 20th branch manager today!
$250,000 Pledged

Film Leaders Push Sale of Israel Bonds

Seek Wide Participation As Tribute to Balaban

Top industry leaders launched an all-out campaign to obtain industry-wide participation in the $1,000,000 tribute to Barney Balaban, president of Paramount Pictures, pledging themselves to $250,000 by filling a minimum of 25 tables at the Sept. 26 testimonial dinner at the Waldorf-Astoria Hotel here.

The industry officials acted at a luncheon meeting at the Hotel Astor on Friday which was called by St. Fabian, president of Stanley-Warner Corp., and Jack Cohn, executive vice-president of Columbia Pictures.

The tables to be filled by the motion picture industry at the Balaban testimonial will represent a minimum of $250,000 in Israel Bond sales.

The testimonial is being sponsored by the Metropolitan Council of B'nai B'rith in recognition of Balaban's 25 years of dedicated service to the B'nai B'rith and to his fellow man." Par. (Continued on page 6)

Activities to Mark 'Scope Anniversary In Cities This Week—

Celebrations and activities honoring CinemaScope's first birthday will be held on Wednesday in many cities of the United States, Canada and capital cities of the world in which exhibitors will be joined by local government officials, business, civic and social figures.

Commemorative ceremonies such as the unveiling of plaques and birthday parties are planned for Wednesday at scores of theatres, CinemaScope birth-day cakes will be cut by local mayors in the presence of notables from all walks of life and the press. Proclama-
tions designating Sept. 16 as "Cinema-
Scope First Anniversary Day" will be issued in many localities.

Much Cooperative Advertising

Slugs in theatre ads calling attention to the anniversary are planned by a large number of circuit and independent exhibitors, while tributes to CinemaScope are being readied by leading department stores and other merchants in local newspaper ad in-

Editorials, special layouts showing pictoral highlights of CinemaScope's initial year, and interviews with the patron on their experiences introducing CinemaScope to their patrons are planned by general and film trade newspapers all over the world.

Television and radio also will play an important part in the celebration with leading network and independent (Continued on page 4)

ShowProduct At TOA Meet

Many distributors will show samples of upcoming product at the annual convention of Theatre Owners of America, in Chicago, Oct. 31-Nov. 4, it was disclosed at the weekend by Walter Reade, Jr., TOA president.

Reade said he was heartened by the response of the film companies to his invitation that they show their up-

coming product at special screenings at the convention. Among those com-
(Continued on page 6)

E lect Layman RKO Financial V-P

Sol A. Schwartz, president of RKO Theatres Corp., an-

ounced that at a meeting of the board of directors Dudley G. Layman was elected financial vice-president. Layman is also a director of the company.

Allied Stronghold

NO. CENTRAL TOA UNIT IN PROSPECT

Group Invites Association Leaders to a Meeting; Levy, Reade, Kerasotes Accept Special to THE DAILY

MINNEAPOLIS, Sept. 12.—A movement to launch a Theatre Owners of America unit in this North Central Allied stronghold area was reported in industry circles to be under way here at the weekend.

October Hearing for Hillside Appeal

The "price discrimination" case brought by the Hillside Amusement Co. of Hillside, N. J., against the major companies and Warner Brothers Theatres will be heard by the Second Court of Appeals here next month.

The Hillside company, operating the Mayfair Theatre, had charged that the distributors were charging higher film rentals for the Mayfair than for comparable theatres of the Warner circuit and sought to apply the Robin-

son-Patman Act, which prohibits price discrimination of commodities. The case was dismissed and the plain-
tiffs filed an appeal. It was said to have been the first industry action seeking an application of the Robin-

son-Patman Act.

Due to Network Programs

Theatrical Films for TV On Decline; Flow Ebbing

A stalemate has developed in the television market for theatrical motion pictures, a relatively small number of such films will be shown on commercial networks, according to distributors of films for TV.

Altec, RCA Sign IATSE Pacts

Sound service engineers employed by Altec and RCA will receive higher wages and shorter hours under terms of a new contract announced jointly at the weekend by the companies and the IATSE.

The new agreement is retroactive to Aug. 22, the date the old one expired, and provides a five per cent pay in-
crease, bringing the basic weekly scale (Continued on page 6)

MGM Adds 6 To Schedule

M-G-M has completed its releasing schedule for the calendar year by add-
ing six new pictures and four reprints to the number previously an-
nounced for release between January and September. The six new pictures and four reprints will make a total of 20, exclusive of "Julius Caesar" and "Irishman," which are being given "special handling." Of the six (Continued on page 6)

ABPT Annual Meet Set for Sept. 21

Approximately 100 executives of American Broadcasting - Paramount Theatres and its affiliates will convene Sept. 21-23 for ABPT's annual meeting in Shawnee-on-the-Delaware, Pa.

Eleanor G. Latimer, ABPT president, will act as chairman at the meeting.
Personal Mention

CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager for Los Angeles, will be over the weekend for Omaha.

W. R. FRANK, producer-exhibitor is scheduled to arrive here from the Coast next Monday to discuss with United Artists home office officials, an agreement for his latest production, "Sitting Bull."

JACK GODBEY, vice-president of Famous Artists, Beverly Hills, and Mrs. GodbeY sailed from New York Saturday aboard the "Liberte" for Europe.

WILLIAM LEVY, assistant general manager in Europe for Columbia Pictures, left here Saturday for London by V.O.A. Monarch.

EMERY AUSTIN, M-G-M exploitation manager, left for Hollywood, via Washington, president, Eastern-Southern Exchanges, Atlanta, is in New York from there.

FORTUNAT BARDONAT, Universal's foreign publicist director, has returned to New York from Tokyo.

WILLIAM L. TAUR, theatrical producer, has left New York on the "Liberte" for Europe.

DARRIN MCGavin, British actor, arrived here Friday from London via B.O.A.C.

Catholic Leaders See Film on Pope

WASHINGTON, Sept. 12—Archbishop Patrick A. O'Boyle of Washington, apostolic delegate Anleto Cogman and other leaders of Catholic groups in Washington were guests at the Motion Picture Association of America's Academy Theatre Friday for a showing of "The Pope's Ring," a short made here by Capitol Film Laboratories.

Archbishop, showing the print was given to Archbishop O'Boyle who will present the print to his Holiness Pope XII when he makes his official visit to Rome later this month.

Start Work Sept. 17 On New SDG Plant

HOLLYWOOD, Sept. 12—Groundbreaking ceremonies for the new $300,000 Screen Directors Guild headquarters building and theatre will be held Sept. 17 with Mayor Norris Poulson and George Sidney, guild president, as principal speakers.

Construction will start immediately on the building, which will contain guild offices, library, exhibition gallery and a theatre equipped to show all processes.

29 Stars Appeared On Zanuck's Salute

Twenty-nine personalities appeared last night on the hour-long salute to Darryl F. Zanuck, 20th Century-Fox chairman, shown over Ed Sullivan's CBS-TV "Toast of the Town."

Stars were: Susan Hayward, Jack Elam, color from Dubai, N. Z., Cesar Romero, George Raft, Robert Stack, Jean Hersholt, Tyrone Power, Clifton Webb, Ruby Keeler, Cameron Mitchell, Sonja Henie and Karly Jurado.


Zanuck, who appeared on the show, pronounced it "a bigger event for Europe especially for the Sullivan telecast which emanated live from Hollywood."

Maurice Segal to 'U' Publicity Dept.

Maurice Segal, who recently restructured the account services at the Norton and Condon public relations organization, will join the home office for distribution and publicity department of Universal Pictures today to work under Jeff Livingston on publicity, exhibition and television for newly formed Universal International film productions. It was announced over the weekend by Charles Simoncelli, Eastern advertising and publicity department manager.

Segal replaces Sheldon Gursberg who has resigned to join the Warner Bros. television enterprises after his association with Norton and Condon. Segal was trade press contact man at the studio's Pictures division and was a member of the sales division's advertising and promotion staff.

The UA lists four for release in October

"The Barefoot Contessa," Joseph L. Mankiewicz's Technicolor production starring Humphrey Bogart and Ava Gardner, and "Sitting Bull," first film made by the studio, will be released before mid-October. UA's list of October UA releases is announced by William J. Heineman, eastern branch manager.

"The Little Kidnappers" and "Operation Manhattan" also will be released in October, the United Artists announced yesterday.

"The Barefoot Contessa" will be launched at the Capitol Theatre in New York with a world premiere on Sept. 29, for the benefit of CARE.

The regular, continuous performance engagement will begin next day.

Brody, Mirisch Sail For N. Y. on Sept. 16


Columbia Honors Wormser, Astor

Two of Columbia's veteran home office executives were honored at a reception on Friday. Executive vice-presidents, Mortimer Wormser, assistant treasurer of Columbia and vice-president of Columbia International and sales executive Louis Astor, each have been with the company 25 years.

More than 100 home office executives, department heads and veteran employees were present. Jack Cohn thanked both men for their service to the company and presented them with gifts commemorating the occasion.

RKO Sales, Studio Heads Meet Today

HOLLYWOOD, Sept. 12—RKO Radio Pictures' top echelon of sales staff and studio heads here left for Hollywood headquarters, for a four-day series of production and distribution conferences.

Walter Branson, president of RKO, and C. T. Tevin, vice-president in charge of studio operations, have announced that the sales contingent will be Walter Branson, worldwide general sales manager; Herb Greenblatt, domestic sales manager, and Nat Levy, Eastern-Southern division sales manager; Herb Machtly, Western division sales manager, headingbucket, Los Angeles, will join the sales executives' sessions.

The RKO sales executives will return to New York on Thursday of this week.

Disney Officials to Coast For Sales Conferences

Leo F. Samuel, general sales manager for Walt Disney Productions, accompanied by Irving Segal and Ned Clarke, has left New York for Hollywood over the weekend to meet with studio heads on a round of conferences concerning "20,000 Leagues Under the Sea," CinemaScope feature, and "The Lady and the Tramp," a CinemaScope from cartoonist.

During the week-long conferences, Samuel will meet with RKO sales executives concerning policies to be adopted for both Disney productions.

Lippert, Jr., to Mexico

HOLLYWOOD, Sept. 12—Robert L. Lippert, Jr., left over the weekend for Mexico City, where he will supervise editing and scoring of "The Black Ridden, an RKO picture filmed in Mexico last year by El Salvador with Anthony Dexter, Lon Chaney and Martha Roth starred.

AA Borrows Debra Paget

HOLLYWOOD, Sept. 12—Debra Paget, Monday star with Raymond Massey in "John Brown's Raiders," the Vincent Fennelly picture, will be released by Cesar Marchais Warren will direct.

Johnston Postpones Trip to Hollywood Until Next Month

WASHINGTON, Sept. 12—Motion Picture Association of America president Eric A. Johnston has postponed plans to go to Hollywood until next month for a press conference.

Johnston, who is scheduled to return to New York from Europe tomorrow, is rumored to be planning to go to the West Coast for a conference with several MPAA officials.

The possible inclusion of TV revenues as a base for determining a film company's share in foreign revenues is expected to be among the items discussed at today's meeting, which is a meeting of the Motion Picture Association of America board of directors.

Another subject of discussion and possible action include proposed modifications of the Production Code, recommendations which have evolved from the over of course, a title dispute and an appeal by Warner Brothers regarding "Battle Cry."

Johnston had said he will not go around J. Arthur Rank's "Romeo and Juliet," to be distributed here by Rank, as long as the appeal to the title are being claimed by David O. Selznick. Warner Brothers has said it will appeal Production Code Administration's action on the title of "hell" and "damned" in "Battle Cry."

The TV revenue issue was said to revolve around a proposal that film companies be allowed to include their gross receipts from the sale of their programs, their share of foreign revenue remittances in certain areas of the world.

The proposal, at this stage, would only affect the sales of subsidiary TV company, Screen Gems, and Republic, which has sold some of its films to TV, it was pointed out.

Shooting Starts on "Wonders of Tomorrow"

The Lowell Thomas expedition starts shooting "Seven Wonders of the World," tomorrow in Cardiff, Wales, after checking out a five-month shooting schedule for a series of dramas involving the people and places of the earth, which will take the expedition around the globe for Cinema.

A group of key members of the production staff flew out of Idlewild here yesterday to be on the ground for the first "take," including Harold E. "Pete" Cooler, who has been around the world with a camera nine times and who has been with the expedition's director, Richard J. Pietschmann, who is also engineer of the original Cinexerama crew; Robert M. Kendrick, veteran cinematographer; John S. Priestley and Harvey Jenkins and Martin Phibun, Michael J. Mahony, John B. Storm, Michael Ardiasl Jr., and James R. Morrison.

Ted Tetzlaff, director and other members of the expedition are already aboard.
Every man, woman and child... every occupied seat... is your "captive audience"! Add them up and they give your trailers 100% readership... an advantage unrivalled by any other advertising medium.

So, when you're thinking of where to put your advertising dollar... put it on the screen... because that's where it scores in front of 100% of your sold customers. And, of course, that means Trailers...
**News Roundup**

**Benefit for Old North Church**
Paragon Pictures is offering a special pre-view showing of "Sabra" at the Astor Theatre, Boston with all proceeds to go to the restoration Steeple Fund of the Old North Church. The famous steeple was blown down by the recent hurricane. The pre-view is set for Sept. 22, while the regular run for the film starts the following day at the Astor.

**TV Set Production Declines**
Television set production underwent its usual seasonal decline in July, the Radio- Electronics-Television Manufacturers Association has reported. A total of 306,985 sets were manufactured in July, a four-week reporting period. RETMA said. This compared with 344,142 sets in the five reporting weeks in June and 316,589 sets in July 1953.

**Canadians Eye Court Case**
Organized exhibitors in Canada are waging a legal battle to preserve their motion picture industry against the Supreme Court of the Dominion which is expected to clarify the jurisdiction of the federal copyright appeal board in determining the annual fee schedules for the performance of musical works. In the past case actually involves the Radio Station CHML at Hamilton, Ont., and the Composers, Authors and Publishers Association of Canada. The resulting judgment could affect the system of performing-rights fees for all users, including theatres, under the government board procedure. The case normally sits at Ottawa in January to pass upon proposed charges.

**ASCAP Bows to Decca**
ASCAP's softball team helped to celebrate Decca Records 20th anniversary by losing to the Decca team, 11 to 2. ASCAP's next game is with Victor Records here tomorrow at 3:00 P.M. at Diamond No. 2 in Central Park at 6th St.

**Flying United's New DC-7 NONSTOP**

**Amber’new**

**People**

William L. Clark has been appointed assistant director for Europe for the United States Information Agency. He formerly was assistant director for the American republics.

Frank Oran, Jr., Clark's deputy, has been named assistant director for the American republics.

Charles Oppenheim has been appointed director of press information for CBS Television.

Michael Emanuele, Transfilm optical cameraman, was married here yesterday to Emily Moran of Transfilm's animation department.

Ellis L. Reddin of the Magnavox Co. is the new chairman of the public relations and advertising committee of the Radio-Electronics-Television Manufacturers Association.

Ellis Moore has been named director of the press department of National Broadcasting Co.

Frances Beck has been appointed to handle fashion promotions for United Artists' long-range advance campaign for "Romeo and Juliet."

Tom Harmon, of football fame, will narrate the forward intro to RKO's "For a Lost City."

Myer Bebchick, father of Benjamin Bebchick, M.G-M SA sales manager in Boston, died last week.

Daniel Walsh, of American Broadcasting-Paramount Theatre's mail department, has resigned to join the U.S. Army.

George Hoffman, ASCAP comptroller, this week is celebrating his 25th year with the organization.

**Anniversary**

Airline Reports Film A Top Cargo Item

**Reviews**

**"Ugetsu"**

(Daiji-Harrison)

The last Japanese picture to be treated with critical acclaim on these shores was "Rashomon." The latest Japanese import, "Ugetsu," is at least as good and in many respects superior. Its commercial appeal probably will be limited to art film-goers only.

"Ugetsu" combines reality and fantasy, fact and legend, and is a great achievement of cinematic beauty. It takes place in that period of Japanese history when the country was torn by civil wars and there were a lot of peasants and the country-side terrorizing the villagers. It is the story of four of these peasants, their dreams, their emotions, their frailties.

One of the men is a farmer whose greatest ambition is to sell his wares at the market. He has just received a notice from the government that his house is to be taken over by the army.

The other man is a farmer with ambitions of becoming a warrior with men at his command to which his wife objects. When an army arrives at the village to begin its burning, the four escape toward the city loaded with pottery. Because of the danger involved, the potter insists his wife and child return.

Once in the city they begin to make some money. The farmer takes his share and runs off to become a warrior, leaving his wife who eventually becomes a geisha girl. The potter meets a wealthy and beautiful young girl under whose ghostly spell he falls. The tragedy which encompasses them all is delicately and touchingly portrayed.

Machiko Kyô and Masayuki Mori, both of whom starred in "Rashomon," play the wealthy girl and the potter. They, and the rest of the cast, all unerringly and remarkably adapt to conveying emotions even to those whose knowledge of Japanese, her people and history is remote and practically nil.

The picture was produced by Massachi Nagata and directed by Kenji Misoguchi. The screenplay was adapted from the classic stories of Akahara Ueda. Special mention should be made of Kazuo Miyagawa's photography, much of which resembles fine painting. "Ugetsu" is a Daiji Film Production being released here by Edward Harrison.

Running time: 96 minutes. Adult classification. For September release.

**"The Black Dakotas"**

(Columbia)

A

EMISSARY of Abraham Lincoln bearing a peace treaty to the Sioux Indians, as well as a gift of $3,000 in gold, forms an attention-compelling opening sequence for "The Black Dakotas," a standard outdoor action dogma featuring a cast that includes Gary Merrill, Wanda Hendrix, John Hodiak, and Noah Beery.

Merrill, the head of a Confederacy spy ring, seeks to make the gold that goes with the treaty. The screenplay by Ray Bufiff and DeVeillon Scott has been brought to life on the set with the help of his own men, including the Union's beleaguered armies.

The latter two become involved together in maneuvers to get the gold to the bottom of the skullduggery and find themselves entangled in the machinations of Merrill. There is the customary riding, gunplay and fistfights as the觉得 are played.

Toward the climax, Merrill, tempted by the money, forgets all about the Confederacy he is supposed to espouse, and schemes out a way to get the loot for himself. This involves the killing of his own men, including his own superior, the inevitable ending sees the fight between the hero and villain and the capture of the latter.

Wallace MacDonald produced and Ray Nazarro directed.

Supporting the principals in the cast are Howard Wendell, Robert Simon, John War Eagle, Jack Shepherd, and Frank Wilcox.


AA Booking ‘Jungle’ In Over 300 Houses

"The Human Jungle," will be launched by Allied Artists under saturation bookings involving more than 300 theatres, it was announced by Morris A. Goldberg, president, and general sales manager. The Gary Merrill-Jan Sterling starrer will be world premiered on Sept. 28 at the Joy Theatre, New Orleans. More than 50 other theatres in the South will open the film the following day. On Oct. 6, it opens at theKenosha Theatre in Chicago and 55 other theatres in the Illinois area. The following day at the Broadway-Green, Detroit, and the Paramount and Fenway, Boston, the openings will spearhead an engagement throughout the Michigan and New England areas.

The film's kick-off in the Wisconsin area will be made at the Towne Theatre, Milwaukee, where it is set to open on Oct. 8.

The New Orleans premiere of the film will be attended by members of the cast, headed by Merrill and Miss Sterling and including Regis Toomey and Emile Meyer, producer Hayes Goetz and director Joe Newman will also attend.

Motion Picture Daily

Monday, September 13, 1954
THE BEST IN PRODUCT... THE BEST IN SERVICE

- Given the best projector carbons made, the "rest" of perfect projection lies in the projectionist's skill and the service rendered by his supplier.

NATIONAL CARBON's nationwide advisory service has featured prominently in every phase of projector-lighting progress from the discovery and development of new and better carbon-arc materials right down to their firing-line application in theatres.

Not only do "National" carbons excel in brilliance, color-balance and uniformity, but they give you all these features at the lowest cost per unit of light and per inch of carbon consumed.

Call on "National" carbons and NATIONAL CARBON service for the ultimate in picture quality, at least overall cost.

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**TOA**

(Continued from page 1)

necota Amusement Co., asked to comment on the reports, said that Field had called him relative to TOA matters, but that he had no plans to meet with him. French is now a member of TOA.

Meanwhile, there was speculation, founded of reports from Minneapolis, that Abram F. Myers, Allied general counsel, may, too, visit Minneapolis. From Washington it was learned that Myers plans a trip to the Midwest this week and it was held possible here that Myers may present Allied’s position to the Field group.

Walter Read, Jr., president of Theatre Owners of America, reached at his Oakland, N. J., circuit headquarters, confirmed that he had been invited by Harold Field, of Pioneer Theatre, Minneapolis, to discuss “exhibitor problems.”

Asked to comment on the reported downsizing of TOA, Central Allied territory, Reade said it is not TOA’s policy to impose units. Rather, he declared, the policy is to have the units up to the order of the Court. The TOA president said he would visit Minneapolis sometime following his planned trip to Montana later this month.

TOA in the last year has added units in the Pacific Northwest and in Montana and is reported to be interested in acquiring representation in other territories.

**Product**

(Continued from page 1)

panies which have accepted the bid, he said, are 20th Century-Fox, Columbia, RKO Radio Pictures and Allied Artists. United Artists and Loew’s, he added, declined.

The major item on the agenda, Reade declared, will be the product line-up and for the first time, he added, convention delegates will be asked to vote on what the product line-up actually is, rather than just talk about product possibilities.

The TOA meeting with advertising-publicity executives of the Motion Picture Association of America will take place, Reade replied that he is waiting to hear from the MPAA committee.

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**$250,000 Is Pledged**

(Continued from page 1)

Adolph O. Schindel, Universal Pictures, announced a $250,000 donation is to be made to the Cold War Relief Fund, a group of over 200 radio and television stations who have pledged $250,000.

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**M-G-M Adds 6 to Schedule**

(Continued from page 1)

new pictures, four are in Technicolor, making a total of 20 in color for the year. This compares with a total of 46, including the general release of “Quo Vadis,” for the 1953 calendar. Of this total, 17 were in color.

In the 1954 schedule, four pictures are in CinemaScope as compared to two D-3 pictures released in the preceding year.

Starring in October, “Rogue Cop,” starring Robert Taylor, Janet Leigh and J. Carroll Naish, will be released and will be followed by “Beau Brummell,” starring Stewart Granger and Elizabeth Taylor, in Technicolor. September’s entry for this month includes “A Woman’s Face,” starring Joan Crawford and directed by Edmund MacDonald, and “Mr. Hyde,” starring Spencer Tracy and Ingrid Bergman.

By November there will be “Atena,” starring Jane Powell, Debbie Reynolds, Edmund Purdom and Vic Damone, leading off the list, and “The Last Time I Saw Paris,” with Elizabeth Taylor, Van Johnson and Donna Reed. Both are in Technicolor. There also will be two reprints, “Tarzan Escapes,” starring Johnny Weissmuller and Maureen O’Sullivan, and “Tarzan’s New York Adventure,” which stars Johnny Weissmuller and Maureen O’Sullivan.

For December, there will be “Crest of the Wave,” starring Gene Kelly and Jeff Richards, and “Deep in My Heart,” which stars Richard Ferrer, Helen Traubel, Merle Oberon and an all-star guest cast.

Theatrical release for October and November are definite releases, while the company continues to test packages, namely “Father of the Bride” and “Father’s Little Dividend,” both pictures starring Spencer Tracy, Elizabeth Taylor and Joan Bennett, as one unit, and “Battleground,” with an all-star cast, and “Asphalt Jungle,” starring Sterling Hayden, Marilyn Monroe and Tom Hagen, as another combination. Each package will be tested in five different Loew’s situations starting on Oct. 7 and 8.

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**IATSE**

(Continued from page 1)

of sound may go up to $136.80, while the salary of those covering more than one geographical area is raised to $159.43.

It is also provided that the work week will be cut from 48 to 44 hours for a two-year period, after which it will be further reduced to 40.

The agreement runs through 1958, with a reopening for renegotiation of wages provided at the beginning of 1959.

The new pact calls for the company to furnish automobiles when they are reasonably necessary, not over 30 days, a sound man will be paid seven cents a mile for use of his car.

The agreement was reached following talks which extended over several months. Representing the union were William D. Fargher and James W. Reade, president of RCA Service Co. in charge of the technical products division, and H. T. Biddle, executive vice-president of the Allied Service Corp.

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**Passage**

(Continued from page 1)

Southwest Passage,” starring Rod Cameron and Joanne Dru, in the main role, will begin its first Brooklyn engagement at the Brooklyn Paramount Theatre on Wednesday.

Theatres are only collectors of the five per cent admission levy, he said.

The Loew’s attorney cited a previous court suit, Keshc Case 278 New York Court of Appeals, which he said was similar to the present case in that the suit seeks to have the law declared void and the public all of the tax which the courts may declare was illegally imposed.

Thomas Bress, Loew’s attorney, said the court had denied, “It is the intention of all theatre operators to refund to the public all of the tax which the courts may declare was illegally imposed.” The city expects to get the windfall of the alleged illegal tax breakege if the amusement levy is termned illegal, on the grounds that the participation in the tribute is by the public money, primarily State of Israel Development Funds.

Fidah and Cohn took the leads in spearheading the campaign by each raising $1,000, in honor of the Paramount president.

Attending the Astor luncheon were: William Brandt, of Brandt Theatres; George F. Dembow, National Screen Service; Leopold Friedman, M-G-M; J. G. Ferman, Ferman,有限公司; Leon Goldberg, United Artists; Herbert Hahn, ABC-Paramount Theatres; Julius Joelson, J. J. Theatres; Samuel Kaplan, Stanley Warner Corp.; Martin Levine, Brandt Theatres; Arthur L. Mayer; Charles G. L. Moss, Charles L. Moss & Co.; Charles B. Moss, B. S. Moss; Samuel Rinder, Raudance Amusement; Herman Robbins, National Screen Service; J. Roberts, Rubin, Loew’s-M-G-M;
A prominent exhibitor paid us the kind of compliment that means most to us when he put it this way:

"Like most of the exhibitors I know, the trade papers I really read are Quigley Publications — because I have solid confidence in them."

The "solid confidence" of the industry ... we firmly believe that to be the greatest asset any trade publication can possess ... That has been the unswerving aim of Quigley Publications for over thirty-nine years.

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MOTION PICTURE HERALD • MOTION PICTURE DAILY
BETTER THEATRES • BETTER REFRESHMENT MERCHANDISING
MOTION PICTURE AND TELEVISION ALMANAC • FAME
THE BOXOFFICE HISTORY
BEING RECORDED BY

IS SIMPLY BEYOND WORDS!
Jackson Park Decree
2-Week 1st Run Limitation Is Removed in Chicago

By Staff Correspondent

CHICAGO, Sept. 13—Permanent removal of the two-weeks' limitation on first runs in the Loop became effective today when Federal Judge Michael L. Igoe signed an order striking the restriction from his original 1947 Jackson Park decree.

Judge Igoe granted a six-month suspension of the limitation in December, 1953, and last June continued the order until Sept. 15.

Attorney Alfred B. Teton, representing Balaban and Katz, told Judge Igoe he and attorney Thomas C. McConnell, who brought the original suit for the Jackson Park Theatre, had met during the summer and worked out the arrangement.

The court action brings to a halt any further legal skirmishing between the Jackson Park Theatre and the exhibitors named in the original suit but retains in the decree the general prohibition against consipiratorial action on the part of the exhibitors.

No objection to the modification of the decree was voiced.

Levin Expanding Certified Reports

Jack H. Levin, president of Certified Reports, is in Los Angeles for a two-week stay to confer with producers, distributors and exhibitors.

Levin, whose national checking and survey organization is undergoing expansion, indicated that his conferences are directly tied in with a further widening of his operations.

Following his West Coast visit, Levin will tour the United States. He

(Continued on page 4)

N.E. Area Again Hit by Hurricane

New England theatres along the Atlantic Coast, still reeling from the damage caused by the Aug. 31 hurricane, suffered new setbacks last Saturday as a second storm swept the area from Cape Cod into Maine and the Canadian Maritime Provinces. Again drive-ins suffered the greatest.

(Continued on page 5)

THEATRES TO HOLD COLLECTION FOR SOUTH KOREA RELIEF

In response to a request made on June 29 by President Eisenhower to a number of theatre men at a luncheon in the White House, an audience collection will be conducted by theatres throughout the country during the week of Oct. 4 for the benefit of the people of South Korea.

Announcement of the collection was made yesterday by Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, coordinator to the industry effort.

A feature of the drive will be the trailer especially made by the President for use by theatres. Declaring that the rehabilitation of Korea must not be permitted to lag, the President says:

"Last year the theatregoers of the

(Continued on page 5)

United Artists Rejoins M.P.A.A.

Association Board Approves Long-Pending Technical Changes in Production Code

United Artists Corp. rejoined the Motion Picture Association of America yesterday after a seven-year absence. The MPAA board of directors at a meeting in the Association's New York offices approved the membership application.

The MPAA board also approved several amendments to the industry's Production Code, consisting of technical or clarifying changes, many of which were first proposed as long ago as three years. The changes were recommended to the board by Joseph L. Breen, Production Code administrator.

Wishing U.A. back into the MPAA membership for Senator Johnston, president of the Association, said:

"The vigorous and vital management of United Artists represents the

(Continued on page 4)

Picket Col. Minn. Branch

Special to THE DAILY

MINNEAPOLIS, Sept. 13.—Two hired pickets having no connection with the motion picture industry, their enthusiasm somewhat dampened by a cold drizzle, took up positions in front of Columbia pictures exchange today. Although they were placed there by North Central Allied as a protest against Columbia's alleged

(Continued on page 4)

Govt. 16mm. Case Put Over to Oct. 4

By Staff Correspondent

HOLLYWOOD, Sept. 13.—The Government's 16mm. case against 12 defendants today came up before Federal Judge Harry C. Westeropol and was put over to Oct. 4 in order to give the Government and defense counsel time to negotiate an agreement on a pre-trial order, concerning docu-

(Continued on page 4)

Financial Service Notes Better B.O.

Notice is taken by "Trends," a weekly analysis of economic developments and tendencies, prepared by the staff of Press Association, Inc., for Chemical Bank & Trust Co., of a "strong increase" in theatre attendance, nationwide, since early in the summer.

The Sept. 9 number of the report asks: "Has the motion picture industry found a formula to lure the public back to the movie house in large numbers? Many of its leaders think so. Wide screens, which tend to eliminate the overhead and a run of intrinsically better pictures—are believed to share the credit."

(Continued on page 5)
Personal Mention

Charles M. Reagan, M-G-M vice-president and sales manager; Salem T. Field, Eastern advertising manager; E. M. Saunders, assistant sales manager; John P. Bynes, Eastern sales head, and Mike Stonos, in charge of customer relations, returned to New York yesterday from the Coast.

Susan Clark Turner, daughter of Mr. and Mrs. Terry Turner, was married Saturday to Robert Kenneth Weiss. The bride's father is an executive of General Teleradio and former distribution chief of RKO Radio Pictures.

Mort Meverson, Herman Rausher, and Jack Thompson, of the Walt Disney organization, left New York yesterday for the Coast to participate in conferences under way at the studio.

Lew Scherbek, executive assistant to Darryl F. Zanuck, vice-president of 20th Century-Fox, has arrived in London, from where he will start a European tour.

John Ciccas, Paramount production manager in the New York office, in charge of advertising, left here yesterday for Shelter Island, L. I.

Pay Purcell, traffic manager in Paramount's Paris office, will leave New York tomorrow on the return trip to the French capital.

L. D. Netter, Jr., Altec Service Corp. general sales manager, has left New York for a tour of the South and Midwest.

Joseph H. Hazen of Hal Wallis Productions, school of motion pictures, will arrive in New York tomorrow from the Coast.

Lippert Publicists Form Own Agency

HOLLYWOOD, Sept. 13.—Marty Weiser and George Thomas, Jr., who have directed the Lippert Pictures publicity and advertising departments for the past four years, have established independent offices to supply publicity and advertising services to independent theatre owners, advertising and television producers and distributors, under the name of Weiser & Thomas. The new firm retains Lippert Pictures as a client, in addition to Filmmakers, Scribe Productions, Hall-Weisler Productions and Tele-Pictures.

Krim, Picker Tour

TOKYO, Sept. 13.—Arthur B. Krim, president of United Artists, and Arnold M. Picker, vice-president in charge of domestic operations, have arrived here today on the first leg of their Far Eastern tour in connection with the annual Pacific Film Festival celebration. They were welcomed by a group of industry officials, headed by Millard Schestelman, U. A. managing director in Japan.

Weitman to Head Balaban Program

Robert M. Weitman, vice-president and director of American Broadcasting-Paramount Theatres, has been appointed chairman of the entertainment and program committee for the centennial dinner honoring Barney Balaban, founder of Paramount Pictures, on Sept. 26, at the Waldorf-Astoria Hotel here.

Robert Weitman reported that actress Grace Kelly and singer Eddie Fisher will take part in the program.

The industry, in honoring the Paramount president, is proceeding in its efforts to launch a large program of home entertainment, designed to raise $1,000,000 for the economic development of Israel. Sponsor of the testimonial is the Metropolitan Council of操纵 Bristh.

Proceeds from the sale of State of Israel Development Bonds provided through the National Service, will be used for the building and expansion of Israel's vast new industrial and agricultural projects.

Hold Giannini Rites; Was Industry Banker

LOS ANGELES, Sept. 13.—Funeral services will be held in a large outdoor service for Edward Bernhard Giannini, vice-president of the Bank of America, executive handling many film industry loans and who died at Vincent's Hospital at the age of 42. He was the nephew of the late A. F. Giannini, founder of the bank.

Giannini, born in San Francisco, was educated at Fordham University in New York and Loyola University in Los Angeles. He is survived by his widow, his mother and five children.

Mother of Sullivan, Q.P. Officer, Dies

CHICAGO, Sept. 13.—Funeral services of Francis P. Sullivan, mother of T. J. Sullivan, vice-president and treasurer of Quizley Publications, will be held at St. Ignatius Church here at 11 A.M. tomorrow.

Death occurred Friday night. The body reposes at the John E. Maloney Funeral Parlor, 1359 West Devon St., Chicago.

$1,000,000 for 'Touch'

Box-office receipts for the first full week of "The French Touch" at the World Theater, became the highest recorded by that house in the past year and a half, the management announced. The first week's initial total period tallied $1,000,000, outgrossing "Rome, 11 O'clock," last year's biggest money-maker for the World, it was said.

Continue German Pact to Next Fall

The renewal for one year of the present film agreement with Germany was discussed yesterday by Eric Johnston, president of the Motion Picture Association of America.

Johnston, reporting on his trip to Germany, told the meet- ing of MPAA's board of directors that the new agreement extends to September, 1955, continuing the present voluntary trade-in between the two countries. The MPAA president, following the MPAA meeting, left for Washington.

Contessa' Group Maps Sales Plans

A special meeting of the premier committee of CARE will be held this afternoon at Toots Shor's Restaurant in New York to plan the ticket-drive schedule for the benefit worldwide premiere of "The Barefoot Contessa," a United Artists release, which opens at the Capitol Theatre on Sept. 19th.

The meeting will be under the chairmanship of Robert W. Dowling, president of the company, and will be attended by radio-television commentator Maggi McNellis as associate chairman.


Col. Protests Md. Cut in 'Waterfront'

BALTIMORE, Sept. 13.—The Baltimore City Court has been asked by counseled for Colombia Pictures to reverse a ruling by the Maryland Board of Motion Picture Censors that it is "indecent" to tell someone to "go to hell" in the film "On the Waterfront." The Maryland censors ordered deletion of the dialogue in which Father Maloney, played by Marlon Brando, says, "You go to hell." The Board ruled the language was "indecent.

The apprentices contend the word "Hell," as used, helps create a climate which stops one man from murdering another. They charge that the word is used as flippancy or vulgarism, and that elimination of it would diminish the effectiveness of a powerful moral lesson.

Colombia Pictures declares Maryland's censor board is the only one of its state boards ordering removal of the word "hell." Noting that boards in five cities also have approved the film, but the order is given until Oct. I to answer the suit.

Jack Warner Sees New Era in Films

Jack L. Warner yesterday cabled from Rome a report that with the completion of "Helen of Troy" and "Land of the Pharaohs," a new era has been written in the motion picture industry's presentation of the spectacular.

Warner viewed the two multi-million dollar pictures, just completed, before returning to the United States to present the world premiere of "A Star Is Born." In his cable to studio executive Steve Trilling, Warner cited the two films as among the most important achievements ever delivered by Warner Bros. or by any company.

Speedy Service on Fight Film Set

The Marathon-Charles fight film will be sped to some degree by excavation area of the North American continent by no later than Thursday, it was announced here yesterday by William J. Heimann, vice-president in charge of distribution for United Artists.

The contest, to be held tomorrow night at Yankee Stadium here and to be televised to theaters across the nation, will be shown in New York newspapers by Thursday afternoon, within less than 24 hours after completion of the contest, it was added.

Printing of the Marathon-Charles motion pictures, which will be leased by four standard and two slow-motion cameras taken immediately after the end of the battle and will be completed by Thursday morning. Prints will be rushed by coordinated air-ground express schedules to service bookings.

New York Theatres

Radio City Music Hall

Rockefeller Center

"Seven Brides for Seven Brothers" in Cinemascope starring Jane Powell, Howard Keel

Color by Technicolor — An M-G-M Picture and Spectacular Stage Presentation

Private Hell

Esto Lupino Stays Cochran

Howard Duff Dorothy Malone

Paramount 39

Chicago, 100 South LaSalle Street, Advertising, Representative, 4 Golden Sun, London W. 1; Hope Burnham, Manager; Peter Burnham, Editor; address, Theatre News and Theatre Sales, each published 13 times a year; reprinted in Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 36c.
U.A. Rejoins

(Continued from page 1)

kind of forward-looking leadership which has made America great. I think the strength and the vision and the leadership that the Art Exhibitors brings to the Association will help all of us to increase the stature and the status of the motion picture industry at home—and all around the entire world—".

Benjamin ‘Delighted’

Robert S. Benjamin, chairman of the board of United Artists, said in a statement today that he was delighted to participate once again in the services and activities of the Motion Picture Association.

“We have participated in international activities as a member of the Motion Picture Export Association,” Benjamin said, “we are now happy to join in its domestic activities as well, including the support of the Code for screening presentations.”

We have always made it clear that we are in favor of self-regulation by voluntary agreement as the best method and the best way to end any of our section pictures. At the same time, we are interested in the constant growth of the motion picture as a medium of entertainment. “We believe this can be accomplished within the framework of the Code, but we are no too eager to try to end any film. If we find it cannot be done, we are free to resign from the Association, which we believe the privilege of all of its members.”

United Artists had resigned from the Association in 1947, before the present agreement took over operations of the company.

Changes Not Related to UA Move

The MPAA board’s approval of changes in the Code was entirely unrelated to the U.A., membership renewal, Association officials stated.

One amendment lifted the prohibition on the treatment in miscegenation and the second removed the Code section that lists screen subjects to be treated “within the careful limits of good taste.” The board also approved a revision placing the use of liquor on the screen in the same section calling for treatment “within the limits of good taste.” In the past, this subject had been included under a Code section dealing with “crimes against the law.”

Eliminated as no longer necessary from the “crimes against the law” section was a paragraph stating that “methods of smuggling should not be presented.” The board also approved the elimination of several words from the Code section dealing with profanity. Words and subjects eliminated were “hell,” “damn,” “fanny,” “hold your hat” or “hats,” “nerts,” “tom cat” (applied to a man), “traveling salesman” and “farmer.”

Qualification Written

With regard to the words “hell” and “damn,” the board approved a qualifying paragraph that states: “It should also be noted that the words ‘hell’ and ‘damn’ is used in the context of a sentence, with strong emphasis, with moderation, will be considered offensive by many members of the audience. Therefore, they should be governed by the discretion and the prudent advice of the Code administration.”

In another revision, the board approved changing the title of the Code section previously headed “Repeal of Certain Penalties Against Certain Subjects.” Elimination of the provision against advertising in a manner to “branding of people or animals” and “apparent cruelty to children or animals” was also approved. Breen reported that the question of “branding people or animals” and the apparent cruelty to children or animals problem, and the admonition against portraying cruelty to children or animals is adequately covered by other provisions of the Code.

Extend 5% Tax Order to All NYC Theatres

(Continued from page 1)

theatres under the admission levy. “Any place of business which is liable under the local law may seek court permission to intervene,” Bress stated. The attorney said that the admission levy has been opposed solely to date by exhibitors.

Buchbaum, in opposition to the numerous applications to intervene in the suit, declared that “everyone’s rights will be forever in jeopardy by any determination which may be ultimately granted.” If all of the exhibitors are allowed to intervene, Buchbaum pointed out, “there will undoubtedly be similar applications by innumerable persons who are subject to the tax in addition to those by motion picture operators.”

These applications may well run into the thousands, the New York City attorney said.

Buchbaum charged that the theatre operators are seeking a “windfall” through the temporary tax because they believe the entire tax provision will be ultimately invalidated, they will be able to retain for themselves any breaks and rebates collected from patrons to date. He maintained that the New York City theatres are only collectors of the tax which have no right to hold on to any tax breakage.

Bress, in replying to the city corporation lawyer, stated that “New York City theatre owners do not want any of the tax breakage collected to date for themselves and have shown their intentions by placing placards and posters in box-offices asking patrons to save their ticket stubs in case of a refund.”

The city attorney countered, saying that “theatres may lose a penny in giving out refund stubs to patrons who save their ticket stubs.” Bress said that the theatre operators “will get the winnow out.”

How many theatregoers save ticket stubs?” he asked. Buchbaum said that the theatre operators turn in the stubs over all of the tax collected to date, including the breakage, for an eighth of nine-cents-period sticks. (The determination of the temporary injunction should be handed down by the Appellate Division.)

Bress Questions Procedure

A humorous note was injected into the hearing by Bress, who asked “how a patron could get a tax refund if the city has the money.”

A theatre manager, appearing in the corporation counsel’s office seeking a refund on a ticket. The only time New York City gives someone money is when the corporation counsel submits a claim, he said.

In a telephone conversation yesterday with Buchbaum, the assistant corporation counsel said that the exhibitor attorneys will submit him in writing all plausible ideas as to the disposition of the tax breakage funds—consideration by himself and his staff.

Exhibitors’ Attorneys Present

Besides Bress, other exhibitor attorneys in court were: Cecelia H. Goetz, representing National Theatres; George Katori, representing RKO Theatres; Louis Weber, representing Loew’s Theatres, and Mitchell Kupat, representing Century Theatres.

Levin

(Continued from page 1)

is arranging regular parleys with the managers and field staffs of each of the hundred local offices. Purpose of these subsequent meetings is to set up regional offices to be located in local exchange centers where it is felt that operations have purposely been kept flexible to be able quickly to adjust themselves to the fast-changing conditions in the industry.

Gov’t 16mm. Case

(Continued from page 1)

ments and admisssibility, which they will present for consideration at that time. Government attorney James McGrath told Minneapolis Picture Daily this does not, however, indicate that any agreement has been reached between the Government and defendants looking toward a settlement of the case.

Confirms TOA Bid to Northwest

MINNEAPOLIS, Sept. 12—Harold Field, Pioneer Theatres, admitted today that Walter Reade, Jr., and other TOA executives have been invited to Minneapolis for a luncheon meeting with exhibitors to discuss an offer. Cannon said that no definite date has been set. He added that he did not believe it would be until the middle of October.

The tentative arbitration draft is being prepared by a different attorney from the one who made the original offer. This draft was returned to the Association, which is now working on the proposal with a lawyer who has been representing the exhibitors in the arbitration.

Pickets

(Continued from page 1)

high rental policies, there was no indication that the organization was the source of the trouble. A simple note, in the office the message, “Columbus is unfair to the independent theatre owners.”

It was not apparent that the pickets created any great stir in film rows. With the exception of a few photographers from local newspapers, the stampeders created no trouble. Out-of-town exhibitors crossed the line freely to transact business in the exchange. A picketing branch manager, said that he had notified Ben Marcus, Columbia district manager at Kansas City, of the pickets but had been unable to confirm the allegations.

There were definite indications that there was no complete agreement between exhibitors themselves on the picketing and other activities sponsored by NCA.

Party for Lollobrigida

Dr. Gottfred Lombardo, president of the American Film Exports, E. E. B. Zorgnotti, vice-president of Italian Films Export, will be hosts at a private dinner for Brigitte Brigitte, the Italian actress, at the Savoy Plaza Hotel here on Thursday.

Sabrina” Bows Sept. 21

Paramount’s “Sabrina” will have an invitational premiere at the Criterion Theatre here on Sept. 21 in honor of William Holden, who is co-starred in the picture with Humphrey Bogart and Audrey Hepburn.
Guy Lebow, one of the most prolific sportscasters in the country, who recently resigned from WPIX to freelance, has been signed to handle the chores of a new weekly sportscast-quizz show, "Touchdown," which will be a TV feature every Saturday over WABC, just prior to the telecast of the NCAA football games, kicking off Saturday.

The mantle of "disk jockey to the world" has gently draped itself about the husky shoulders of Martin Block, the recording director of the world's ABC wrap. As of yesterday the "Martin Block Show" will be beamed daily to over 90,000,000 listeners overseas via the full Armed Forces Radio Service's 72 stations scattered all over the face of the globe. Those are definitely not flying saucers you see, Abercrombie, old fellow; those are flying disks, originating within the Martin Block orbit.

A low bow to Eileen Mack, Marty Horgan's (WCLF) public relations director, who is now tapping interviews with celebrities visiting the Windy City, the taped entertainment thus being sent to VA hospitals in the U.S. and Canada, a round of applause for the show folk who donate their time, talents and often times money to this and similar worthy endeavors...Henry L. Luhrman, formerly with Ziv, will head MCA's Los Angeles headquarters.

Chuck Lewis has moved into the firm's sales office at Beverly Hills, after heading publicity there for several years...

The Sid Caesar staff personnel has been completed and includes Lee Morgan, producer, with George Charles, assistant producer and Clark Jones and Bob Hartung, director and assistant, respectively; Robert Daniels, technical director; Herb Andrews, scenic designer, with Lou Fishe, costume designer; Robert Davis, lighting engineer, and Hank Gerling, audio engineer; for the Los Angeles and George Lawrence act as co-stage managers; Frank Wilson will provide graphic art for "Caccor's Horn," Bernie Green is musical conductor, Boris Khaman, choreographer, and Hal Janis will be executive supervisor for NBC. The show will be on NBC for Monday, Sept. 27 (8:00-9:00 p.m.) and will be seen three Mondays out of four...For the fifth straight year, Harry Wiener, ace MBS sports caster, cued the annual Dapper Dan Charity Golf Jamboree held last Saturday in Pittsburgh...The Ingo Preuenergency Agency has sold Norman Jacob's original story, "Payments In Kind," to Warren Lewis who will produce it as a syndicated play for "The Day & The Story" TV series, cued by Henry Fonda. Film will be shot at the RKO Pathé Studios.

If there's a more popular musical figure in the city of brotherly love than Bob Horn, we haven't yet found him. Bob's daily program, seen on TV in WFLI, is the mecca for thousands of Philadelphia's teenagers, who religiously attend the festivities at the studios located at Market & 46th Sts., to thrill to the "Horn filled with plenty of fine music" and to meet their favorite recording stars. This scribbler, of late, has been flying about the country and agrees whole-heartedly with Bob Horn, Norm Freeman, (WORL, Newark) Howard Miller—WIND-WBBM-TV (Chicago) Phil McLean, Bill Randle—Carl Reese (WREX, Cleveland), Ed McKenzie (WXYV Detroit) and Martin Block (ABC New York) that juvenile delinquency problem can be solved by filling the teen age hearts with music, giving them opportunities of meeting each other at radio and TV stations where they can meet and dance to the music in their suits and practice the art of clean living, clear thinking and devotion to American ideals.

With two plotters on "Where Can You Be" by Jerry Martin (Sabin) and Bob Horn (Challenger), already the buzz-bug of the record world, major label execs are assigning their top artists to hop aboard and wax the new Waltz sensation. Jerry Martin's platter, which was released a scant four weeks ago can't miss zooming the handsome youngster into the big time.
Great pictures built
LIFE's great audience

LIFE's great audience can build your pictures

Here are a few examples of LIFE's tremendous impact in city after city across the country:

<table>
<thead>
<tr>
<th>Market Area</th>
<th>No. of Theaters*</th>
<th>Seating Capacity*</th>
<th>LIFE's Audience†</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houston</td>
<td>53</td>
<td>47,791</td>
<td>129,800</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>59</td>
<td>68,369</td>
<td>135,860</td>
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<tr>
<td>New Orleans</td>
<td>63</td>
<td>57,686</td>
<td>71,890</td>
</tr>
<tr>
<td>Providence</td>
<td>38</td>
<td>39,436</td>
<td>143,950</td>
</tr>
</tbody>
</table>

*Source: 1954 Film Daily Year Book
†Source: LIFE Accumulative Audience in 696 Local Markets (1950), by Alfred Politz Research, Inc.
Distributors Meet
Resume Work
On TOA Draft
of Arbitration

Schmit Will Talk with
Levy on 'Refinements'

The first step to resume work on a
proposed arbitration system was taken
yesterday when the distributor
arbitration committee began its study of
the tentative arbitration draft pre-
pared under the direction of Herman
Levy, Theatre Owners of America
general counsel.

With the vacation period over, a
distributor spokesman forecast step-
ped up activities on arbitration. The
spokesman was queried following a

(Continued on page 14)

Col. May Ask Federal
Stay Against Pickets

Special to THE DAILY
MINNEAPOLIS, Sept. 14—H. J.
Chapman, branch manager of Colum-
bia Pictures, today was conferring
with David Sherear, Columbia's Min-
neapolis attorney, on plans to seek a
Federal court injunction to halt the
exhibitor-sponsored picketing of the

(Continued on page 15)

25th Anniversary
For Fox Midwest

KANSAS CITY, Sept. 14—Fox Mid-
west Amusement Corp. is celebrating its 25th anni-
versary this week with a silver anni-
versary convention at the Elms Hotel in Excelsior
Springs, Mo. Elmer Rhoden, president, 26 managers
and 11 home office executives have been with the circuit
since its inception.

Charles Skouras, president of
National Theatres, of which
Fox Midwest is a subsidiary,
will attend the convention,
opening tomorrow with other
NT officials from the Coast.

Survey Starts in December
Census Bureau Seeks New
Information on Industry

WASHINGTON, Sept. 14.—The Census Bureau expects to develop great
quantities of new information about the motion picture industry in a compre-
ensive industry census to be taken early next year.

In addition, the survey will bring
up to date other statistics that are
now more than five years old.

Some 25,000 questionnaires will go
out in December to practically
every theatre owner, producer, dis-
tributor and film service organization.

York state officials are now put-
ingen the finishing touches on the ques-
tionnaires. The questionnaires, which
are to be returned early next year, will
be based on 1954 business activity.

Information developed in the ques-
tionnaires should be ready for relase
by the Bureau sometime next summer.

For the first time, exhibitors
will be asked to supply such
information as this: the number
of showings during the year and
the number of double features;

(Continued on page 14)

Pliable Trade
Show Policy

A flexible policy of holding trade
screenings when desired by exhibitors
is maintained by most major distribu-
tors, a poll of film companies dis-
closed here yesterday.

The poll was taken in the wake
of M-G-M's abandonment of formal
trade shows with the picture "Rogue
Cop." M-G-M, however, like other

(Continued on page 15)

Meet Sept. 23
Forum to Air
Nat. Theatres
Dividend Role

Charles Skouras, Others
To Address Stock Group

Policies of National Theatres
management and loan conditions affecting
dividend payments are scheduled to be
explored at a meeting of the Security
Analysts here Sept. 23 which it is
expected will be addressed by Charles
Skouras, N.T. president, or other of-
ficers of the company.

The meeting was requested by rep-
resentatives of downtown brokerage
houses which have acquired an estimated
250,000 shares of N.T. stock in the
market in recent months, and has
been agreed to by Skouras, who is
scheduled to arrive here Friday from
the Coast after a business meeting with
Fox Midwest Theatres officials in

(Continued on page 15)

Corwin to Hollywood
In New MPEA Post

The appointment of Alfred E. Cor-
win to work on a Motion Picture Ex-
port Association overseas information
program was announced yesterday by
Eric Johnston, MPEA president.

Corwin, who has served as informa-
tion director of the MPEA's New
York office, will take over his new
post in early October in Hollywood.

Corwin will work with Clarke H.

(Continued on page 15)

Wilschke Leaving
Altec to Join Fine

Resignation of Elmer O. Wilschke,
operating manager of Altec Service
Corp., to become vice-president in
charge of operations for Fine Sound,
Inc., effective Sept. 20, was announced
jointly by C. J. Cardington, Altec

(Continued on page 2)

'Brides' Breaks 8
Week Hall Record

A record-breaking eight-week
run of an estimated $1,352,000
is seen for "Seven Brides for
Seven Brothers" at the Radio
City Music Hall. The eight-
week record breaker will com-
plete its engagement at the
theatre tonight.

"Caruso" was the only pic-
ture to outgross "Seven Brides
for Seven Brothers," but its run
was longer. "Caruso" grossed
$1,391,000 over a ten-week
period.

51 THEATRES IN 55 CITIES TO
SHOW TITLE FIGHT TONIGHT

Seventy-one theatres in 55 cities
throughout the U.S. will carry tonight's
Marciano-Ezzard Charles heavyweight
championship fight at Yankee Stadium
Network Television reported yester-
day.

The weather bureau indicated that
the skies over Yankee Stadium would
be partly cloudy and the air would be
cool. If the title bout is rained out
the, International Boxing Club, pro-
motors of the go, will hold the 15-
Skiatron Asks FCC OK for UHF Shows

WASHINGTON, Sept. 14.—Mattie T. Snook, president of Skiatron TV, today petitioned the Federal Trade Commission for permission to start "pay-as-you-see" broadcasting to homes by the new and untried method of solving the Ultra High Frequency problem. Skiatron TV is the holder of an exclusive worldwide franchise to operate a system of coding and decoding television programs known as "Skiatron.

In his petition, Fox said that "television has yet to evolve a system for high frequency transmission. This petition with the older systems of distribution presently in existence. It foxed, have the same box for all or even supplant those now in operation, which Skiatron will now provide.

The FCC was asked to modify its regulations to permit broadcasting of "pay-as-you-see" for a maximum of three hours per day and to limit such permission to UHF stations only for the next three years to help overcome their present economic plight.

Theatres, City Mull Tax Bond Proposal

Exhibitors throughout the country are in line with the New York City Corporation Council recently canvassed by the Big Four of the theatrical industry, the leaders of which are covered by the temporary injunction order, post a bond for the July and August tax bond issue.

Pending a determination of the legality of the New York City five per cent admissions tax by the Appellate Division and the motion papers for summary judgment by Supreme Court Justice Percy D. Stoddard, the attorneys for the theatre circuits and independent operators will post a bond for the tax boxage and it will involve each tax case with each tax payer, until a court ruling is announced.

Set Further Plans For Balaban Dinner

George Jessel and Philip H. Kutznicz, national president of B'nai B'rith, will be guests of Balaban at Toots Shor's Restaurant here to spark city-wide participation in the $100,000 tribute to Balaban, president of Paramount Pictures.

The luncheon is in connection with a testimonial dinner to be held Sept. 30 at a Waldorf Astoria Hotel, honoring Balaban.

Danni Kaye and William Holden will accept invitations to see "The Window" at the dinner cabinet which is arranged under the sponsorship of the New York Metropolitan Council of B'nai B'rith and popular industry figures.

"World's" Bows Sept. 28

"Woman's World," 20th Century-Fox CinemaScope production, will follow "The Egyptian" into the Roxy theatre here on Sept. 28.

Film Council Again Affirms Opposition To Producing Abroad

By Staff Correspondent

HOLLYWOOD, Sept. 14.—Circulated reports that the AFI Film Council has relaxed its standard "runaway production" were sketched today in an official statement issued following a special council meeting. That portion of the statement read, "the Council takes this opportunity to reiterate a statement to the effect that the Council is backing down on its opposition to American producers who make pictures abroad. The Council has abandoned the lower costs and other unfair inducements. The Council will continue to press its objections and will continue discussions on foreign production problems with union representatives in other countries."

The statement entitled "disallowed the 'unauthorized attack against Gregory Peck' attributed to the chairman of the Council's production committee and added, 'all unions in the Council are active in fighting uncompetitive runaway foreign production by American producers.'

IATSE president Richard Walsh attended the meeting.

Astor Exchanges in Savini Sales Drive

The 50th anniversary drive honoring R. M. (Bob) Savini, president of Astor Pictures, has been launched by Astor exchanges throughout the U. S. and Canada, with Hal Newfield as captain. Goldstone, head of Famous Film Exchange, Astor's franchise exchange in New York, handled the announcement that Astor exchanges have set aside Sept. 1 through Nov. 30 for the drive to honor the pioneer independent distributor and producer on his half century in the film business.

Goldstone this week will name his associated captains, who will take the sales prizes will augment the drive.

MacDonald Promoted By Allied Artists

HOLLYWOOD, Sept. 14.—George Burrows, executive vice-president of Allied Artists, today named Andrew MacDonald as assistant comptroller. With AA since 1946, MacDonald was formerly with the Shea circuit in New York.

Backstone Hotel for Allied Artists Meet

HOLLYWOOD, Sept. 14.—Morry R. Goldstein, president of Allied Artists, today announced the Backstone Hotel, Chicago, as the site for the company's annual sales meeting Oct. 15-17.

Golf Tourney Today

The annual film-radio industry golf tournament will be held today at the Vernon Hills Country Club, Tucaosa, Ill. The number of contestants, prizes is said to be the greatest in the history of the event.

Wilschke (Continued from page 1)

Service Corp. president, and C. Rob-

Fine Sound, Inc., which operates one of the largest commercial recording studios in the U. S. and has developed the Perspectives stereophonic sound method of recording, invented by Fine, and now being used by a number of major studios in Hollywood and elsewhere.

Wilschke, pioneer in the field of sound motion picture pictures he served in various capacities in this country and abroad. Upon formation of Altec Service Corp., in 1937, he became manager of the company's division office in Philadelphia. From 1941 to 1946, during the course of World War II, Wilschke managed the manager of Altec Lansing Corp., in Los Angeles. Wilschke returned to Altec Service Corp. as assistant to the vice-president. Since 1948, he has been operating manager of Altec Service Corp.

Announcement of Wilschke's successor as Altec operating manager will be made within the next few weeks.

"Window" 4th Week A Hub House Record

BOSTON, Sept. 14.—Alfred Hitchcock's "Rear Window" has been held for a fourth week at the Metropolitan Theatre here, marking the first time in eight years that any film has been held at that house beyond the three-week mark.

MGM Buys 'Delight'

Planned as a starring vehicle for M. Powell, MGM has purchased "Saturday Night Is My Delight," with Joe Pasternak producing, MGM plans to film the story as a comedy-drama with music.

Katz Touring L-A Offices for U-A

Alfred Katz, assistant foreign sales manager for United Artists, has arrived in Bogota, Colombia, on the first stop of a tour of the company's Latin American offices. Katz, who will return to New York within a few weeks, will visit companies offices in Havana, Cuba, Puerto Rico and Trinidad.

Wolfberg to New York


Personal Mention

H. W. WALLIS, of Hal Wallis from New York, was returned to New York from Europe yesterday aboard the "Independence."
From Film Daily—Sept. 14, 1954

• • • ONE OF THOSE PUBLICITY “BREAKS” that seldom come as a windfall for a movie is hitting M-G-M’s new color production of “Beau Brummell” a month before release date. . . . At the moment, it is still snowballing around the country. . . . A “feud” between cities as to which has the most well-dressed and chivalrous men has developed, resulting in “Beau Brummell” publicity that already has piled up some 600 clippings on Howard Dietz’ desk. . . . The spontaneous stunt started in Boston when the head of the Chamber of Commerce there wrote to Dietz asking that the pic’s world-premiere be staged in the Hub because Boston has “more well dressed men and more chivalrous men” than any other city. . . . No sooner had this been printed in Boston newspapers, than the Houston Press took up the defense of Houston, Texas, to the tune of a four column story.

• • • THEN THE NEW HAVEN, Chamber of Commerce chimed in, with front page stories, declaring, among other things, that Yale has the best dressed campus. . . . This not unnaturally started repercussions in other colleges. . . . Next, the Washington Board of Trade threw in its gauntlet and pointed to the nation’s leading Beau Brummells in the White House (Eisenhower and Nixon). That resulted in a 400-word wire story by the Associated Press. . . . Some 500 papers printed the story. . . . Milwaukee’s Association of Commerce quickly got into the act, deriding Boston’s claims. “We put Boston to shame in baseball; we can do it in the Beau Brummell field, also,” said the Association head—in the newspapers. . . . The New York Mirror carried the AP story and the New York Association of Commerce and Industry roared its pride for New York as the one and only city of well-dressed men. . . . The Chicago American gave the yarn a four column head and named local Beau Brummells. . . . Springfield, Mass. papers are giving page one space to the debate. . . . The story is still rolling, and bids fair to make “Beau Brummell” one of the most-read-about movies in years. . . . And M-G-M may wind up with a simultaneous 10-city world premiere just to keep the Beau Brummell feud from becoming a United Nations problem.

THE NEXT STEP!

Meanwhile a Charter Committee of prominent people has formed “The American Society of Beau Brummells.” Watch this group go into action with local chapters in 200 cities.

GET READY FOR “BEAU BRUMMELL”!

A sensational attraction launched by an unprecedented advance campaign! M-G-M will have a giant advertising and promotion campaign to climax the terrific advance publicity. The picture has tremendous merchandising tie-ups, including an entirely new field of promotion with the Men’s Wear industry. “Beau Brummell” will be the best known title of the year!

--- * ---

M-G-M presents “BEAU BRUMMELL” starring STEWART GRANGER • ELIZABETH TAYLOR
PETER USTINOV • with ROBERT MORLEY • Screen Play by Karl Tunberg • Based on the play written for Richard Mansfield by Clyde Fitch • Photographed in Eastman Color • Print by Technicolor
Directed by Curtis Bernhardt • Produced by Sam Zimbalist

(AVAILABLE IN PERSEPTA STEREOPHONIC OR ONE-CHANNEL SOUND)
Pride in Its Past, Confidence for Future
Mark CinemaScope's First Anniversary

The first anniversary of CinemaScope finds Twentieth Century-Fox looking back with pride and satisfaction on the medium's infancy, and looking ahead with vigor and assurance to its bright future. Its product output from "The Robe" to "The Egyptian" has already marked a twelve-month milestone unchallenged by any other era in motion picture history.

Even before the now legendary launching of "The Robe" on September 16, 1953, the studio had already completed production on two other features which were destined to be among the company's biggest hits. These were "How to Marry a Millionaire" and "Beneath the 12-Mile Reef," the former marking the first CinemaScope appearance of Marilyn Monroe—as well as Betty Grable and Lauren Bacall, the latter embarking CinemaScope on a round-the-world tour of on-the-spot location trips.

The picturization by Frank Ross of Lloyd C. Douglas' modern classic, "The Robe," established CinemaScope for spectacle; "Millionaire" quickly proved the point of CinemaScope's efficacy for intimate, revealing close-up; and "12-Mile Reef" stated the case for the ability of the revolutionary anamorphic process to transport an audience to actual far-away places, in this instance Key West and Tarpon Springs, Florida.

Maintained Production and Release Pace

The dozen successive CinemaScope productions from Twentieth Century-Fox completing the first year's output included "King of the Khyber Rifles," starring Tyrone Power; "Hell and High Water," starring Richard Widmark; "New Faces," the first musical in CinemaScope; "Night People," starring Gregory Peck and filmed in Germany; "River of No Return," photographed in the Canadian Rockies; and the spectacular re-creation of the world-famed subject, "Prince Valiant."

Also, "Garden of Evil," filmed in Mexico and starring Gary Cooper, Susan Hayward and Richard Widmark; the ambitious sequel to "The Robe," "Demetrius and the Gladiators"; "The Royal Tour of Queen Elizabeth and Philip," a documentary; the much-acclaimed "Broken Lance," starring Spencer Tracy; and the immensely popular "Three Coins in the Fountain," with an all-star cast and largely filmed in Rome and Venice.

Rounding out the line-up was Darryl F. Zanuck's first production in CinemaScope, and his first personal offering in two years, the Mike Waltari best-seller, "The Egyptian." Fully employing significant new improvements in the anamorphic lens—allowing greater clarity, flexibility, range and depth, "The Egyptian" has

(Continued on page 8)
CINEMASCOPE
on its First Birthday!

SITTING BULL
Cinemascope • in Eastman Color
Starring Dale Robertson • Mary Murphy • J. Carrol Naish • Directed by Sidney Salkow • A W. R. Frank and Tele-Voz De Mexico Production
Presented by W. R. Frank

GENTLEMEN MARRY BRUNETTES
Cinemascope • in Color
Starring Jane Russell • Jeanne Crain • Directed by Richard Sale
Assoc. Prod. Robert Waterfield • Produced by Robert Bassler

THE KENTUCKIAN
Cinemascope • in Color
Starring Burt Lancaster with Diana Lynn • Dianne Foster
Directed by Burt Lancaster • A Hecht-Lancaster Production
Produced by Harold Hecht
WESTREX CORPORATION

is delighted
to extend its felicitations to
Spyros Skouras
and
Twentieth Century-Fox

on the first anniversary of the introduction of

CINEMASCOPE

The courage that introduced CinemaScope has won enthusiasm and box office response from movie-goers the world over.

Westrex is pleased to have contributed to the success of CinemaScope through the development of the stereophonic equipment to record, print, and reproduce multi-track sound for the new screen presentations. In addition Westrex engineers have installed the new picture and sound projection equipment throughout the world except the United States and Canada.

Westrex Corporation

111 Eighth Avenue, New York 11, N. Y.
Over 90% of all theatres and drive-ins showing CinemaScope... use Bausch & Lomb cylindrical anamorphic attachments

Here's why:

- Highest light transmission of all anamorphic attachments — for clearest, most enjoyable screen picture.
- No blur, no distortion! Detail is sharp, magnification is uniform, picture is pleasing throughout screen area.
- Matched lens design, for perfect pairing with B&L f/1.8 Super Cinephor, world's fastest projection lenses.
- Complete line, including the only anamorphic lens specially made to match 4” projection lenses without vignetting.
- Easier to install—lenses screw right into perfect alignment.
- Minimum maintenance—completely sealed unit.
- Dependable factory service for full life of lens.
- Recommended by CinemaScope producers.

Ask your dealer for a private demonstration on your own CinemaScope screen. (In Canada: General Theatre Supply—Main Office, Toronto.)
They did the work. Spyros Skouras, at far right, who discovered the Chretien anamorphic lens after its years of oblivion in Europe and recognized its potentialities at a critical period in motion picture business history. His faith and enthusiasm in the device, passed on to Al Lichtman, left, above, to embark on an indefatigable selling campaign, aided by the merchandising and publicity impetus engineered under the direction of Charles Einfeld, above, center, which not only made a success of CinemaScope but also brought new prosperity to thousands of theatres around the world. At right, above, Earl Sponable who overcame many of the technical problems involved and contributed to perfecting the needed devices.

CINEMASCOPE ANNIVERSARY

(Continued from page 4)

already begun to duplicate the reception accorded "The Robe" a short year ago. The newly-perfected lenses were first utilized on "Broken Lance," but for "The Egyptian" in its entirety.

With "The Egyptian" a fitting observance of the first anniversary of CinemaScope, Twentieth Century-Fox is already engaged in product plans for a second year and beyond.

Among the films it will release during the balance of 1954, teeing off the second year of CinemaScope, is "Desiree," from the best-selling novel, co-starring Marlon Brando, as Napoleon; Jean Simmons in the title role; Merle Oberon, Michael Rennie and Cameron Mitchell.


Climaxing this period will be the company's greatest musical effort, Irving Berlin's "There's No Business Like Show Business," starring Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray and Mitzi Gaynor.

Productions Planned for 1955


The months ahead will bring Marilyn Monroe in the Broadway comedy "The Seven-Year Itch," co-starring Tom Ewell in his stage role, with Evelyn Keyes and Sonny Tufts, under Bill Wilder's direction; Fred Astaire and Leslie Caron in a new musical comedy version of "Daddy Long Legs"; James Stewart and Jane Russell in "Jewel of Bengal"; the introduction to stardom of Shereen North, the sensation of the Martin and Lewis film "Living It Up," in "Pink Tights," a much-publicized musical; the best-selling biography of her beloved husband, Peter Marshall, entitled "A Man Called Peter," to star Richard Todd and Jean Peters; the two-year Broadway musical "Can-Can," by Cole Porter and Abe Burrows; and the Rodgers and Hammerstein musical play, "The King and I," which has been running on Broadway and on tour for almost four years.

For its second anniversary of CinemaScope a year hence Twentieth Century-Fox hopes to have completed its forthcoming production of Fulton Oursler's "The Greatest Story Ever Told."

Highlights of the First CinemaScope Year

1953


SEPT. 24—The first week's gross at New York's Roxy Theatre is a world record for any theatre, any time, any policy. The figure is $264,428, exceeding by almost $100,000 any previous show business mark.

OCT. 22—The Canadian premiere of "The Robe" in CinemaScope is held.

OCT. 29—Columbia Pictures announces its intention to produce major films in CinemaScope.

NOV. 4—Warner Brothers announces it will produce in CinemaScope.

NOV. 9—20th releases its second production in CinemaScope, "How to Marry a Millionaire."

NOV. 19—London is the first European capital to premiere "The Robe."

NOV. 27—"The Robe" premieres simultaneously in Rome and New Zealand.

DEC. 3—Paris greets "The Robe."

DEC. 9—"The Robe" opens in Australia.


DEC. 22—"King of the Khyber Rifles," the fourth 20th-Fox production in CinemaScope, has an auspicious premiere at the Rivoli, New York.

(Continued on page 10)
A. Yes, it will — because, from the producers’ viewpoint, it’s the compatible system — yet offers exhibitors the finest stereophonic sound at the lowest installation and operating cost.

Q. How soon should theatre owners install it?
A. The sooner, the better. All Loew’s theatres are being equipped now and hundreds of others here and abroad have ordered! Be first in your community. Order now!

Q. How many Fairchild Perspecta Integrators does a theatre need?
A. Only one! A single Fairchild Perspecta Integrator serves all projectors in a booth and controls the sound through any three-channel sound system of standard make.

Q. What about costs and installation time?
A. The Fairchild Perspecta Integrator costs $990. A complete installation can be made in less than a day — without loss of showing time and, incidentally, without continued maintenance and replacement of magnetic heads!

Q. Where do I go to find out more?
A. See your dealer or — call — write — or wire Fairchild. We understand exhibitors’ problems—can answer your questions immediately.
A Year of Achievement

One year ago, a distinguished group of invited guests packed the 5,886 seats of the Roxy Theatre in New York. They were present at the birth of a new motion picture medium—and their reactions and applause hailed it as a vital force in film entertainment.

The picture was, of course, "The Robe." The new medium was CinemaScope.

The year has passed quickly and in that brief time, 20th Century-Fox, the company which pioneered with CinemaScope and brought it to fruition, has seen a revolution come upon the industry.

Progress Cited

Today, throughout the United States and Canada, there are over 8,000 theatres equipped for CinemaScope. A year ago there was only one.

Today, in Europe, Asia, Africa, South America and Australia there are 4,000 theatres equipped for CinemaScope. A year ago there were none.

Today, in theatres throughout the world there are 24 CinemaScope features from all companies entertaining audiences of all ages and nations. A year ago there was only one.

A year ago there were only ten pictures on the drafting board, and a majority of these were from one company, 20th Century-Fox. Today, there are 115 films awaiting release, in production or in preparation for 1954-55 for all companies.

Boosted Grosses

The CinemaScope process has rolled across the nation's screens, and audiences have found a new entertainment and a new vitality in their theatres.

They have saluted "The Robe" by flocking to it in such numbers that in its first year of release it grossed over $30,000,000 and is fast approaching the records of "Gone with the Wind."


Highlights of the First CinemaScope Year

(Continued from page 58)

DEC. 25—84 neighborhood theatres in the New York area join in showing "The Robe" in CinemaScope complete with stereophonic sound. The holiday run, for an unprecedented two weeks in many houses, rolls up hitherto unheard-of grosses. All the circuits involved agree that such grosses would have been unknown without CinemaScope.

1954

JAN. 7—"Knights of the Round Table," MGM's first production in CinemaScope, opens at Radio City Music Hall, New York.

JAN. 15—Paramount Theatre, New York, becomes Broadway's sixth major first-run to show the new medium. Film is "The Command," Warner Brothers first CinemaScope production.

JAN. 27—It is announced that the Ford Motor Co. has inaugurated commercial use of CinemaScope. Two 35mm films, in CinemaScope, made by the industrial film company Wilding Pictures at a cost of $225,000, are being shown to auto dealers, salesmen and mechanics in theatres rented for morning and afternoon showings.

FEB. 5—Chicago's neighborhood theatres, completing runs of "The Robe" in CinemaScope with stereophonic sound during January, duplicated the experience of the New York circuit a month earlier.

FEB. 17—Nicholas M. Schenck, president of MGM, avers that "CinemaScope is great and stereophonic sound is part of its greatness," in confirming that "Knights of the Round Table," its first CinemaScope release, will be licensed only to fully equipped theatres.

FEB. 19—Laboratory processing work on "Prince Valiant," 20th's Easter attraction, has been spread out over five laboratories, to insure a minimum of 215 prints for Easter dates, the company announced.

MAR. 4—20th approves a new stereophonic sound speaker suitable for drive-in theatres, the Ezell stereophonic sound speaker, Model AR, the discovery of Claude Ezell, leading southwest drive-in operator.

MAR. 15—The Ampex Corp. demonstrates a new stereophonic sound device for drive-in theatres. Unit consists of three three-inch speakers, manufactured of light plastic.

MAR. 25—Special Academy Award to 20th Century-Fox for CinemaScope.

MAY 7—Industry forum held at Fox home office for theatremen. Resolution passed ending the policy requiring use of full stereophonic sound in exhibition of CinemaScope productions.


JUNE 22—New advances in CinemaScope techniques and high fidelity stereophonic sound demonstrated simultaneously in New York and Los Angeles by means of special reel highlighting scenes from six forthcoming pictures. Screenings follow in key cities across the U. S. and throughout the world.

AUG. 6—Director of 20th-Fox distribution Al Lichtman announces two specially-produced CinemaScope reels to be made available free to exhibitors, one dealing with advantages of high fidelity directional magnetic stereophonic sound, and a second depicting the effectiveness of new Bausch and Lomb "taking" lenses.

AUG. 24—"The Egyptian," Darryl F. Zanuck's first personal production in CinemaScope, has world premiere at Roxy.

AUG. 25—Spyros P. Skouras announces that CinemaScope newsreels andloreel-type CinemaScope films may be ready for exhibition by the end of the year.

AUG. 26—20th-Fox declares a quarterly cash dividend of 40c per share, up from previous 25c.

SEPT. 16—CinemaScope marks its first anniversary.

New Lens Aids Production

Just one year since the introduction of CinemaScope at the premiere of "The Robe" at New York's Roxy Theatre, the medium not only has revitalized the motion picture industry, but has brought a newer and easier way in the production of motion pictures.

Ever alert to the continuing need for improvement in the techniques of CinemaScope, Spyros P. Skouras, president of 20th Century-Fox, and the optical firm of Bausch and Lomb instituted a broad development program for the production of improved anamorphic camera lenses.

The results of these improvements are shown in 20th Century-Fox's new Darryl F. Zanuck production, "The Egyptian." This is the first motion picture to wholly make use of the anamorphic lenses which have the following important attributes:

1. Very markedly improved resolving power.
2. Better depth of field.
3. Better flatness of field—that is, better relative definition at the edges of the field.
4. Improved corrections of optical aberrations, particularly lateral distortions.
5. A very much improved mechanical mounting which makes the objective lens and the anamorphic components simultaneously adjustable from a single control.
6. A very extended assortment of focal lengths (or field angles), making for complete flexibility of choice on the part of the cameraman and director.

The first four items listed need no elaboration. The fifth is aimed at simplification of operation, and contributes a substantial improvement in overall picture quality, since it reduces the possibility of error by cameramen in setting the lens for distance, and this reduces production costs in eliminating expensive retakes.

The sixth pertains to a complete range of lenses which have been designed by Bausch and Lomb. These range in focal lengths from 13 mm. to 152 mm. inclusive (or in terms of horizontal field angles, from 122 degrees to 18 degrees). The use of these lenses is now opening the way to a new vista of entertainment for the motion picture public and the results of this new freedom and scope may now be seen in "The Egyptian."
Any Aspect Ratio At the Twist of a Single Knob

The Super Panatar can be converted to any aspect ratio from standard Vista Vision to Cinemascope by a twist of a single knob. It has been approved for use with all existing systems and will take care of any new systems that may be developed in the future.

That's why the Super Panatar is the most widely used Variable Anamorphic Lens in the World!

Recent surveys by us reveal there are more Super Panatar lenses now installed than any other variable anamorphic lens and more Super Panatars being installed daily! This amazing acceptance of Super Panatar, which includes the largest chains is based on superior performance right out in the field. The good word about Super Panatar is spreading like wildfire! In addition, the Super Panatar is used constantly in the Hollywood Studios of M.G.M., Technicolor, Columbia and Universal International.

Super Panatar "100" $895.00
... only

Also available for use with 4" dia. f 1.8 objective lens for both outdoor and indoor installations.

Super Panatar
Manufactured by Panavision, Inc.

The "Gottschalk Lens"
Guaranteed to Outperform All Others
Because It Provides:
1. Greatest light transmission.
2. Finest color rendition— with most brilliant white light.
3. Highest definition— with sharpest pictures edge to edge.
4. Elimination of distortion due to curved screens.

Exclusive Distributors
Radiant Manufacturing Corp.
2627 W. Roosevelt Road,
Chicago 8, Illinois
Phone: CRawford 7-6300

Cable Address: RADMFCO
C'Scope Sparks Showmanship

The revitalization of the industry sparked by the introduction of CinemaScope with "The Robe" on Sept. 16 last year has led also to a rebirth of showmanship.

When 20th Century-Fox opened the Biblical spectacle at New York's Roxy Theatre, the picture was proclaimed the greatest pre-sold picture of all time. Newspapers across the nation in the first year of CinemaScope, joined by leading magazines, the trade press, TV, radio and all other media, have carried the dramatic word that movies were back in the headlines.

Big Campaigns

The promotional drive which propelled "The Robe" to all-time boxoffice records was followed in the 12-month period with campaigns of equal merit. The sequel to the first CinemaScope production, "Demetrius and the Gladiators," also was bulked up by a massive drive embracing virtually every key outlet with the public.

Such productions as "Prince Valiant," "Three Coins in the Fountain," and "Hell and High Water" were further benefited by broad, comprehensive campaigns, all of which saw strong grosses achieved in all types of playdates.

Climaxing the year of showmanship has been the all-out efforts pre-selling "The Egyptian," Darryl F. Zanuck's first personal production in CinemaScope.

National Tour

More than three months prior to its world premiere in New York, a 6,000 mile two-pronged truck tour was begun to include over 200 cities in the United States. To supplement this tour, Bert Lytell, the stage and screen actor, went on a public relations tour, addressing organizations on the subject of Egypt and "The Egyptian," and Charles Le Maire, wardrobe director at 20th Century-Fox, went on an extensive personal-appearance tour.

Fashion tie-ups, magazine breaks, newspaper stories and the giant television and radio campaigns were inaugurated. The greatest national poster campaign in the history of the industry was aimed at reaching every eye. Each and every exploitable source was contacted and taken advantage of.

The exhibitor campaign book prepared by 20th Century-Fox gave the exhibitor a tremendous amount of material to work with.

THE motion picture business can recognize certain periods of its history in the names of some pictures, such as "The Great Train Robbery," "Queen Elizabeth," "The Birth of a Nation," and "The Jazz Singer." Now we can add "The Robe," which introduced CinemaScope. In the year since the premiere of that production at the Roxy Theatre in New York, CinemaScope has proved itself in picture after picture to be one of the industry's great technical achievements.

The effect of CinemaScope has been felt throughout the business during its first year of public exhibition. It has stimulated attendance at thousands of theatres equipped for it, and it has helped to revive lagging public interest in motion pictures generally. Its own technical requirements have brought about installation of better projection and sound equipment, and that has improved presentation of other kinds of product.

So the first anniversary of CinemaScope is more than an event to be noted by 20th Century-Fox. It is an occasion of significance to the industry as a whole.

The Bell Engineering Co., Lynn, Mass., has added a new counter model infra-red rotisserie to its line of refreshment equipment. The unit has a two-section spit designed to barbecue 40 frankfurters in a few minutes and over 300 per hour. It is called the "Barbe-Cutie, Jr." and is constructed of glass and stainless steel.

A new lightweight portable machine for cleaning upholstery and stair carpeting has been announced by the Multi-Clean Products Co., St. Paul, Minn. The new machine is called the "Professional." It is hand-sized, weighs only six pounds and is said to maneuver in awkward corners where even hand cleaning is difficult.

Arc lamp rectifiers for both standard and wide-screen projection, as produced by the McColpin-Christie Corp., Los Angeles, are described in a new brochure just issued by the company. Known as the "C & C" selenium arc lamp rectifiers, they provide continuous D.C. power from one kilowatt to the "high candlepower" types.

The Ballantyne Co., Omaha, makers of sound and projection equipment, has expanded its plant facilities there by the purchase of new buildings adjoining its quarters. The acquisition virtually triples the company's space, according to R. S. Ballantyne, president, in addition to bringing all manufacturing operations under one roof so that processing control may be improved.
The release of Darryl F. Zanuck's production of "The Egyptian" coincides almost to the week with the first anniversary of CinemaScope, for it was on Sept. 16, 1953, that "The Robe" opened at the Roxy Theatre in New York and ushered in a new period in the history of motion pictures.

"The Egyptian" is a fitting anniversary attraction, Darryl F. Zanuck's first personal production since "The Snows of Kilimanjaro" was more costly than "The Robe" and has been acclaimed by many as one of the greatest spectacles ever filmed. His decision to undertake the film in 1954 was prompted by the fact that with the advent of CinemaScope he finally had the medium which could do the picture justice. This decision was strengthened by the knowledge that the book told a great spiritual story—the awakening of the Pharaoh Akhnaton to the concept of one God.

Aside from the story of Akhnaton himself, Zanuck felt that the entire era would interest others as it did him, because Egypt has always been regarded as one of the great cradles of civilization. In making film in CinemaScope, he saw an opportunity of bringing to life a colorful era from civilization's infancy. He knew it had to be done not merely as a "costume" picture, but as a picture which would interpret Wahtari's understanding of an Egyptian as a man and transmit it to a theater audience.

Three Speaker Sound In One Optical Track

With CinemaScope productions available in prints carrying the sound in a single optical track, rather than four magnetic tracks, three screen speaker systems can still be employed to achieve a stereophonic effect by means of the Perspecta Sound System, which became available early this year. Developing from research of C. Robert Fine, in association with engineers of the Patichild Recording Equipment Company, Whitestone, N. Y., the Perspecta system employs a special type of variable gain volume control called an "Integrator" to distribute the signals of the optical track to three screen speaker channels. This is done in accordance with control frequencies superimposed on the track.

3 in C'Scope Going for UA

With the recent start of production in Paris of "Gentlemen Marry Brunettes," a multi-million dollar comedy musical in color starring Jane Russell, Jeanne Crain and Alan Young, United Artists now has three CinemaScope features either ready for release or before the cameras.

W. R. Frank's spectacle "Sitting Bull," which stars Dale Robertson, Mary Murphy and J. Carroll Naish, goes into national distribution next month following a premiere in Rapid City that outwrote some of UA's all-time moneymakers. "The Kentuckian," Hecht-Lancaster's first film in CinemaScope and their third for United Artists, is now on location in Kentucky.

Shortly following the completion of shooting in Paris, "Gentlemen Marry Brunettes" will set up for location in Monte Carlo. It is being directed by Richard Sale, who shares producing credits with Robert Bassler. Featuring a score of all-time hit tunes by George and Ira Gershwin and Richard Rodgers and Lorenz Hart, "Gentlemen Marry Brunettes" marks Jane Russell's first appearance in a United Artists film.

Our hats are off to CinemaScope and its creators

You will take your hat off to the brilliant performance you will enjoy through CinemaScope by using the Hilux primary lenses and Hilux-Val Variable Anamorphic Lenses.

Don't fail to see them both at the TESMA Tradeshow Oct. 31-Nov. 4

Projection Optics Co. 330 Lyell Ave. Rochester 6, N. Y.
Add Prismatic Type To "Hilux" Lens Line

Prismatic-type anamorphic attachments have been added to the line of the Projection Optica Company, Rochester, N. Y., which has speeded up the production of lenses for motion picture projection. The company's "Hilux" lenses have an expansion spread from zero to the full 2:1 ratio for CinemaScope and a thereof. In the projection of anamorphic prints in a wide range of compression ratios, "Hilux Val" attachments screw directly on the objective lens without special attachments for the projector face or chassis.

Title Bout

(Continued from page 1)

New Lobby Device to 'Sell' Stereo Sound

HOLLYWOOD, Sept. 14.—D. J. White, president of Magnascope Manufacturing Co., today announced an "all-industry plan aimed at selling the public on CinemaScope stereophonic sound" on his return from New York, where he conferred with executives of 20th Century-Fox. His plan centers around a lobby-installation called "Stereoette," which consists of a three-speaker demonstration of dimensional sound, and dispenses a brochure explaining stereophonic sound operation.

"Stereoette" does not bear the Magnascope trademark, according to White, who explains, "We think Stereoette is an excellent way to sell the public on stereophonic sound, and we want to introduce it in every theatre, regardless of which brand of sound system may be in use."

'Ugetsu' Grosses $10,500

The Japanese film "Ugetsu," currently at the Plaza Theatre here, grossed $10,500 during the first week of its engagement, Club.

Census Bureau Seeks Data

(Continued from page 1)

the date of construction for any features put up after 1945; car capacities of drive-ins; receipts from theatre television events; receipts from advertising films; sales figures for box office, state and local admission tax payments.

For the first time producers will be asked to furnish the number of films and their distribution. From this source, and other information indicating the effect television is having on the industry, the census will be mailed out to producers.

All these and other new queries will be in addition to the standard census questionnaire on profits, payroll, investment, etc.

The last comprehensive census of the film industry was taken as part of the census of all U.S. businesses early in 1949, based on 1948 business. One was to be taken this year, based on 1953 business, but Congress didn't put up the money. Just before quitting, however, Congress did vote on a census of all business to be taken early next year based on 1954 business. Since 1949, there has been no census data developed on production and the effect of television.

New Lobby Device to 'Sell' Stereo Sound

HOLLYWOOD, Sept. 14.—D. J. White, president of Magnascope Manufacturing Co., today announced an "all-industry plan aimed at selling the public on CinemaScope stereophonic sound" on his return from New York, where he conferred with executives of 20th Century-Fox. His plan centers around a lobby-installation called "Stereoette," which consists of a three-speaker demonstration of dimensional sound, and dispenses a brochure explaining stereophonic sound operation.

"Stereoette" does not bear the Magnascope trademark, according to White, who explains, "We think Stereoette is an excellent way to sell the public on stereophonic sound, and we want to introduce it in every theatre, regardless of which brand of sound system may be in use."

Margolies Conclave Set for Nov. 14-16

CHARLOTTE, N. C., Sept. 14.—The annual convention of the Theatres Owners Association of North and South Carolina will be held here on Nov. 14-16.

Mrs. Walter Griffith, executive director of the association, said the convention is being held a week earlier than in order not to conflict with plans for Thanksgiving week.

Cleveland to Have 1,000-Car Drive-in

CLEVELAND, Sept. 14.—The Pearl Road Drive-In Theatre, Inc., has been formed by James J. Barton, executive representative in Trumbull County; Herbert Ochs, head of Ochs Management Co., and Ben L. Oron of Ohio Theatre Supply Co., to build and operate a 1,000-car drive-in at Pearl and Powlas Roads. Entrance to the theatre will be directly from the north ramp.
Nat. Theatres
(Continued from page 1)
Missouri slated today and tomorrow.

Nub of the questioning of Skouras at the Sept. 23 meeting is expected to be the trial of the N.Y.T. loan agreement with Metropolitan Life which regulates dividend payments by N.Y.T. Under the agreement, if N.Y.T.'s earnings by definition are less than $1 per share in any fiscal year, then in the ensuing year N.Y.T. will pay dividend on one-half of the earnings for that year.

For the first nine months of the current fiscal year N.Y.T.'s earnings amounted to 68 cents per share. Earnings in the final quarter ending this month could bring the total to more than $1 per share. In that event, N.Y.T.'s dividend payments in the ensuing fiscal year would be unrestricted. If, however, the earnings by definition amount to less than $1, the restrictive trust indenture would apply.

Individuals are the meeting groups that met with Skouras next week to obtain information on dividend policies in prospect and whether, if necessary, the loan agreement could be renegotiated to amend the condition governing payment of dividends.

A general exchange of views between management and the stockholder group also is in prospect with a view to discovery of the objectives of each, how similar they are and whether their realization is in view.

No question of a proxy contest has been raised by the investment groups in advance of the Sept. 23 meeting with Skouras.

Corwin
(Continued from page 1)

(Duke) Wales, secretary of the Studio Publicity Directors Committee of the Association of Motion Picture Producers and with the studios' international committee.

A native of Boston, Mass., Corwin is a graduate of Harvard University.

Percentage Actions Filed in S. Carolina

COLUMBIA, S. C., Sept. 14—Paramount's Smoke, 20th Century-Fox, Warner Brothers, RKO and Universal each filed a percentage action in the Federal Court here against Kathleen H. Dobson Garber, operating the Ritz, Starlite Drive-In and Sweetwater Drive-In Theatres in Barnwell, S. C., the Williston and New Era Drive-In Theatre in Williston, S. C. and the Blackville Theatre in Blackville, S. C.

The Columbia law firm of C. T. Graydon represents the distributors with Sargoy & Stein of New York counsel.

Saturation Dates For 'Sitting Bull'

W. R. Frank's "Sitting Bull," United Artists' first release in CinemaScope, has been set for eight saturation regional premieres which will place the picture in 110 key showcases within a period of four weeks. It was announced by William J. Heineman, vice-president in charge of distribution.

The day-and-date bow of "Sitting Bull" at the Paramount in Denver and 12 top houses in the area will lead off the slate of multiple bookings.

Reproducers for All CinemaScope Prints

Complete theatre sound systems for both four-track magnetic prints and multi-channel reproduction of single optical tracks are provided by the Westrex Corporation and its subsidiaries, in 26 countries abroad. For the latter there is the "RKO Reproducer," which features a hydro-flutter suppressor, a tight film loop and double fly wheels. Multi-channel optical sound Westrex can supply the so-called "integrator" equipment.

Trade Shows
(Continued from page 1)

major distributors will continue trade screenings if requested by exhibitors, especially in competitive bidding territories.

Twentieth Century-Fox, according to a spokesman, generally does not hold trade screenings for each 20th Century-Fox picture. However, the spokesman added, in some areas, especially competitive bidding territories, trade screenings are held. The discretion whether or not to hold a trade screening usually is up to the branch manager who acts on exhibitor requests and the availability of prints, he added.

RKO Radio Pictures, like M-G-M, has found that trade screenings usually are not well attended by exhibitors. RKO Radio, according to William Sargoy, who represents the producers here, RKO, has gone on, only holds trade screenings on important pictures.

Universal, according to a company spokesman, has no regularly scheduled trade screenings, although prints are available in branches if screenings are sought by exhibitors. For extra special Universal pictures trade screenings are scheduled, it was added.

A Columbia spokesman said prints are available for trade screenings if requested. Warner Brothers, with the exception of its CinemaScope pictures, usually holds trade screenings, it was stated. Paramount, which for a period discontinued trade screenings, has reinstated the policy, especially for its big pictures, it was reported.

Europe Eager to Get Cinerama; Rosen

An awareness of the advantages of Cinerama exists in all the leading countries of Europe, even in many areas where the medium has not yet been introduced, it was stated by Sam Rosen, executive vice-president of Stanley Warner Corp., following his return here on the "Queen Elizabeth." Rosen, with Mrs. Rosen, had visited London, Paris, Stockholm, Oslo, Copenhagen and Dublin.

The smaller communities, said Rosen, are looking forward to Cinerama when an accumulation of product will justify the opening of Cinerama theatres in those areas.

'Hulot' Sets March

A new, all-time house record for the Exeter Street Theatre, Boston, was set by "Hulot's Holidays," which opened Sunday to a gross of $1,943, according to G-B-D International Releasing Corp., distributor.

Picket-Stay
(Continued from page 1)

branch in protest against Columbia's allegedly high rental policies.

Shearer said early this afternoon that he expected to file his application for a temporary injunction late today and that he hoped that Judge Gunnar H. Nordbye would set an early date for hearing.

Meanwhile, the independent theatre owners' protest against Columbia's rental terms was failing to create any stir on film row. Chapman said that more than the usual number of exhibitors crossed the picket line yesterday. Twin Cities newspapers have ignored the dispute entirely. There seemed to be some question on the part of Twin Cities independent exhibitors whether picketing was officially sponsored by North Central Allied or whether it was being financed by members of the organization as individuals.

Allied officials refused to comment.

Heartiest Congratulations

to

20th CENTURY-FOX

on your
First Anniversary
of
CinemaScope
and
Stereophonic Sound

D. J. WHITE, president
MAGNASYNC Manufacturing Company, Ltd.
manufacturers of fine
MOTION PICTURE SOUND EQUIPMENT
tomorrow CinemaScope is one year young!

The sunshine of hope and confidence has dispelled the fear and gloom that hung over the motion picture industry before the advent of CinemaScope.

Have you looked at your boxoffice receipts lately?

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**CinemaScope First Annual Report**

- Number of CinemaScope theatres, United States and Canada: 8,100
- Number of CinemaScope theatres, worldwide: 11,100
- Estimated theatre investment in CinemaScope equipment:
  - Domestic: $66,875,000
  - Foreign: 16,500,000
- Number of CinemaScope pictures:
  - Now in release, in production or preparation: 84
  - To be produced abroad: 10
  - Already produced abroad: 3
- **TOTAL**: 97
Showings Dated
Three Europe Capitals to See Superscope
Tushinsky Sails Sept. 30; U.S. Studios to Get Lens

By Staff Correspondent

HOLLYWOOD, Sept. 15.—Three European capitals will see demonstra-
tions of Superscope during Oct-
tober, Joseph Tushinsky, co-inventor of the system, told Motion Picture Daily. Tushinsky stated that he will sail for Europe on Sept. 30
for a showing in London on Oct. 12.
This will be followed by demonstra-
tions in Paris on Oct. 19 and in Rome
"Tushinsky's newly-perfected an-
amorphic photographing lens will be
made available to studios here follow-
ning his return from Europe.

Injunction Hearing
To Halt Columbia Picketing Friday

Special to THE DAILY
MINNEAPOLIS, Sept. 15.—Hear-
ing on an application for a temporary
injunction to halt picketing of Columb-
ia Pictures' Minneapolis exchange
will be held before Judge Gene H.
Nordbye in Federal District Court
here on Friday.
The application was filed by David
Shearer, Columbia's Minneapolis coun-
(Continued on page 6)

"Waterfront" Passes
$400,000 at Astor
Columbia's "On the Waterfront"
went into its eighth week yesterday at the Astor
Theatre here following a
seventh week which saw the
picture pass the $400,000 dol-
lar mark, topping, by what
theatre officials described as
"tens of thousands of dollars,"
the highest gross ever recorded
for a similar period by the
Broadway showcase.

Best single week for "On the
Waterfront" was last opening
week, when the production
grossed $66,766, beating the
previous record holder, "Battle-
ground," which had grossed
$59,000.

Rank to Buy U.S. Theatres To Show British Films
President Thanks Film Industry for Korea Relief Aid

In a letter to Al Lichtman, Wilbur
Snaper and Sam Finanski, co-chair-
men of the Council of Motion Picture
Organizations, President Eisenhower
has expressed his gratification of the
motion picture industry's decision to
conduct audience collections in the
theatres of the country the week of
Oct. 4 for the benefit of the people
of the Republic of South Korea.
The letter, which was sent from the
Summer White House in Denver, is
as follows:

"I am delighted to know that
(Continued on page 9)

Says He's Determined to Show Films to Mass
American Audience; Will Acquire 50 or 100
Units When Sterling Convertibility Comes

Mystery Meet Ends; Mrister Than Ever
INDIANAPOLIS, Sept. 15.—The
two-day secret meeting of independ-
ent exhibitor leaders continued in that
category to-
day as Allied States officials
returned to their homes without
issuing a statement and declin-
ing to answer questions.
One added to the mystery by
saying that an announcement
would be made in due time but
that meanwhile secrecy must be
maintained for the good of the
industry.

Johnston Pays Scope Tribute

Eric Johnston, president of Motion
Picture Association of America, joined
other industry representatives through-
out the world in sending congrata-
lory messages to 20th Century-Fox
on today's first anniversary of Cinema-
scope.

In Paris, meanwhile, 20th-Fox pres-
(Continued on page 9)

Census Bureau Statistics
Theatres, Receipts Down
In 1953 from 1948 Totals

WASHINGTON, Sept. 15.—In a
service trade report by the U.S. Bureau
a Census, it is revealed that as of Dec. 31 there were 15,504 indoor thea-
tres in the U.S., compared with 17,689 on
Dec. 31, 1948, a decline of 12.4 per cent.
The 1953 figure compares favorably
with the latest report of total four-
wall theatres prepared by 20th Cen-
tury-Fox which estimated 16,009 in
1953. The U.S. survey did not
include drive-ins.
The data prepared by the Census
Bureau were carried out by means of
a special appropriation for making
"spot" checks of business in lieu of a
complete census of business originally
scheduled for last year.
The report which also covered re-
(Continued on page 9)

Heavy Buying of N.T. Stock Continues

National Theatres stock con-
tinued in heavy demand on the
New York Stock Exchange
yesterday, as it has been for
some time past, and ended the
day with an advance of 1/4 to
set a new high for the year of
107.5.

Downtown brokerage houses which already have acquired an
estimated 250,000 shares will
hear Charles Skouras, N.T.
president, discuss dividend poli-
cies and prospects at a meet-
ing with the Security Analysts
at the Waldorf-Astoria Hotel
here Sept. 23. Skouras is sched-
uled to arrive here tomorrow.
Motion Picture Daily
Thursday, September 16, 1954

Personal Mention

DONALD A. HENDERSON, 20th Century-Fox secretary and treasurer, was married last night at New York, with Mrs. Henderson for Europe.

DARRELL TURNER, Michael Semelwerd, Victor Jones and Walter Taylor, Paramount Pictures technicians, arrived in New York from the Coast this morning, left here yesterday for Montreal, Vt.


MARY NICOLETTI, of the M-G-M special service department, on Oct. 30, will marry to Harry W. Bore, Jr., the Church of Our Lady of Perpetual Help in Richmond Hill.

HOWARD YOUNG, contributing editor of "This Week" magazine, has returned from New York from Martha's Vineyard, Mass.

DAN McCauley, assistant director of "The Ten Commandments," has left New York by plane for Cairo, Egypt.

AURTHUR LURIE, of the M-G-M studio public relations department, is visiting New York from the Coast.

PETER GNELLY, British director, has returned to New York by T. O. A. C. Monarch for Europe.

MRS. KATE TOLKE, of the Lenox Theatre, Hartford, has returned here from Miami.

ROCK HUDSON is scheduled to arrive in New York from Europe on Tuesday.

JOSEPH HAYES, writer, has returned from Hollywood.

EMUND GWENN will arrive here tomorrow from Hollywood.

RKO Theatres Sells "Brooklyn Orpheum"

RKO Theatres has sold the 1,715-seat Orpheum Theatre and three-story building at Flatbush Ave. and Fulton St., Brooklyn, to a syndicate headed by Max Hoffman, attorney.

The house was operated for years on a vaudeville and film policy and more recently on a film policy only. E. M. Simon Co. was the broker.

Branton East to Meet Broidy, Mirisch Here

HOLLYWOOD, Sept. 15.—Ralph Branton, vice-president of Allied Artists, will be here tomorrow, heading a six-man delegation on a buying trip to Hollywood.

Reelect Brandt To 21st Year as ITOA President

The membership of the Independent Theatres Owners Association reelected Harry Brandt as association president and five other New York City exhibitors as vice-presidents at a general meeting held yesterday.

The ITOA reelected Brandt to his 21st year of office. Also elected were vice-presidents David Weinstock, Max A. Cohen, William Nannenson and Andrew B. Broidy, who won re-election as treasurer. Elected as secretary was Edith Marshall with John C. Bolte, Jr., chairman of exhibitor group also elected board members. They are: Richard Brandt, Samuel Einhorn, Norman Elson, Sam Friedman, J. J. Goldman, Jack Hatten, Ben Knobloch, Larry Kurrts, Murray LaBos, Abe Martin, New York City. Laurence B. Walter Nethold, Irving Renner, Rayphone and Jack Rochelle.

Approve Korean Relief

The membership, after hearing the latest moves in the New York City theatres, approved the New York City exhibitors by attorney Cecelia H. Gezzi, agreed a plan for audience collection. Also approved was the sponsorship of the American-Korean Relief Agency.

House Votes to Be Forbidding 5% Tax

The smaller theatre circuits and independent operators are expected to go along with whatever plan the major operators settle upon for avoiding the tax breakage fund pending the determination of the city’s appeal which was argued before the Appellate Division court, which was heard yesterday.

The exhibitor attorneys have been funneling Assistant Corporation Counsel Stanley Buchbush’s proposal of posting a bond for the tax breakage fund pending the determination of the city’s appeal which was argued before the Appellate Division court, which was heard yesterday.

Most Appear in Favor

The attorneys for both of the small theatremen, and a number of circuit lawyers, are against the posting of a bond or putting the tax breakage fund in escrow, a plan which is proposed in Queens Court by Supreme Court Justice Charles S. Colden. However, it was learned that most of the exhibitor attorneys are for going along with Buchbush’s proposal.

If the tax breakage fund is not turned over to New York City on Monday, along with the rest of the tax, the local exhibitors are subject to a tax of $5,000 per theatre. The determination of the appeal which Buchbush has filed and the cross-appeal which exhibitor attorneys have filed.

Balaban Luncheon

At Shor’s Today

A luncheon meeting at Toots Shor’s Restaurant here at which George Jessel, Australia; Philip B’Nai B’rith, New York, and Barney Balaban will take place today. The Motion Picture Daily will report the luncheon as taking place on Wednesday.

Mayer, Gelber Join In Balaban Tribute

The appointment of Arthur L. Mayer and Robert B. Gelber as directors of the Distributors of America, and Herman Gelber, president of Local 200, Motion Pictures Operators Union, as chairman of a special motion picture industry committee planning the $1,000,000 testing fund for to early Balaban, president of Paramount Pictures Corporation, was announced yesterday by Samuel Markle, chairman of the Film Committee.

The testimonial, which will take place at the Waldorf-Astoria Hotel on Sept. 21, will honor the $1,000,000 for the economic development of the republic of Israel through sales of State of Israel Development Bonds.

Appeal Libel Verdict Against Extras Guild

HOLLYWOOD, Sept. 15.—H. O’Neill Shanks, executive secretary of the Screen Extras Guild, and publicist Ken Harris have asked the Superior Court to set aside the verdict against them, Sept. 4, in the case brought by Michael Jeffers, screen extra, charging libel.

Eight grounds were cited for setting aside the verdict and a new trial was based upon the grounds “injury to character by prejudicing the jury in the first trial.” In jury procedure, abuse of discretion by the court, errors in law, passion and prejudice, among others.

Will Make Film From Gottlieb TV Series

HOLLYWOOD, Sept. 15—“My One and Only,” based on characters in Alex Gottlieb’s television series, "Faye and Me," and co-starring that series’ Peter Lawford and Marcia Henderson, will be produced as a feature picture for theatrical distribution following completion of the first 39 “Phoebe” television shows, Gottlieb announced.

Film Official of India MPIC Dinner Guest

HOLLYWOOD, Sept. 15.—Mohum Contractor, Film Official of India, Pictures and Radio, was the guest speaker tonight at the regular monthly meeting of the Motion Picture Industry Club.

May Add More Theatres to Bout Telecast

The Rocky Marciano-Zzzard Charles beating weights attack for Yankee Stadium, which was postponed last night due to rain, will take place tonight, weather permitting, with this telecast promising the largest audience for the bout via closed circuit television to 71 theatres, including eight drive-ins, in 55 cities across the nation.

A spokesman for TNT stated that postponement of the fight may allow the out-of-town’ s right to do in the event the bout in the more than 71 theatres as additional AT & T long lines and equipment may be available in certain areas.

Skies Cloudy

The weather bureau indicated late last night that smoke over the Yankee Stadium would be partly cloudy with temperatures ranging from the middle sixties to the low seventies. The cloud cover, again, the International Boxing Club, which is promoting the event, will be reported to favor the early next week or possibly Saturday.

Theatres across the nation, which will make up the $4,000,000, were to view the proceedings at prices ranging from $3.25 to $5.50, are expected to exhibit motion pictures up to an hour before the start of the fight so that persons holding tickets purchased in advance can come to the theatre with their seats reported.

In other situations, theatres will show films right up to the start of the telecast picture and will be allowed to sell the film and the fight for the advanced ticket price.

The TNT spokesman reported that 98 per cent of all U. S. closed circuit installations have been signed to carry the bout with the New York and New England theatre circuit or company agreement with the bout’s promoters.

To Be Aired by CBS

The Columbia Broadcasting System will broadcast the fight to some 300 stations.

United Artists, which had 5,000 bookings for the June 17 fight, expects to increase the number of bookings for this one with the covenanted right television provide; that they are able to secure a good film of the action.

The IBC expects to gross close to $800,000 from the bout, it was learned. A gate of $50,000 is expected with theatre television contributing $200,000 and radio $35,000.

HOLLYWOOD, Sept. 15.—Due to the time difference between the East and here, local theatres were able to get "fight postponed" notices added to their ads in afternoon papers, thus reducing somewhat general confusion caused by deferment of the Marciano-Bourne. All theatres are requested to send money to ticket holders unwilling or unable to attend tomorrow night. Theatres were Terence B.’s and the other, Merced, with assured capacity business would be laid.
PHILADELPHIA, Sept. 15—Non-theatrical exhibitors, who have been concerned over the public’s apparent disinterest in motion pictures, received a much-needed ‘morale’ shot when the latest expected summer receipts from the Irving-theatres in the area, a series of first-run theatres and its holdover, the Theatre-Car, were reported by the management to have returned to near-normal.

Early ’55 Trial of Terre Haute Action

WASHINGTON, Sept. 15—The government’s anti-trust suit against twenty-eight independent theatres in Terre Haute, Ind., is expected to come to trial early next year, according to the Justice Department.

At a pre-trial conference held earlier this week, parties to the case were told that the trial would probably be set for January or February.

The case was brought some time ago against Alliance Theatre Corp., and the Fourth Avenue Paramount Co., which were operating six first-run theatres in Terre Haute under a pooling agreement. The government’s complaint alleged that the pooling agreement violated the Sherman Anti-Trust Law and that the combined operation of the Alliance and Fourth Avenue theatres monopolized the first-run theatres in Terre Haute.

Miami $9,450,000

Trust Trial Starts

MIAMI, Sept. 15—Trial of E. N. and Lillian Cloughston’s $9,450,000 trust suit against Warner Brothers, 20th Century-Fox, Universal, Columbia and United Artists is in the early stages before Federal Judge George W. Whittchurst.

The Cloughstons, who operate a circuit of theatres in this area, filed the action in December, 1931. They charged that the distributors conspired to keep the circuit from obtaining first-run product.

Originally, RKO Radio and Loew’s, as well as the Wometco circuit, were named as defendants. The charges against Loew’s was dismissed shortly after the case was filed. RKO and Wometco were dismissed last week.

Four Pitt. Holdovers

PITTSBURGH, Sept. 15—Paramount’s "Rear Window," opening Thursday in the Stanley, represents the only new picture downtown. Elsewhere, the cumulative number of holdovers with "Seven Brides for Seven Brothers at the Penn, Broken Lance at the Marion and "Magnificent Obsession" at the Harris, all going into their fourth weeks, and "This Is Guernica" entering its 41st week at the Warner.

PHILADELPHIA EXHIBITORS CLAIM BEST SUMMER IN YEARS

PHILADELPHIA, Sept. 15—The best summer in this area regard this past summer as the best in years from a business standpoint and the general feeling is that the "lost audience has been found." While there have been some complaints over inability at times to book product, because of the apparent shortage, there have been very few "gripes" because of a shortage of product.

William Goldman, prominent exhibitor here, claims that a "new fever has gripped the public" involving pictures which are considered worth going to see by the public and which credit to strong product and the new techniques. The public, he said, is being "conditioned" to become theatre-goers.

Melvin Fox, independent theatre operator, confirms the reports that the summer months are becoming the best for the business. He attributes the revival of interest in pictures to both good pictures and air-conditioning. Lester Krieger, an executive of Stanley Lo. of America, states that "better pictures seem to be the answer for the improvement in receipts." Krieger claims that this situation points out the trend of the old adage that "the public will buy a good picture."

It is believed by the trade operators that the theatre business has been very happy about business that they have enjoyed this past season, the results of this "phenomenal" business at the drive-in was the hot weather and the almost complete lack of rain.

Dollinger Addresses New England Allied

BOSTON, Sept. 15—Irvng Dollinger of New Jersey, regional vice-president of national Allied, attended the first fall meeting of Independent Exhibitors, Inc., of New England at the Shubert Theatre in Boston on Thursday, presided over by Irving Isaacs, president.

More than 40 members heard Dollinger propose liaison officers for more closely knit operations with the national office of the field of general films and legislative problems. He urged all members of the New England group to watch closely for the possibility of additional theatre taxes in the municipalities in the individual states. The names of the liaison officers will be selected shortly.

At the board of directors meeting which preceded the luncheon there was a discussion of the plans for the IEEG annual one-day convention to be held at the Hotel Bradford on Dec. 7.

Salmon Honored

Montague Salmon, managing director of Broadway’s Rivoli Theatre, was the guest of honor at a testimonial luncheon at Sardi’s yesterday. The luncheon was arranged by the 20th Century-Fox Family Club. Salmon, an honorary member of the club, was presented with a plaque for his work with the club’s membership. Jack Miller, club president made the presentation assisted by Leo Israel, vice-president, and Ulric Bell, president ex-officio.

Party for Rock Hudson

Universal will be host at a cocktail party for Rock Hudson, at the Savoy Plaza Hotel here next Wednesday, following his return from Europe aboard the “Queen Mary.” Hudson has been abroad for the past three months, completing his latest film, “Captain Lightfoot,” while in Europe.

UA Dual to RKO


Vivian Blaine Is Cast For ‘Guys and Dolls’

HOLLYWOOD, Sept. 15—Samuel Goldwyn today disclosed that Vivian Blaine, who starred in the Broadway and London productions of "Guys and Dolls," will enact the role in film production, now being written by Joseph L. Mankiewicz, who will also direct the picture.
WE of Twentieth Century-Fox this month celebrate the first anniversary of CinemaScope.

We do so in a spirit of gratitude for CinemaScope has proven to be an instrument for the restoration of the supremacy of motion pictures as popular entertainment.

We are grateful that the courage and vision of an entire industry helped to make CinemaScope one of the greatest and most invigorating events in motion picture history since the advent of sound.

Just a year ago, anxiety pervaded this industry because of declining theatre attendance due largely to the initial impact of free television in the home. More than 6,000 theatres had closed. People wondered what had happened to a habit established through the decades as one of the ingrained American ways of life—going to the movies.

But here at Twentieth Century-Fox we resolved that the same showmanship that had created a three billion dollar industry out of a back-street nickelodeon could save the day. We were certain that with a fresh form of motion picture entertainment the world would find its way back to the theatre doors.

So, out of a compelling necessity, which is the mother of all invention, CinemaScope came on the scene September 16, 1953 with the realism, impact and story-telling range afforded by CinemaScope's combination of revolutionary lenses, screens and 4-track magnetic Stereophonic Sound.

Something had come to the screen that enabled audiences to feel, breathe and live the spirit of whatever romance, adventure, history or great endeavor was portrayed in glowing CinemaScope.

Today, CinemaScope has earned world-wide acceptance and acclaim. Today attendance at motion picture theatres has shot upward.
A year ago only one CinemaScope motion picture had been produced, and today 97 CinemaScope pictures are in release, in production or preparation in the United States and in foreign countries.

After one year, the total number of theatres equipped for CinemaScope in the United States and Canada is 8,100 and the world-wide total is 11,100 which represents 75% of our income possibilities, this being an achievement far beyond our fondest expectations.

After one year the estimated domestic theatre investment in CinemaScope equipment is $66,875,000; and that in foreign countries, $16,500,000.

This is why we extend our gratitude to the thousands of exhibitors who backed the judgment of Twentieth Century-Fox with their own foresight, matching their courage with their diminishing dollars. They re-equipped their theatres to fit our dreams and the public’s desires, making CinemaScope a reality and a by-word.

In the record of CinemaScope’s success, which is still being written, we must include our acknowledgment of the cooperation of other producing companies in adopting the new medium and joining in the production of CinemaScope pictures.

We include in this acknowledgment: Loew’s, Inc., Walt Disney Productions, Columbia Pictures, Warner Bros., Universal-International, R.K.O. and United Artists, and many independent producers in the United States and abroad.

In the same manner we express our thanks to equipment manufacturers throughout the world who retooled and accelerated their production in the tremendous transition period.

We are grateful, above all, to the public for recognizing instantaneously our effort to satisfy its advancing tastes in entertainment.

CinemaScope has revived the movie-going habit of the American public.

This is a fact of enormous importance because the American Motion Picture Industry since its inception has striven not only to inspire and entertain, but to be a world-wide evangel of the American way of life, spreading knowledge everywhere of this country’s achievements.

CinemaScope has thus helped to make our industry an important factor in our national life.

And we rejoice in the many congratulatory letters and telegrams we have received from exhibitors throughout the world on this, the first birthday of CinemaScope, which has made history and triggered a veritable explosion of vigorous new ideas in motion picture making.

We of Twentieth Century-Fox pledge to you, the public and the exhibitors and producers of all the world, all our energies and resources in developing each year new technical advancements and even finer CinemaScope productions and techniques in order to create greater satisfaction on the part of greater audiences.

In gratitude for your cooperation, encouragement and support, we dedicate ourselves to the one unceasing endeavor of serving the theatres of the world with such matchless motion picture entertainment for the public that no present or future competition will challenge its popular supremacy.
Rogers Salute

Rank Will Buy U.S. Theatres

(Continued from page 1)

amplified in the exchange area offices of the big five and consequently is working on securing a distributor chairman on the 1954 Christmas Salute Drive.

All Branches of Entertainment

The distributor chairman will invite to the meeting the local exhibitor chairman, the branch managers, radio and TV executives, Variety Club chief barker and the equipment and accessory dealers chairman to the proposed committee. Preliminary plans call for the participation of Montague; Charles J. Feldman, Universal, miscellaneous chairman for the Salute, and Moe Silver of Stanley Warner, who is national exhibitor chairman.

To meet the increasing demands on the hospital for tuberculosis heating within the Amusement Industry, and to combat the active research work, in which it is seeking an anti-tuberculosis vaccine, the goal of this year’s Salute has been set at $20,000 in purchases on the scolls, and $250,000. The campaign will open on Oct. 1 and will run through Jan. 15.

Distributor Chairman Selected

Exchange area distributor chairman for the 1954 Will Rogers Hospital Salute are: Albany, Norman Jacker, Columbia; Atlanta, T. Jordan, Warner; Boston, E. Myer Felman, Universal; Buffalo, Nat Marcus, Warner Brothers; Charlotte, R. D. Wilbur, Fox; Chicago, J. H. Stevens, Paramount; Cincinnati, F. Scherette, Universal; Cleveland, J. T. Scholten, RKO; Dallas, W. C. Hanes, United Artists; Denver, Mayer H. Maysky, Universal; Des Moines, Byron Shapiro, Columbia; Detroit, Mike Simon, Paramount; Indianapolis, Bernard Brager, Republic; Jacksonville, Fred G. Hill, Loew’s; Kansas City, W. Lewis, RKO Radio; Los Angeles, M. Sadkin, 20th Century-Fox; Memphis, R. V. Hubbard, Fox; Milwaukee, Harry Ohlman, Columbia; Minneapolis, S. Malsiw, 20th Century-Fox; New Haven, Sidney Cooper, United Artists; New York, computers, C. R. Ost, Universal; New York, Abe Dickstein, 20th Century-Fox; Oklahoma City, H. E. Smith, United Artists; San Francisco, George Mitchell, Republic; Seattle, Yete Stewart, Warner Brothers, and Washington, J. B. Brecheen, RKO Radio.

Hollywood Pantages Prepares for ‘Star’

HOLLYWOOD, Sept. 15.—The RKO Pantages Theatre here is under going a complete face-lifting job in preparation for the world premiere of 20th Century-Fox’s “The Stars Are Born,” which will take place on Sept. 29.

The theatre will not shut down; but between daily closings and openings workmen are installing a new CinemaScope screen, a stereophonic sound system with 21 speakers, a complete new set of carpets, new covers for all seats, and down lights in the foyer.

Name Glaser Mgr. Of Disney Music

Appointment of Abe Glaser as general professional manager of the Walt Disney Music Co. has been announced by Charles Glaser, executive vice-president of the organization. Glaser has been with the Disney firm for the past four years.

Glaser’s appointment is in line with the stepping up of the Disney Music Co.’s activities as a result of the full schedule of Disney feature releases coming up. Four features will be in release in the next seven months, each with a separate romantic potential. “The Vanishing Prairie,” “The Littlest Outlaw,” “20,000 Leagues Under the Sea,” and “Stagecoach and the Trump” are on the schedule.

Columbia to Release Three in October

“On the Waterfront” will be placed in general release by Columbia Pictures in October.

The October release by Columbia will be “Three Hours to Kill,” an outdoor melodrama in color by Technicolor. Dana Andrews and Donna Reed are starred in the film which also stars Columbia newcomer Dianna Foster. Alfred Werker directed for Columbia.

In addition, Columbia will release a reprint of “Miss Grant Takes Richmond,” one of its hits of recent years.

Hurok Arrives

Impresario Sol Hurok, co-distributor with I.F.E. Releasing Corp. of the Ferraniaicolor opera film, “Aida,” will arrive here today from Europe aboard the liner “Ile de France.” He is carrying the Americanized version of the film.

‘Khyber’ Here Saturday

United Artists’ “Khyber Patrol” will begin its first New York engagement at the Globe Theatre on Saturday as the complete financial accounts of the Rank Organization were issued to Britain and America that the latter play fair with British pictures. He doesn’t blame distributing companies for the existing situation as he sees it, nor does he suggest that there is behind it any sinister, organized boycott of British films, but he is determined that the deadlock must end.

Rank referred to his recent visit to America of the Chancellor of the Exchequer to promote a better financial understanding. He complained that American exhibitors were (either/bordering until the advent of Harry Joe Brown to learn the lesson that British pictures also can be made to pay.

Rank referred to his recent visit to America of the Chancellor of the Exchequer to promote a better financial understanding. He complained that American exhibitors were (either/bordering until the advent of Harry Joe Brown to learn the lesson that British pictures also can be made to pay.

Injunction

(Continued from page 1)

seal, shortly before the close of court yesterday afternoon. Listed as defendants are Robert Lewis, the Rank president, and its officers and directors. Included in the list of 30 individuals are Ben Hur, L. K. MacGregor, executive vice-president; E. J. Peasall, vice-president; Al Lee, secretary; and Simon Heller, treasurer. All, with the exception of Kane, are independent exhibitors.

Meanwhile, the two pictures placed under the injunction were on all screens as a protest against the “Caine Mutiny” rental terms continued to plod their soggy way through the third day of a steady drizzle.

Starr Forces Sold of Theatre

NASHVILLE, Tenn., Sept. 15.—Alfred Starr, former TOA president, back from a lengthy European tour, has continued his determination not to permit, even by condemnation, the taking of his Bijou Theater property as part of the site of the Nashville Housing Authority’s Capitol Hill redevelopment project.

Holding that such a condemnation is unconstitutional, Starr stated: “The attempt to condemn private property not for public use but for resale to individuals at a profit, I will not participate the excess of the Federal law. Starr owns the building in partnership with his brothers, Milton, of Washington, and Michael, of Louisville.

Lowell Thomas Cited

At its annual dinner here last night, the Society of Illustrators presented to Lowell Thomas its special medal in recognition of his “outstanding contribution to the visual arts.” Thomas is the co-producer and co-sponsor of “This Is Cinerama,” and has just begun production of a new picture in the multi-dimensional process, to be called “The Seven Wonders of the World.”

Customs Privileges To ‘Beaver Valley’

WASHINGTON, Sept. 15.—Walt Disney’s “Beaver Valley” is the 500th U.S. film to be certified by the government as a special privileges film entitled to special customs privileges in foreign countries, the U.S. Information Agency.

In order to facilitate foreign distribution of U.S. educational films, film strips, computer and audio-visual materials, the U.S.A.I.A. issues certificates which entitle the film material to duty-free entry into a number of countries and to other customs privileges. Twenty-four governments now recognize these U.S.A.I.A. certificates.

Hartford Reopening

HARTFORD, Sept. 15.—The Hartford Theatre Circuit will resume operations at its first-run foreign film outlet, the latter part of the month, according to C. J. Lawler, general manager. The theatre is being remodeled.

Katz Leases House

A corporation headed by David Katz, formerly managing director of the Roxy Theatre here, has leased the 800 seat Island Theatre, Hollis, L.I., but will not commit himself to any one exclusively. Two VistaVision presentations are now planned by the company with some others likely to follow.

Thousands Watch Marilyn Monroe

Thousands of spectators watched Marilyn Monroe go through her acting paces here yesterday at the 800-seat W. 52nd Street Theatre, a site used in the filming of “The Seven Year Itch.” Every block of the street was jammed, including roofs and fire escapes. Outside the street, was crowded with press people and spectators.
**National Pre-Selling**

JUDY GARLAND is the cover girl on “Life’s” current issue under the caption “Judy Garland takes off after an Oscar.”

The caption was inspired by the review of Warners’ “A Star Is Born,” Judy’s new singing vehicle, which appears in the issue. “A Star Is Born,” reports the reviewer, “the year’s most worrisome movie, has turned out to be one of the best. In it, one-time teenage star Judy Garland, now 32 and out of the movies for four years, not only makes a film comeback almost without precedent but puts herself right in line for an Oscar.”

Four full pages are devoted to the picture.

Ann Higginbotham, editor of “Photoplay,” wrote a very informative editorial for the October issue under the title “Hollywood’s Golden Age.” More than four million readers of “Photoplay” are told of the numerous fine pictures now in release and those being readied for release. In naming the films, Miss Higginbotham placed them in six classifications, Musicals, Comedies, Romances, Thrillers, Dramas and Adventure pictures.

She closed her editorial by quoting an average man who said “that there is nothing quite like a good movie to provide a completely satisfying evening of entertainment.”

“Look!” feature review in the current issue is in “Rear Window”—a two-page spread with the lead page carrying full-color pictures of James Stewart and Grace Kelly in action scenes taken on the production set of the picture.

“Woman’s Home Companion” has a full-color ad in the September issue, sponsored by Lustre-Creme Shampoo, that features Elizabeth Taylor and plugs her next starring picture, “The Last Time I Saw Paris.”

Ed Miller of “Seventeen” selected “Valley of the Kings,” “The Vanishing Prairie” and “Hobson’s Choice” for reviews in the September issue. Each review is illustrated by a photo taken on the production set during shooting of the film.

The “Parents’ Magazine” Special Merit Award for September has been awarded to MGM’s “Brigadoon.” The presentation of the medal will be made to Howard Dietz by Phil Wilcox of “Parents’.”

“Collier’s” color camera made some beautiful photos in Rome on the sets of Warner’s “Helen of Troy” for the current issue. They are displayed on a two-page center spread, which the entire sequence of the Greek warriors inside the wooden horse was photographed at night by both Warners and “Collier’s.”

“Sabrina” has been selected by “Coronet” as the best picture of the month for September.

WALTER HAAS

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**Screen Publicists To Select ‘Queen’**

Finalists for the title of “Movie Page Queen,” who will reign at the Screen Publicists Guild (New York) annual get-together on Oct. 15, will be selected on Monday at the Hotel Pierre by six SPG judges.

The publicist judges are Harry Hockfield and Ira Tullapan of 20th Century-Fox, George Nelson of United Artists, Al Mendelsohn of Universal, Joe Hyams of Columbia, and Hal Segal of Warner Brothers.

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**TV Set Sales Hit Record in July**

WASHINGTON, Sept. 15.—Retail sales of television receivers in July increased from the number sold in June and were at the highest July level on record, the Radio-Electronics-Television Manufacturers Association has reported. July sales of radios, excluding automobile sets, were at the highest point for that month since 1951.

For the first seven months of this year, the association reported that retail television set sales established a new record for the period.

During July, RETMA reported that 306,634 television sets were sold through retail outlets. This compares with 351,885 sets sold in June and 340,406 sold in July 1953.

Retail sales of radios were reported as 411,197 units in July compared with 357,494 sets sold in June and 366,066 radios sold through retail stores in July a year earlier.

Cumulative sales of television sets in the first seven months were reported by RETMA as 3,174,394 units compared with 3,115,306 TV receivers sold at retail in the same 1953 period.

The retail sales of radios, excluding auto sets, totaled 2,822,090 units in the first seven months of this year. In the same 1953 period, the association had reported 3,383,862 radios sold.

**All Except Reds Like Cinerama in Syria**

WASHINGTON, Sept. 15.—A highly successful showing of Cinerama in Damascus, Syria, is reported by the United States Information Agency, which stated that the popularity of the film with the people as a whole has prompted the local Communists to hurl the charge of “unfair competition” against the Americans. Rumors have been heard that operators of a large—but not so well attended—Soviet exhibit would attempt to halt the showing of Cinerama by sabotage.

The American and Soviet demonstrations are features of the Damascus International Trade Fair.

**Krushen in Midwest**

Mori Krushen, United Artists exploitation manager, has been in Chicago and Milwaukee this week to set campaigns for the forthcoming openings there of “Sitting Bull,” first UA release in CinemaScope, and “Suddenly.” He will return to UA’s home office today.
Because HUMPHREY BOGART tops his Academy Award Winning success in “African Queen” in the role of the “Big Wheel.”

Because AUDREY HEPBURN surpasses her “Best Actress of the Year” triumph in “Roman Holiday” in the role of “Sabrina.”

Because WILLIAM HOLDEN outdoes his “Best Actor of the Year” performance in “Stalag 17” as the “Playboy.”

Produced and Directed by Academy Award winner BILLY WILDER

WALTER HAMPDEN • JOHN WILLIAMS • MARTHA HYER • JOAN VOHS

Written for the Screen by BILLY WILDER, SAMUEL TAYLOR and ERNEST LEHMAN

From the play by SAMUEL TAYLOR • A PARAMOUNT PICTURE

因为 HUMPHREY BOGART 在 “African Queen” 中的表现超过了他获得的奥斯卡奖，他在“Big Wheel”中扮演的角色。

因为 AUDREY HEPBURN 在“Roman Holiday”中超过了“最佳女主角”一年的成就，她在“Sabrina”中扮演的角色。

因为 WILLIAM HOLDEN 在“Stalag 17”中的表现超过了“最佳男主角”一年的成就，他在“Playboy”中扮演的角色。

由奥斯卡奖得主 BILLY WILDER 制作和执导。

WALTER HAMPDEN • JOHN WILLIAMS • MARTHA HYER • JOAN VOHS

由 SAMUEL TAYLOR 撰写的剧本

根据 SAMUEL TAYLOR 的剧本改编 • 由 PARAMOUNT PICTURE 制作
**Reviews**

**“The Human Jungle”**

(allied artists)

**Hollywood, Sept. 15**

BOX-OFFICES will respond happily with bookings of this outstanding action-packed, realistic account of a police captain's campaign to clean up his precinct. Told in near-documentary fashion, the Hayes Coetz produc- tion offers appreciable authenticity by moving in on actual and exciting backgrounds. A handpicked cast headed by Gary Merrill, who handles his hard-hitting police role with strength and sincerity, and Jan Sterling, who turns in a noteworthy job as a blonde strip dancer, will give the fans plenty to talk about. Chuck Connors, a former baseball player, who switched to a grease paint career, responds beautifully to Joseph M. Newman's direction. His performance, characterizing a cocky hooligan, should set him up for filmdom's major league.

Newman's direction and the smart editing of Samuel Fields, gives the film a pace that leaves them breathless at the finish. The action is well bridged with moments allowing the development of characters that gives the film its appropriate title. Have a credit sheet handy for the patrons who will want to identify the numbers of Pat Walters, James West, and Flonzor Ames, who back up Paula Raymond and Regis Toomey in the featured spots.

Punctuated with a stirring musical score by Hans Salter, the William Sachsman—Daniel Fuchs screenplay drags Merrill into the job of cleaning up a section of the city infested with juvenile delinquents, petty larcenists and blackened with the recent murder of a strip tease dancer. Merrill, recognizing the futility of the precinct's previous management, takes over to fight a cops war on crime. He paraphrases a cops' war to be the same as a soldiers' war, except that "people hate cops." He finds himself the target of newspaper and the racket lawyer's attorney for rough demands on his department as well as the unfortunate killing of an innocent bystander by one of his rookies. Almost broken, he makes one last effort to crack the hooligans by hiring a boxer, and we find Merrill tracking Connors, who in turn has been trying to do away with Sterling for supposedly putting the finger on him as the killer. Connors is captured and confessed, naming the power behind the petty mollsters.

The camera work was sharp, with proper key lighting to sustain the interest and mood.

The film offers much exploitation opportunity with police and newspaper copy.

Running time, 12 minutes, General classification, Release, in September.

SAM BERNS

**“Roogie's Bump”**

(republic)

W HETHER your patrons are baseball-minded or not, they should enjoy this Republic film, "Roogie's Bump," which deals with a nine-year-old miracle kid from Brooklyn who is kidded by his friends, but achieves his ambition to be a major league baseball player. Aided by film clips of games between the Brooklyn Dodgers and the New York Giants and New York Yankees, producer John Basb insures his production's value at the box-office by using Dodger stars Roy Campanella, Billy Loos, Russ Meyer and Carl Erskine in speaking roles.

This picture is one of general appeal, but its greatest attraction will be the performances of the children. Those who see the film once will see the camera records much of the locale in Brooklyn and provides a touch of sentiment and a dash of romance which should interest everyone.

Newcomer Robert Marriot turns in a decent performance as the boy who grows up to make a baseball hero of himself. Although he overdoes the whining at times, he acquires through a "miracle." Laughed at by his neighborhood friends, Marriot sees a chance and he goes for it. All the time, the audience is kept on the line between sympathy and laughter. Marriot, who is played by John Basb and Charley Steiner, has a lot oflias to work through in this one.

Running time, 71 minutes, General audience classification. Release not set.

LESTER DINOFF

Eisenhower

this year many motion picture theaters will give their patrons an opportunity to contribute funds for the relief and rehabilitation of the Korean people through the American-Korean Foundation. Voluntary contributions by our people to this cause transcend by far in importance contributions made available through governmental sources.

The person-to-person demonstration of sympathy and faith through this private activity is a great help in welding a warm link of friendship between the American and Korean peoples.

"I hope you will express to your colleagues in the theatre industry my very best wishes to them in their fine endeavor."

Robert W. Goynes, special COMPO counsel, coordinator of the industry effort, announced that a pressbook for the American Korean Foundation Collection has been completed and will be distributed among theaters throughout the country through National Screen Service.

**Johnston**

(Continued from page 1)

Latest Spyros P. Skouaras prepared to celebrate the occasion with Professor Henry Chetien, the French inventor of the process. At today's planned reception and party, Skouaras and Albert Cornfield, managing director for 20th-Fox in Europe, will greet exhibitors, the press, distribution and producing executives.

Johnston, in his message commemo- rating the opening of "The Robe" as the Noxy here last year commented on the "new interest" and "enthusi- asms" for motion picture theatres and films engendered by the launching of CinemaScope.

**Many Wires Received**

Other congratulatory wires were received from Byron N. Blank, president of Central States Theatres Corp., Des Moines, Iowa; Gene Richmond, Yorkshire, England; Vasco Valerio, an Italian exhibitor, and 100 industry officials throughout the world.

Meanwhile in New York, the occa- sion was marked by Marylin Monroe cutting a CinemaScope birthday cake on the set of 20th-Fox's "The Seven Year Itch" in New York.

**Union Birthday**

TORONTO, Sept. 15 — Claiming to be the oldest projectionists' union in Canada, Hamilton, Ont., Local #883 has another year of operations. Present officers include president Harry Thornberry and business manager W. Williams. A prominent member is Hugh J. Sedgwick, international vice-president for Can- ada of the LATSE, who is also a director of Motion Picture pro- ducers.

**Results**

Speed You Get All 3

When Good-Glow-Defeatable

Quality FIlMlork

NEW YORK SPECIAL EMAILERS

112-21, Whitestone Bridge 111 425 Ninth Ave. New York
**Review**

**“Hello Elephant”** (Arlian)

In “Hello Elephant,” Vittorio De Sica, who is one of Italy’s most versatile directors and actors, stars strictly in a talent role. In fact, he makes the picture appear better than it really is. Actually, it is a bit of Italian whimsy that, in effect, is split into two distinct parts.

The first portion of the film tells of De Sica, a school teacher, and how he struggles to keep his wife and four children in rent money and clothes. He’s always dreaming of the day when Parliament will increase the salaries of school teachers and thus make life a little easier in the walking the streets and the electronics industry committee, both committees of the board.

**Piscal Setup May Change**

Proposals for establishing new classifications of RETMA members in recognition of recent expansions of the electronics industry and for revising the association’s financial structure with the annual convention of the joint electron tube engineering council.

**Divisional Meet on Coast**

The technical products division executive committee and section chairmen, under chairman James D. McLean, will meet on Oct. 14-15 at the Miramar Hotel, Atlanta, in conjunction with Associates, Inc., directors, and the annual convention of the joint electron tube engineering council.

**Celebrities to Attend ‘Sbrarina’ Premiere Here on Tuesday**

Celebrities of show business, publishing, society and of the business world have accepted invitations to the black tie premiere of “Sbrarina,” Paramount comedy, which will open at the Criterion Theatre on Tuesday evening. The premiere will be held in honor of Academy Award-winning actress Ingrid Bergman, star of the Billy Wilder production with Humphrey Bogart and Audrey Hepburn. Two hundred will attend the opening. Among the personalities who have accepted to date are: Jerry Adams; Mars Bocher; James L. Caddigan, Dumont Television; Cell Chapman; John Cleary, NBC; New York Post; and William Dozier, CBS; Jessica Dragoente; Arlene Francis, NBC Home Show; Hy Gardner, Herald Tribune; Robert M. Haskell, Atlanta Journal; Lester Gottlieb, CBS; Ted Husing; Jackie Leonard; Robert D. Levitt; Marlo Lewis, CBS; Leonard Lyons, New York Post columnist; Charles B. McCab, Daily Mirror; Tex and Jinx McCarthy; Maggi Mollinelli, and K. and William of the Winstead Company.

**Rackmil to Attend**

Also, Geraldine Page; L. S. V. Patrick, Conde Nast; Cole Porter; Milton Randolph, president of United Press; Mrs. Ogden Reid, Herald Tribune; Fred Robinson; Billy Rose; Henry B. Selph, Town & Country Magazine; Toots Shor; Louis Sobol, Journal-American; Ed Sullivan, columnist, and Frank Todman of Goodson & Todman Productions; Danton Walker, Daily News; James Wechsler, editor of the New York Post, and Edward A. Wolpin of Famous Music.

**Canada Music Fight Goes to Government**

TOKORONTO, Sept. 15.—The prolonged jurisdictional dispute between Canfilm Ltd. and the Alberta and the American Guild of Vaudeville Artists reached the government level this week when the Casino Theatre here took its first step for an order by the Ontario Labor Relations Board in connection with the walkout of the orchestra. Manager Murray Little of the Casino claimed the musicians had launched an illegal strike.

The Toronto Musicians Union continued to play for AGVA and other performers during the life of its contract. Since the board of the orchestra failed to report for work following expiration of the agreement, the AMU filed for the appointment of a third party. This was heard today.

**Para. Editing Dept. Cutting 8 Films**

HOLLYWOOD, Sept. 15.—Paramount Pictures film editing department is currently operating at capacity. In the cutting rooms in the 200 feet of the cutting the studios, the studio said yesterday. Six of the eight are VistaVision pictures in Technicolor, one is in color Technicolor, and one is in black and white.
36 KEY MAJOR CIRCuits
HAVE ALREADY BOUGHT

"PRIVATE HELL 36"

UNITED-PARAMOUNT THEATRES
RKO THEATRES
STANLEY-WARNER THEATRES
WALTER READE CIRCUIT
FABIAN THEATRES
FLORIDA STATES THEATRES
WILBEE KINCEY CIRCUIT
MARTIN THEATRES
NEW ENGLAND THEATRES
AMERICAN THEATRES
E. M. LOEW CIRCUIT
JAMESTOWN AMUSEMENT CORP.
BALABAN & KATZ THEATRES CORP.
PUBLIX-GREAT STATES THEATRES
INTERSTATE THEATRES
COOPER FOUNDATION
FOX-INTERMOUNTAIN THEATRES
TRI-STATE THEATRES
UNITED DETROIT THEATRES
FOX MID-WEST THEATRES
ARIZONA-PARAMOUNT CORP.
FOX WEST COAST THEATRES
ROBERT L. LIPPERT THEATRES
MINNESOTA AMUSEMENTS CORP.
PARAMOUNT GULF THEATRES
CENTURY THEATRES
RANDFORCE AMUSEMENT CO.
CO-OP THEATRE SERVICE, PITTSBURGH
L.A. DRIVE-IN THEATRES
REDWOOD THEATRES CORP.
EVERGREEN THEATRES CORP.
JOY HOUCK THEATRES
NORTHIO THEATRES
TEXAS CONSOLIDATED THEATRES
ALLADIN DRIVE-IN THEATRES CORP.
NEVADA THEATRE CORP.

PRIVATE HELL 36
A FILMMAKERS Presentation starring
IDA LUPINO
STEVE COCHRAN
HOWARD DUFF - DEAN JAGGER
DOROTHY MALONE

Written for the screen by COLINER YOUNG
and IDA LUPINO
Produced by COLINER YOUNG
Directed by DON SIEGEL
Distributed by Filmmakers Releasing Organisation

YOUR TURN TO BUY IT NOW!
look who’s dating
a bullet is waiting

BRANDEIS, Omaha • MALCO, Memphis • EMPIRE, Portland, Me.
PALACE, Cleveland • ORPHEUM, Des Moines • CENTER, Charlotte
ALHAMBRA, Milwaukee • STATE, Syracuse • PLYMOUTH and
WEST BOYLESTON Drive-In, Worcester • COLONIAL, Erie
RIVOLI, Toledo • STRAND, Providence • RODEO Drive-In, Tucson
CAPITOL, Trenton • MAYFAIR, Baltimore • EMPIRE, Fall River
PARAMOUNT, Los Angeles • ROGER SHERMAN, New Haven
COLONIAL, Allentown • REGENT, Grand Rapids • COLONIAL,
Dayton • ST. FRANCIS, San Francisco • COLONY, Raleigh

starring
JEAN SIMMONS • RORY CALHOUN • STEPHEN McNALLY • BRIAN AHERNE

Screen Play by THAMES WILLIAMSON and CASEY ROBINSON
Music Written and Conducted by DIMITRI TIOMKIN • Produced by HOWARD WELSCH • Directed by JOHN FARROW
A JOHN FARROW PRODUCTION • A COLUMBIA PICTURE • Color by TECHNICOLOR

Columbia HITS THE TARGET AGAIN!
ALLIED INVITES TOA AID IN BID FOR GOVT ACTION

Parleys Start
Wolfberg Here
To Add 500
Makelim Deals

The round of conferences with circuit executives was begun here yesterday by John Wolfberg, vice-president of Makelim Productions, in an attempt to line up at least an additional 500 theatres, especially larger houses in key cities for the Makelim program.

Wolfberg, who arrived here from the Coast, said that already 2,500 theatres have subscribed to the Makelim plan, making playing time commitments for 12 Makelim productions a year.

Justice Dept. Interested

Trade Welcomes Idea of Rank in U.S. Exhibition

While the reaction of American industry leaders to J. Arthur Rank's announcement that he will acquire as many theatres in the United States as may be necessary to bring British films uniformly to a high standard and make them acceptable, the Department of Justice in Washington took a somewhat more sober view of the prospect, saying that if Rank followed through on his announced intention it would assuredly be subject to the anti-trust laws of this country.

They declared, however, that pro-

MPAA Denies Any Offer to Dewey
WASHINGTON, Sept. 16—Officials of the Motion Picture Association of America said today that to their knowledge New York State's Gov. Thomas E. Dewey was not being considered for any position with the association. "It's a rumor, without any foundation," was the MPAA opinion.

Walter Winchell

M Britt

AID

Three for Paramount From Wallis in '55

Three top-budget films will be produced for Paramount release during 1953, it was revealed here yesterday by independent producer Hal B. Wallis, who stated that the three pictures, one of which is slated to be made in Europe, may be filmed in VistaVision.

Wallis, who recently returned from Europe, said that the Tennessee Williams' screenplay for "The Rose Tattoo" has been completed. "I am leaving for Key West early next week to scout out locations for the film which I will start shooting in November," he said.

Anna Magnani, the feminine lead, has been cast in the picture.

Hal B. Wallis

Picketing Off At Col., Minn.

Special to THE DAILY.
MINNEAPOLIS, Sept. 16.—Two pickets who have been staging a protest demonstration against allegedly high film rentals in front of the Columbia Pictures exchange here were voluntarily withdrawn today.

It was understood, however, that Columbia would go ahead with its application for a temporary injunction order at a hearing tomorrow morning in Federal District Court.

The defendants in Columbia's action

"Once for me, Maria had the look of an exquisite lady. Now I see only that she has the body of an animal, lives as an animal, is an animal."

— from Joseph L. Mankiewicz's "THE BAREFOOT CONTESSA"...thru UA
Motion Picture Daily

Personal Mention

JACK L. WARNER is scheduled to be here for the Coast over the weekend.

FAYETTE W. ALLPORT, European manager of the Motion Picture Export Association, has arrived here from London via B.O.A.C.

DOROTHY JENKINS and ANNE BAEKELAENS, Paramount Pictures wardrobe designers, and CLINT JONES, assistant director, left here yesterday for Cairo, Egypt.

DOROTHY YUTZE, Paramount Pictures Picture editor, was seen at the Academy of Motion Picture Arts and Sciences last night.

MARY McBRIDE, of the M-G-M Eastern story department, has left New York for a vacation in Grand Rapids, Mich.


JOSEPH BARRERA, M-G-M cartoonist, has returned to Hollywood from New York.

CLAUDIA FRANK, dramatic coach, will go to Hollywood today from New York.

SAM SPIGEL, producer, will leave London shortly for Germany.

MARTHA MONROE has returned to Hollywood from New York.

HOWARD KEEL left New York last night for England.

'Brides' Sets Hall Record

M-G-M's "Seven Brides for Seven Brothers" established a new eight week gross record at Radio City Music Hall, garnering better than $3,146,000 for the 36-day run.

The high grosses were also established in out-of-town openings where the color musical in CinemaScope continues. In each of the six sales divisions, the picture ran far ahead of such outstanding M-G-M attractions as "Band Wagon," "Show Boat," "Long, Long Trailer," "Executive Suite," and "Mogambo," all M-G-M-G-M.

The picture definitely looms as M-G-M's high grosser for 1954. It was said on the basis of the first 152 openings, 71 situations held the picture over for a week or more. The picture's strongest results were obtained in the South and the Southwest where, in some instances, "Seven Brides" almost doubled some of M-G-M's giant summer attractions released within the last two years, the company stated.

Yesterday "Brigadoon" opened at the Music Hall as the eighth consecutive M-G-M film this year.

Fight Cancellations Get 'Headaches' to Booked Theatres

The second postponement of the Rocky Marciano-Ezzard Charles heavyweight championship fight at Yankee Stadium here "due to atmospherics" was announced yesterday by promoters who contracted for the closed circuit telecast of the event as a "pain in the neck."

The second meeting between the contenders for the world title will take place at 11 p.m. EST, because of a tie-up of A & T & T lines on another home televised fight, Nate Halpern, M-G-M's Radio City Network Television, said yesterday.

The bout cancellation on two consecutive occasions also postponed the 71 exhibitors in 55 cities about the nation, one showman said, because the theaters did not have a chance to know that a regular filmandinance would take place instead of the bout.

Advance Sale Not Too Good

The operator stated that with the postponements of the scheduled offering in price from $3.30 to $5.50, wasn't very good as patrons did not come out because of the rain. But other bureau records showed the skies would be partly cloudy tonight with temperatures in the low seventies. The second bout, for which another is postponed for a third time, will take place tomorrow.

Halpern said that the BTC wanted to have the fight go as scheduled tonight but was persuaded to hold the bout when "TTI" informed them that a television appearance could be had until then the Gillette Safety Razor sponsorship rights.

Cantor Will Head Balaban Program

Eddie Cantor will head the program at the $1,000,000 testimonial for Barney Balaban, president of Paramount Pictures Corp., it was announced yesterday by Samuel Markle, chairman of the Balaban testimonial committee.

The testimonial, which will take place at the Waldorf-Astoria Hotel on Sunday evening, Sept. 26, will feature opening ceremonies for economic development of Israel through sales of State of Israel Development Bonds. The Metropolitan Council of B'nai B'rith is sponsoring the tribute to the Paramount executive in recognition of his "distinguished humanitarian service."

Joining Cantor at the testimonial will be many of the top stars of Hollywood and Broadway including Eddie Fisher, Grace Kelly and William Holden.

36' to RKO

Harry L. Mandell of Filmmakers United photographed the entire RKO circuit of 73 houses from Oct. 6-10. This is the only time in addition to the year in which a picture had play feature top on the circuit.

RKO Twin-Billing Monroe Pictures

Cashing in on Marilyn Monroe's current location shooting in New York and Hollywood, major publicity, RKO Theatres has booked two of her pictures for twin bill showings in New York and Westchester neighborhood houses. They are "Niagara" and "Don't Bother to Knock."

MPEA Okays Agreement on Tariff, Trade

WASHINGTON, Sept. 16.—The Motion Picture Export Association, went on record today in support of the general agreement on tariffs and trade and at the same time asked for continued pressure on all quotas affecting the industry.

In a letter to Samuel C. Waugh, outgoing chairman of the American delegation, to the forthcoming GATT conference and Assistant Secretary of State, Eric Johnston, president of MPEA, asked that the delegation propose the limitation of Article IV to provide that screen quotas should be permitted only in accordance with the "inflation, industry" principle and should not be permissible "when a local film producer's industry has in one way or the other attained a viable status."

He pointed out that Article IV had been "rebutably agreed to in 1947 as representing a free, flexible, objective type of quantitative restriction," and said that MPEA believed its present application in some cases "has gone beyond the bounds of necessity or original intent."

Dislikes Import Quotas

The MPEA head also urged that Article XII, which provides for establishing two "policy import quotas," be made inapplicable to films, "since they differ in important respects from the established import trade." The claim is technically made, Johnston said, "that such quotas are necessary to meet an emergency balance of payment or production situation, although there are known to be circumstances on the case make it clear that such quotas are predominately intended wholly for protectionist purposes."

He urged the government to give its full support to GATT, calling "it a cornerstone in the stability of the economy of the free world."

The motion picture industry relies heavily on two import quotas, Johnston said, and consequently its economic health is directly dependent on foreign trade.

C. J. Bachman Joins Fairchild Childcare

C. J. Bachman has joined the Fairchild Recording Equipment Co., as theatre equipment products manager.

Bachman was employed for over 20 years by the Fairchild Manufacturing Co. as chief engineer. He recently supervised 32 CinemaScope installations, including the physical plant for the plant of 52 chain theatres.

Robert Taylor and Jeff Leighton in "Rogue Cop".....

C. J. Bachman joins Fairchild Recording Equipment Co., as theatre equipment products manager.
There are stars you hitch a wagon to.
There are stars you make a wish on.
But there never was a star like

**Judy Garland**

co-shining with

**James Mason**

in "**A Star is Born**"

**Presented by Warner Bros. in CinemaScope - Technicolor - Stereophonic Sound**

**Also Starring**

**JACK CARSON** • **CHARLES BICKFORD**
**Contessa’ Campaign Launched by UA**

An advertising and poster campaign to promote the world premiere of Universal Artists’ new film, “Contessa,” at the Capitol Theatre here on Sept. 29, will rollo into high gear on Sunday with a full-page insertion in The New York Times.

The campaign for “The Barefoot Contessa,” Joseph L. Mankiewicz production starring Humphrey Bogart and Ava Gardner, is said to be the biggest ad-program ever mounted by UA.

The full-page “Times” display, featur- ing a drawing of Ava Gardner by Simeon Shinnon, will be followed by a full-page color insertion in The New York “Post,” and similar big-space units that will blanket all New York metropolitan press and key daily and weekly newspapers.

The campaign for “The Barefoot Contessa” is being mounted with the aid of a national total of 11,457 theatres that played “The Price of Liberty” as of Aug. 31.

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**Skouras-G B**

(Continued from page 1)

stockholders for approval at their forthcoming meetings. They will per- mit the companies to engage in finan- cial activity, and/or to merge with or re- putatively bringing the companies’ charters in line with recent legislation, discussed in the industry. 

This group was formed last month when the “Price of Liberty” played in 501 conventional theatres and drive-ins out of the total 8,254 for the last weekend of Sept. 1, thus reaching a saturation booking percentage of 96.2 per cent. 

Honorabile Mention to Four

This committee has also accorded honorable mention to all the exchanges in four other areas where they suc- ceeded in playing “The Price of Liberty” in over 90 per cent of the con- ventional theatres and drive-ins during the same period. These included: New Haven with 94.9 per cent (Sid- ney Cooper, United Artists, chair- man); Buffalo—92.9 per cent (Nat. Marquis, Allied Express, chairman); Cleveland—91.4 per cent (I. J. Schertz, 20th Century-Fox, chair- man); and Buffalo—91.4 per cent (C. R. Ot, Universal Interna- tional chairman).

**Duel’ and ‘James’ Banned in Memphis**

(Continued from page 1)

post bonds as security for the tax breakage, Assistant Corporation Coun- sel Stanley Buchsbaum said yesterday.

Both proposals, however, were based on the suggestion that the same methods by which the tax breakage fund should be handled since the tax breakage fund is due on Monday, Buchsbaum said.

One alternative would be the post- ing of a bond for the tax breakage, which the exhibitors collected in July and August, and for the breakage collected in each succeeding tax period, Buchsbaum said. The other proposal would be for the exhibitors posting a bond four-and-a-half times the amount of the tax breakage collected to date, the city attorney said.

The bonds would be posted until a ruling by the Appellate Division in Brooklyn is handed down on the appeal of Justice Nicholas M. Pette’s temporary injunction order which turns the city from collecting the tax breakage, Buchsbaum said.

**Minn. Picketing**

(Continued from page 1)

include 30 officers and directors of North Central Allied. Although Allied went out on strike immediately follow- ing the pickets, Stanley Kane, execu- tive counsel, pointed out this after- noon that the strike which was called was voluntary and not court-ordered.

**Wolfberg Here for Makelin**

(Continued from page 1)

period. The former exhibitor and Au- thor’s representative on the Antitrust division has never been a part of the circuit executives expressed optimism at the prospects. He hailed the De- partment of Justice opinion allowing the mergered-theater chains to join in the plan.

Shooting on the first Molken pro- duction, “The Contessa,” is scheduled to begin in about another six weeks. The pictures will be top productions, featuring top stars, and an announcement of the titles and stars will be made shortly by Makelin on the Coast.

Wolfberg stated. He declared that Wolfberg was scheduled to confer with officials of Stanley Warner, American Broad- casting-Paramount Theatres, Rank Theatres, Brandt circuit and repre- sentatives of other leading theatre groups.

Wolfberg, asked if the Makelin plan hinged upon the success of his trip to New York, replied on the contrary, that “we’re going ahead. If I could not sign up one more theatre.”

He acknowledged that some theatre owners, due to the newness of the Makelin plan, were reluctant to join, fearful of “blind booking.” He stressed the fact that the nature of the plan which he called a “new form of distribution,” highlighting the profit- sharing provisions under which the exhibitors were to receive 80-20 of the residual profits of the pictures, the profits garnered from the foreign market and from non-subsidiary thea- tre bookings.

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**Price’ Award To St. Louis**

The ten branch managers who oper- ate the exchanges in St. Louis for the major distributors will be the recipi- ents of a special prize for obtaining the most theatre bookings of any exchange area in the U. S. on "The Price of Liberty," in comparison to the number of theatres operating in the territory.

The competition for the award started with the release of "The Price of Liberty," Department of Defense featurette concerning women in the armed forces, and ended today under the auspices of COMPO, on March 1 and ran six months until Aug. 31.

**Wolfberg Here for Makelin**

(Continued from page 1)

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**Tax Dispute**

(Continued from page 1)

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**Motion Picture Daily**

Friday, September 17, 1954
Birthday Cake Is Cut At Roxy in Honor of Scope Anniversary

New York’s Roxy Theatre yesterday marked the initial anniversary of the entertainment medium in ceremonies at which a special birthday cake was cut by the theatre’s managing director William Moclair and Audrey Simpson, “Miss CinemaScope.”

A large cake on which was inscribed “CinemaScope First Anniversary” was cut in the lobby of the theatre as patrons attending the first showing of Darryl F. Zanuck’s “The Egyptian” looked on. Following the ceremony patrons were treated with pieces of birthday cake cut by “Miss CinemaScope,” a New York model and TV personality.

Debut Just a Year Ago

A year ago today, the Broadway showstop introduced CinemaScope as 20th Century-Fox’s “The Robe” had a gala invitational world premiere. Some three and one-half millions have seen CinemaScope at the Roxy in the past 12 months, setting new attendance and gross records at the famed theatre.

Mathias Story” Cited

HOLLYWOOD, Sept. 16 — “The Bob Mathias Story,” produced by William Selwyn for Allied Artists, has been listed by the Production Code staff here among the month’s pictures that will be called to Motion Picture Association of America president Eric Johnston’s special attention with regard to their worldwide impact.

Allied Seeks TOA Aid

(Continued from page 1)

formed the top echelon Allied committee that they would relay Allied’s proposal to the TOA board, explaining that they lacked the authority to pledge TOA to any position.

Other Allied officials attending Monday’s Chicago meeting included Trueman T. Rembusch, of Indianapolis, and Rube Shor, of Cincinnati, it was learned.

Jack Kirsch, president of Allied of Illinois, was invited but could not attend due to the illness of a close friend, it was added.

Allied’s concern over TOA’s possible position was seen here as an outgrowth of a number of factors, chief among them being that many of TOA’s members are known to be reluctant to invite governmental regulation; believing that industry problems can be worked out in arbitration and other ways.

TOA president Walter Reade, Jr., when asked recently what he thought of Allied’s proposal to go to the government, replied that speaking for himself he was against governmental regulation.

Reade, at the time, added that he was speaking as an individual, rather than for TOA.

Leaders Uncommunicative

Both Allied and TOA leaders have repeatedly refused comment on the two-day meeting or else have proffered to know nothing about it.

The avoidance of possible embarrassment if TOA takes an opposite tack was seen as the strongest motive for keeping the conference under wraps. The Chicago meeting was the first conference held by Allied since the “go-to-the-government” resolution was passed at last month’s Allied board meeting in White Sulphur Springs, W. Va., following a special committee’s conferences with general sales managers here.

The White Sulphur Springs resolution carried the recommendation that Allied’s national convention authorize the drafting of a bill to be submitted to Congress calling for Government regulation of sales policies. The convention will be held in Milwaukee next month.

The lessons of the recent Congo drive against the Federal admissions tax, it was held here, pointed to the need of a unified “grass-roots” campaign if sought-after legislation is to be successful.

Three from Wallis

(Continued from page 1)

is due to arrive here from Italy sometime next week, the producer said. “I am not certain whether ‘Rose Tattoo’ will be filmed in VistaVision as the story at this time lends itself to black and white,” Wallis said.

“However, I plan to utilize the medium on my other forthcoming productions which will keep me busy for a year,” he said.

Wallis said that after the first of the year, Dean Martin and Jerry Lewis will make “Martin and Lewis in Paris” for his organization. That picture will be followed in the Spring by a Shirley Booth vehicle, he said.

20th-Fox in Tieup With Hosiery Firm

For CinemaScope

“Everything Comes Alive in CinemaScope” is the theme of a national promotion-merchandising campaign for 20th Century-Fox’s “Woman’s World” set by Glen Raven Hosiery keyed to the October release of the CinemaScope production.

Believed to be one of the most important tie-ups of its kind, Glen Raven’s large-scale fall advertising, publicity and exploitation drives will be directly linked to the picture.

A program, including advertising in national magazines, local newspapers and local radio, plus storewide promotion in thousands of Glen Raven outlets is planned to achieve a penetration estimated at upwards of 35,000,000 persons.

Wanger Coming East With Hajji Print

HOLLYWOOD, Sept. 16 — Producer Walter Wanger will leave here at the weekend for New York with the first completed print of “Adventures of Hajji Baba,” in CinemaScope, which he produced at Allied Artists for 20th Century-Fox release.

Purple Mask” in Scope

HOLLYWOOD, Sept. 16 — Universal’s “Purple Mask,” starring Tony Curtis, will be filmed in CinemaScope, the studio has announced. It will be the company’s sixth feature in that process.

A good knight for making money. Seventeen turns knight-time into date-time... sends 2½ million teen-age girls (and their beaux, friends, and families) dashing out to see its October Picture-of-the-Month: Universal-International’s Black Shield Of Falworth...starring Tony Curtis and Janet Leigh

...in Technicolor and CinemaScope.

seventeen...the magazine that sends girls and their friends and their families to more movies.
In support of President Dwight D. Eisenhower's spirited appeal to the exhibitors of America to hold a Theatre Audience Collection on behalf of the brave and war-ravaged South Koreans, on or about the week of October 4th, this advertisement is inserted, without charge, as a patriotic and public service by MOTION PICTURE DAILY.
Tradewise...
By SHERWIN KANE
SOMEWHAT surprised by the enthusiasm within the trade which greeted J. Arthur Rank's assertion in London last week that he would acquire theatres here to bring British pictures to the mass American audience as soon as his government will permit him to convert some of his pounds sterling into purchasing dollars, this department asked some of its exhibitor friends what was so pleasing to them about the announcement.

Not one but several replied that they had eight or ten dark theatres and would be glad to lease or sell to Rank and, since he intended to dedicate his American theatres to British screen fare, he would be doubly welcome because his houses would inject new competition on either for product or for customers.

These exhibitors had no intention of being humorous. Theirs was an honest reaction. They do have closed houses. They do need product.

If Rank's product would reopen and keep lighted any dark theatre in this country, there isn't an exhibitor with a closed house who would not have been doing for months what Rank proposes to do at some future time.

And as for the open theatres, the good pictures from any country—even Japan and India, China, Mexico and Brazil, to name a few—now current here—receive a hearty welcome and ready bookings from hundreds of American theatres in a position to sell them in this day of fewer and bigger pictures, of reissues and print shortages on top of product shortages, and still asking terms for everything.

If the public will take them, the theatres will buy them.

John Davis, Rank's managing director, would be well advised to

(Continued on page 2)

Republic Acquires 'The She-Wolf'

"The She-Wolf," starring Ker- ima, will be released in the United States by Republic Pictures, it was announced at the weekend following the conclusion of negotiations by Richard W. Altschuler, director of world-wide sales for the company, and Jules Levey.

A publicity and promotion campaign, including radio, television, and newspaper coverage, is now being formulated for special premières which will launch the production in October, with general domestic release scheduled for Nov. 1st.

Universal Net In 39 Weeks $2,636,415

Universal Pictures Co., and subsidiary companies report earnings for the 39 weeks ending July 31 of $2,636,415 after providing $250,000 for contingent liabilities and $3,400,000 for Federal taxes on income. After dividends on the preferred stock, this is equivalent to $2.49 per share on the 988,574 shares of common stock outstanding at July 31.

For the 39 weeks ending Aug. 1, 1953, adjusted earnings were $2,051,366.

(Continued on page 4)

Await Final Edict on Pickets at Columbia Minneapolis Branch

SPECIAL TO THE DAILY

MINNEAPOLIS, Sept. 19.—Pickets who paraded in front of Columbia branch here for three days last week in an exhibitor-sponsored protest against the company's terms on "Caine Mutiny" will be withdrawn pending final ruling on temporary injunction proceedings before Judge Gunnar H. Nordbye in Federal District Court.

The delay in a ruling on Columbia's application was granted by Judge Nordbye at the weekend to permit Stanley L. Kane, executive counsel for North Central Allied, additional time to prepare his brief.

(Continued on page 4)

Action in Abeyance

EXHIBITORS EYE SUBSCRIPTION TV

Current and Future Prospects of Possible New Medium Discussed at Chicago Meeting

By MURRAY HOROWITZ

Current developments and future prospects in the field of subscription television are said to have constituted the main subject of discussion at the off-the-record meeting of exhibitor leaders from many sections of the country at the Blackstone Hotel, Chicago last week.

Participants in the meeting, most of whom had refused previously to comment on the session or on reports concerning it, denied widely circulated trade reports that Allied States Association sought a working agreement with Theatre Owners of America on the former's program for government intervention in an administration of industry trade practices and selling terms at the meeting.

However, no formal statement was issued by anyone and those making the denial refused to permit use of their names.

In addition to Allied and TOA officials previously reported at the meeting, it was ascertained that a representative of Metropolitan Motion Picture Theatres Association, New York, and of the Texas Drive-in Association, Dallas, attended.

The secrecy surrounding the session was attributed by one source to the "delicacy" of the subscription TV issue, now before the Federal Communications Commission. According to

(Continued on page 4)

Gorelick N.W. RKO District Manager; Other Promotions

Sam Gorelick, RKO's Chicago branch manager, has been promoted to Midwestern district manager, it was announced by Herbert H. Greenblatt, RKO's domestic sales manager. Other promotions concerning the Chicago, St. Louis and Cleveland offices were announced also by Greenblatt.

Gorelick, who takes over the post recently held by Greenblatt, is being succeeded as Chicago branch manager by Ray Nolan, present St. Louis branch manager. The latter post will

(Continued on page 4)
Dedicate Rebuilt ‘Maria’ at Edison Museum Wednesday

The birthplace of the motion picture, West Orange, N. J., will again be a haven for thousands of film buffs devoted to a full-scale replica of the first motion picture studio, the “Black Maria,” which will be dedicated at the Edison Museum in West Orange. After a hurricane served on the grounds of the museum, Vice Admiral Harold G. Bowen, executive director of the Thomas Alva Edison Foundation, will welcome the invited guests to the dedication ceremonies. There will be three addresses by nationally known speakers describing the contributions of the motion picture industry to education, through visual aids and to the entertainment field. A memorial plaque will be dedicated, paying tribute to Edison as the founder of the motion picture industry.

“Edison” Film to Be Shown

As part of the dedication ceremonies, the premiere of Jules Levey’s color film, “The Story of Edison,” will be held for guests. This documentary film, which has no actors, tells the story of Edison’s life by means only of his pictures and the places where he worked and lived. It depicts his life from his birth in 1847 through the efforts and experiments to his world-wide success and fame as one of the greatest inventors who ever lived. By narration and expressive photography, Thomas Edison comes alive again for audiences of today through the medium of one of his own creations.

In 1897, Edison began his first experiments on an apparatus “which would do for the eye what the phonograph does for the ear.” In his laboratory in West Orange, he developed the first motion picture camera, called the Kinetograph, and opened a new field of entertainment and education. Edison constructed the first studio in the backyard of his West Orange home, and the “Black Maria” was covered with black tar paper, the “Black Maria” was built on a circular track, with a roof which opened to allow the sunlight to enter.

$1,500,000 Trust Suit in KC Begins

Special to THE DAILY

KANSAS CITY, Kan., Sept. 19—Trial of the $1,500,000 treasure suit brought by the Electric Theatre here again six film companies got underway here on Friday.

The six defendants, accused of conspiracy to restrict admission of Jules Levey’s, RKO Radio Pictures, Warner Brothers, United Artists, Columbia and Paramount.

A similar action several months ago was settled when the Electric Theatre reached an agreement with 20th Century-Fox, N. A., and the four other terms, which enabled the Electric to show first-run pictures at the Kowzar Theatre, available in downtown Kansas City.

Cinerama in Syria Free; ‘Tickets’ Faked

WASHINGTON, Sept. 19.—The demand for tickets to the Cinerama exhibit in Damascus, Syria, has created a rash of counterfeiting, the United States Information Agency reported over the weekend. The Cinerama exhibit at the International Trade Fair in Damascus have been printed and distributed free at the set-up, which opened Thursday, Sept. 2nd, but this has not sufficed.

USIA reported that the Syrian police are tightening distribution control of those who were printing Cinerama tickets and selling them.

Zukor Honor Guest At Edison Festival

Adolph Zukor, chairman of the board of Paramount Pictures and the “father” of the motion picture industry, will be guest of honor and principal speaker at ceremonies on Wednesday in the dedication of the “Black Maria” Building in West Orange, N. J., where Thomas Alva Edison’s experimental first motion picture camera met with success.

Supreme Court Gets Rep-Art Issue

By Staff Correspondent

WASHINGTON, Sept. 19.—Republican Pictures asked the Supreme Court of the United States to uphold an Appellate Court decision giving Rep-Art the right to use Gene Autry’s name and likeness for commercial advertising.

Autry Had Asked Review

Autry had previously asked the high court to review a Ninth Circuit Court of Appeals decision which gave Rep-Art the right to use Autry’s name and likeness for advertising purposes, contending the court’s decision should have the right perpetually to use Autry’s name, voice and likeness for the purpose of advertising the picture and, for a limited time and subject to various conditions, the right to use his name and likeness to advertise other products.

President Advised Of Collection Plan For S. Korean Aid

President Eisenhower has been officially notified by the three co-chairmen of the Council of Motion Picture Organizations that theaters have been urged to conduct audience collections during the week of October 4 on behalf of the people of South Korea.

In a letter to Wilbur Snap and Sam Pininski have, the President of COMPO’s plan for the benefit of South Korea.

‘In Answer to Your Appeal’

"All exhibitors have been urged to undertake collections in their theaters in answer to your appeal for assistance in this critical cause. The motion picture industry has in the past responded wholeheartedly to any appeal made by the President of the United States, and in this important instance, all exhibitors will place in motion the facilities of their theaters so that the maximum amount of money may be contributed to cause of the suffering and hardships of the brave and courageous South Korean people.

pigeonhole the statistics he has been quoting and come over here and spend a few months talking to our men. He is a man whose patrons in all parts of this country.

Chances are he would learn something his home office sales sheets don’t reveal.

Tradewise...

(Continued from page 1)}
Attention, ALL SHOWMEN!

HERE'S YOUR ONCE-IN-A-LIFETIME CHANCE TO VISIT AFRICA!

Some enterprising showman is going to win an all-expense-paid, three week trip for two to Zanzibar and other fascinating countries in Africa, for the best promotion campaign on WEST OF ZANZIBAR.

WRITE, WIRE OR PHONE FOR FULL DETAILS AND BIG CONTEST CAMPAIGN PACKAGE TO:

Every contestant will win an exciting prize!

starring ANTHONY STEEL · SHEILA SIM

Story and Direction by HARRY WATT · Produced by LESLIE NORMAN · Screenplay by MAX CATTO and JACK WHITTINGHAM
A MICHAEL BALCON PRODUCTION · A J. ARTHUR RANK ORGANIZATION PRESENTATION · A UNIVERSAL-INTERNATIONAL RELEASE
Mexican Group to Reorganize Production To Stress Quality; Playdates Dwindle

Special to THE DAILY

MEXICO CITY, Sept. 19.—Alarming decrease in playing of Mexican pictures in Central and South America, where playdates have dwindled to two or three days, has prompted the trade's own bank, the Canadian National Cinematográfico, S.A., Cine, the new official company for foreign distribution, and Películas Nacionales, to form a committee of top producers who are also distribution experts, to reorganize production to stress quality.

Falling business in Central and South America, the big four ascertainment results almost entirely on mediocre and worse pictures. They warn that unless Mexico can do much better on these markets, they will be replaced almost totally by American and European films. The committee comprises the bank's director general; Mario Zacarias, Gregorio Wallerstein, Pedro Galindo, Juan Banderas and Blas Lopez Fandos.

The reorganization aims at marshalling key companies for quality training. The committee is convinced that with quality predominating pictures, annual production must be cut back to 70, because that number is ample for the foreign business. However, the committee admits, when markets improve, it will be safe to increase early production.

The committee hopes to arrange with the Picture Production Workers

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Lippert Franchise To Rubin in N. Ohio

CLEVELAND, Sept. 19.—Bernard Rubin, head of Imperial Pictures, announced that he has acquired the Lippert Pictures franchise for the Northern Ohio territory. The deal calls for elimination of the Lippert branch, Imperial now becomes the only independent exchange in the area. Bernard Gardner, Paramount sales manager in Columbus, said that the city was added to the Cincinnati territory, has joined Imperial's enlarged organization in a sales capacity.

Leo Gottlieb, who has managed the Lippert office, will shortly announce his future plans. Academy Pictures, distributors of non-theatrical films which shared space with Lippert and 16 mm equipment will remain in the same location on Payne Avenue under the direction of Blair Mooney.

Rubin also announced purchase of RKO's Loew's 1,200-seat RKO 105th St. Theatre.

First Runs for 'Key'

Turn the Key Softly,” a J. Arthur Rank production released by Astor Pictures, is getting first run dates. Following its run in New York, the picture has been set into first run in Boston, Philadelphia, Chicago, Los Angeles, Washington and San Francisco.

Dakotas to Palace

“The Black Dakotas” Columbia's Technicolor frontier film, will have its New York premiere at the RKO Palace on Oct. 1.

Jack Arthur Named Canadian 'Pioneer'

TORONTO, Sept. 19.—“Pioneer of the Year,” annual honor of the Canadian Picture Producers to an individual who has contributed importantly to the advancement of the picture industry, has been bestowed on Jack Arthur, it was announced by N. A. Taylor, president. Arthur, who hails from Hamilton, was chosen by a committee of producers. Arthur has received the award this year. He will be honored in November at a special dinner, which will be attended by film and theatre people from all parts of Canada.

Composed in 1916

In 1916, when the screen had neither sound nor color, Arthur introduced symphonic accompaniment, much of which is composed today, to set the mood of the film on the screen. Through special stage prologues to films and other live presentations he brought life and color to theatres. The scene of this activity was the Regent Theatre, Toronto, an old legitimate theatre that in 1914 had been acquired by N. L. Nathanson and his associates in 1916 and reconverted to the Juno movie and opera house as its initial venture.

Twenty-seven years ago he was musical director of the Toronto Hippodrome and a number of other southern Canadian houses across the country. He directed orchestras and presentations at the Hippodrome and other downtown houses, including the Regent, Hippodrome, Uptown, Imperial, and back to the Uptown as manager.

Reeves Offers New Tape

Reeves will introduce a new magnetic recording tape. The product is called Super Magnetic Tape. It sells for less than standard acetate-base tape, yet is stronger and has a full-depth magnetic coating, the company stated, pointing out that it will play 50 per cent longer than standard tapes in each reel will hold 50 per cent more tape.

Reeve's Win Drive Prizes

Managers of Walter Reade Theatres in Plainfield, Trenton, Perth Amboy and Woodbridge in New Jersey were the prize winners in the fifth and final week of the “President’s Drive” being conducted by the circuit. The winners were named Friday by Edwin Gage, vice-president.

Top award for the fifth week went to Ara DeRagon, manager of the Paramount Theatre in Plainfield, and second to Michael Dorso, manager of the Savoy in Trenton.

Special awards were given to Ted Davidson, city manager for Reade Theatres in Perth Amboy, and to Frank Dean of Woodbridge Drive-In Theatre.

The circuit will award more than $4,000 in cash prizes to its managers. In this special drive designed to honor Walter Reade, Jr., president, weekly cash prizes have been given since the drive started in August. A final grand prize will be awarded in a few weeks, Gage said.

Rufakk Film Opens Here on Sept. 28

ROBERT C. RAFKAK’S “Africa Adventure” will have its world premiere on Sept. 28 at the Trans-Lux Normandie Theatre here, it was announced yesterday by Walter Branson, RKO's world-wide general sales manager.

Produced in Technicolor by Jay Bonafide, and directed by John Llewellyn, the feature has a narration written and spoken by Rufak.

“Africa Adventure” is an account of Rufak’s recent safari.
4 Features Set
Disney Lineup
To Be Handled
By Buena Vista

Announcement Reveals
RKO Will Not Distribute

Feature product of Walt Disney Productions during the next two years will be distributed through Buena Vista, it was disclosed yesterday by Roy O. Disney, president of the producing organization, thus eliminating from the distribution picture RKO Radio, which previously had handled Disney features. Buena Vista is a wholly-owned subsidiary of Walt Disney Productions.

In other areas of the world, distribution will be handled by nationals of all rights previously made by Continental Europe, Australasia and Japan. Disney has called all Buena Vista.

(Continued on page 6)

New Haven May Ban
All Films Lacking
MPAA Approval

HARTFORD, Sept. 20.—Connecticut film industry attention is focused on New Haven this week, with the state's second largest city scheduling a hearing for Wednesday night on a petition to ban the showing of all films not approved by the Motion Picture Association of America.

The hearing will be held by the New Haven Aldermanic Committee on Ordinances.

A similar petition, specifically mentioning RKO's "French Line," was heard in July, but by the time the hearing was held, the attraction was no longer showing in New Haven, and the proposal was killed by committee.

RKO Extends Two
Stock-Buy Deadlines

The board of directors of RKO Radio Pictures has extended until Dec. 31 the period within which stockholders may exercise their privilege of tendering stock to the corporation for redemption at 80 per share.

The board also authorized an extension until Dec. 15 of the period in which Howard Hughes, Hughes Domestic, Inc., has offered to buy from the corporation to purchase from him, at 80 per share, all or any portion of

(Continued on page 6)

For July and August
TAX YIELD OF 5 NYC
CIRCUITS: $494,000

Two-Month Collection Indicates Estimate Falls Short of City's Hope of $5,500,000

By LESTER DINOFF

In a move to inform New York City officials that the five per cent amusement tax collected during July and August is not indicative of the year-round business, five major theatre circuits with 143 representative houses in the five boroughs reported yesterday to the City Tax Collector amusement taxes totaling approximately $494,000, including the tax breakage of $87,600 which the local exhibitors withheld pending determination of the legality of the city levy by the courts.

Exhibitor spokesmen, reflecting on City Tax Director Russell B. Krause's expected revenue of $5,500,000 from New York City theatres yearly, stated that "the yearly tax on theatre admissions will be in the neighborhood of $4,000,000. The 143 theatres include houses on Broadway and in neighborhoods. The remaining 290 theatres should at least equal or be near $400,000 in taxes for July and August.

One important exhibitor stated that business always booms during the summer months with air-conditioning and vacations boosting box-office.

(Continued on page 8)

Postponements Plus
Refunds Marred TV
Gross of Title Bout

The closed circuit telecast of the Rocky Marciano-Izzard Charles heavyweight title fight did not set any theatre business records because the Theatre Network Television presentation was hindered by mechanical failures about the country by and ticket refunds due to the two postponements of the International Boxing Club promotion.

Despite the technical difficulties in

(Continued on page 11)

Skouras Here for
Wall Street Meet

Charles P. Skouras, president of National Theatres, accompanied by executive vice presidents, has arrived here from the Coast for a meeting with representatives of Wall Street brokerage firms.

The meeting, which will be held on Thursday, was requested by officials

(Continued on page 8)

At Paramount, Victoria
"Star is Born" in Record
Scale, New Policy Here

By MURRAY HOROWITZ

A twin Broadway engagement for "A Star Is Born" has been set here, with record admission prices slated to be charged at the Paramount and Victoria, the two theatres which will begin the run of the picture on the night of Oct. 12.

Ben Kalminson, Warner Bros. vice-president in charge of distribution, announced that the formal New York première will take place on the evening of Oct. 11.

At the same time, Edward Hyman, vice-president of American Broadcasting-Columbia-Paramount Theatres, disclosed Paramount plans for the picture. He stated that admission prices will be tripled to $2.25 high on weekend evenings, representing the highest price ever charged for a film by the Para-
Kerasotes Asserts Distributors Should Assist Exhibitors in Selling Product

SPRINGFIELD, Ill., Sept. 20.—“The distributors should exert all their efforts to assist exhibitors in selling their product in a showmanship manner to the theatre-going public, rather than exercising all their efforts to secure the unfair rental,” Kerasotes said.

The distributors are deviating from slidding scale principles in the present situation. Dist-ributors are announcing changes in scales with 35/40 per cent minimum, and new split figures they can earn 50 per cent on their features, standing that the unfair rental will eventually destroy their source of rev-enue.

Restates Three Factors

“A successful motion picture the-a-ter is composed of three outstanding ele-ments. These are elementary but must be re-stated as they are too often overlooked or forgotten by some of our over zealous sales executives. A successful motion picture industry must first have a product in suf-ficient quantity. We are grateful for the better product that our producers are supplying. However, produc-tion costs have been increased recently by reducing the supply of features. Today, there is only sufficient product to meet their needs. Only when more pictures of good quality could easily be absorbed by the theatres. The sec-ond point is the exhibitor, who in a successful industry, is showmanship. This has been sadly neglected by both exhibitors and distributors. They have not understood their usage or the need of the extent the new medium of TV. Not-withstanding, Long Long Trailer and White Christmas have set high standards and be-havior performed outstandingly. "Roman Holiday" and "Stalag 17" did more business after the telecast of the Academic Awards, which had to be sponsored by General Motors, an other side as far as our industry is con-cerned. The third factor is an invi-lent and comfortable theatre with the latest innovations in equipment and app-ointments.

Welcomes Innovations

“Then theatre-going must be an event. Good courteous service, comfortable seats, and good projection and sound are essential to a successful theatre. We are getting our more realism and welcome any innovation that will stimulate our business. However, the percentage of the theatre must be income to afford these innovations. Many are deterred from purchasing new equipment because of the high film rentals asked.”

Israel Head Lauds Balaban for Service To Int’l Relations

President Itzhak Ben-Zvi of Israel has asserted that the people of his country were “as relieved as to our future relations with the United States” due to the efforts of American community leaders such as Barney Balaban, president of Paramount Pictures.

The israeli President expressed his views in a cable to the board of the Council of B’nai B’rith, which is sponsoring a testimonial in tribute to Bal- aban’s vice chairman, Mr. Robert Wool, for his “service to the State and to his fellow man” by providing $1,000,000 for the economic development of Israel through sales of State of Isreal Bonds.

“I extend my warm greetings to Barney Balaban on the occasion of the B’nai B’rith, and I would like to mention that his able and outstanding leadership as the Chief of the Balaban delegation to Israel have been of great benefit to the State and the people of Israel.

I am Reassured”

“I am reassured as to our future relations with the United States and work for the new life, as they are on achievements of such an outstanding leader.

The Chief of the B’nai B’rith is deepening the understanding of the values of Judaism in the American community and is of vital importance for continuation of a free Jewry of its eternal heritage.

Sincerely commending Mr. Balaban and B’nai B’rith, I extend my warmest wishes for continued success in the future in our building together of a free and Independent Homeland for our people.”

Mrs. Mildred Madden, 30

BOSTON, Sept. 20.—Mrs. Mildred Madden, 30, wife of William Madden, president of a branch manager of M-G-M in Philadelphia, died at New Engeland Baptist Hospital here of toxiom poisoning. Funeral services will be held at her home in New York on Wednesday.

Technicolor Starts Building in France

Construction of the first buildings for the French Technicolor plant has started on ground broken at Joinville, France, just outside of Paris.

Dr. Herbert T. Kalmus, president and chairman of the Motion Picture Corp., reported that several Technicolor Hollywood engineers are operating in the construction of the new plant and in the design and instal-lation of its equipment.

Doctor Kalmus said that it is anticipated that the new plant being erected by the Technicolor affiliate, Societe Technicolor, will have an annual capacity of at least 70,000,000 feet of positive release prints. Re-leases are expected to commence some time in 1955 and will represent a further contribution to Technicolor world-wide service.

Plates arranged for the new French plant are patterned after the Technicolor Company’s British affil-i ate, Technicolor, Ltd., and should similarly contribute to the earnings of the parent company, Technicolor, Inc., Kalmus said.

Saratoga Village, Frederick, Md., Has New Name for a Week: It's 'Brigadoon'

Special To THE DAILY

WASHINGTON, Sept. 20.—Residents of Saratoga Village, in Fred-erick, Md., will change the name of their community to Brigadoon this week.

When M-G-M sent out a call for the “happiest village in the U.S.A.” as part of its publicity program for the picture "Brigadoon," Saratoga Village decided to answer it. M-G-M promptly decided that Saratoga Village fit the bill and the name-changing ceremonies will take place on Wednesday.

After the ceremony the "Brigadoonites" will celebrate with a bar-becue and a trip to Washington to see a private showing of "Brigadoon."
watch

"SHANGHAI STORY"

in

NEW ENGLAND

SEPTEMBER 22
thru
OCTOBER 10

BIGGEST DAY and DATE

CAMPAIGN IN

REPUBLIC HISTORY
ONCE THE GRAND HOTEL OF THE

"You're a lying Shanghai tramp..."

A

REPUBLIC PICTURE

Republic Pictures Corporation
Frank Lloyd...Hollywood's three time Academy Award Winner brings you the uncensored story behind the BAMBOO CURTAIN.

HERBERT J. YATES presents

THE SHANGHAI STORY

starring

RUTH ROMAN • EDMOND O'BRIEN with RICHARD JAЕCKEL

BASIL RUYSDAEL • JANINE PERREAU • BARRY KELLEY • PHILIP AHN

Screen Play by SETON I. MILLER and STEVE FISHER • Based on the story by LESTER YARD

Associate Producer and Director FRANK LLOYD
President in Appeal
For Aid to Koreans
In Compo Trailer

Starting the week of Oct. 4, from theatre screens, President Eisenhower will personally ask the theatre audience to contribute whatever they can afford to help the Koreans to help themselves.

The President's appeal is in connection with the nationwide theatre audience collection being conducted beginning the week of Oct. 4, or there- fore, the same week as the Council of Motion Picture Organizations.

The trailer, which was made by Fox Movietone News, is being distributed by the National Screen Service, together with press books. Robert W. Murray, formerly with Reader's Digest, has described the President's appeal on behalf of the Korean people as an inspired, sincere and direct message. It is as follows:

"Called 'Heart-Warming'"

"Last year, the theatre-owners of America, in response to a bouquet from one, contributed more than $1,000,000 to relieve suffering in war-torn Korea. This instance of American generosity is a powerful demonstration of our people's sympathy for the suffering and sacrifice borne by the people of that country. Moreover, the dollars freely given, are much more important than any tax dollars that might be raised by the Congress, for this voluntary gift establishes a personal bond with the Korean people that is based on goodwill rather than on governmental obligation.

"The rehabilitation of Korea has only started. We must not permit it to lag. It is my earnest hope that all of you will again contribute generously to the American-Korean Foundation so that the vital work of rebuilding Korea, and the restoration of hope and dignity to Korean lives, may go on."

Disney
(Continued from page 1)

Vista officials and sales personnel to the Disney studio in Burbank today to see the entire feature product of the Company will be screened. In this group of films will be the newest release of all live action feature in Cinemascope, Jules Verne's "20,000 Leagues Under the Sea," starring Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. The Verne classic is scheduled for release at Christmas time.

"Sleeping Beauty," Disney's second all-cartoon feature release, will also be screened for release at Easter time.

"Dumpling Beauty," Disney's second all-cartoon feature release, will also be screened for release at Easter time. (Continued from page 1)

Robin's Exhorts Theatre

DETROIT, Sept. 20.—Ben Robin, founder of Universal International Pictures here, has taken over the lease of the Alhambra Theatre from Kilkile & Hiler and will personally manage it. Extensive alterations and changes have been made in the theatre, including the installation of Cinemascope. Robins will announce the acquisition of one or two more theatres shortly.

RKO Extends
(Continued from page 1)

the 1,262,120 shares of stock owned by him.

In a statement to its stockholders, the company pointed out that there have been several offers for redemption a total of 951,810 shares, leaving still outstanding 2,963,103 shares of the company, including the 1,262,120 shares registered in the name of Hughes and 884,900 registered in the name of Atlas Corp.

Neither Hughes nor any other stockholder, the statement said, is required to tender his shares to the company, and may refrain from so doing.

Neither Hughes nor Atlas Corp., the statement revealed, has indicated to the company whether they will tender any stock, but Atlas, it was stressed, has given the company assurance that it will refrain from tendering stock for redemption to the extent necessary to avoid any impairment of the capital of the company which might result from the purchase of stock from Hughes.

Title Changes

TORONTO, Sept. 20.—A memorandum issued by the Worldwide Department of Moving Picture Censors has noted the change of title of five features as follows: "Clouds Over Europe" to "The Four-Sided Triangle," "Monster and the Woman," "Home at Seven" to "Murder on Monday," "Mistress of Treves" to "Captain of the Crusaders," and "The Net" to "Romana." The last two have been classified Adult Entertainment.

"Outcast" to Baronet

"Outcast of the Islands" has started several meetings with branch managers and salesmen at their exchange offices.

Review
"Four Guns to the Border" (Universal)
SKILLED in making westerns which appeal to the general public, Universal has here a good piece of merchandise which should entice the loyal customers. In addition to the always-immune threat of Indian attack, the remaining turns out one of the best.

He is Roy Calhoun, a young and daring gunslinger, who heads a small outlaw team that depends on living from other people's earnings. Needing money, the little band picks as their next target the town of Cholla. His brother-in-law, town sheriff, once chased him off, but now permits him to destroy the town, and his daughter joining him in wading off the attack.

The4 ens dashing his way through the range, he forms a bond with a pretty girl in the town, and they escape together from the town. Their problems would seem to be solved, but that is not all. They encounter gunfighters, seeking revenge for their previous encounter, and Calhoun and his men join in wading off the attack.

A posse, hard on their heels, scare the Indians away, but not before Calhoun is wounded badly and the other men are dead. The rest of the picture details the girl's efforts to keep her brother alive and prevent the town from falling to the Indians.

The title is the name of the film, which is directed by Frank S. O'Connor, who is also the producer. The picture is one of the best films made by Universal, and it is sure to please the public.
“Hoot!
Show-mon!
It’s
Sensational!”

"BRIGADOON" BIG!

FIRST 4 DAYS AT MUSIC HALL
ALMOST EQUAL TO THE 21½-YEAR
RECORD-HOLDER "SEVEN BRIDES"!

CHICAGO'S BIGGEST IN 17-YEAR HISTORY
OF MCVICKERS! (Previous record-holder "Seven Brides"!)

IN LOS ANGELES IT'S TERRIFIC!

M-G-M, PRODUCER OF THE SCREEN'S
GREATEST MUSICALS DOES IT AGAIN!

(And will do it again with "Deep In My Heart"!)

M-G-M presents "BRIGADOON" in CinemaScope - Starring Gene Kelly - Van Johnson
Cyd Charisse - with Elaine Stewart - Barry Jones - Albert Sharpe - Screen Play,
Book and Lyrics by Alan Jay Lerner - Music by Frederick Loewe - Color by Ansco
Directed by Vincente Minnelli - Produced by Arthur Freed

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)
**Eighty-Fourteen**

**Motion Picture Daily**

Tuesday, September 21, 1954

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**Tax Yield**

*(Continued from page 1)*

"However, for the rest of the year, New York City exhibitors will have a slack season period and the Christmas-New Year vacations," he said. The major circuits, Loew's, RKO, Skouras, Century and Brandeis, have forwarded an approximate $300,-

400 to the city tax office and totaling $87,000. In temporary injunction which was issued by Su-

preme Court Justice Nicholas M. Petrie and ordered to cover all theat-

res seeking to become parties to the current suit against the city by Su-

preme Court Justice John J. Flood.

The theatre circuits, collectors of the tax for the city, have posted bonds as security for the tax breakage per

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**New Price Policy for 'Star Is Born'**

*(Continued from page 1)*

amount and the highest ever charged on Broadway other than the $2.50 gen-

eral admission price and it set record set by the Roxy for "The Robe.

The Victoria will have the same price scale as the Paramount, it was learned.

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**To Open at Dawn**

Tickets for the premiere night will be priced at $2.50 each. The Para-

mount will begin its advance sale of morning tickets at the weekend.

Following the premiere, the Para-

mount plans to open its doors at 5:00 a.m. with the theatre employees expected to do some work and keep open 24 hours through Col-

umbus Day. The Victoria Theatre may

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**U-I Meeting**

*(Continued from page 1)*

range promotional planning on pic-

tures currently in production.

The promotional planning will in-


White Hunter," the Technicolor photo film of "Zan-

zibar"; the new "James Stewart starrer, "The Far Country" in Tech-

nicolor; "Circus," the Technicolor film of the James Stewart-Marlene Dietrich

film, and "Six Bridges to Cross.

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**Long-Range Plans for Four**

Long range planning will be de-

veloped essentially as "The Asphalt JOse Ferrer and June Allyson; "To

Hell and Back" in CinemaScope and Technicolor, based on Audie Murphy's

novel of his own World War II ex-

periences; "For One," in Technicolor starring Jeff Chandler and Jane Kell-

sor, and "Man Without a Star" in Technicolor, starring Kirk Douglas

and Jeanne Crain.

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**Postpone Council Meet**

HOLLYWOOD, Sept. 20.—The AFL

Film Council has postponed its

agendia scheduled for the Easter

week. Among the postponements

is that members may attend the AFL

convention in progress here.

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**Godfrey to Direct 'House'**

HOLLYWOOD, Sept. 20.—Stir-

ling up in Hollywood, producer-director Peter Godfrey has signed Peter Godfrey to direct their

"Five against the House."
PLEDGE YOUR THEATRE TODAY!

ANSWER
PRESIDENT EISENHOWER'S
APPEAL TODAY

THE WHITE HOUSE
WASHINGTON

Denver, Colorado
September 9, 1954

Gentlemen:

I am delighted to know that this year many
motion picture theatres will give their pa-
trons an opportunity to contribute funds for
the relief and rehabilitation of the Korean
people through the American-Korean Foun-
dation. Voluntary contributions by our people
to this cause transcend by far in importance
any relief afforded through governmental
sources. The person-to-person demonstra-
tion of sympathy and faith through this pri-
vate activity is of great help in welding a
warm link of friendship between the American
and Korean peoples.

I hope you will express to your colleagues in
the theatre industry my very best wishes to
them in their fine endeavor.

Sincerely,

[Signature]

Messrs. Sam Pinanski, Wilbur Snaper
and Al Lichtman, Co-Chairmen
Council of Motion Picture Organizations, Inc.
1501 Broadway
New York 36, New York

HOLD YOUR
THEATRE AUDIENCE
COLLECTIONS

WEEK OF
OCT. 4th 1954
OR THEREAFTER

SIGN THIS PLEDGE-
MAIL TODAY!
TO YOUR
NATIONAL SCREEN SERVICE EXCHANGE

HELP KOREANS
TO HELP
THEMSELVES!

In response to President Eisenhower's request, I will play the trailer
containing his plea for contributions to the American Korean Foundation
to "help Koreans to help themselves" and will conduct audience collec-
tions for this cause at all performances in my theatre during the week
beginning Monday, October 4th, 1954 or (............................)
date that suits your convenience best

Name. .................... *Theatre. ....................

City .................... State ....................

Exchange .................... Date ....................

*If a Theatre Circuit, please list theatres on a separate sheet of paper
Cinema Lodge Fund Committee Named By Youngstein

A committee of 31 persons in the home offices of the film companies, New York exchange, circuits, independent theatres and the other branches of the entertainment industry has been named by chairman Max E. Youngstein, president, for the benefit of United Artists, to aid in the 1954 fund-raising drive of New York's Cinema Lodge of Its profits, $100,000 in contribution share certificates at $25 each with one of the purchasers to receive a certificate for the New York area.

The committee from the home offices of the film companies consists of Leo Jaffe, Columbia; Irving H. Greenberg, Zanuck, 20th Century-Fox; Monroe Goodman, Paramount; Bernard Goodman, Warner Brothers; Milton Livingston, Universal; Leon Bamberger, RKO Radio, and Bernard Kranze, United Artists. New York exchange representatives are Albert Scharf, Mutual and United Artists. Radio representatives are Jack Hoffman, independent and foreign film distributors; Lon young of Du-Art, representing the laboratories; George Hornstein, the supply houses; Al Wilde, the talent agencies; and Dave Gordon and Dave Savage, radio and television.

Parama. Gulf Opens Shreveport House

SHREVEPORT, La., Sept. 28—Shreveport's newest theatre — the Paramount, owned by Paramount Gulf, chain was dedicated here in preview ceremonies with the entire receipts of the opening performances donated to the Crippled Children's Hospital.

O'Scope for British Army in Germany

DREIMOLD, Germany, Sept. 28—The British Army Kinematograph Corp. here and in other German Garrison towns is going for 'CinemaScope in a big way. All the major circuits in this area already have been equipped, 12 more are underway and at least 20 others will be surveyed with a view to conversion. A sharp increase in attendance followed the installations, AKC reported.

Schlanger Tells Showmen

It's That Extra Effort That Pays Off at the Box-office

PHILADELPHIA, Sept. 29.—The attractions offered at 'this year's Motion Picture Exposition were not only the better picture pictures but the extra effort by the theatres in giving added value to the experience. The key to the success of this effort was the motivation of the theatre staff, and to that end the programme of publicity was planned and implemented in such a way as to enable the man in the street to see the value of the programme and to join in the fun.

Ted Schlanger

Radio, TV Represented

Circuit and independent theatre representatives on the committee are: Harry Goldberg, Stanley-Warner; Bernard Stone, Samish, Inc., BIRG, a subsidiary of Paramount; Bob Sherman, RKO Theatres; Paul Behreke, Skouras; Sam Goodman, Commonwealth, Harold Rinter, Rand laboratories; Lew Wolff, Brandt Theatres; Sol Strausberg, Interboro; Bernie Brooks, Fabian, and Harold Klein, J.J. Hebner.

Other representatives are Jack Hoffman, independent and foreign film distributors; Lon Young of Du-Art, representing the laboratories; George Hornstein, the supply houses; Al Wilde, the talent agencies; and Dave Gordon and Dave Savage, radio and television.

Toronto Musicians Await Conciliation

TORONTO, Sept. 29.—After an absence of 10 days the orchestra went back into the pit of the Casino Theatre, for the resumption of the conciliation. The role of the orchestra in the conciliation was a difficult one, as they were brought in as paid musicians were engaged in an illegal strike.

While the government board did not pass upon this motion directly, it ordered the union and theatre to go to conciliation, and in the meantime, bringing back the musicians pending a decision which might not be handed down for six months. The contract between the Federation of Musicians and the Casino had expired this month despite negotiations. The horror of conciliation is the refusal of the AFL musicians to play for members of the American Guild of Variety Artists but under the conciliation order the orchestra will play for any acts, as it was concealed by Walter M. Murdoch, Canadian executive of the Federation. The Casino is the last stronghold of vaudeville in Eastern Canada.

Friedman Joins UA Publicity Staff

SAMUEL J. FRIEDMAN has been appointed to the United Artists publicity staff, succeeding Charles Handel, who has resigned, it was announced by Francis M. Winkels, national director of advertising and publicity. Friedman, who served as publicity consultant with the Western Columbia, is a legitimate theatre press agent who has represented Billy Rose and the Stempel Management who own and operate a legitimate theatre. The official announcement said he would be called upon to keep Columbia pictures in the news.

Chicago Trip to Follow

Following talks in Boston, Gehring will go on to Chicago. He will be accompanied by sales manager Alex Harrison, for a meeting to-morrow with the Midwest sales division.

The meeting in Chicago also will center on developing regional distribution plans on company releases during the last quarter of 1954.

DeMille Arriving Enroute to Cairo

Producer-director Cecil B. DeMille and a staff of 19 aides and technicians will arrive in New York tomorrow from Hollywood enroute to Egypt, where DeMille will start work on his 70th film, "The Ten Commandments," a Paramount release in VistaVision and Panavision.

Henry Wilcoxon, star of many DeMille productions and now his executive aide, is among those arriving with DeMille. The party will join a large location unit already at work in the desert south of Cairo, where preparations have been underway for nearly a year on huge sets.

DeMille will sail for Egypt on Thursday aboard the S.S. "Constitution," scheduled to arrive in Alexandria on Oct. 6. The others will leave New York tomorrow by plane.

'Sabrina' to Bow at Criterion Tonight

The fall entertainment season gets underway here tonight with the premiere of Paramount's "Sabrina" at the Criterion,dicluding Grace Kelly, Gina Lollobrigida, Fredric March, March Evans, Coie Porter, Hidegarde Neff, Steve Allen, Savvy Wall, in "CABO," Carmen Jones and Janis Carter, will attend this opening in honor of William Holden.

Holden, the 1953 Academy Award-winner, is co-starred in "Sabrina" with Humphrey Bogart and Audrey Hepburn. The picture, based on the recent Broadway hit, was produced and directed by Henry W. Wilder, also an Academy winner.

Gehring to Boston For Clarification Of Sales Policies

A general clarification of 20th Century-Fox's sales policies, including the conditions for all subsequent run situations will be made in Boston today by William C. Gehring, executive assistant general sales manager.

Gehring will be accompanied by Glenn Norris, Eastern sales manager, for a meeting at noon tomorrow of the North-East sales division.

The sales policies, to be clarified by Gehring, are explained by sales manager AI Liebman. In addition, the meeting will discuss the handling of such forthcoming Cinematone- Scope releases as "Women's World," "Carmen Jones" and "Desiree."
DuMont’s 24-Week
Net 1s Under ’53;
Sales Up Slightly

Although sales increased slightly during the first 24 weeks of this year, net profits of Allen B. DuMont Laboratories show a gain of $2,405,000 under the comparable 1953 period, the company announced.

Net earnings for the 1954 period amounted to $479,000, compared with $913,000 in 1953. Sales totaled $241,- 590,000 for the 24 weeks ended June 31, while the $181,406,000 in the preceding period last year amounted to $41,395,000. Common shares outstanding in both instances were 11,483,000. The per share profit after preferred dividends this year amounted to 18 cents, compared with 36 cents in 1953.

Profits for the 24-week period have been adversely affected by the extremely competitive prices prevailing in the cathode-ray tube and television receiver markets, the company said. In addition, development, research, and testing costs preparatory to the introduction of color picture tubes and color receivers are reflected in the profits for this period. The profit-to-sales ratio for the remainder of the year is anticipated to be at a considerably higher level, the report stated.

Doctors in National Closed Circuit Meet

Through closed circuit video facilities arranged by Box Office Television, more than 5,000 physicians in 23 cities from coast to coast will attend a session in postgraduate medicine on Thursday. This marks the first time in the history of the profession of medicine that a meeting of this nature in postgraduate medical education will be held via closed circuit television, according to the American College of Physicians.

The doctors will gather to observe and participate in a one hour symposium on the management of hypertension.

Named Head of U.K. Commercial Video

LONDON, Sept. 20.—The Independent Television Authority has appointed Sir Roland Birkett as its director-general. Sir Robert whom 49 has been director-general of the Government’s Central Office of Information since 1946. The salary in his new office will be around £8,000 a year.

Sir Robert told newsmen he has not owned a television set heretofore but plans to purchase one now.

600 Fight Prints

Six hundred prints of the pictures of the Rocky Marciano-Ezzard Charles heavyweight championship fight have been shipped to theaters throughout the country, it was announced by B. G. Kranze, general manager of United Artists, which is releasing the film.

Television--Radio

with Pinky Herman

ONE of the most poignant (and what should be unforgettable) tales of heroism and self-sacrifice that took place during World War II seems to have been forgotten—but of course, never to be forgotten by the four families who lost their respective fathers, husbands and sons. We refer to the story of the four magnificent chaplains, who gave their lives preserving prayer on their ship, a 3,432-foot Liberty ship, the S.S. Dorchester, January 30, 1943. Unlike the tragic loss of life on the United States liner on the same day and the march of the thousands that follow it, the Dorchester lives on.

The book, "The Sea of Glory," by Francis E. Reenbach, is both a tribute to the men who perished with the early lives of the Four Immortals, George Lungo Fox (Protestant minister), Father John P. Washington (Catholic priest), Alexander G. Dooge (Greek rabbi) and Clark V. Poling (Protestant minister) is easily one of the finest stories of our time and we cannot understand how come this thrilling and inspiring bit of glorious living (and dying) hasn’t yet been transferred to the screen to perpetuate their memory and to teach all of us to love Peace and practice Good Will to All Men.

We have often written about some of our friends in the city of Chicago including Eddie Hubbard, Jay Trumpeter, Jay Mills, Loren Younglove, Jim Mills, Bill Guthrie, Bernie Allen, Don Sikren, Lee Pettillo, Cesar Pettillo, Margaret Murray, Chan, Saxie and Claire Dwell, George Bauer, Lenny Kaye, Jim Lounsbury, Buddy Black, Ernie Simon, Eddie Ballentine, Cliff Petersen, Fran Allison, Hank Williams, Harry Kogen, Don McNeill, Ralph Blank, Norman Schultz, Dick Doughan, Arch Levington (we know we left out some, of course, and next time we’re in that great Mid-western Metropolis they’ll remind us of our faulty memory). However, we want to print something about a great little guy there named Howard Miller, whose WINDy chatter about people in show business in general and the Music Business in particular, is avidly listened to with respect by both artists and John Q. Public alike. He doesn’t hesitate to call his shots as he sees them and yet has often gone out of his way in order to help numerous youngsters by giving him his time, savvy and friendly advice. Two weeks ago he launched another new series over WBBM-TV (CBS Chicago) and this, together with his daily radio series over WIND, makes Howard the town’s MILLER-diller for fair.

Howard Miller

After several years as publicity director for MCA and later MCA-TV Ltd (before then he was associated with Peck Adve, Agency, Kenyon & Eckhardt, International Artists and TV Pro- grams, Inc. and was feature writer on several Long Island newspapers), John Newman has resigned to become director of advertising, sales promotion and press relations head of Official Films, one of TV’s largest indie distributor-producers. . . . Cinerama Productions, headed by Robert Siegel, has signed Burgess Meredith to host-cumte a nice half-hour series of vidtains, “Most Likely to Succeed” scripted by Ed Adamson and Richard Berg, skedded for production in the East . . . Mort Fleischmann is in New York setting up plans with NBCficion to high-light Johnny Aubrey’s third year as ensue of the popular End Ford production, “Morning Bandstand,” over WTAM, Cleveland this Thursday, John is so popular in that beautiful Lake Erie city that he can be elected mayor . . . almost.

Prexy Leonard H. Goldenson of ABC-Paramount is all smiles these days. Not only is his network picking some real talent and blue chip sponsors these days, but his pet charity (he is the national head of the United Cerebral Palsy Fund) last Saturday and Sunday, in tele- phone connected at WNDV, Pittsburgh, WTV, Seattle, WOR, and WABT, Birmingham, Ala, enced respectively by Capt. Video and Marion Grever, Chico Marx and Judy Johnson and John Reed King, raised more than a quarter of a million dollars in cash and pledges and just about has made it possible for the goal of $800,000 for the year to be reached in Pennsylvania. In one town a fellow named Bill Sharpe, newscaster and deejay, who not only is a ringer for Dave Garroway but talks like Dave and possesses the charm, gentility and innate humanitarianism of D. G.

Bout-TV

(Continued from page 1)

five situations of the 70 theatres which were on the coast-to-coast hook-up, a spokesman for TNT declared yesterday that "nothing is far enough that business was very good."

Patron Incense

In Chester, Pa., Audubon, N. Y., Huntington Park, Calif., New Orleans and San Francisco, patrons were highly thrilled and some on the verge of rioting when the closed circuit tele- cast blacked out due to burned out tubes, picture and power failure. The manager of the Stanley Theatre, Chester, J. M. Feldman, promised his patrons refunds of $3.00 to ticket holder.

Allied Artists Theatres management promised refunds for the $3.30 admissions.

Prior to the defense of the heavy- weight title on Friday evening by Marciano, a spokesman for IBC estimated that theatre television returns would be about $200,000. An announce- ment from the boxing organization yesterday stated that The Theatre TV returns in New York are expected to reach about $125,000 with $35,000 from radio.

A spokesman for the Stanley Warner Corp reported that in 10 situations where the bout was presented, the audience was 85 per cent of capacity. At the State Theatre, Baltimore, only 700 of the 1,800 seats were occupied by fight fans while in two Los Angeles theatres, attendance was at 75 per cent.

Concessions Hurt

In Cleveland, fight attendance at both the Main and Beach was cut and reduced some 25 per cent with con- cessions sales also being seriously affec-ted, mainly due to the late hour of the beginning of the telecast and the two postponements. Both theatres had to refund money to patrons when the fight delays did not give the theatres an opportunity to advertise in the newspapers.

In Washington, the Loew’s Capital with a seating capacity of 3,432 had close to 400 vacant seats. All mezzanine seats in the house were sold out at $4 each.

The Lincoln Theatre, which is owned by District Theatres, a circuit serving No. 2 patrons primarily, sold out all but some 35 tickets out of a 1,500-plus capacity at $3.50 tax in- cluded. Morton Gerber, District The- atres president, said that the Troy- Cartier middleweight bout in Wash- ington may have hurt business for the title event as that middleweight bout was also telecast.

Jimmy Powers Narrator

The U.A. fight film, 21 minutes of picturesque reporting, one of the two good shows that showed knockdowns and clinches. The IBC production is narrated by Jimmy Powers.

Despite the technical difficulties, the- atres in Houston, Los Angeles, Den- ver and Miami reported that the re- ception of the fight film was excellent, a TNT spokesman said.
THE BIGGEST CAST OF THE YEAR!

directed by JEAN NEGULESCO, who gave you "THREE COINS IN THE FOUNTAIN" and "HOW TO MARRY A MILLIONAIRE"!

Clifton WEBB
June ALLYSON
Van HEFLIN
Lauren BACALL
Fred MACMURRAY
Arlene DAHL
Cornel WILDE

Produced by
CHARLES BRACKETT who gave you "Titanic"!

Another great big wonderful motion picture

"Woman's World"
from 20th...in October!

CINEMASCOPE

Start plugging your date now! With these FREE aids!

"IT'S A WOMAN'S WORLD"
Lyrics by SAMMY CAHN
Music by CYRIL MCKRIDGE
in 1943 to "The Four Aces" in the picture

"FOUR ACES" RECORD! The group that did it for you with their "Three Coins in the Fountain" platter! Start playing it now! As soon as your date is confirmed, contact Radio-TV Dept., 20th Century-Fox, 444 W. 56 St., N.Y. 19, N.Y.

CINEMASCOPE TEASER TRAILER

Special novel Cinema-Scope teaser trailer sells the great cast...pre-sells the picture's wonderful new hit song! Put it on your screen immediately! Get it from your 20th exchange!

TV TRAILERS

60-second and 20-second open-end TV trailers with actual scenes from the picture! Start planning your TV campaign now! TV trailers available at your 20th exchange.
In Europe

AA Mulling 3 Projects for Distribution

Broidy Says Goal Is to Keep Pace with U.S.

In order to keep pace with the domestic growth of Allied Artists, president Steve Broidy, who returned yesterday from a 4-day trip to Europe, disclosed here at the Warwick Hotel that the film company is considering three alternative plans for foreign expansion.

Revealing that a final decision concerning the King Edward Hotel, which Allied Artists program and distribution will be made when Norton Ritchie, president of AA International, returns from Europe shortly, Broidy stated that at present:

"Company officials are considering opening an Allied Artists own branch and exchanges abroad. South America is the sole continent where AA maintains its own offices.

"Investigating the possibility of distributing AA product through the (Continued on page 6)

Ed Grainger to Be Independent Jan. 1

HOLLYWOOD, Sept. 21 — Edmund Grainger, top producer at the RKO Radio Pictures studios here, resigned today to become an independent with a planned program of two pictures a year for the next five years. He will start his new enterprises shortly after Jan. 1. The new company will be called Edmund Grainger Productions, Inc.

Grainger, who has been with RKO for the last five years, has several important story properties, among which is "Promised Land," for which he paid $40,000 for the screen (Continued on page 6)

Canada Sets Dates For Trade Shows

TORONTO, Sept. 21—Dates have been slated for the annual meetings and social gatherings of important trade organizations for "Conventions Week" at the Royal York Hotel here, which will be staged the second annual trade exhibition of theatrical equipment and confectionery. The activities will follow the Nov. 22 National committee, Motion Picture Exhibitors Association of Canada; (Continued on page 6)

Toll TV Sparks N. J. Allied Meet

MONTICELLO, N. Y., Sept. 21.—The subscription television issue was one of the highlights of the opening session of the New Jersey Allied convention at the Conrord Hotel.

William Snaper, New Jersey Allied president, who attended the recent exhibition meeting in Chicago on toll television, rendered a report at a closed meeting, it was stated.

In addition to subscription TV, the product outlook was discussed and a hearty welcome was spread verbally for such new ventures as Distributors Corporation of America, Malcom Productions and Filmmakers.

Today, the report of Allied's Film Committee which visited distribution sales directors in New York will be discussed in addition to the White Sulphur Springs resolution of Allied's board of directors calling for government regulation of sales policies. Election of officers will be held Thursday.

Exhibitors as far as Connecticut and upper New York State were said to be in attendance.

IFE to Release 11 By Next March

Eleven pictures, five of them in color, will be released in the United States by March, 1955, it was announced yesterday by Bernard Jacon, vice-president in charge of sales and distribution for I. F. E. Releasing Corp., at a tradesmen's conference held at the Savoy Plaza Hotel in honor of Gina Lollobrigida.

Besides the announcement of production (Continued on page 6)

Schencn, On Behalf of MPAA Board, Hails Johnstown's Extended Contract

Nicholas M. Schencn, president of Loew's, Inc., on behalf of the board of directors of the Motion Picture Association of America, made the following comment on Eric Johnstone's new seven-year contract, which has now been officially confirmed:

"We are pleased that Mr. Johnstone has agreed to continue his present office until Oct. 15, 1961. His services have been exceptional and the board has voted unanimously for the new contract. His talent and leadership have guided the industry toward many important policies and decisions.

"Recent upturns in motion picture attendance at home and abroad, due to the improvement in the quality of the attractions from all companies, should be noted. The renewal of Mr. Johnstone's contract is an indication that the policies of the Motion Picture Association have been progressive in trade relations, and in all matters which serve the public as far as motion pictures are concerned."

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G. G. Johnson Heads MPEA Europe Div.

The appointment of G. Griffith Johnson, Motion Picture Export Association vice president, to head the association's European division was announced by Eric Johnstone, president.

In the new post, Johnson will be in direct charge of the European operations under the overall supervision of Ralph Hetzel, MPEA vice president and head of the association's international department. Heretofore, Hetzel had included direct supervision of the European division of the association among his duties.

Johnson is expected to divide his time between Washington and New York, with the oath in the field as the situation demands.

Kalmine to London For Cinerama Bow

Harry M. Kalmine, vice president and general manager of Stanley at Cinerama Bow hit off to London to oversee the preparations for the opening of the first Cinerama theatre outside the United States at the (Continued on page 6)
Personal Mention

J. K. GRAINGER, president of RKO Radio Pictures, left here for Hollywood last night.

Harry MANDEL, Filmakers vice-president and general manager, will arrive in Chicago today from Hollywood. He will be in Denver tomorrow and in Memphis Friday.

Mike SIMONS, director of customer relations for MGM, will leave here shortly for Missoula to attend the convention of the Motion Picture Men of Montana.

ANTHONY MICHOT, chief cameraman for Walt Disney Productions, arrived here yesterday evening from Philadelphia.

Charles LIVY, Lou GAUDREAU, Jesse CHINICK and Howard HEIN, of the Walt Disney office here, are in Hollywood for company meetings.

John P. BYRNE, Eastern M-G-M sales representative, arrived yesterday from New York and today will go to New Haven.

Richard HEERMANS, assistant to Walter MISCH, Allied Artists executive producer, will leave Hollywood Friday for London.

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to return to New York from Europe on Tuesday.

AUGUST LOWHAM, Allied Artists special effects technician, left here yesterday for London via B.O.A.C. Monarch.

PHILIP N. KRASNE, president of United Television Programs, will leave the Coast Friday for New York.

Miles STORMS, manager in Venezuela for Warner Brothers, Caribean, has arrived in New York from Caracas.

James L. FAYON, executive producer for Matlson Prods, has arrived in New York from the Coast.

Oscar HOMOLKA and his wife, Joan TETZEL, will arrive here today from Europe aboard the "Caronia."

Mike TONIO, president of Todd-AO, has returned to New York from Europe.

ANNE FRANCIS is scheduled to arrive here tomorrow from the Coast.

Ezra STERN, industry attorney, is in New York from the Coast.

PHILIP A. WAXMAN, producer, will leave here today for the Coast.

ROBERT BREEN, director, has left here by plane for Venice.

Rock HUDDERS has arrived here from England.

Balaban to Receive B'nai B'rith Award

Barney Balaban, president of Paramount Pictures, has been selected as the recipient of the President's "Medal for Humanitarianism" by the Supreme Lodge of B'nai B'rith, it was announced here yesterday. Mr. Balaban, the chairman of Barney Markle, is chairman of the Barney Balaban branch committee.

The medal, the first to be awarded in the history of B'nai B'rith, will be presented to Balaban here by Philip M. Kuhn, national president of B'nai B'rith, at a special dinner Sunday evening, at the Waldorf-Astoria Hotel at which the executive will be cited for "35 years of dedicated service to B'nai B'rith and to his fellow man." The testimonial will pay tribute to Balaban for his outstanding work for the economic development of Israel through sales of State of Israel Development Bonds in his district.

Called 'A Fitting Tribute'

"The selection of Mr. Balaban to be the first recipient of the President's Medal for Humanitarianism is a fitting tribute to his long and dedicated achievement devoted to the highest traditions of American life," Markle said. "Few men have done more to accomplish the accord of B'nai B'rith through years of selfless service devoted to the welfare of free men and the furtherance of the noble ideals to which B'nai B'rith is dedicated."

20 Theatres to Carry BOTV Grid Telecasts

An estimated 20 theatres throughout the U.S. will receive the closed circuit telecasts of the Duke-Michigan State football game when the Box Office Television presents the first of a seasonal series of gridiron contests to an estimated 250,000 fans.

William Rosson, BOTV vice-president, stated that while a total of 15 theatres received the closed circuit telecasts of Notre Dame football games in 1953, it is expected that this coming season over 20 theatres coast-to-coast will be signed.

The contests last year were witnessed by a closed circuit audience of 150,000 who paid an admission of $1 to $2.40 at each session.

Gable to Col. Film

Clark Gable will star for William Goetz Productions in the title role of "Captain Calico," original story by Norman S. Hall, which will go before the Technicolor cameras next year as a Columbia Pictures release, with location work tentatively scheduled for Southern California, Texas and Mexico.

Mrs. Hattie Eleanon

Mrs. Hattie Eleanon, mother of Milton Eleanon, who is in charge of the booking of the Twentieth Century-Fox office of National Screen Service, passed away Monday. Funeral services were held yesterday at the Evergreen Memorial Chapel here today.

Publicists Select Movie Page Queen

The New York Screen Publicists Guild selected Sally Wise of New York City as "Movie Page Queen" yesterday at a Hotel Pierre judging. The New York City judges also named Spring Mitchell and Elaine Tyler as runners-up.

The annual affair of the film publicity guilds began with the Hotel Pierre on Oct. 15 with tickets costing $5.50, tax included, per couple.

Showmanship Prizes To Odeon Managers

TORONTO, Sept. 21—Featuring the two-day Ontario regional conference of Odeon Theatres, Ltd., in the Royal York Hotel was the "Big Show Award" luncheon when prizes were presented to winners in this province of the 1954 showmanship competition for approximately 100 managers across the Dominion. From the winning of some 150 people, including officials from Canadian film distributing companies, Odeon's champion showmen, Nick Langston, manager of the Capitol Theatre, Hamilton, received $500 cash, the championship trophy and minus one and one week's extra vacation with pay.

Gauld in Second Place

The second-prize winner, Don Gould, Odeon, Fort William, received $100 and one week's extra vacation at the summer Davies of Canada Hotel in Guelph, Guelph, won $100 for the best improvement over 1953.

The fifth-place winners, each of whom received $200, were Vic Nowe, Odeon Theatre, Toronto; Ralph Bartlett, Odeon, Sarnia; Ed Barrows, Odeon, Brantford, and Charles Mason, Rosy Theatre, Brampton.

In observations of the celebration, president W. E. Gough and other Odeon circuit executives and 35 theatre managers in Ontario were in attendance.

Trans-Lux 85th St.'s Anniversary Contest

The Trans-Lux 85th Street Theatre here will observe its anniversary on Oct. 30 with special events including a contest for patrons with a first prize of a trip to Bermuda, Richard De Bow, manager, said the contest will be based on correct identification of one of the most pictures to be displayed in the lobby.

2 Films to Leon Brandt

The Leon L. Brandt Organization has been retained to handle advance publicity for "The Men of the South Pacific," starring Robert Ryan and Julie and " Summoner."

Duchin Story to Col.

"Music by Duchin," the story of Eddie Duchin, the pianist, will be told to the screen by Columbia Pictures.

Officers of Int'l V.C. Meet at French Lick Friday and Saturday

Miami, Sept. 21—International Variety Club, which has completed plans for the annual midwinter meeting of the showmanship organization to be held at French Lick, Ind., on Friday and Saturday.

The meeting, which will bring international officers from over the country and some parts of Europe, has been called this year for the purpose of discussing the running of the local charity drives which are made in the name of Variety throughout the world.

Last year, $2,597,000 was distributed by local Variety tents benefiting 495-284 persons. Local Variety organizations have pledged an increase of almost $500,000 for the present year, and the midwinter meeting will be devoted primarily towards planning the necessary steps to meet the increased budget.

Set Dec. Hearing on Kans., 'Moon' Case

TOPEKA, Kans., Sept. 21.—A hearing on Dec. 7 has been granted in Kansas Supreme Court on the question of whether the state board of review has the authority to ban "The Moon Is Blue," Blue Book, a film.

The case grew out of the appeal filed by the board objecting to the showing of "The Moon Is Blue." The court decision granting a permanent injunction prohibiting the board from banning the film.

The State Supreme Court, in setting a hearing date, also granted a stay order on the district court's injunction against the board.

Goldwyn Completes Casting of 'Dolls'

HOLLYWOOD, Sept. 21—Jean Simmons will play the role of Sarah Brown in Samuel Goldwyn's film production of "Guys and Dolls" based on the famous Broadway hit. In signing Miss Simmons for what will be her first musical, Goldwyn completed casting of the central role as the motion picture version of the Broadway musical show.

The leading line-up for "Guys and Dolls" now has Marlon Brando as Sky Masterson, Frank Sinatra as Nathan Detroit and Vivian Blaine, who will repeat her hit Broadway role which she made famous in the New York stage production.

Joseph Levant, producer, a four-time Academy Award winner, is currently writing the screenplay in New York and will also direct the picture.

Pathé to Process

HOLLYWOOD, Sept. 21—Pathé Laboratories will process Universal International's Cinemascope feature, "In Hell and Back," starring Robert Mitchum, O. W. Murray, vice-president in charge of West Coast operations of Pathé Laboratories, is being photographed in Pan-Brochures. Other Queeny Publications: Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class 1, 1899. Subscription rates per year, $6 in the Americas and $2 foreign; single copies, 96c.

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Motion Picture Daily, Monday, September 22, 1954
Holden Is Honored at Premiere of ‘Sabrina’

“Sabrina,” Paramount’s Billy Wilder production, opened here last night at a gala invitational premiere in the Criterion Theatre. An audience of celebrities, civic and business leaders and film executives gathered to welcome the picture and to pay tribute to one of its stars, William Holden, who was present. Arriving at the premiere above are, left to right, first photo: Mrs. J. H. Owen; film star Arlene Whalen and Hugh Owen, executive assistant to the Paramount distribution vice-president. Second photo: Holden; Mrs. Barney Balaban; Balaban, president of Paramount Pictures, and film star Grace Kelly. Third photo: Leon Rosenblatt, head of the Rosenblatt & Welt circuit, and Mrs. Rosenblatt.

Gen. Van Fleet Asks Support of Theatres Korea Collection

Joining in President Eisenhower’s appeal to American exhibitors to conduct theatre audience collections in behalf of the South Korean people, Gen. James A. Van Fleet, former commander of United Nations forces in Korea, has urged all showmen to do their utmost toward utilizing the facilities of their theatres to permit the American theatre-going public to contribute to this cause during the week of Oct. 4—or a date thereafter suitable in each situation.

Gen. Van Fleet stated: “Whatever we raise in behalf of the needy South Korean people through the theatre audience collections will be a great demonstration that we of the free democracy do not forget our friends in need. There is so much that we can do for so little in Korea.” Amplifying his statement of “so much for so little,” General Van Fleet quoted the following statistics:

Outlines Donation Possibilities

Fifty cents will provide complete care for an orphan for a day; $1 will maintain a hospital bed for a day; $4 will pay for a year’s schooling for a child; $100 will provide an artificial leg for an amputee veteran and train him for useful work; $1,000 will send a student through four years of medical school; $5,000 will establish an orphanage; and $10,000 will establish a school of nursing.

“I feel confident that every showman in America will answer the President’s appeal to conduct a theatre audience collection.”

Empire Renovated

A major renovating and refurbishing job of the M-G-M Empire Theatre, London, premiere showcase in Great Britain for M-G-M pictures, has been completed for the opening of M-G-M’s “Rose Marie,” in Cinemascope with Perspecta stereophonic sound.

Belles Named RKO Cleveland Mgr.

CLEVELAND, Sept. 21—Morris Lebov, RKO Radio district manager, has announced the promotion of Frank L. Belles from the rank of salesmen to branch manager, succeeding Jack Bernstein, who resigned to join Allied Artists of Canada as general sales manager.

Belles started in the industry when he was a younger and worked weekends at the Main Theatre. Out of town, he attended the Universal booking department, then moved to M-G-M as office manager and later joined Standard Film Service as salesman. He joined the local RKO sales personnel 12 years ago.

New Perspecta Fund For M-G-M Overseas

M-G-M has set up a special fund of more than $2,500,000 in addition to its regular advertising budget, in the international market to promote its new season’s product and Perspecta stereophonic sound. This announce ment was made here yesterday by Jack M. Loew, president of M-G-M International Corp., who said that the money will be spent overseas for the benefit of M-G-M exhibitors, from first run on down, in small cities as well as large. The project will be known under the name of PEP initials for “Perspecta Exhibitor Plan.”

All Films Have Perspecta

The new global policy, Loew explained, stems from the fact that this is the first full season in which all M-G-M pictures in international markets will be released with Perspecta stereophonic sound tracks. Thus, theatres in all parts of the world will get their first chance to play a steady stream of M-G-M stereophonic sound pictures and to cash in on the distinct plus values of the Perspecta system.

Loew said that his company has several new ideas for publicizing and advertising the big ones through various media. However, the multiplicity of selling approaches in the different countries necessitates leaving details of operation in the hands of the individual M-G-M managers who together with their staffs are in the best position to know the special requirements of each country, he added.

‘Waterfront,’ $45,000

Columbia’s “On the Waterfront” concluded the eighth week of its indefinitely run at the Astor here yesterday, having grossed in excess of $45,000 the company reported.

People

Leon J. Bamberger, sales promotion manager of RKO Radio, became a grandfather for the fourth time this week when his daughter, Mrs. Sheldon Kaplan of Minneapolis, gave birth to a son.

Don Summerville, manager of the Prince of Wales Theatre in Toronto, has announced his candidacy for the Toronto City Council in the civic elections scheduled for Dec. 6.

Barbara Greene, daughter of David J. Greene, a director of RKO Theatres, will be married in June to Richard A. Greenberg.

Syd Samson, for 20 years manager of the Fox exchange in Buffalo, and Mrs. Samson have been visiting friends on Film Row there. Samson now lives in Los Angeles.

Matyas Seiber, composer, has been signed to write an original score for Louis de Rochemont’s “Animal Farm.”

Emrich Nicholson, formerly art director for Universal-International, has joined the Leo Burnett agency in Chicago.

Firth Ullman, art director; James Wong Howe and Ray June, cameramen, and Christian Nyby, director, have been signed by David O. Selznick for his four-network TV show on Oct. 24 in celebration of the 75th anniversary of the electric light.

Dan Ensel, 20th Century-Fox cashier in the Cleveland branch, is the Cuyahoga County winner in the “Caine Mutiny”—Mainline dramatic contest, making him eligible to compete in the national contest.
ALLIED ARTISTS presents "THE HUMAN JUNGLE"

"BEST SINCE DETECTIVE STORY" ... HOLLYWOOD REPORTER

THE HUMAN JUNGLE

starring GARY MERRILL • JAN STERLING

Produced by HAYES GOETZ
Directed by JOSEPH NEWMAN
Associate Producer MARVIN MIRISCH

with PAULA RAYMOND • EMILE MEYER
REGIS TOOMEY • CHUCK CONNORS

Screenplay by WILLIAM SACKHEIM and DANIEL FUCHS

WATCH FOR GIANT SATURATION OPENINGS...
BACKED BY MASSIVE TV, RADIO AND NEWSPAPER CAMPAIGNS!
Film Review
The Human Jungle

“The Human Jungle” is a sock big-city police story to which Allied Artists legitimately can give the same type of heavy exploitation campaign in backing saturation bookings—already planned—as was accorded its “Riot In Cell Block 11” earlier in the year. Film packs sex as well as violence and excitement in its year due to a new police captain taking over the toughest precinct in town, and should be a hefty one. Particularly in situations leaning toward strong melodrama.

This Hayes Goetz production is a welcome switch from the current bad-cop cycle, and is an authoritative piece of picture-making right straight through. The politics of a metropolitan police department backdrop an almost documentary narrative imaginatively directed by Joseph M. Newman with punchy overtones. William Sackheim and Daniel Fuchs’ hard-hitting screenplay also carries femme appeal through the important presence of Jan Sterling.

Feature is marked by standout portrayals of a hand-picked cast who insert forceful realism into natural characters. Gary Merrill, a police captain who has passed his bar exams and is about to leave the force, is prevailed upon to head the notorious Hightown district of the city, where crime conditions have reached the danger point. In his revitalization of the department and attempts to solve a murder he meets with opposition both from some of his own men and others above him, but finally cracks the case and whips the district into shape.

Merrill gives meaning to his part and Miss Sterling belts over the role of a tough blonde who is used as an alibi for Chuck Connors, excellent in his characterization of the murderer. Actress stages a clever strip-teease which can be used for promotion. Regis Toomey, as Merrill’s second-in-command, Lamont Johnson, as a vet detective at first antagonistic to his new captain, Pat Waltz, as a new plainclothesman who accidentally shoots an innocent bystander, and Emile Meyer, the police chief, score heavily. So, too, do Paula Raymond as Merrill’s patient wife, Florenz Ames as underworld leader and James Westerfield, aging police captain succeeded by Merrill.

Whit.
U.S. Films, Free of Propaganda, Most Popular in Ceylon, Says Jurist

HOLLYWOOD, Sept. 21.—American product leads all others in Ceylon “because of its freedom from propaganda and because it is just what it is supposed to be—entertainment,” Associate Justice E. F. N. Barretan of the Ceylon Supreme Court said in his address of the Association of Motion Picture Producers and Universal International. The jurist added, “Installation of new widescreen and your magnificent sound in Ceylon’s theatres will make American films more popular than ever before.”

Queries FCC

Allied Artists

(Continued from page 1)

...the question of whether the FCC should have direct control over TV networks.

Lee said he felt the Commission already has enough control over networks indirectly through its authority over the individual stations. “In addition to my general belief that the Commission already has sufficient authority to control the networks indirectly, the declared doctrine of direct legislative control could do this without including such outlets as advertising agencies, talent agencies, film exchanges, motion picture libraries, etc. Any other course would be inequitable and unfair.” Lee added that a little governmental control of networks would inevitably lead to a lot of government control, and therefore should be avoided at the start.

Lee also urged the radio and TV industry to “do a better job of policing the ‘bad’ advertising—advertising that misleads and distasteful advertising that they expect to avoid ‘corrective legislation and restrictive regulations.’ He said the Federal Trade Commission in 1953 received over 127,000 complaints on fraudulent radio advertising and 60,000 on television advertising, with nearly 10,000 of sufficient weight to warrant being marked for legal action.”

Kalmine

(Continued from page 1)

Casino Theatre in London on Sept. 20.

He was accompanied by Wearworth Fling, vice president in charge of engineering of Gurnear Inc., who will check the engineering side of the Ceylon installation. Kalmine will return home after the opening.

Cooper in New Firm

(Continued from page 1)

Prinmetal is Cooper’s attorney. Eve Ettinger, former Columbia Pictures studio department head, has been engaged as associate and staff consultant to the new production organization.

Texas Drive-ins Set Personnel Service

DALLAS, Sept. 21.—The Texas Drive-In Theatre Owners Association has opened a new business office at 1307 Jackson Street, here. An executive service has been set up at this address and projectionists and theatre managers desiring occupation in the drive-ins are encouraged to check their applications at the new association office.

Information of all kinds will be available.

IEF

(Continued from page 1)

rect release, Jacon, along with I. F. E. executive vice-president E. R. Zorgniotti, stated that U.S., Canadian and Far East production of “Bread, Love and Dreams” was released by the organization by the Fall of next year.

They are: “Wayward Wife,” an English language film due for November distribution; “Times Gone By,” currently playing some key U.S. situations; “Woman of Rome,” set for release in the spring, and “Bread, Love and Jeanbo,” sequel to “Bread, Love and Dreams,” which is planned for the Fall.

Free ofHughes Deal

Commenting on her exclusive contract with RKO head Howard Hughes, Miss Mirisch stated that “I am now free of that contract and would like to make a film in Hollywood. I thought I was right.” The Italian actress also revealed that in the past she has had participation deals with producers “if the producer suffers, I suffer also,” she commented.

The Italian thespian revealed that she is now free of American films in which she has appeared, “Crossed Swords” and “Beat the Devil.” She said her new contract is with the former film, her voice was dubbed in.

Jonas Rosenfield, I. F. E. vice-president, distributing and publicity, informed the trade press that Miss Lollobrigida’s picture will be on the cover of every major national trade magazine in the United States within the next two months.

Jacon added that immediate bookings are available for “Bread, Love and Dreams.”

Liebeskind Joins Times Television

Nat Liebeskind has taken over as general manager of Times Television Corp. This company is the exclusive distributor for the entire product produced by the National Film Board of Canada.

Liebeskind, a veteran in the motion picture industry, has specialized in distribution, not only in the U.S.A. but in Europe, Asia and Latin-America where he established offices for some of the major film companies.
National
Pre-Selling

The build-up for "Barefoot Contessa"

For most of the public throughout the nation, interest in "The Barefoot Contessa" was started through the attention accorded it in national magazines. Included were a five-page feature in "Life," front cover and two-page story in "Collier's," color-page in "Redbook," picture-of-the-month in "Coronet," multiple-page layouts in "Tempo" and "Cosmopolitans" and coverage in all the fan magazines.

Advertising tie-ins include a "Contessa" sweater promotion in fashion magazines by Bopple Sweater Co., a "Contessa" letter writing contest by the Italian Line with free round-trips to Italy as prizes, window displays with items at Pan American Airways, also shoe campaign sponsorships by I. Miller, Dave Evans, Herbert Levine and Delman. Music promotion of UA's "Song of the Barefoot Contessa" by Chappell & Co. also is an important factor, with recordings set by Victor and Mercury.

TV and radio breaks are also part of the build-up: a statue of Ava Gardner, flown from Italy appeared on the Dave Garway network show and on Bill Leonard's network program; producer Mankiewicz is slated for another Garaway program; Humphrey Bogart will appear on the Tex and Jinx, Garaway and Martha Deane shows. UA is making available to exhibitors a TV spot film featuring special art of Ava Gardner.

An attention-compelling full page ad for the picture was a feature of the theatrical section of the N. Y. Times last Sunday.

The photographing of "Land of the Pharaohs," a Warner Bros. picture directed by Howard Hawks, has been selected by the editors of "Life," as the lead news story in the current issue. This is the first time that a motion picture has been given the first news story position in "Life."

One of the ace photographers of the Luce organization traveled to Egypt to photograph the making of "Land of the Pharaohs," near the Pyramid of Khufu and in the shadow of the great Sphinx. As many as 9,270 Egyptian extras were used as "pyramid builders," to re-create the work their forebears had actually done centuries ago. Seven full pages, including a two-page spread, are devoted to this picture.

"Rear Window," "Broken Lance," and "Betrayed," are reviewed in the October issue of "Seventeen."

A beautifully colored photograph from "The Egyptian," which spreads across two pages, introduces the condensation of the novel of the same name in the October issue of "Woman's Home Companion." The complete condensation appears on 12 pages of the current issue.

"Look," gave "Brigadoon" a splendid send-off in the current issue. Beautifully colored pictures illustrate the review, which appears on a two-page spread.

WALTER HAAS
HUMPHREY BOGART · AVA GARDNER

"THE BAREFOOT CONTESSA"

in color by TECHNICOLOR · co-starring EDMOND O'BRIEN · MARIUS GORING VALENTINA CORTESA · ROSSANO BRAZZI with WARREN STEVENS · BESSIE LOVE

written and directed by JOSEPH L. MANKIEWICZ

A FIGARO INCORPORATED PRODUCTION

WORLD PREMIERE CAPITOL THEATRE, N.Y. SEPT. 29
At TOA Conclave
Starr to Seek
Broadening of
Film Markets

Says Untapped American Field Must Be Explored

Broadening the potential market for films in the U.S., irrespective of where the picture is produced, will be explored at the forthcoming Chicago convention of Theatre Owners of America by Alfred Starr, TOA board member. Starr disclosed here yesterday that Starr, made the disclosure when asked to comment on the content of his address to the convention.

Starr held there are millions of people in the U.S. who are not being reached by the present avenues of communication. His contention, Starr held, is true for all pictures, Hollywood-made product as well as foreign films.

New avenues of communications must be explored if the large untapped markets, (Continued on page 6)

MPEA Okays New
Norway Film Pact

A new one-year pact with Norway has been approved by the Motion Picture Export Association, it was disclosed here yesterday.

The new pact, negotiated by MPEA vice-president Griffith Johnson while in Oslo, continues the 40 per cent rental ceiling. However, it revises the exceptions from the 40 per cent limitation for five for all companies under the pact limit, to two films per company which are freely negotiable.

The MPEA approved the pact at a late meeting Tuesday.

To Mark Cinerama
Second Birthday
Next Thursday

Cinerama will celebrate its second anniversary here next Thursday evening. The showing is third year on Broadway will have as special guests 150 mayors of cities and towns within a radius of 100 miles of New York, invited as guests of S. H. Fabian, president of the Stanley Warner Corp., which controls the success of its theatres.

Cinerama has achieved the longest run of any motion picture on Broadway. On Oct. 26, it will set the all-time record of first runs by passing the 108-week record of "Red Shoes" at the Bijou Theatre, which is a small legitimate house.

In honor of Paul Mantz, Bendix trophy winner and flyer of the air travel sequences that comprise the "America the Beautiful" climax to the Lowell Thomas-Merian C. Cooper presentation, a large delegation of uniformed pilots of the Air Line Pilots Association will attend the birthday showing. Thomas will join Mantz and Stanley Warner heads in greeting the guests.

Other honors in the form of scrolls and plaques will be accepted for Cinerama from the General Federation of Women's Clubs, the National Board of Review and Audio Magazine.

N. J. ALLIED DEMANDS ACTION ON 'CONFISCATORY' RENTALS

Special to THE DAILY

MONTICELLO, N. J., Sept. 22—Acting on the premise that the distributors' policy of pricing films is confiscatory of the benefits derived from the reduction in the Federal admission tax, Allied Theatre Owners of New Jersey today recommended that the issue be submitted to Allied's national board of directors as a subject for Congress to investigate, the theory being that Congress granted theatres relief which they are not receiving.

This topic held the spotlight today at the annual convention of the New Jersey unit at the Concord Hotel now in session here.

Many of the exhibitors present reported that they had long been negotiating with managers with whom they negotiate did not pay attention to, or did not receive orders from, their home offices on easing their policy toward exhibitors. There was considerable resentment at the remarks of some of the sales managers that customers were dishonest. The exhibitors said the film companies themselves refused to check exhibitor overhead to determine equitable deals.

They also talked about print shortages, reporting that many shows were advertised but not played and some of them reported that even trailers that they had booked were not available. There were suggestions that pictures (Continued on page 6)

At Illinois Meeting
Decree Violations Should Be Reported, Levy Says

SPRINGFIELD, Ill., Sept. 22—"Shocked" at the many apparent violations of decrees in the U.S. v. Paramount case in this and in other areas, Herman M. Levy, TOA general counsel, declared that "violations reported at exhibitor meetings concerning certain distributors, mainly in the field of conditioning the sale of one picture upon another or others were disheartening."

Speaking at the regional meeting of the United Theatre Owners of Illinois at the Leland Hotel here, Levy stated that "I am heartened by the fact that the exhibitors concerned have agreed to put their complaints in writing, giving the time, place, name of sales representative, and the demands made by him, so that appropriate action could be taken."

Wants Details Sent to New York

Levy asked the exhibitors at the UTO meeting to forward to TOA headquarters in New York all such information regarding violations of the decrees.

Other complaints voiced by the exhibitors attending the meeting included:

C Shortage of prints. It was stated that as high as 15 prints on a single picture were available a few years ago to serve the St. Louis area, and that this has now been reduced to four or five, and that many prints were sent out without inspection.

C Some theatres now have to wait at least a year in order to get product at a price they can afford to pay.

C The distributors owe it to the youth of the nation to keep the small (Continued on page 6)

Group to Aid MPRF
Names Its Leaders

HOLLYWOOD, Sept. 22—Motion Picture Exposition, cross-industry organization formed to promote activities beneficial to the Motion Picture Relief Fund, met last night to name a board of directors, elect officers and appoint an executive committee.

The organization embraces, in addition to the Motion Picture Relief Fund, the Association of Motion Picture Producers, AFM, Peoples Council, Screen Actors Guild, Screen Producers Guild, Publicists Guild, Society (Continued on page 6)

“Il no man has ever paid for me, and I do not think any man ever will…”

— from Joseph L. Mankiewicz's "THE BAREFOOT CONTESSA"... thru UA
Personal Mention

ALFRED E. DAFF, Universal Pictures executive vice-president, will leave New York today for Hollywood. Edward Muhl, vice-president in charge of productions, who has been here for conferences, will return to the Coast today.

CAROL MENDELSON, daughter of Irving Mendelson, United Artists exchange manager, has left New Haven, has returned to her studies at Brandeis University, Waltham, Mass.

MAX WEINBERG, writer, accompanied by his wife and daughter, will leave New York by plane today for Switzerland.

SUNSY S. KELIC, of Bell Film Exchange, was in Albany, Gloucesterville and Syracuse from New York.

C. BEY. D. MELLE will leave New York today to ab a Constitution for Alexandria, Egypt.

WALTER WANGER and his wife, JOAN BENNETT, will arrive here by plane today from the Coast.

Mona Freeman will arrive here tomorrow from the Coast on her way to England.

MORI KRUSHEN, United Artists exploitation manager, is in Philadelphia from here.

JULES LEEVE, producers' representative, left here for the Coast by plane last night.

SAM WISENBATER, producer, will leave here today for Hollywood.

FREDIE MARCH will leave here to day for Hollywood.

J. Anti-Trust Suit

Set for Trial Feb. 7

Federal Judge John C. Knox yesterday set Feb. 7 as the trial date for the anti-trust case filed by J. J. Theatra, Inc.,-controlled Tientsin Theatre in The Bronx, against Syross and George Shouras, Skouras Theatres and 20th Century-Fox. The plaintiffs charges specify that the Favor Theatres were favored over the Luxor.

The case first went to trial in February 1953, when it was dismissed by the court. In May of this year, the Circuit Court of Appeals reversed the decision.

Frank Petraglia to Walt Disney Staff

Frank Petraglia has joined the staff of Walt Disney Productions.

Formerly with RKO Radio as head of television and merchandising tie-up activities, Petraglia will handle music exploitation for the Disney organization. He was formerly associated with Abe Glaser. Petraglia will also be active in the national publicity and exploitation of Disney film product.

Todd's Distribution in Italy

To Be Handled by Haggag

Distribution of films of Michael Todd Productions will be handled in Italy by Robert Haggag, Italian distributor-producer, it was disclosed yesterday.

The disclosure was made by Haggag at a reception honoring the appointment of Michael Todd Productions, the organization which will handle the distribution of films in the Todd-AO wide screen process. Reisman, in accepting the appointment, has severed his connections with the Joseph P. Kennedy organization.

It was learned that Reisman plans a trip to England in connection with the production of Verne's "Around the World in 80 Days," the property purchased by Todd while he was in London last summer. To this end, Alexander Korda's London Films, Todd, accompanied by Haggag, was scheduled to leave here today for the Coast, reportedly to line-up an additional property for the Todd organization.

Ask Civic Groups

To Aid Korea Drive

Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, revealed yesterday that local civic, patriotic and religious leaders of many communities have been notified to cooperate with theatre managers in making a success of theatre audience collections for Korean relief donations. All donations are on the first of each month.

Coyne also urged motion picture producers to alert local veteran organizations, citizens' councils, 4-H clubs, better business bureaus, school, church and municipal groups.

The collection is set for the week of Oct. 4, or any time thereafter suitable to each local situation, explained Coyne. It is being sponsored by COMPO in answer to the President's appeal to American exhibitors.

Seburn Is Named

To New UPH Post

HOLLYWOOD, Sept. 22.—Stephen Bosaurus, president of United Productions of America, announced that Seburn H. Hample has been named to assist to the president. Seburn was formerly in UPA's film editing department.

He has come to UPA two years ago, Seburn was music editor at Paramount Studios for 13 years. Prior to that time, he was director at the Walt Disney Studios, set designer at Universal Studios and the university professor at the University of Minnesota.

Star' in B&K House

Without Stage Show

CHICAGO, Sept. 22.—"A Star Is Born" will go into the Chicago Theatre of Balaban & Katz on Oct. 15 for an extended run. The house will dispense with stage attractions during the showing of the film.

Hayden Here

Russell Hayden, who has teamed up with Maria Davies in the production of a TV comedy series, "Meet the Family," starring Arthur Lake, co-host of the "Blondie" series, is in New York for a coast-to-coast business trip with SCREENCAP Pictures, which will handle the package in the East.

Personnel Dismissals

At RKO Coast Studio

Special to THE DAILY

HOLLYWOOD, Sept. 22.—Two staff producers, four publicists, the make-up department head and four secretarial workers are known to have been laid off by the RKO Coast studio today in a general purging down of personnel on orders from the top management.

The reduction, which may be more extensive than today's dismissals indicated, was announced by Edmund Grainger's announcement of his intention to enter independent production at the year's end, and by 44 hours Roy Disney's announcement that the wholly-owned Disney subsidiary, Buena Vista Distributing Co., will handle all Disney films.

The studio has no pictures in shooting stage at the present time.

Kintner Shifts 5

in ABC Radio-TV

A series of executive promotions and departmental consolidations within the ABC Radio and Television network were announced by Robert E. Kintner, president of the American Broadcasting Co.

The departmental consolidations and executive promotions, all effective immediately, are:

Consolidation of the news and special events departments of the ABC radio-TV into one department with Robert E. Kintner, previously chairman of the department and Thomas Ve- lotta named vice president and administrative officer of the combined department.

Included in the functions of the consolidated news and special events department will be religious and educational programming.

Robert F. Levine, eastern program director of the ABC Television, was promoted to director of the television program department. Don Durgin, who has been director of network television sales development, was named director of sales development and research for the radio and television networks.

Edwin E. Loar, director of sales promotion for the ABC radio, will head a newly constituted advertising, promotion and publicity department for the combined ABC radio and television networks, serving as director of the department.

Ambassador Eban

Of Israel to Speak At Balaban Dinner

Ambassador Abba S. Eban of Israel and Philip M. Khutzinik, national president of B'nai Brith, will be the only testimonial speakers at a Balaban dinner for Barney Balaban, president of Paramount Pictures, on Sunday evening at the Waldorf-Astoria Hotel. It will take place in the name of Sam Feldman Markle, chairman of the Barney Balaban Tribute Committee.

The dinner is to honor the film executive by providing $1,000,000 for the economic development of Israel through the Israel State Development Bonds.

Will Voice Israel's Thanks

Ambassador Eban will convey to Balaban the thanks of the people of Israel for his leadership in the effort to strengthen Israel's economy through the State of Israel Bond and the Israel State Development Bonds.

Eban will speak to the guests of the board of governors of the State of Israel Bond Organization since the inception of the Israel Bond drive in 1951.

The Israel Ambassador will transmit to Balaban the greetings of President Ben-Gurion and his government.

Stars to Participate

The testimonial for Balaban is being sponsored by the Metropolitan Council of B'nai Brith along with representatives of the motion picture industry. Reservations are by purchase of $1,000 in State of Israel Development Bonds.

The program at the testimonial will be many of the outstanding stars of Hollywood and the entertainment world including Edw. Cantor, George Jessel, Eddie Fisher, Grace Kelly and William Holden.

Brandt, Miller Lease Palace

in Stamford

The Palace Theatre, Stamford, Connecticut, has been leased by Harry Brandt, president of Brandt Theatres, in association with Melvin Miller, former owner of the Capitol Theatres of New York and New Jersey.

The lease was signed by Mr. and Mrs. C. Vuono, pioneer Stamford operator who built the house in 1920, at which time it was one of the largest theatres in the state.

Berk and Krumgold were the brokers in the deal.

Daniel Burns Dies

ALBANY, Sept. 22.—A Requiem Mass was celebrated today in Cathedral of the Immaculate Conception for Daniel Burns, a Groton, Mass. businessman and former Proctor manager in New Jersey. Burns, who had been a member of the Catholic Archdiocese Guild in New York, was the one served at the Madison from 1937 to 1950. His widow survives.
**WALL STREET JOURNAL CITES BETTER THEATRE BUSINESS**

Confining a Motion Picture Daily survey of business conditions in the field, the "Wall Street Journal" yesterday summed up its 10-city round-ups with this head: "Long Suffering Theatre Operators Report Best Business in Years."

The "Journal" story, in part, said:

"This will be our best year at the boxoffice since we opened the doors 12 years ago."

"That cheerful forecast comes from Sol Krinn, owner of Detroit's Kron movie theatre. Most moving exhibitors contacted in a "Wall Street Journal" 10-city survey agree current business is better than in 1946-47."

"Business so far this month is about 40% ahead of a year ago, reports a spokesman for Loew's Penn Theatre in downtown Pittsburgh. "It's the best since 1947."

"Fred Stein, California general manager for United Artists Theatre Circuit, has this to say: "Our grosses are reaching out of 1946, our best business in years."

"Our September business is only a little ahead of a year ago, but figures are dramatically up this year. There are now approximately 4,000 outdoor theatres, compared with a mere 300 seven years ago."

**Art House, Drive-in Set for Columbus**

COLUMBUS, O., Sept. 22.—Second local art house and a new $250,000 drive-in equipped for year-around operation will be added to the Columbus film scene. Louis and Maury Sher, local restaurant opera- tors, will operate the dark building in East Side neighborhood, as an art theatre in association with Ed Shulman, Detroit theatre operator.

"The Beeley," opened originally 19 years ago by Theodore Lindenberg, Sr., and his son and later acquired by R. Neal Neib, has been dark for about two years. The only other local art house is the World, operated by the Terles Sugarmans. Facility is 500. It will be opened about Oct. 1.

The Mainview Corp. of Chicago is erecting a $250,000 drive-in in suburban Whitehall, to be opened about Jan. 1. The drive-in will have in-car sound equipment and will be operated by Sol Morton, Isaac, local attorney, representing the Chicago corporation.

**Hajji Baba’ Bow Set**

"The Adventures of Hajji Baba," a Walter Wanger presentation in CinemaScope, was released by 20th Century-Fox, and released by 20th Century-Fox, will have its world premiere at the Globe Theatre here on Oct. 8, the film distribution company announced.

**$1,500 By Drive-ins To Albany 'Dimes'**

ALBANY, Sept. 22.—A group of area drive-ins raised more than $1,500 for the emergency March of Dimes campaign, in a week-end distribution and collection of donation envelopes. This amount, reported by Charles C. Vision, East Greenbush, announced. He said the total was the largest raised by any segment, and that the cooperation by drive-in owners was unexcelled.

Jack Goldberg, Metro manager, served as chairman of the sale's committee. He held charge of the local drive for the motion picture industry in the regular March of Dimes last January.

**Start 6 New Films At Coast Studios**

HOLLYWOOD, Sept. 22.—Six new features reached the West Coast last week, and two pictures finishing the total number of pictures in work this week in the city.

Started were: "Interrupted Melody," CinemaScope, color (Metro-Goldwyn-Mayer); "The Trouble With Harry," Technicolor (Paramount); "The Seven Year Itch," CinemaScope, color (20th Century-Fox); "Not As A Stranger," Stanley Kramer; and "Gentlemen Marry Brunettes," Russell-Voyager, Cinemascope, Technicolor (United Artists); "Justice Comes To Townhawk," color (Universal-International).

Completed were: "Prize of Gold," Warwick, Technicolor (Columbia); "White Feather," Panoramic, CinemaScope, Technicolor (20th Century-Fox).

**Lease 2 in Watervliet**

ALBANY, Sept. 22.—The Grand and Strand in Watervliet have been leased by Jules Perlmutter to Peter Holcomb. Perlmutter still buys and books the houses. They are the only theatres in that city, as is the Hudson River from Troy.

**Launch 'Waterfront'**

HARTFORD, Sept. 22.—Columbia Pictures has announced the initial booking on the E. M. Loew's Hartford division Friday at the E. M. Loew's here.
Now all seats are

Watch an audience, as one of today’s wide-screen romances unfolds. There’s a new feeling of reality—a new sense of being right in the midst of things. And everyone in the house shares it. All of this comes from combined new technics in picture-taking, processing and projection—problems which the Eastman Technical Service for Motion Picture Film is helping the industry solve. Branches at strategic centers. Inquiries invited.
down front!

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
N. J. Allied
(Continued from page 1)

not delivered within a reasonable time be reduced in price.

William Snapper, president, reported to the general membership on the visit to the sales managers by the National Allied film committee. Irving Dollinger, regional vice president, asked for closer liaison with the national organization through his office.

Officer of the year for South Jersey Allied elected for the coming year are Snapper, president; Louis Gold, first-vice president, Northern New Jersey; Sidney Schrader, second-vice president, Northern N. J.; John Harwan, vice-president for South Jersey; William Basil, secretary; and Martin Massey, treasurer; Harry Sheer, sergeant-at-arms; Dollinger, national director and board chairman.

Resolutions Passed
Following are resolutions passed by the convention:
Resolved that the sales policy of Columbia Pictures as laid down by its general management, is an outrage, be condemned as insufferable and unconscionable.
That this organization advise its members before accepting this policy, they carefully consider whether they will allow an equitable profit to the exhibitors.
That it is the opinion of all exhibitors present based on years of experience, that no picture can be played at terms of 50 per cent of the gross and allow a fair and equitable profit to the exhibitor and therefore that any distributor who asks 50 per cent of the gross as film rental be condemned.
That this organization wishes to acknowledge its appreciation to Al Lifstein of 20th Century-Fox and Charles Reignon of M-G-M for their statements that exhibitors are entitled to an equitable profit in their operation and their earnest hope that this basic economic principle of business will soon be recognized and put into practice by all distributors.

One in 'B,' Six in 'A'
In Latest Legion List
"Four Guns to the Border" has been placed in Class B, in the latest listing of the National Legion of Decency, which rated the remaining six films reviewed as Class A.

In Class A, Section 2, are "Private Hell 36" and "Security Risk." The four films in Class A, Section 3, are "The Black Dakotas," "Operation Manhattan," "Sitting Bull" and "Ricochet Romance."

$10,200 for 'Kidnappers'
United Artists' "The Little Kidnappers," at the Trans-Lux 60th St., Theatre here, registered a third-week gross of $10,200, which topped to exceed its return by ten per cent. UA reported.

Report Violations: Levy
(Continued from page 1)

M. P. Relief Fund
(Continued from page 1)

of Motion Picture Art Directors, Society, and Motion Picture Producers, the Independent Motion Picture Producers Association and the City of Los Angeles, which has been pledged by Mayor Norris Poulson to cooperate.

Depatie Portrait
Officers of the organization are:
Edmond L. Depatie, president; Y. Frank Freeman, first vice-president; Benjamin B. Kahane, second vice-president; Albert B. Hilton, third vice-president; Alfred P. Chanie, secretary, and George Douglas, treasurer.

New Business Rises
$1,275,000 at NBC-TV
More than $1,275,000 in new business for NBC-TV's magazine concept programs, "Today," "Home" and "Tonight," have been signed in the past 30 days, Richard A. R. Pinkham, vice-president in charge of the NBC research and programming department, announced here yesterday.
The package includes some 300 participations by 18 advertisers, the television executive said.

Suddenly Oct. 7
"Suddenly" will have its New York premiere at the Mayfair Theatre on Oct. 7, instead of Oct. 12.

Unveil Replica of Edison's 'Black Maria'
(Continued from page 1)

Our industry's research laboratories are among the finest in the world; our engineers and scientists are outstanding."

Admiral Bowen Presides
Vice Admiral Harold G. Bowen, executive director of the Edison Foundation, who was present at the ceremonies, which also included addresses by Herbert Barnett, president of the Society of Motion Picture Engineers; John Edison Sloane, grandson of the inventor; Frank B. Stover, assistant secretary of the Commission of Education, New Jersey State Department of Education; and Miss Rita Hoche, assistant secretary in charge of the bureau of visual instruction, New York public schools. Both of the latter spoke on the role of visual education in modern schools.

The Technicolor Corporation's documentary film "The Story of Thomas Alva Edison" was in the newly dedicated 60th St. Theatre, which is now fully equipped as a 50-seat theatre. The building, like the original, is on a circular track and has a roof section which can be opened. By these means, Edison was able to take advantage of direct sunlight at any time of the day or in early films within the "Black Maria."

Industry Well Represented
Representing the industry in addition to Zukor and Levey were John J. O'Connor, vice-president of Universal-International; and John Mccullough of the Motion Picture Association of America.

People
Harvey Appell, who for three years has been Columbia Pictures salesman in Albany, N. Y., has been transferred to Montreal. He joined The Montreal in 1945 as a staff member, in the cost department and later as an assistant bookkeeper, a post which he occupied until his present promotion.

Jean Peters and Richard Todd, the Century Fox players, have arrived in Atlantic for the filming of "A Man Called Peter," biography of the late Rev. Peter Marshall. The production unit consists of the two stars and 32 members of the technical staff.

A. O. La Flamme, manager of the New England Motion Picture Exhibitors, who was recently elected chairman of the Community Chest Drive, which opens next month with a concert of local and national stars, is in the drive-in Kofield is building an ice skating rink for the use of the patrons before the start of the shows.

Morrie Roizman, in association with Auerbach Film Enterprises has completed a 36-minute color subject of Redwood which will be screened for distribution.

7 Weeks for 'Susan'
CHICAGO, Sept. 22—RKO's "Susan" has been playing for the seventh week of its run at the Woods Theatre, here. The Technicolor comedy is currently in its sixth week at the Music Box Theatre, Seattle.
You saw it *FIRST* in

**Motion Picture Daily**

These are but a few examples—and none is a trivial item tagged, “This is an Exclusive Dispatch”.

If it’s news that IS news—about people and events of importance to you—you see it FIRST in *Motion Picture Daily*—concise and to the point.
COLUMBIA PICTURES presents A WARWICK PRODUCTION

ALAN LADD

The Black Knight

costarring PATRICIA MEDINA with PETER CUSHING • ANDRE MORELL • HARRY ANDREWS

Color by Technicolor

Story and Screen Play by ALEC COPPEL • Produced by IRVING ALLEN

and ALBERT R. BROCCOLI • Directed by TAY GARNETT

COLUMBIA'S RECORD BREAKING COAST-TO-COAST BOOKING STARTS

NOVEMBER 10TH

BE IN ON IT!
As Well as TOA
DCA to Offer
Allied States
Participation

Schwartz to Invite, But
Not Urge, Stock Buying

Allied members, as well as those of Theatre Owners of America, will be
offered stock ownership participation in Distributors Corporation of
America, the newly-formed distribution company headed by Fred J. Schwartz,
it was disclosed here yesterday.

Schwartz, it was stated, will be on hand next month at the Allied States
Association national convention in Milwaukee to apprise exhibitors of
DCA's plans. While there will be no active solicitation of stock participa-
tion, it was stated, Allied members will be invited to join the exhibitor-
participation DCA line-up.

Schwartz, who also is president of

(Continued on page 6)

Nathanson Forms
Gibraltar Pictures

Sam Nathanson, former sales man-
ger for Hal R. Malesin, has formed
Gibraltar Motion Picture Distributors, Inc., with plans to acquire films for
domestic distribution.

Nathanson is also preparing a bro-
chure for producer-distributor contract
commitments to establish another
source of product.

“A Love Story,” the Eric Pomer
production which won the Berlin Film
Festival Award for photography, re-
cently acquired by Nathanson, is be-
ing subtitled for a New York premiere to
coincide with the legitimate opening
of Hildegarde Neff, star of the film, in
her Broadway debut “Silk Stock-
ings.”

Again Name Frisch
To Head MMPTA

Emmanuel Frisch was reelected presi-
dent of the Metropolitan Motion Pic-
ture Thesauras Association of New
York; here yesterday, thus becoming
the first president to succeed himself
since the founding of the organiza-
tion in 1946.

Frisch was selected following the
election of the new board of directors
at the annual membership meeting of
the organization.

(Continued on page 6)

National Theatres Seeks
OK to Enter Production

Concession by 20th
On 2nd Film of Dual
Promised by Gehring

By Staff Correspondent

CHICAGO, Sept. 23.—William C.
Gehring, executive assistant general
sales manager of 20th Century-Fox,
today told members of Allied Theatres
of Illinois that his company, effective
immediately, will grant to a theatre a
reduction in the gross cost of the
second feature when the house is playing
a double bill. Fox, he said, will
allow a fair price for the second fea-
ture.

Gehring, introduced by Jack Kirsch,
president of Illinois Allied, spoke at a
luncheon held in the Blackstone Hotel
here. When asked if all CinemaScope
(Continued on page 6)

John Harris Sought
For NCCJ Campaign

John H. Harris, head of Harris
Amusement Co. and other Pittsburgh
concerns, and founder and interna-
tional Big Boss of Variety Clubs, is being
asked to head the 1955 campaign of
the motion picture industry for the
National Conference of Christians and
Jews.

Harris was a guest of the industry
(Continued on page 6)

Charles Skouras Reveals Conferences Have
Been Held With Officials of Department
Of Justice on Amending 20th-Fox Decree

By MURRAY HORIZON

National Theatres is seeking government approval to enter the financing
and production of motion pictures, Charles P. Skouras, NT president disclosed
at a conference held here yesterday.

Skouras, meeting the press prior to
his conference with NT executives
and security analysts, told of the
first negotiations of a major divorced
theatre circuit to initiate pro-
duction. Talks on amending the 20th-
Century-Fox consent decree, un-
der which NT separated itself from
20th-Fox, have been going on in
Washington with Department of Jus-
tice officials, Skouras added.

Expanding on the disclosure, NT
general counsel and vice-
President John Bertero, who
also attended the press con-
cference, said that plans call for
NT financing or production of
two films per year.

Bertero said that “we have reason
to believe” that Department of Justice
sentiment has changed since 1946,
when the anti-trust judgment was first
entered. Describing current talks in

(Continued on page 3)

Questions Success
Of Midwest Drive-ins

The profit possibilities of drive-in
operation in the Midwest were ques-
tioned here yesterday by Emmer Rhoden,
National Theatres vice-president
who heads up the circuit’s Fox Mid-
west Theatres.

Rhoden, in response to a question that
“we don’t regard it as a type of
showbusiness that we want to en-
gage in,” Drive-ins in the Midwest, he
continued, are confined to a six-month
operation which, he called, a short
season.

The question was asked by a news-
man at the press luncheon here of
Charles P. Skouras, NT president, at

(Continued on page 3)

Meet Security Men’s Views

New Dividend Policies Are
Seen for Nat’l Theatres

By SHERWIN KANE

Security analysts of New York’s financial community were informed yester-
day by Charles P. Skouras, National Theatres president, at a meeting at
the Waldorf-Astoria Hotel here that action is being taken to permit a
20 per cent greater dividend payment by the company than is now permitted
under agreements relating to funded
debt of the company.

It is understood that such action
meets satisfactorily one of a series
of questions raised by the analysts who
represent brokerage houses and custo-
mers who have acquired a reported
250,000 shares of N. T. stock in the
market in recent months.

Another question they have raised

(Continued on page 3)
Personal Mention

E DWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, will leave here over the weekend for Chicago and Los Angeles.

LEONARD SPiegelman, M-G-M writer, is scheduled to return to New York from Paris on Monday and to leave here for the Coast next Thursday or Friday.

WILLIAM A. SCULLY, former Universal Pictures vice-president, is in New York. He was formerly with the company in Maine, enroute to Florida.

Dr. KENZO RYUZEN, director of the Rome office of Italian Films Export, will return to Italy from New York today by plane.

RICHARD HEECKMAN, assistant to WALTER MIRISCH, Allied Artists executive producer, will leave here today for London.

MAURICE A. BERCHEM, Universal Pictures Eastern studio representative, has returned to New York from the Coast.

A. I. FRACHET, Paramount Latin American division manager, has arrived in New York from Mexico City.

FRANK J. PLANAS, Paramount's branch manager in Puerto Rico, has arrived in New York from San Juan.

JAMES R. GRANGER, president of RKO Radio, will leave Hollywood by plane today for San Francisco.

VIERI NICOLLI, publicity director for Paramont in Italy, has arrived in New York from Rome.

JOSEPH TUSHINSKY, co-inventor of Superman, will arrive here Monday from Hollywood.

JONATHAN RAY, singer, is expected in New York from Hollywood over the weekend.

COLIN YOUNG, Filmmakers executive producer, left here yesterday for Hollywood.

HAYES GOETZ, producer, will leave the Coast at the weekend for New York.

LOTHER WOLF, producer, has returned to New York from Indonesia.

ELAINE STEWART will arrive here today from Hollywood.

Pittsburgh:—The Pennsylvania censorship board, as it was ruled yesterday, is the law.

PHILADELPHIA, Sept. 23.—The Pennsylvania censorship statute has been declared unconstitutional in an opinion by Judge Lewis of Philadelphia Common Pleas Court in reversing the ban of the State Board of Censors on "She Shall Not Kill," distributed by Hallmark productions. The decision was on an appeal from a final order of the censor board dated July 23, 1953. The case is the first ruling on the board's constitutionality by a state court in many years, and was heard three times by the Supreme Court deciding the validity of the state censorship law during the last three years immediately after its passage in 1919.

Judge Lewis said that his decision was based upon the "latest relevant decisions," of the United States Supreme Court on the subject. From a public point of view, Judge Lewis ruled "nothing but harm can result from the exhibition of this film and it is difficult to conceive of any reason for the Pennsylvania's usual desire for financial gain. However, we are compelled most reluctantly to reverse the ban upon the exhibition of the film in Pennsylvania. Judge Lewis said that the definitions of the statute for the words "indirect" and "obscene" are too ambiguous and vague and are "too largely a question of individual opinion and judgment." The court added that it did not mean that the Commonwealth of Pennsylvania cannot hereafter censor films. The case is clearly drawn and designed and applied to prevent the showing of films that are obscene, indecent or that tend to provoke breaches of the peace.

The state will appeal the decision to the Pennsylvania Supreme Court.

Phila. Pledges 100% To Korean Drive

PHILADELPHIA, Sept. 23.—Tbd Schlander, Stanley Warner executive secretary and director, and chairman of the board of the COMPO-Korean Drive Fund,chairman a meeting yesterday, in which 100 per cent participation was agreed upon, including collections the week of Oct. 4.

The fund was launched by Allied Artists and Stanley Goldberg, branch manager, National Screen Service, were named distributors' co-chairmen.

Attending the session were, in addition to Schlander, Jay Emanuel, Lester Krieger, Mort Levine, William Hullah, Robert Steinberg, Lon Black, George Reister, Norman Weiss, Herb Lubin and Claude Schlander.

Full cooperation was assured in behalf of the up-state Comerford Circuit; the Paramount-Publix houses in Philadelphia; Al Boyd Enterprises, and others.

Symphony Telecast Snarled by AT & T

The proposed closed circuit telecast of the Oct. 7 premiere performance of the New York Philharmonic-Symphony Orchestra by David Schwartz has been canceled due to the tie-up of AT & T long lines for home television, it was learned here.

An official of the closed circuit organization reported that plans for the two-hour telecast presentation in U.S. theaters have been delayed and tangled due to the lack of clearance by AT & T for cables.

Dor is seeking to offer the Carnegie orchestra and patrons in theaters which will not institute a reserved seat policy for the performance, the concert was advertised.

It is reported that the Balaban & Katz Uptown Theatre in Chicago has signed for the telecast.

5 N.E. States Stay On Daylight Saving

BOSTON, Sept. 23.—With Massachusetts, Rhode Island, New Hampshire, Connecticut, and Vermont continuing on daylight saving time through the month of October while the rest of the nation returns to standard time, film carriers expect to meet the problem without too much difficulty. The Maine legislature is to convene Oct. 22, and it is hoped that state until the end of a special session which is now meeting in the state house.

At the Film Exchange Transfer Co., general manager James Marshall stated that the company will deliver and transfer film according to standard railroad time of which managers and theatre owners must be aware at all times. "It may cause some confusion at first," he said, "but it is only for a short time and we are not anticipating any real trouble."

Disney 16mm Post To Rasch in East

Edward L. Rasch has been named Eastern manager of the Walt Disney Studio &mm film division. Rasch, for a number of years, was in charge of motion picture production and distribution at the Institute of Life Insurance in New York City.

In his new post, Rasch will supervise the Disney school leasing program for the Eastern states, as well as handling the specialized use of Disney theatrical films by industrial and business firms.

N.Y. Theatres

Radio City Music Hall, Rockefeller Center

Brigadoon in Color and CinemaScope starring Cyd Charisse with Robert Roun.

Cyd Charisse with Elaine Stewart

New Movie at Radio City Music Hall

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Skouras Seeks Fiscal Liaison With New York
(Continued from page 1)

which also drew a favorable response yesterday from Skouras and other top members of the company's management, with provision for closer liaison between the N.T. officials on the one hand, and the financial community by way of representative of company stockholders, on the other.

Since the divestment of National Theatres from 20th Century-Fox two years ago, N.T.'s headquarters have been in Los Angeles, whereas formerly they were in New York. The security analysts have complained that this circumstance has made it difficult to get information of the inner workings of the company at times and in quantities required.

Skouras told the group, who were his guests for a late afternoon luncheon at a financier at the same luncheon, that he and other key members of management planned to come to New York at least once every six months and meet with New York analysts to exchange views and information.

"Control a Factor"

Presumably, the major question which has not been answered to the complete satisfaction of the financial specialists is whether or not N.T. represents too much one man control for the best interests of the company and the stockholders. At least, some of them so indicated following their meeting with Skouras.

The Wall Street analysts have no criticism of the company's management, its earnings record and prospects. On the contrary, they are individually enthusiastic on all such counts. They wonder, however, whether the New York company, as it were, would be borne by the company without adverse effect. Skouras suffered a heart attack one year ago and has been confined to his home, although in good health, physicians say, even though he remains active and has relinquished none of his business responsibilities.

Asked by a reporter about the "one man operation" of N.T., question posed by the financial specialists, Skouras

Midwest Drive-ins
(Continued from page 1)
tended by Rhoden and other N.T. executives. To bolster his argument, Rhoden cited an unnamed Midwest drive-in circuit operator who still has not earned the investment in his initial year of operation. Rhoden believed such drive-ins on the West Coast and South with more favorable all-year-round weather are more profitable, he added.

"I don't see (them) in competition with our own operations," Rhoden declared. In the Midwest this summer, he argued, it was so hot that patrons avoided drive-ins and instead came to conventional theatres so that they could take advantage of the air-conditioning.

Ask OK to Enter Production
(Continued from page 1)

Washington as "encouraging," the N.T. general counsel said that Justice officials recognize the changed conditions in the industry, the need for product, the advent of television competition and other factors.

Skouras stressed the need for more good pictures and underlined that the product shortage was the motive for the company seeking to enter the production field. The president of N.T., which operates approximately 355 theatres at present, said that "we need films from 32 to 37 more good pictures" per year. By "good" pictures, Skouras explained. "Some of those pictures on film that will successfully compete with TV, that will pull people out of their homes."

"You can't condemn the producers today for the product shortage," Skouras maintained, explaining that the film companies have cut production in order to turn out more expensive, better pictures. To those who would condemn the shortage on the producers, he challenged them to "go West" and make pictures, adding his comment that the West is "very hard to produce good pictures."

Skouras described business as "very, very good," with grosses $1,200,000 weekly, an attendance drop of $12,000,000. He attributed the disparity between the higher gross and the lower attendance figures, in part, to top theatrical conditions during the year, the increase in admission prices, and the benefits derived from reductions in Federal and State admissions tax. In commenting on the higher gross, he paid tribute to the exhibitors, adding that N.T. has equipped 250 theatres with stereophonic sound, at a cost of $3,500,000.

Sales accounted for 24 per cent of N.T.'s earnings this year and 29 per cent last year, Skouras continued in response to a question. He attributed the 1954 candy sales percentage drop to the decrease in attendance.

The name of Charles Green, the investment broker who led an unsuccessful minority stockholders movement last year against the management of the company, was mentioned in Skouras' discussion with the press. In response to a question, Skouras said his relationship with Green is excellent, acknowledging that he has had a number of meetings with him.

Questioned at Length

In response to a barrage of questions, Skouras stated:

Q: That negotiations are now going on for N.T. purchasing an unidentified company?

Q: That N.T. has a $1,000,000 interest in Magna Theatre Co.

Q: That the Roxy is now making money instead of showing a loss as it did two years ago, when N.T. took over operation of the houses;

Q: That he is not "pleased" about the film terms on "Caine Mutiny" but that he's "happy" to play the picture; 

Q: that the directors and officers who attended the press conference included; Willard Keere, director; Earl G. Himes, director; Richard W. Millar, director; Graham Sterling, director; Frank H. Rickeston, vice-president and director; Russel McCullough, editor; Allan May, treasurer, and Edward Zabel, film buyer.

Skouras was scheduled to leave here today for the Coast today, while Elmer Rhoden, N.T. vice-president also in attendance at the press conference, is flying to Kansas City and Rickeston to Denver. Other N.T. executives were slated to visit Milwaukee for a survey of N.T. operations in that area.

Stability of the Coast Circuit Emphasized

a solid foundation upon which to build for the future, and we confidently look forward to an era of growth."

Skouras said the company estimates that for the fiscal year ending Saturday earnings will be "about a dollar per share" on the 2,600,000 shares outstanding. In the preceding year, the company reported earnings of $2,515,000, or 91 cents per share, and on a comparable basis in the year preceding, N.T.'s earnings were $1,877,000, equivalent to 68 cents per share.

Skouras reviewed the accomplishments of the company and its management since he and his brothers, Spyros and George, entered its predecessor, WE Films, in 1932. N.T. was then at the Chase National Bank. It was then losing about $100,000 weekly. The company faced a "horrible" time in 1943-44 due to disruption and reorganization. In 1952 when it was acquired by 20th-Fox, Skouras said, N.T. had earnings of $3,173,000, including a dividend payment of $1,470,000 to 20th-Fox. In 1951 it anticipated the dividend, it's dividends during the 12-month period of the preceding year were $750,000, he said.

Cites Growth of Circuit

He recalled that at the completion of the 1935 reorganization the company had 450 theatres and the number was increased to a maximum of 534 by the end of 1946. Under the consent decree it was limited to 185 theatres, of which all but 14 have been disposed of now. About 45 are operating under licence and the reasons. The company also lost its interest in the Hoyt circuit, Australia, through the divestment, 20th-Fox selling the Hoyt circuit and the Roxy Theatre here which, Skouras said, was not a profitable operation that has been made one now.

Skouras described the economic and competitive factors which confronted the new N.T. company in recent years and said that now effects of television's advent in small cities and rural areas where it had not been before is being felt.

"However," he said, "there are signs that the adverse effects of television's advent will be felt as they formerly did and that recovery of box office attendance is accelerated by the release of outstanding pictures in CinemaScope and other new mediums."

The day of the "program" picture, he agreed, is past.

Bidding Beyond Reason

He observed that culled product and increased competition for the new product had led to "high" bidding beyond reason for product insufficient in quantity to satisfy the needs of the theatres due to increased admission prices, which is the "only way an exhibitor can pay the high prices of pictures and obtain a profit."
Columbia’s ‘ON THE WATERFRONT’ to none when it comes to outstanding business everywhere!

NEW YORK—Astor—Toppling all records in 9th week!
PHILADELPHIA—Stanley—Still setting records in 7th week!
ATLANTIC CITY—Beach—5th record-breaking week!
ASBURY PARK—Mayfair—4th tremendous week!
BUFFALO—Century—3 top weeks!
TRENTON—Lincoln—2 smash weeks!
LONG BEACH, Calif.—Towne—2 sensational weeks!
MIAMI—Miami, Miracle and Carib—10 days of outstanding business!
DETROIT—Palms State—3 sizzling weeks!
LOS ANGELES—Paramount Downtown and Wiltern—4 power-packed weeks!
LOS ANGELES—Hollywood—6 super weeks!
SEATTLE—Coliseum—3 great weeks!
SAN FRANCISCO—Paramount—3 record-busting weeks!
ALBANY—Palace—Big, big week!
TROY—Proctors—Held over!
SCHENECTADY—Proctors—Business booming!

CHECK ANY DATE AND GET BOXOFFICE PROOF FOR YOURSELF!
TIME GREATS!

"RONT' is second top grosses! Doing where it plays!

COLUMBIA PICTURES presents
MARLON BRANDO

ON THE WATERFRONT

AN ELIA KAZAN PRODUCTION

costarring KARL MALDEN - LEE J. COBB - with ROBERT STEIGER - PAT HENNING - and introducing EVA MARIE SAINT

Produced by SAM SPIEGEL - Screen Play by BUDD SCHULBERG - Music by LEONARD BERNSTEIN - Directed by ELIA KAZAN - A HORIZON PICTURE
Review

"The Shanghai Story" (Republic)

DEPICTING life behind the Bamboo Curtain, Republic's "The Shanghai Story," which stars Ruth Roman and Edmond O'Brien, is fashioned from a somewhat routine mold which provides audiences with average entertainment. Producer-director Frank S. Byrd, regular at the guar- dian-ship of Philip Ahn. Because of her many friends in the city, Miss Roman comes and goes as she pleases while O'Brien, who portrays a China doctor, and the others are held under guard pending the discovery of a spy. The American spy is played by Joan Leslie, and in his attempt to escape from the hotel, is killed. O'Brien accuses Miss Roman of telling secret police chief Marvin Miller about Bissell's activities. At a great personal risk, Miss Roman, in love with O'Brien, helps him and sailor Richard Lebasque to escape and informs the American authorities of the illegal internment of the Westerners and also tells the military authorities of Bissell's discoveries. Believing that she is about to lose him, Miss Roman willingly returns to accept an uncertain future with her behind the Bamboo Curtain.

Others in the cast are Barry Kelley, Basil Ruysdael, Yvette Dugas and Paul Picerni. The film was produced and directed by associate producer Frank Lupo.

Running time, 90 minutes. General audience classification. Release in September. L. D.

RKO Studios

big production of their product: Fin- nishing of some of these productions will be arranged by RKO, it was indicated here.

RKO Executives to S.F.

FOR Exhibitor Meet

HOLLYWOOD, Sept. 23.—J. R. Grainger, president of RKO, accompanied by E. L. Walton, his executive assistant, and H. G. Greenblatt, RKO domestic sales manager, will be double-truck here tomorrow for San Francisco. They will attend an exhibitors' ses- sion in the morning. 

Granger, with approximately 40 Northern Cali- fornia showners.

Again Name Frisch

(Continued from page 1)

constituted 85 board of directors elected to the newly appointed executive officers: Leo Breccher, chairman of the board; Solomon M. Straussberg, first vice- president; Robert K. Shapiro, second vice-president; Russell V. Downing, treasurer, and Phillip Harling, assis- tant treasurer. 

The following were elected to the board: Herman Becker, Leo Breccher, Downing, Harry Goldberg, William J. Hooper, Eugene Pechter, Samuel Rosen, Leslie Schwartel, Sol A. Schwartz, Shapiro and Straussberg. 

Pechter was elected chairman of M.G.M's executive committee consisting of Becker, Rinzler, Rosen, Leslie Schwartel and Sol Schwartz.

NCCJ Campaign

(Continued from page 1)

campaign committee at a planning ses- sion at the Waldorf-Astoria Hotel here yesterday. His decision on ac-
cepting the invitation to lead next year's campaign was expected shortly, it was stated following the meeting. 

Among those present at the hunch for Harris were: Dr. Everett R. Clincy of NCCJ; Charles M. Rea- gan, Ned E. Depinet, George Skouras, Max Youngstein and J. Robert Rubin.

Concession

(Continued from page 1)

pictures will be sold on percentage, he replied that his company will seek to sell all films on fair terms. He de- scribed its policy as one which strives "to sell on the basis that the customer wants to buy."

Van A. Xanthos, vice-president of Illinois Futurama, said that the policy outlined and complimented Fox for its step in bettering relations between the exhibitor and the distri- butor.

112 Theatres Represented

Gehrke spoke to representatives of 112 theatres in the Chicago area. He told the group that his company strives to make money for the people who own it. Fox has "created a new look" in CinemaScope, he said, to help the industry, and its subsidiary company. Although the company sup- ports a research program to develop and improve the new medium, the progress will be shared with the entire industry, he said, and pointed out that Fox is working hand in hand with Bell & Howell and other companies to help speed the improvements. The purpose is not to outdate present equipment, but to offer the exhibitor the best chance to make a fair profit, he em- phasized.

At the speakers table with Gehrke, Kirsch, Frank S. Byrd, H. S. Harrison, Western sales manager for Fox, and Tom Gilliam, Chicago manager for the company.

Electronics Seen As
$12-Billion Industry

CHICAGO, Sept. 23.—Sales ap- proaching $12,000,000,000 annually for the electronics industry by 1957 were forecast here today by Frank M. Fol- son, president of the Radio Corpora- tion of America. Concerning the outlook of color television and other promising components of what he de- scribed as an "utterly amazing" in- dustry, Folsom, who spoke at a meeting of the Investment Analysts Society of Chicago, reported results of a survey covering sales and estimated sales of electronic products over a twelve-month period in the year 1946. 

"Total annual sales of the elec- tronics industry," he said, "grew from $1,600,000,000 in 1946 to $8,400,000,000 in 1953. Further growth is projected as follows—1954, $8,300,000,000; 1955, $9,500,000,000; 1956, $10,000,000,000; 1957, $11,000,000,000."

Points to 400% Growth

The domain of electronics is so vast and so rapid is its rate of development that it seems hard to believe that eighteen years ago, on the industry was only one-fifth its present size, Folsom declared.

"In those eighteen years, electronics has- assumed a stature that commands high- respect in all branches of finance, trade, and business. The industry is the only one that has been able to maintain consistent growth in all forms of modern communica- tions; all modern means of mass en- tertainment depend upon it—radio, tele- vision, talking machines, tape sound systems, and phonograph recording and reproduction; modern transporta- tion must have its controls and commu- nications; the military uses it in myriad ways; and even atomic de- ices depend on it."

people

Dave Golding, advertising-publicity head of Samuel Goldwyn Productions, will be here for a week's vacation from the Coast next week.

Los Mar Sarra, vice-president of Florida State Theatres, was honored by his FST associates in Jacksonville at a surprise birthday party, honoring his 58th milestone.

Thomas A. Mote, for the last four years with Paramount's Atlanta exchange, has joined Al Rock's organization in Atlanta as head booker.

Joe Liss, district manager for Stanley Warner in Massachusetts, has reopened the Waldorf in Lynn and the Modern in Lawrence for weekends only. Both houses have been closed for several months.

Theona Bragg and Eddie De Angela, who have been touring the United States promoting "The Egyptian," have returned here and are now covering nearby areas.

Earl Keate has been added to United Artists' permanent field exploitation staff by Francis Winikus, national advertising chief. Keate comes to United Artists from the position of exploitation manager Moro Krushen and will headquarter in Seattle.

George Maurer, head of M-G-M sales development here, will be transferred tomorrow to Jane Walden, professional ice skater. They will honeymoon in Niagara Falls, Detroit and Chicago.

Irvng Sockin, Universal short sales manager, has his arm in a sling—painful bursts.

Set Co-Chairmen for 'Night of Stars'

Mac Kreindler, G. A. Lowenstein, Rudolf G. Sonneborn and Abraham F. Weidler have agreed to act as co-chairemen for the forthcoming 21st an- nual "Night of Stars," the United Jewish Appeal benefit show, which will be held at Madison Square Gar- den on Nov. 22, it was announced by general chairman Sylvan Gotschal.

This year's "Night of Stars" will be dedicated to the Tercentenary of Jewish settlement in America and as a memorial to Theodore Herzl, founder of the world Zionist movement.

DeMille Signs Three

Prior to sailing for Egypt yesterday to begin production on his 70mm film, "The Ten Commandments," Cecil B. DeMille signed Edward G. Robinson, Nina Foch and John Carradine for three of the key roles in this Vista- Vision production.
EXHIBITORS EVERYWHERE

Answer Allied’s Call to Arms!

Allied Broke the “Sound Barrier”

And with your help

Allied can break the “Profits Barrier!”

—Attend—

National Allied’s

Great “Product Convention”

and

“Silver Anniversary Trade Show”

October 12, 13, and 14

HOTEL SCHROEDER

MILWAUKEE, WISCONSIN

No. 1 Convention Issue

The Right to Make a Profit!

Allied’s campaign to restore profits to the theatres will reach its climax at this Convention, and its success depends upon whether a thousand determined, resolute exhibitors are gathered here, whose voices cannot be ignored and whose influence will be irresistible.

Convention Highlights

Business

Labeled the “Product Convention,” great emphasis will be placed on the following issues:

1. Excessive Film Terms that Deny Profits.
2. Artificial Print Shortage.

Open Forums and Frank Discussions to Precede Concrete Action on Above.

Film Clinics for all Types and Sizes of Theatre Operation.

Complete Coverage, in Simple Form, of the Technological Advancement in Motion Picture Presentation.

A “Silver Anniversary Trade Show” Reflecting 25 Years of Progress in the Mechanical Operation of Theatres.

Social

* 2—All-Industry Cocktail Parties!
  [Courtesy of National Carbon Co. and Pepsi-Cola Co.]
* 2—Exhibitor Luncheons!
* 2—Ladies’ Luncheons!
  —One with a Style Show
  —One with a Special Tour
* Night Club Dinner Party
  with a breathtaking floor show, featuring the “Crew-Cuts” and other top entertainers!
  [Courtesy of the Coca-Cola Co.]
* Allied’s “Silver Anniversary” Banquet
  and a bevy of Hollywood Talent headed by:
  Esther Williams
  and
  Morton Downey

Don’t delay!

Send in your hotel reservations today!

Write, Wire or Phone

Harold Pearson, Reservations Chairman

Allied Theatres of Wisconsin

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For clearest, brightest pictures from edge to edge... with no distortion!

When projecting on the larger screen areas of the new wider screens it is vital to have maximum light efficiency. Comparative tests have demonstrated that with Super Panatar Variable Aspect Lens you get:

1. Greater light transmissions
2. Highest, sharpest definition
3. The finest color rendition
4. Elimination of distortion due to curved screens

These are a few of the reasons why there are more Super Panatars installed than any other variable anamorphic lens.

SUPER PANATAR
MANUFACTURED BY PANAVISION, INC.

Any aspect ratio at the twist of a single knob...

The Super Panatar can be converted to any aspect ratio from standard to Vista Vision to Cinemascope by a twist of a single knob. This easy instant switching affords wonderful opportunities for new exciting screen showmanship. Super Panatar has been approved for use with all existing systems—and will take care of any new systems that may be developed in the future.
Minor Changes

See Renewal Of Anglo-U.S. Fiscal Pact

Hope Negotiations Can Be Concluded Tomorrow

By J. A. OTTEN
WASHINGTON, Sept. 26.—In-
dustry officials who will open meet-
ings here tomorrow with representa-
tives of the British government to
renegotiate the Anglo-American re-
mittance agreement expect a short and
relatively peaceful negotiation period,
Mr. Max Schiffer for the Motion Picture
Association of America said over the
week-end.

The American team anticipates
"substantial renewal" of the current agreement, with
possible minor changes on
(Continued on page 4)

Wall Streeters Won Over

NAT'L THEATRES MADE FRIENDS

Charles Skouras’ Frankness, Management, Dividend Prospects Approved by Brokers

By SHERWIN KANE
A marked improvement in National Theatres’ stockholders-management
relationships was seen as a direct aftermath of NT president, Charles, P.
Skouras’ meeting with security analysts here last week. The improve-
ment was noted by a number of brokers who attended the meeting.

News of a possible modification of
NT’s dividend policy and the hope
expressed by Skouras that regular
quarterly dividend payments might
be established were especially well
received, it was stated. The Thursday
meeting was said to have been at-
tended by representatives of Wall
Street firms which own or vote about
750,000 shares of NT stock.

Skouras was lauded from the floor
of the meeting for his appearance and
those of NT officers and directors,
such as Elmer Rhoden, NT vice-
president in charge of Fox Midwest
Theatres; Frank H. Ricketson, vice-
(Continued on page 4)

Myers to Keynote Allied Convention

MILWAUKEE, Sept. 26.—The se-
lection of Abram F. Myers, general
counsel and chairman of the board of
Allied States, as keynote speaker at
Allied’s national convention here, Oct.
12-14, was announced by Ben Marcus,
Allied president.

In accepting the assignment, Myers
(Continued on page 4)

Set $7,500,000 Goal

Balaban Honored by 1,000 At B’nai B’rith Testimonial

More than 1,000 industry leaders, friends and admirers of Barney Balaban,
president of Paramount Pictures, gathered last night at the Waldorf-Astoria
Hotel here to honor the film executive at a $1,000,000 testimonial dinner
which was spon-
(Continued on page 4)

“Maria’s not under contract to me. I’m not in that business. But what
I tell her to do, she will do...with her shoes on, that is.”

— from Joseph L. Mankiewicz’s “THE BAREFOOT CONTESSA” thru UA

“‘The Barefoot Contessa’”

(Parco-United Artists)

THE advance advertising on “The Barefoot Contessa” has built the
picture up as a sexy, sensational production and while the
climax may be regarded as a delicate subject, it has been handled with
such good taste that it should not be considered offensive for adult
audiences. On the premise that the theme is slanted toward sophisticated
audiences, exhibitors should keep that in mind when making their pitch.

The climax referred to, and which might have caused raised eyebrows
if it had been presented in a less serious vein, is this:

Ava Gardner, portraying a Madrid nightclub dancer who is zoomed
to motion picture stardom both in Europe and the United States, has
kept herself aloof from men despite their adoration because, in a Cinn-
derella fashion, she has been waiting for her “dream man,” who ulti-
(Continued on page 5)
Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave New York by plane today for Hollywood.

WILLIAM C. GREENE, assistant general sales manager of 20th Century-Fox, has returned here following a series of meetings with 20th-Fox sales offices.

SIEGFRIED A. SCHULMAN, president of RKO Theatres, left New York for the Coast at the weekend, after a week’s postponement of his earlier scheduled departure.

STEVE BRODY, president of Allied Artists, and HAROLD MEDICK, and G. KALPH BRANTON, vice-presidents, returned to Hollywood over the weekend from New York.

ETEL MONACO, president of A.N.L. C.A., Rome, and Dr. FRANCO PENOTTI, member of the board, arrived from Italy Saturday aboard the “Cristoforo Colombo.”

MICHIEL WOLFF, president of Wometco Theatres, Miami, Fla., left New York on Friday for Washington and Charlotte.

RAY MOON, assistant general sales manager of RKO Theatres, left New York over the weekend for Houston.

LOU BROWN, advertising-publicity director of Loew’s Poli-New England Theatres, was in Hartford from New Haven, Conn.

TROY HOWARD, British actor, will arrive Friday from London via B.O.A.C. Montreal.

HARRY BROWNING, New England Theatres home office executive, has returned to Boston from Hartford.

WILLIAM HOLLEN left New York last night for Hollywood.

MONA FREEMAN left here yesterday evening for London by B.O.A.C.

HARRY JOE BROWN, producer, was married in Beverly Hills to Dorothy Gray Mintz.

‘Voice’ to Feature Cinema Stamp Club

In connection with the regular weekly broadcast of “The Voice of America” which takes place on Tuesdays at 11:00 A.M., the program broadcast on October 19 will feature a meeting of the Cinema Stamp Collectors.

This program is beamed to Europe, South Asia and the Near and Middle East and can also be picked up short wave in the United States.

The history, objectives, membership resume and programme of the CSC will be described and Leon J. Burgunder will be present at the meeting with respect to the club’s activities.

1955 Edition of M.P.-TV Almanac Distributed Today

Distribution of the 1955 Motion Picture and Television Almanac, published by Doubleday & Company, Inc. and produced under way today. This is the 26th edition for motion pictures and the third year in which television has been included.

Edited by Charles S. Aaronson, the 1955 Almanac is distributed in 15 sections, each of which has been completely revised and updated with material on its particular subject. Each section is thumb-indexed, making it convenient for use by the reader. There is also a complete table of contents, and a full index cross-listed, which makes it easier to locate quickly a particular reference desired.

Who’s Who Unique

Included in the 1,100 pages of the 1955 Almanac is the only authoritative guide of its kind for the motion picture and television industries. Important executives, performers and technicians, numbering many thousands, are included, and making this unique and important biographical reference file.

With this edition, the Almanac is designated with single-year dating, rather than dual-year, as in the past, since the calendar year now has greater significance than the so-called show season of years ago.

The 15 sections into which the Almanac has been divided represent a cross-section of the vital information which is provided for both industries, now so closely related.

Biographical section are the following departments, listed in the order in which they appear in the book:

Corporations, theatres, circuits, drives, television, pictures, award and poll winners, service, motion picture organizations, an explanation of codes and censorship, world market, the industry in Great Britain, the press and non-filmlisticals, countries.

‘Big Fust’ to WB

HOLLYWOOD, Sept. 26—The “Big Fust,” an original screen play by Bud Bauchampa and Don Barry, will be filmed by John Wayne’s Batjac Productions for Warner Bros.

Loew’s International Sets Meet in Tokyo

M-G-M’s top personnel in the Near and Far East will convene in Tokyo Dec. 17-22 for formal conference in that area in the company’s history, it was announced by Morton A. Spring, first vice-president of Loew’s International, and Seymour Mayer, the company’s regional director of the Near and Far East.

M-G-M will supervise arrangements for the conference over which he will preside. He will be accompanied by Morris Frantz, Loew’s International advertising chief.

The conference will be known as the 26th meeting of the Japan-P.E.P, committee for the Near and Far East, P.E.P standing for “Perspecta Exhibitor Promotions Committee,” a co-operating dishing policy instituted on a global scale by M-G-M for its new season’s product.

Branson, Tushinsky To Europe Thursday

Walter Branson, RKO Radio vice-president, and Sidney Tushinsky, co-inventor of the Superloop screen, for which RKO has foreign distribution rights, will sail from the United States aboard the “Carnival” for “Europe,” where they will attend demonstrations of Superloop in various European cities.


Branson also will hold RKO sales meetings and consult the company’s European representatives in England, France and Italy.

Towler of Atlanta

RKO Branch Dies

ATLANTA, Sept. 26—Nelson Towler, 42-year-old RKO Radio sales manager of his company’s office in Loggaville, Ga. had suffered a heart attack several months ago. Prior to his association with RKO, Towler served in the same capacity with David O. Selznick and Liprett and Realtart Pictures and at one time was manager of Loew’s.

Born in Loggaville, Ga., he had lived in Decatur for 16 years. Funeral services were held on Friday at Spring Hill.

Century Joins Makelim Plan

The Century Circuit here has joined the Makelim plan, it was announced by John Wolfberg, vice-president of Makelim Productions.

Century, headed by Fred Seymour, has its 35 theatres participate in the plan, Wolfberg said. Seymour, the former president of Century Circuit, also is head of Distribution Section of American, the newly-formed distribution organization.

Wouuld Build File For Gov’t’s Eye

DALLAS, Sept. 26—An invitation to exhibitors of Texas and neighboring States to relay complaints against distributors to the Texas Drive-in Owners Association was made here by Jack A. Farr, association president.

In his bid, Farr contended that “the product and print shortage was another tool that was being used by the industry in its attempt to be an independent owner out of business and grab a quick buck on first-run releases.”

Sees ‘Every Theatre’ Hurt

“Every theatre,” he said, “is suffering from a product shortage and loss of revenue except the key city first-run outlets and those are draining money to the property-starved first-run attractions by holding them over for an additional week or two of playing.

Farr called upon every exhibitor in the association to “write a detailed letter to the organization when told by a film company that they could not book a picture on the proper availability for their theatre. He said he would forward these recommendations to the directors meeting of the association in December and ask for a vote to implement his plan,” he said.

Upstate NY House File Trust Suit

A $600,000 anti-trust suit was filed on Friday in Federal District Court here by the Salvay Realty and Holders Corp., owners of two theatres in Salva and Syracuse, N. Y.

Salva, which operates the Well Community Theatre, Salva, until it burned down last May, asks $450,000 in treble damages, which it has interest in the Salva film firm. seeks damages of $150,000 as operator of the Midtown in Syracuse.

The suit charges that the eight major film companies were engaged in a conspiracy in restraint of trade, aided by the Selznick-Syracuse Corp., Kallett-Theatres Inc., also listed as defendants.

Gulf States Allied Approves Federal Control and Asks State Regulation Also

NEW ORLEANS, Sept. 26—Besides approving unanimously National Allied’s plan of seeking governmental regulation for film distribution, the board of directors of Allied Theatres Gulf States last week proposed that the national group consider a plan to ask state legislatures also to control film prices if necessary.

Meeting at the Jung Hotel here, the Gulf States board also endorsed the Makelim plan and agreed to any other independent production that would allow a film shortage. Attending the meeting were: Abe Berenson, G. F. Prat, Jr., Claude Daner, Frank D. Forty, Joe F. de Greer, J. M. Oechter, Locke Bolen, Ed Ortez, Lefty Cheramie, E. R. Sellers, J. A. Parker, L. C. Montgomery, and Frank DeGrauw.
The Society of Motion Picture and Television Engineers has completed arrangements to handle the 76th semi-annual convention which is scheduled to be held at the Ambassador Hotel, Los Angeles, from Oct. 18 through 24.

Recent technical advances in the motion picture industry, which have greatly stimulated these industries during the year, was seen as the reason for the anticipated increased attendance and activity, according to Servies. Of outstanding interest, he noted, are recent developments in television and color cinematography.

Two Large Rooms Engaged

Indicative of the increased activity is the sponsoring of an exhibit of manufacturer television and motion picture equipment. Announcement of arrangements for the equipment exhibit has already resulted in more than a dozen manufacturers Servies disclosed. The large East and West Gold rooms of the Ambassador will be utilized as the exhibit space. Technicians from these companies will display equipment, held morning, afternoon, and evening, and several concurrent sessions have been scheduled to accommodate the many papers planned for delivery. A luncheon get-together on Monday, Oct. 18, will be held in the convention. The semi-annual banquet and dance will be held Wednesday evening in the Embassy Room. Films and TV shows will be featured on CBS and NBC, and to the Moody Institute and the Paramount Studio Theatre are scheduled.

Five awards for outstanding technical achievements by individuals are to be presented at the convention this year. They include the Samuel L. Warner Memorial Award, the David Sarnoff Gold Medal Award, the SMPTE Journal Award, the SMPTE President Medallion, and the Society’s Fellow awards.

Big Eastern Group Expected

Herbert Barnett, SMPTE president, will head up a large contingent from the East coast to attend the convention. The ladies committee is headed by Mrs. Philip G. Caldwell and Mrs. John G. Frayne. Chairman of the local arrangements committee is Philip G. Caldwell. Members expecting to attend the convention have been urged to send in their reservations directly to the Ambassador Hotel.


WB Will Go 'All-Out' For 'Star' Premiere

HOLLYWOOD, Sept. 26—Warner Brothers has pulled out all stops in planning for the premiere of a new film, "A Star Is Born," which will be held Wednesday at the Pantages Theatre here. The company reports that 2500 business and social celebrities will be participating in the opening.

Planning Five Films, Walter Wanger Sees Subscriber TV As Quick Revenue Source

BY LESTER DINOFF

Subscriber television and what it offers to independent film producers was hailed by the president of M-G-M, Walter Wanger, who also revealed a 1955 production

and that studios and producers have a completely new attitude in turning out quality pictures. "Show business could be kept alive by diversification, but we must change," he stated. Wanger also said that the studios are looking for independent productions, as producers today are more aware of making and merchandising product instead of turning out a large number of films which offer small returns.

"Films today have achieved a new high in world influence. American movies are looked upon with awe and pity and critically, the ways of democracy in action," Wanger said. "U.S. films have a better diplomatic impact on the people of foreign nations than our State Department," he pointed out.

Motion pictures are an international business and it is best for the film producers and distribution companies to respect your clients abroad, Wanger concluded. He said M-G-M had the foresight to bring over top foreign talent for use in American films so that our pictures would be welcomed abroad, he said. "Films today that are made abroad, like 'Three Coins in the Fountain,' do terrific business and stimulate our industry," he said.

Queried on Producing Abroad

Asked about the Hollywood Film Council's request to producers to make films in the U.S. instead of going overseas, Wanger said that the organization is only looking out for its own best interests.

Commenting on the present-day form of television, Wanger stated that "TV has a losing fight on its hands but with the proper picture, Hollywood can help television more than television could help Hollywood.

U' Ad-Publicity Meet at Studio

HOLLYWOOD, Sept. 26.—Universal Pictures advertising, publicity and exploitation executives gathered here over the weekend from New York, Washington and Chicago for a series of conferences starting tomorrow with vice-president David A. Lipton on promotional plans on new product.

Arriving from New York will be Charles Simonelli, Eastern advertising and publicity department manager; Philip Gerard, Eastern publicity manager; and Herbert Elvington, Eastern advertising manager; Herman Kass, Eastern exploitation manager, and Robert Ramsay, special assistant to Sarnoff, Universal's advertising agency; John Horton, Universal's display, advertising, and sales manager, and Ben Kaz, Midwest field representative, are participating in the conventions.

Participating from the studio besides Lipton will be Clark Ramsay, executive assistant to Lipton; Sam Israel, studio publicity director; and Archie Herzoff, studio advertising and promotion manager, and Jack Diamond, assistant studio publicity director.

NTFC to Honor Dr. Alfred Goldsmith

Milton Berle will act as toastmaster at the testimonial luncheon for Dr. Alfred N. Goldsmith, as "Father of Television," which is being tendered by the National Television Film Council, Flushing Hotel here, it was announced at the weekend by NTFC president Melvin Gold. The guest speaker at the luncheon will be Arthur V. Loughren, director of research for the Hazeltine Electronics Corp.

The luncheon is the first of the fall season for the N.T.F.C. and has been dedicated to Dr. Goldsmith, who is chairman of the board of the organization. Dr. Goldsmith is consultant to Radio Corporation of America, National Broadcasting Company, Eastman Kodak, RKO Theatres and others.

"Sabrina" Pulls $8,200

Paramount's "Sabrina," opened at New York's Criterion Theatre following the invitational premiere held there the previous evening, to a gross of $8,200.

People

A. C. Zaring, of the Egyptian Theatre, Indianapolis, Indiana, celebrated their 60th wedding anniversary yesterday with open house for friends and inside and outside the industry.

Jay Bonfield, producer of Robert C. Crump's "Africa Adventure," will be interviewed on the Mutual network's luncheon at Sardi's tomorrow, the day the RKO Radio feature has its world premiere at the Trans-Lux Noranda Theatre here.

Samuel Pinanski, president of American Theatres, will leave Boston this week for Los Angeles, where he will represent the directors of the John Hancock Co. at a series of meetings to be held in connection with the insurance company's opening of new quarters there. Incidentally, he will hold a conference with a number of studio executives before returning East.

Arthur Gray Jr., president of Michael Meberg Productions, has planned a children's premier party to mark the opening of Myerberg's feature, musical fantasy, "HAusel and Green" on the evening of Thursday, Oct. 27, at the Broadway Theatre Oct. 30, for the benefit of the Mary MacArthur Fund for the March of Dimes. Tex McCrary, television and radio personality, has accepted the luncheon chairman's post. March of Dimes committee serving with Edie Dowling, Broadway producer.

Mr. and Mrs. Rudy Nobarro announced the birth of a daughter this week. Nobarro is with Theatre Service Co., in Atlanta.

Ross Allen has been named booker in M-G-M's Jacksonville exchange.

1,446 Advance Dates Of 'Bengal Brigade'

A total of 1,446 theatres from Coast to Coast have advance-booked Universal-International's "Bengal Brigade," in Technicolor starring Rock Hudson, Arlene Dahl and Ursula Thiess to play the picture during November in what is said to be the biggest pre-booking drive in history of the company, it was announced by Charles J. Lansing, vice-president and general sales manager.

The 1,446 theatres are to be listed in the two-one-half-page, two-color advertisements being placed by U-I in the Nov. 2 issue of "Look" Magazine on the newstand Oct. 19 and the Oct. 20 issue of "Collier's" Magazine. It stands Oct. 28, in reportedly the largest listing of theatres in national magazine history. All type of advertising several years ago.

Angeles.

"Sabrina" Pulls $8,200

Paramount's "Sabrina," opened at New York's Criterion Theatre following the invitational premiere held there the previous evening, to a gross of $8,200.
U.K. Pact

(Continued from page 1)
which both sides will agree "without serious difficulty." It is hoped, MPAA said, that the negotiations will conclude on Tuesday.

Sir Frank Lee, permanent secretary of the British Board of Trade, who already arrived in Washington and will head the British team, will be assisted by J. Edward Dixon, joint principal in the films branch of the Board of Trade, who arrives here tomorrow. In addition, the British Embassy and the British Trade delegation here may send other representatives along to confer with the Americans.

Johnston, Allport Representatives

Eric Johnston, president, and Fayette W. Allport, European manager, will represent MPAA at the negotiations. The Society of Independent Motion Picture Producers will be represented by president Ellis Arnall and by James Malve, chairman of SMPA's European committee.

Under the terms of the current re-mittance agreement, which expired yesterday, exhibitors may receive $17,000,000 annually in remittances from Great Britain. The agreement also provides that certain "bonus" dollars may be taken out of Britain if American companies engage in production in the country or purchase the rights to distribute British pictures out of the country. This year, under the current agreement, the industry received between $4,000,000 and $5,000,000 in "bonus" dollars. In addition, the agreement lists 28 permitted ways in which American companies may use their blocked sterling in Great Britain.

Myers Keynoter

(Continued from page 1)
said, in part, "the main theme of the convention is 'The Product Convention' and all efforts will be concen-
trated on the exhibitor's right to make a profit on current evils that are gradu-
ally forcing the small theatre owner out of busi-
ness."

Marcus, in announcing the selection of Myers as keynoter for the silver anniversary convention, paid special tribute to the general counsel for "his wise and guiding hand" through the years.

Industry Joins in Balaban Tribute

(Continued from page 1)

president of the Emerson Radio and
Phonograph Corp., and chairman of
the Greater New York Committee for
State of Israel Bonds.

Eban, who also represents his coun-
try at the United Nations, stated in
honoring Balaban that "his contribu-
tion is an example which all people
interested in Israel's future
might follow. The people
of Israel are grate-
ful to Mr. Balaba-
n for what he is
doing to ad-

N.T. Makes N.Y. Friends

(Continued from page 1)

least every six months participated in
by Coast executives.

One security analyst, commenting on
Skouras' speeches, drew the conclusion
that as a result of the convention brokers
now are less apt to think of NT stock as a
'speculative football,' and more as an investment.

Another participant commented on
Skouras' reluctance to discuss the possi-
bility of how NT shares are held by
management, raising the question of
Skouras' reasons for withholding the informa-
tion.

Queried Regarding TV

Some questions put to Skouras were
to be concerned with the impact of TV on the film business,
and the firm's plans for purchasing
placements, giving those attending the "facts of
life" on TV's relationship to the film
industry that the picture not be
blown as pointed in some quarters.

There were said to be no demands
from the floor for new representation
on the board of directors, but the
total tenor of the meeting was said to have
"pleased" most of those in attend-
ance.

Hecth-Lancaster
To Film 'Kitty Hawk'

The first project under the newly-
announced plan put forward by the
independent Hecth-Lancaster motion
picture company is a film association
with Mel Shavelson and Jack Rose for the production of "Kitty Hawk," the story of the Wright brothers and the development of the
science of aviation.

The Hecth-Lancaster Organization
is considering several expansion
operations to include the financing of
"outside" producers and to provide
them with production assistance, story
consultation, and exploitation

Rhyans

(Continued from page 1)
rated, there were many complaints of
attempts by some distributors to con-
stitute the sale of one picture upon
another, TOA said.

Among the complaints registered
were the allocation of cheaply made
pictures in the $5 per cent bracket
and the alleged enforcement of unfair
availabilities through print shortages.

Several theatre men charged that
though they had a set availability
there appeared to be a growing in-
ability on the part of the distributor
to ensure availability because of a
lack of prints.

Reviews Problems

Levy reviewed the problems that he be-
ecame to negotiate with the organiza-
tions with the distributors. He also
discussed other problems on the na-
tional level. Keranos outlined the
organizational activities of UTFI and
TOA and lauded the services of
Edward G. Zorn of Fontiac, who has
led the Illinois organization for many
years, TOA reported.

The next meeting of the Waukegan
group will be held Oct. 26.

Role of 16mm, Film Theme of 'Festival'

The role of the 16mm, film in
American industry and society will be
the theme of the 1955 American
Motion Picture Festival, the "We'Re
Red, White and Blue" Film Festival" to be held at the Wal-
dorf-Astoria Hotel here April 4-9,
1955.

Bural A. Wagner, president of the
Film Council of America, speaking at
the monthly luncheon meeting of
the Film Council of America, said that
more than 10 per cent of the public has any
real knowledge or understanding of the
film. In a field, a situation which the
forthcoming film series will seek to
correct.

7 DAYS IN HAWAII $469
(From New York), including round trip transportation
and hotel accommodations
Fly United DC-6 air tourist
service all the way, with
calls of interest all over
the West Coast, if you
like. Only United features 3-
air travel to the heart of the
United air lines
Fares plus tax.

COMPARE THE FARE AND YOU'LL GO BY AIR
motion for her wedding night. He reveals that the picture in which she is to appear is a very special one. The picture is titled "Contessa," and is based on a novel about a prominent Italian beauty who attracts the attention of many men and who is later married to a wealthy man. The picture is directed by Al Lichtman, and is produced by Al Nizer, a former neighbor of the writer. The film is to be released in New York and Los Angeles on November 29th.

The film "Contessa" is a romantic drama set in Italy. It stars Lilli Palmer as Contessa Isabella, a woman who is celebrated for her beauty and charm. The film follows her journey as she navigates the world of high society and romance. It is directed by Al Lichtman and produced by Al Nizer, who is a former neighbor of the writer.

The film is scheduled to premiere in New York and Los Angeles on November 29th. It is a romantic drama set in Italy and stars Lilli Palmer as Contessa Isabella, a woman celebrated for her beauty and charm. The film follows her journey as she navigates the world of high society and romance. It is directed by Al Lichtman and produced by Al Nizer, who is a former neighbor of the writer.
"Not since 'VICE SQUAD' has there been such a pleasant surprise! Suspense, action! Exciting, fast-paced!"—N. Y. POST

"Exciting FBI melodrama! First-rate cast... director has spun out the story skillfully, creating and sustaining mystery and suspense!"—DAILY NEWS

"Tense! Quick-paced suspense, should please mystery fans!"—DAILY MIRROR

"Nifty bundle of excitement! Brisk melodrama!"—WORLD-TEL & SUN

"Excellent example of the FBI film! Hair-raising climax high on a cliff! All very taut and well acted!"—HERALD-TRIBUNE

"Suspensefully spun out!"—JOURNAL-AMERICAN

"Brisk, pungent FBI mystery drama... rates very well! Bristling climax!"—M. P. HERALD

"Should completely satisfy! Action and suspense aplenty!"—BOXOFFICE

"Readily exploitable and will stand up to good advertising claims!"—M. P. DAILY

"Pulsating, thrilling! Holds all the way! Stands up impressively and delivers! Taut story gets into gear almost at once!"—FILM DAILY

"Thrilling! A fascinating thing to see! A series of brilliant incidents!"—HOLLYWOOD REPORTER

"Pace fast, interest held tight all the way!"—HARRISON'S REPORTS

"Good film-fare that should find a satisfactory b.o. level! Well-plotted story, suspenseful, interest-holding!"—VARIETY
10-Year Forecast

Tushinsky Ties Industry Fate To Wide Lens

Superscope Co-inventor Sees Greater Progress

A forecast that the industry's fate over the next ten-year period is tied up with anamorphic projection was made here yesterday by Joseph Tushinsky, co-inventor of the variable Superscope anamorphic lens.

Tushinsky, here for conferences with RKO Radio Pictures executives prior to his departure for Europe, contended that anamorphic projection already has proven itself superior in every way over the old-style method of projection.

Reporting on the progress of production of Superscope lenses, Tushinsky said that production has been built (Continued on page 6)

Rank Production

Nearing New High

Production activity at London's Pinewood and Ealing Studios is nearing an all-time high with seven major pictures currently before the cameras and three others scheduled to start in the near future, it was announced here by the J. Arthur Rank Organization. An additional two recently completed films are awaiting release dates.

This increase in both the number and quality of pictures made at Pinewood and Ealing is regarded by the company as tangible evidence of the (Continued on page 6)

Loew Buys Rubin's Residual Rights

The purchase by Loew's of the residual rights in M-G-M films owned by J. Robert Rubin, retired vice-president, was confirmed here yesterday by a Loew's spokesman.

The Loew's spokesman said the exact nature of the deal, including the price paid by Loew's, will be announced shortly, but estimated it would be 5715. Meanwhile, trade circles speculated that the price paid by Loew was in the neighborhood of $1,500,000. Rubin, upon his retirement on Sept. 1, had a 5.1 per cent share in the profits on the films of M-G-M over a 30-year period.

Free Convertibility Asked As Anglo-US Pact Talks Begin

By J. A. OTTEN
WASHINGTON, Sept. 27.—The renegotiation of the Anglo-American rent relief agreement opened here today with representatives of the British Government declaring that their country was not yet ready for complete convertibility of the currencies from industry pictures exhibited in Great Britain.

British spokesmen explained that their country had improved its economic position (Continued on page 6)

AGREE TO SETTLEMENT OF SMPTE ANTI-TRUST CASE AGAINST UDT

The anti-trust suit brought by the Society of Independent Motion Picture Producers against United Detroit Theatres in 1948 has been settled out of court and the parties have agreed to the discontinuance and dismissal of the action.

The complaint had alleged a combination and conspiracy between UDT and Cooperative Theatres of Michigan in restraint of the licensing, supply and exhibition of pictures in the Detroit area. The allegations were denied by each of the defendants.

In a joint statement announcing the settlement, the parties stated:

"It is the view of the Society of Independent Motion Picture Producers and United Detroit Theatres that it is vital to the success of production, distribution and exhibition of motion pictures that a free and open competitive market be maintained in the distribution and exhibition of motion pictures and that there be no artificial restrictions on the distribution or exhibition of motion pictures. The parties to the litigation above described are in complete agreement on these fundamental and basic principles."
UJA's Citations Awarded To 85 on Coast and Here

Eighty-five personalities of screen and stage in Hollywood and New York have received awards for outstanding contributions to the 1954 United Jewish Appeal campaign through the medium of entertainment, it was announced by Edward M. W. Loew's, chairman of the United Jewish Appeal.

The awards are for "outstanding service in the field of entertainment." Since 1954, to the work of saving lives, building Israel and strengthening the Trouton, Grafton, and other members of the cast and production staffs of the UJA's three Hollywood-made films and its radio and television programs.

Stars receiving plaques for their roles in the films were: Donna Reed, Forrest Tucker, Eduard Franz, Robert Young, Thomas Mitchell, John Derek, Gene Lockhart, Kathleen McRae, Robert Montgomery.

Stars Honored

Those receiving recognition for their achievements included such personalities as Joel McCrea, Bing Crosby, Tyrone Power, Dorothy Lamour, Jane Wyman, Robert Cummings, Jeff Chandler, Piper Laurie, Rock Hudson, Brenda Marshall, Celeste Holm, Helen Hayes.


Mr. added that it not only lowers employees' morale, but it discourages qualified persons from entering public service.

'Hansel' School Tickets

A New York metropolitan wide coverage of schools, children's religious organizations has been effected by Michael Myerberg Productions in connection with the San Francisco premiere of "Hansel and Gretel" on the Broadway Theatre here starting Oct. 10. Over a million discount tickets are now in the process of being handed to children, boys, girls, children's groups, civic, and religious leaders throughout the New York metropolitan area.

Fun Clinics to Pace Allied Convention

Film clinics this year are expected to play an important role in shaping the action to be taken on the convention floor of the forthcoming "product convention" of Allied States Association Affiliates. Approximately 1000 exhibitors are expected to attend the Allied Convention at Milwaukee on Oct. 12 to 14. S. J. Goldberg, president of Wisconsin Allied, has appointed co-coordinator of the clinics.

This announcement was made by B. Marcus, president of national Allied, who declared that it is through these clinics that the individual exhibitors can find the common ground that he and his brother members must discuss and decide in a comparable situation, can use in discussing and deciding their problems.

The film clinics this year, Marcus stated, will be divided into seven categories, namely:

1. Small towns (3,500 or less population), A. Broadway, cast, chairman; large towns up to 20,000 population), Joe Fineman, chairman; small towns (20,000 to 50,000 population), Edward Solomon, chairman; larger cities (over 100,000 population), Wilbur Snapper, chairman; key neighborhood and suburban areas, Edward Solomon; outdoor theatres, Julian Gordon, chairman, and circuit buying and bidding meetings, Sidney E. Samuelson, chairman.

Symphony Telecast Cancelled by Dor

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Personnel Changes For Loew's Theatres In New York Aera

A number of promotions and transfers involving personnel of Loew's Theatres in New York were announced yesterday by Eugene Picker, vice-president of Loew's Theatres, who, while Groening, assistant at Loew's American, becomes acting manager of Loew's Jersey City a few weeks ago. Robert Steiglitz, manager of Loew's Orpheum, will become acting manager of Loew's Victoria during the illness of Joseph McCoy, the regular manager. When McCoy returns, Solomon will be permanently assigned.

Other managerial transfers include: Harold Graft, manager of Loew's Coney Island to Loew's Premier; Ben New- man from Loew's Commodore to Loew's 46th Street (up from Loew's Avenue B to Loew's Com- modore); Al Guterman from Loew's De- loin to Loew's Coney Island; Miss Margaret Ernest from Loew's Fair- mount to Loew's American and Joseph Beek, from Loew's Premier to Loew's Gates.

UJA's Citations Awarded To 85 on Coast and Here

Eighty-five personalities of screen and stage in Hollywood and New York have received awards for outstanding contributions to the 1954 United Jewish Appeal campaign through the medium of entertainment, it was announced by Edward M. W. Loew's, chairman of the United Jewish Appeal.

The awards are for "outstanding service in the field of entertainment." Since 1954, to the work of saving lives, building Israel and strengthening the Trouton, Grafton, and other members of the cast and production staffs of the UJA's three Hollywood-made films and its radio and television programs.

Stars receiving plaques for their roles in the films were: Donna Reed, Forrest Tucker, Eduard Franz, Robert Young, Thomas Mitchell, John Derek, Gene Lockhart, Kathleen McRae, Robert Montgomery.

Stars Honored

Those receiving recognition for their achievements included such personalities as Joel McCrea, Bing Crosby, Tyrone Power, Dorothy Lamour, Jane Wyman, Robert Cummings, Jeff Chandler, Piper Laurie, Rock Hudson, Brenda Marshall, Celeste Holm, Helen Hayes.


Mr. added that it not only lowers employees' morale, but it discourages qualified persons from entering public service.

'Hansel' School Tickets

A New York metropolitan wide coverage of schools, children's religious organizations has been effected by Michael Myerberg Productions in connection with the San Francisco premiere of "Hansel and Gretel" on the Broadway Theatre here starting Oct. 10. Over a million discount tickets are now in the process of being handed to children, boys, girls, children's groups, civic, and religious leaders throughout the New York metropolitan area.

Fun Clinics to Pace Allied Convention

Film clinics this year are expected to play an important role in shaping the action to be taken on the convention floor of the forthcoming "product convention" of Allied States Association Affiliates. Approximately 1000 exhibitors are expected to attend the Allied Convention at Milwaukee on Oct. 12 to 14. S. J. Goldberg, president of Wisconsin Allied, has appointed co-coordinator of the clinics.

This announcement was made by B. Marcus, president of national Allied, who declared that it is through these clinics that the individual exhibitors can find the common ground that he and his brother members must discuss and decide in a comparable situation, can use in discussing and deciding their problems.

The film clinics this year, Marcus stated, will be divided into seven categories, namely:

1. Small towns (3,500 or less population), A. Broadway, cast, chairman; large towns up to 20,000 population), Joe Fineman, chairman; small towns (20,000 to 50,000 population), Edward Solomon, chairman; larger cities (over 100,000 population), Wilbur Snapper, chairman; key neighborhood and suburban areas, Edward Solomon; outdoor theatres, Julian Gordon, chairman, and circuit buying and bidding meetings, Sidney E. Samuelson, chairman.

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BEST LENS...
QUICKEST DELIVERY...
LOWEST PRICE...

TUSHINSKY BROS’. VARIABLE ANAMORPHIC
SUPERSCOPE* LENS

It’s easy to understand why SUPERSCOPE is the choice of exhibitors everywhere. You have only to check the testimony of leading circuit and independent theatre owners to see that the leaders of the industry agree that Tushinsky Bros.’ variable anamorphic SUPERSCOPE lens is superior...and the best buy on the market.

In addition to its unique operating flexibility, SUPERSCOPE is easily installed, without drilling, tapping or special mounting to your present lens barrel. Tightening one screw does the job. There is never any need to shift the position of your projection machine with SUPERSCOPE, because the lens itself is adjustable to the right or left.

And now, SUPERSCOPE can be delivered within forty-eight hours of receipt of your order!

Technically superior, lowest in price, and now fastest delivery—SUPERSCOPE solves your anamorphic projection problem!

*Trade Mark Reg. and Patents Pending

ONLY $700 PER PAIR
available from NATIONAL SCREEN SERVICE
At Your Local Exchange
Ulrich Smith

To Be Dined

PHILADELPHIA, Sept. 27.—Ulrich F. Smith, who has been in the motion picture industry for the last 40 years, will be honored at an industry dinner commemorating his 40th anniversary at the Bellevue-Stratford Hotel here on Nov. 8. He is branch manager.

George Beatty, film buyer for Good evening, 9th Street, was re-elected as chairman in the dinner, and Jay Wren, city zone manager for Paramount Theatres, was named co-chairman.

Also on the committee are: Norman Sibley, manager of the Chicago Film Club No. 13; Hugh A. MacGuire, sales manager, Paramount; Jack Greenberg, Greenberg Theatres; Alfred Davis, film buyer for the Fried Circuit; John Kane, office manager of Paramount; Ted Minsky, film buyer; Steve Werner; Ross Palazzio, general manager, Varablo Circuit; Ralph Pries, general manager, Berlo Vending; Rob Webster, instructor to Howard G. Minsky, division manager, Paramount Pictures.

The dinner will also honor Oscar Morgan, assistant general sales manager, who also celebrates 40 years with the company.

U.S. Rights to 4 UK Films to Trans Lux

Trans-Lux Corp. has acquired the American distribution rights for four British films produced by George Minter for Renown Pictures, it is announced by Richard Gordon, president of Renown Pictures, who negotiated the deal with Richard Brandt, vice-president of Trans-Lux.

Included in the deal are three pictures in color; namely, "Our Girl Friday" with Joan Collins and Kenneth MacKenna; "Dance Little Lady" with Mai Zetterling and Guy Rolfe; and "Trilby and Svenvali" with Hildegard Neff and Donald Wolfit. The fourth picture is "Grand National Night" with Nigel Patrick and Moira Lister.

Trans-Lux will not distribute the pictures itself, but will arrange distribution through one or more major companies. Negotiations are now in progress with 20th Century-Fox for the distribution of "Our Girl Friday."

Robust $65,000 For 'Sbrina'

A robust $65,000 is seen for the first week of "Sbrina" at the Criterion here, due to a good Memorial weekend business marked by a record-breaking $14,267 for a single-day's take which was racked up on Saturday.

Other first week estimates for theaters where "Sbrina" is playing are: Astor, $9,000; Warner, $7,500; Loew's, $5,000; showing every other picture that played the theater, $20,000, the Chicago Theatre, $18,000; and the Warnors, $29,000 for a new record; DeLand, Denver, $14,000; Paramount, Buffalo, $20,000; Paramount, San Francisco, where "Rear Window" gross is being topped by 10 per cent, $25,000; the World, Minneapolis, $10,000, and the World, St. Paul, $7,500.

MOTION PICTURE DAILY

Tuesday, September 28, 1954

People

Harvey Appell, Columbia salesman in Albany for the last three years, was presented with a bag of golf clubs by Film Row colleagues at a weekend party prior to his departure for Boston where he will join Columbia's sales staff. His successor, Jack Sussman, reports from Des Moines on Oct. 4.

Arthur Alperin has been named manager of the Colonial Theatre, Southington, Conn., replacing Frederick Frank, resigned.

Dwight Hanson, of the Golden Buckle Theatre, Rockwell City, Ia., and Mrs. Hanson announce the birth of a baby girl who has been named Nancy Beth.

Margery L. Tanney, daughter of Joseph Tanney, president of S.O.S. Cinema Supply Corp., here, has entered her freshman year at Vassar College.

Albert Pickus, owner of the Stratford Theatre, Stratford, Conn., has been elected to the board of directors of the Stratford Red Cross.

John Wilhelm, 20th-Fox salesman in Albany, and Mrs. Wilhelm became the parents of twins last week.

Maurice Bailey of Bailey Theatres has assumed the additional title of managing director of the Shubert Theatre, New Haven legitimate playhouse operated by the Shubert-Haven Corp., which he heads. Ben Segal, managing director for seven years, is resigning to concentrate on the Orleans Musical Theatre in Wallingford, Conn.

Joe Krentz, Republic salesman in Cleveland, who was in automobile accident last Thursday, is back at his desk, but Mrs. Krentz, with internal injuries, will be confined to bed for several months.

Ben Halpern, assistant to Sam Cohen, United Artists foreign publicity manager, is the father of a daughter, Nancy Suean, born yesterday to Lois Halpern at Lenox Hill Hospital.

E. M. Loew's Joins Makelin Plan

The participation of the E. M. Loew's Circuit in the Makelin plan was disclosed here yesterday by John Wolberg, vice-president of Makelin Productions.

Wolberg concluded the E. M. Loew's Circuit in the plan last week, the Makelin Productions executive, meanwhile, continued his talks here with large circuit executives.

Review

"Heat Wave" (Lippert)

A PHIANDERING wife and her wealthy husband, older than she and in poor health, form the two sides of a triangle in which the third side includes a struggling writer and a young musician. This rather unpleasant but dramatic situation comes more than the film delivers.

Alex Nicol, the writer, infatuated by the woman in the case, takes pity on the husband, who is planning to cut off his wife in his will. Nicol's sympathy for the husband only induces the wife to turn on the charm entirely in order to secure his signature.

While on a fishing trip in the fog, the husband has an accident which encourages the wife to shove him overboard. Nicol covers up for her but is caught out when she returned to the musician. This and his conscience bring him to the police.

Nicol and Hillary Brooke, as the wife, play their roles with conviction although little sympathy is evoked. Sidney James gives the best performances as the unwanted husband and Susan Stephen is seen as his daughter by a previous marriage. It's interesting to note that Alan Wheatley, as a detective, is quite a find. Nicol's mother, played by Kay Callahan, is a standout. The supporting cast is fine, but the final outcome of the situation is more of a letdown.

Ken Hughes directed from his own screenplay which was based on his own novel. With all this inside knowledge, he should have created a less obvious film. Anthony Hinds produced this Hammer Production.

Running time, 68 minutes. Adult classification.

U. S. Firms to Make Eight in Mexico

MEXICO CITY, Sept. 27—Film deals, among them Wayne-Fellows, Cosmos Productions and Albert Lewing, have arranged to pro-
duce at least eight pictures: between October and January, it is learned in local studio circles. Four of the films are to be made by American companies, it was added.

The moisturizing studio is ready to handle five of these pictures and is preparing for the other three that will be filmed by independent producers. Pictures is expected to start the ball rolling with a picture in October.

Concessions Experts At TOA Conclave

The nation's top experts in all fields of theatre concessions will offer authoritative advice and will answer questions from the floor at the annual convention of the national Popcorn Association and Theatre Owners of America consensus committee at the Conrad Hilton Hotel, Chicago.

The forum, which will climax the 1954 TOA convention, combined with the TESMA-TEOA-IPA trade show, will be moderated by Will Nathan of the Theatre Pop-
corn Vending Corp., Brooklyn, first vice-president of IPA and co-chairperson of TOA's concessions committee.

Concessions leaders who will re-
port on the latest developments in the various phases of theatre concessions and will participate in a question-and-answer period during the morning and afternoon sessions will be: Pop-
corn, Nathan Buchman, co-chairperson TOA's concessions committee; candy, Vaughan H. Tidwell; soft drinks, the Koken's; beverages, Melvin Rapp, and drive-in operations, Melvin Wintman.

In addition to individual theatre owners, the heads of circuits and their purchasing agents of concessions and equipment and accessories departments are expected to be in attendance during the five-day conclave.
**Disneys**

(Continued from page 1)

will be added Boston, Denver and either Cincinnati or Cleveland.

Buena Vista is said to be the only major studio with a motion picture subsidiary and a week ago it was announced that it would distribute all of its films through Allied Artists.

The delegates were shown rough cuts of “20,000 Leagues Under the Sea,” and “Lady and the Tramp,” the first all-color Cinemascope feature, and enthusiastically predicted they would run the greatest grosses in Disney’s history.

Disney told the group that “20,000 Leagues” will open in 60 key centers throughout the United States at Christmas time, and that in all instances theaters equipped for Cinemascope and stereophonic sound will be selected for the premiere showings.

Physical handling of the Disney films as well as all accessories will continue to be done through National Film Service, Disney stated.

**Home Office Officials Attend**

Attending the convention from the home office were Leo Samuels, general sales manager; Donald Ladd, domestic sales manager; Jesse Chi- nish, assistant domestic sales manager; Ned Clark, Western sales manager; Louis Gaudreau and Howard Hein, home office executives; Charles Levy, Eastern publicity and exploitation director, and Mort Mayerson and Herman Raucher of this staff.

Other sales personnel present were Wendell Bjorkman, West Coast representative and his aides, Peter Thor and Don Fuller; Harris Dudelson, Chicago; Walter Jacksonville; Douglas Desch, Dallas, and Marvin Goldfarb, Denver.

**Para. Conducts VV Briefing in Minn.**

MINNEAPOLIS, Sept. 27.—Para- mount’s Minneapolis branch played host at the weekend to district manager Buck Stoner of Chicago, a Hol- lycroft, Minneapolis branch, and members of the Milwaukee branch sales staff to discuss the technical aspects and sales policies of Vista- Vision, the company’s new wide-screen process which will be introduced this fall with the musical “White Christmas.”

The Minneapolis session was one of a series being held for Paramount sales personnel in the Midwest area and follows meetings held in Chicago and Indianapolis and preceded a final session to be held this week for the Des Moines and Omaha branches.

Here from Hollywood was Dr. Dailey, a member of Loren Ryder’s research staff who has been working on the wide-gauge photography process for the last seven years.

Attending the sales conference were Jesse McBride, Minneapolis branch manager, and seven members of his sales force; Irving Werthamer, Mil- lwaukee branch manager; three salesmen, Stoner, Herb Cohen, assistant to Stoner, and Dr. Dailey.

**Scren Gems’ “Ford Theater,” a top-ranking telemovie series, will NBCConner its third season on Thursday (9:30-10:00 P.M. EST) with a comedy-drama, “The Trouble With Youth,” featuring film luminaries Paul Douglas, Christian Marshall and June Vincent.**

**Screen Gems**

The series, which features Hollywood personalities throughout, has launched many a screen star into TV and is filmed in Hollywood and produced by Irving Starr... Vet manager of operatic and concert artists Angelo Carlucci has been named artists relations head for the Paramount-Studios of V. J. Noth (Steinway Hall branch). . . . Lovely Betty Matty, recording star for Academy Records, and better (Dinny Sorkin sez ‘much better half’) half of WCFL platter spinner Dan Sorkin, has recovered from a recent operation and is ready for another disk-cutting date.

**Don’t let the name mislead. Although the Ted Brown (assisted by his charming friend Rhoda) Show, originates every evening from his home in Riverdale, named ‘Bellyachers,’ their daily patter and chatter everyday via WMGM is one of the drolliest on the airwaves and so easy to listen to. . . . Two most interesting half-hour telexip, titled, “Round the World By Clipper,” originally shot in color by Burton Holmes on a world tour three years ago, are being scripted and narrated by Newton Melzer for Pan-American World Airways with Frederic Watson, the producer. Academy Award Winner Jean Oser is currently editing the film which will be distributed both in color and in black & white. . . . Only in their domain for but four weeks, MCA-TV, Ltd., has already sold Tel-Ra’s football series of telemovies, “Touchdown,” in 73 markets around the country. . . . Nothing good over . . . .”

**Sotto Voice to Ronald Reagan: With that fine array of talent which includes filmland’s topppers and of course Fred Waring’s wonderful musical aggregation, we can’t see the new TV CBS Series, “General Electric Theatre” (with yourself as host- program supervisor and actor), can miss. . . . For her unselfish work entertaining our Armed Forces overseas, Frances Langford on NBC-TV last week, the production “Operation Entertainment,” was honored with the presentation of her 39th award.**

**With pros and cons galore filling the immediate avenue of Radio City and likewise the staid vicinity of Avenue M in Flatbush where his NBC-TV productions originate, Max Liebman himself dives into the controversy on the “how, what, when and why” of his efforts to educate the public to “Kodachrome color and black & white.”**

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**Choreography for Ginger Rogers’ TV debut skedded for Monday, Oct. 18 in “Tonight at 8.” Series will be under the direction of Richard Barston, who was responsible for the staging of the musical numbers and dance sequences in Judy Garland’s forthcoming flicter, “A Star isBorn” for Fred Steele Warner.**

Fred Fiske, the WWDCever disk jockey down in the nation’s Capital, during World War II, served as an aerial gunner on a B24 Liberator as a member of the 8th Air Force (USAAF) and participated in 30 bombing missions over Germany. Prior to his entering the Air Force, he was a speech teacher in the New York City Schools and after discharge from the military, joined the staff at WWDC where he’s been a top pop deejay ever since. . . . Margaret Truman will Guestkill tomorrow on Steve Allen’s “Tonight,” TVia NBC. . . . Watch WMGN now that Art Tolkhin, with two decades of radio experience, sales and management savvy, is top banana there. Art has more personal friends in radio than any one we know.
Anglo-US Pact Italian Expansion Cited

(Continued from page 1)

representations on behalf of the Italian film laboratories for color process work.

In New York for the first time since 1952, Monaco said that "I.F.E. is now ready to acquire American films for distribution in this country and Canada." It was learned that I.F.E. officials and French producer Henri-Myrcon, producer of "Hansel and Gretel," have held discussions concerning distribution of this film.

"The situation is now ripe for U.S. and Italian co-production deals because relationships between both countries and industries are excellent," he said. "Elements in Italy are here in the same and films with English and Italian versions under co-productions deals could be made," said Monaco.

He also stated that I.F.E. films with dubbing have been very successful.

"Tracing the development of I.F.E. and the Italian film industry since 1950, Monaco said that "national production of films has tripled the past five years, bringing revenue of over $900,000 in 1955," he said.

The three-year relationship between the U.S. and Italian industries has been most amicable, he said. "American companies which maintain their studios in Italy have increased their net revenue from $10,000,000 to $15,000,000 within that period while reducing their losses from $15,000,000 to $20,000,000 in 1955," he said.

Reviews Four Years

By Dr. Gottfried. In an article, Monaco said that in 1955 to 1954, Monaco said, with Dr. Gualino interpreting, that "production has jumped from 50 films per year to 140 films annually; investments in films increased from $50,000,000 to $90,000,000 in a year; box office investments in Italy have grown from 45,000,000 to 65,000,000 in the last year; the volume of films increased from 2,500 to 3,000 in 1955," he said.

The huge improvement in the Italian industry was due to the rapid growth of theaters—12,000 houses at the latest count—and the theatre going public which purchased over 800,000,000 tickets last year. He also stated that "I.F.E. have sold over 150,000,000 box-office gross as compared to the previous $100,000,000," Monaco said.

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Monaco. The government cooperation and the governmental attitude in extending advances and financial aid to producers, and the few restrictions on productions have also tremendously helped the Italian industry," it was interpreted.

The development of the Italian industry will continue well into the future, Monaco said, because of the unprecedented interest of industry leaders for film production, 90 per cent of all films being in color, and the promotion of co-production deals with other countries. Dr. Gualino said that at present, Italy has working co-production deals with France, Germany, Argentina, and Spain and is discussing one with Belgium. Monaco also said that since 1949, French and Italian film makers have turned over 106 films under co-production arrangements, "none of which are covered by I.F.E.," he said.

In conclusion, Monaco said that the I.F.E. agreement, which is not covered by I.F.E., the film producers have formed an agency, UNIPE, to negotiate the necessary agreements for the release and exhibition of Italian product, he said. I.F.E. already worked out an agreement with France’s Coform for the distribution of Italian films in South America, Monaco said. It is expected that Monaco will sign an agreement with Monaco, which Monaco said was formed in 1953, will set up offices in Central America, France, Germany, Spain and South America.

Sees Continued Improvement

"The general situation of Italian films will improve steadily under the present operational methods," Monaco said, "and we hope that the Italian government will continue to allow the present situation to exist," he said.

The agreement is based on the same terms as the ANICA agreement which runs from Sept. 1, 1954, to Aug. 31, 1956. Monaco said that "the Italian industry is and has been fully satisfied with the agreement." At this point, Monaco was asked about American companies not having signed the agreement. He replied, "No," he said.

The Italian executive replied, "no important decision of ANICA matters have been taken up without U.S. input." He said.

 Asked how much money I.F.E. has returned in dollars to Italy since the start of its operations in this country, Monaco replied, "The I.F.E. earnings of $9,000,000 in 1953 included about $900,000 from the U.S. market." He said.

Questioned about the requested MPEA accounting of the $1,350,000 loan, Monaco stated that "under the agreement, the settlement of the $1,350,000 will be wiped off the loan. I.F.E. finances and data are confidential, but the whole amount has not fully been used as it is only $300,000," he said. It was also spent in the promotion of Italian films in the U.S. and was used as circulation money for "up and coming" films. When asked the amount of the loan was requested, the request was complied with."

Acting for I.F.E. here will continue long after the MPEA loan is used up, Monaco said. "I expect it will take 10 years to use it up," he said. "I.F.E. has already started to send back films to Italy, but a big stumbling block which we hope to overcome during 1955 is U.S. tax of 30 per cent on remittances," he said.

Will Discuss Three Points

Commenting on what he will discuss with MPEA representatives, Monaco said that three pertinent points need clarification: the definition of the relationship of the American companies to ANICA and, as a subsidiary body, what was the relationship of the ANICA membership in that organization; the availability of a certain number of American companies to produce under the I.F.E. label; and make representations on behalf of the Italian film laboratories for share in the striking of monopack system color release prints up so that immediate delivery on order becomes possible. He put the cut of production at between 800 and 900 lenses per month.

Tushinsky, who plans to keep his office in New York City and London, will speak on "United States," that SuperScope demonstration will be held in London, Oct. 19, and in Paris, Oct. 20; and possibly sites in Germany.

He described his relationship with Monpor and I.F.E. as "very good," and expressed the hope that SuperScope development will be repeated in SuperScope lenses already have been sold to exhibitors in Canada.

Emphasizing on his forecast, Tushinsky stressed his belief in the continuing growth of the SuperScope in the picture medium, with new avenues constantly open for further exploration. These new avenues, he explained, include improvements in filming, projection, color and sound.

In this connection, he sang out for greater pacing of the set the pace and predicted that due to the uniqueness of the medium it will continue to set the pace.

Hope to Show 'Horizontal' VV

Paramount, now experimenting with horizontal projection of VisionScope pictures, hopes to demonstrate the "horizontal" projection of SuperScope pictures at the Radio City Music Hall, it was stated here yesterday.

Dr. Norman Allport, confirming that experiments have been conducted by Paramount technicians, said the demonstration will likely be limited for Paramount and Hall executives. There is a possibility, if the special projectors are ready in time and if Hall executives approve the test, that "White Christmas" may be projected horizontally through specially constructed cameras.

The horizontal projector, it was explained, utilizes the full double-sized VisionScope camera, operating at double the normal rate to compensate for the double-sized image. Light, clarity and resolution are expected to be improved with horizontal projection.

For Italian distribution of U.S. product.

Dr. Gualino, at this point, stated that a number of U.S. films taking up Italian release dates have no commercial value in Italy. "We will also ask the MPEA not to send minor films," he said. "We have a special commitment to TV. ANICA and TV executives are now discussing a new agreement.

Dr. Allport, about the Italian film pact with Russia, Monaco said that an exchange of four or five films each year has been agreed upon, with the Russo-Soviet agreement in the editing of the films.

Also in attendance at the meeting were: Anthony Frunzi, president of the Italian Distributors Association and an ANICA vice-president, E. R. Zornotti, I.F.E. executive director; Jonas Rosenthal, I.F.E. representative; Harry Post, vice-president, and Fred Goldberg, I.F.E. publicity manager.
Report Mayer Buys Rivoli Theatre Here

Skouras Lease on House Has Three Years to Run

HOLLYWOOD, Sept. 28.—Louis B. Mayer, who is president of the company he has purchased the Rivoli Theatre in New York for a price that is understood to have been in the neighborhood of $1,000,000.

The Rivoli is under lease to Skouras Theatres, which has approximately three years to go under the existing contract. With a seating capacity of 2,894, the Rivoli is slated to be the show-case in which " Oklahoma" will make its debut in the Todd-AO process, in which Mayer is interested.

Whether Mayer will operate the theatre personally upon the termination of the Skouras lease could not be learned, although there are reports that he is considering selling or leasing the house to another larger circuit.

Expect Quick Appeal

Rules NYC 5% Tax Valid; Injunction to Continue

New York Supreme Court Justice C. W. Hough held yesterday that the five per cent city amusement tax was valid against the tax that would result in theatre scales becoming higher than the established rates plus the U.S.

Rules NYC 5% Tax Valid; Injunction to Continue

New York Supreme Court Justice Percy D. Stoddart in Queens General Court yesterday held that the five per cent city amusement tax was valid against the tax that would result in theatre scales becoming higher than the established rates plus the U.S.

Few Changes

British-U.S. Pact Extended For One Year

$2,250,000 of Eady Plan Earnings Remitable

By J. A. OTTEN

WASHINGTON, Sept. 28.—The Anglo-American remittance agreement has been extended without change for another year, the Motion Picture Export Association announced today.

The new agreement, carrying on the terms of the former remittance agreement, will permit American companies to transfer out of Britain $17,000,000, a year from the earnings of American Motion Pictures in the United Kingdom plus between $4,000,-

000 and $5,000,000 in " bonus money."

It was further agreed that because of the United Kingdom's improved balance of payments position, American companies would be able to exercise their right to take out part of the earnings accruing to them from the

Future, Not Present, Most Vital: Starr

KANSAS CITY, Sept. 28.—A long-range view of the future rather than consideration of competitive advantage today was urged upon exhibitors here by Alfred Starr, member of the board of Theatre Owners of America, in an address delivered at

AB-PT ASKED TO SET HOUSES TO PLAY 'ART' AND FOREIGN FILMS

Theatre partners and circuit heads of American Broadcasting-Paramount Theatres have been asked to give consideration to a plan for establishing in as many areas of their operations as will specialize in the showing of "art" and foreign films in a "small way" as

This plan was devised by several theatre partners and circuit heads of American Broadcasting-Paramount Theatres and presented by him to the company's theatre associates at their recent annual meeting at Shewee-on-Delaware, Pa.

Hyman pointed out that the plan serves several purposes apart from the obvious one of determining whether
Personal Mention

ROBERT M. DOWLING, of City Investing Co., will leave here tomorrow for Paris by O.A.C.

FRANK WESTMORE, Paramount make-up artist; CHARLES WHITMORE, photographer; FRANK DELTOR, composer, and JOSEPH WALTENBERG, key cameraman, will arrive in New York from Hollywood today enroute to Cairo, Egypt.

ROBERT COIL, European representative for Columbia Pictures, will also leave for Havre today aboard the "Liberte."

VIBRIS NICOLI, publicity director for Paramount in Italy, will leave New York today for Hollywood.

ALFRED CROWN, of Moulin Productions, left here yesterday for London via B.O.A.C. MONARCHIC.

ANNA MAGNANI, Italian actress, will arrive in New York from Genoa tomorrow aboard the "Andria Doria."

NINA FOCCH will leave here at the weekend for Hollywood.

DANNY KAYE will leave Hollywood tomorrow for New York.

Toronto Variety Club To Elect on Oct. 26
TORONTO, Sept. 28—Sixteen members of the board of directors of the Toronto Variety Club have been nominated for the 1955 election of a new board of directors to be held at a meeting on Oct. 26, under the direction of chief Barker W. A. SUMMERVILLE.

The nominees: Emme Arley, Monty Hall, Lou Davidson, George Altman, Herb Allen, Clare Appel, David Friedman, S. Mandell, Dan Krendel, J. J. Fitzgibbons, Jr., Joe Bernack, Ed Fitkin, Paul Johnston, Sam Glazer, Herman Heller and Charles S. Claypool.

The chairman of the nominating committee was Morris Stein, a former club officer, and Frank Division manager of Famous Players Canadian Corp.

Screen ‘Hansel’ for Parochial Teachers
A special preview screening of Michael Myersberg's production of ‘Hansel and Gretel’ will be held on the morning of Oct. 9 for some 2,000 members of the educational staff of the diocese of the Roman Catholic Church, it was disclosed yesterday by Arthur Gray, Jr., president of Michael Myersberg Productions.

Private screenings were held in the recent series at Our Lady of the Rosary Parish in Cardinal Spelman, Msgr. John J. Voight, Archdiocese secretary for education; Rev. J. P. Haverty, superintendent of parochial schools, and Rev. Harold S. Engel, director of Catholic Youth Organizations.

Settle Okla. Trust Suit Out of Court
OKLAHOMA CITY, Sept. 28—An out-of-court settlement of the anti-trust suit brought against major distributors by R. T. Bracht and Robert Carlson, Carrrera owners of the now closed Home Theatre here, has been announced.

No disclosure of the settlement terms was made but it was stated that a “substantial” payment had been made to the plaintiffs. Their action included claims for damages of $2,000,000, alleging that first run product had been kept from the Home as a result of a conspiracy, forcing it to close.

Naimed as defendants in the action were the following: Carl Kroell, RKO Radio, 20th Century-Fox, Universal, Warner Bros., Warner Theatres, Cooper Foundation and State Theatres Inc. The suit had been scheduled for trial in Federal District court here this week. A dismissal of the case had been signed by Judge Stephen Cluander.

Vice-Pres. Nixon Praises Hershot
High praise for Jean Hershot as the true representative of the people in the motion picture industry was expressed by Vice-President R. S. Nixon at ceremonies dedicating the Community Hospital in Indianapolis, Ind. Hershot was a guest of honor.

Declaring that fewer than five per cent of the pictures produced personalities in Hollywood were anything but the finest examples of American citizenship, the Vice-President pictured Mrs. Hershot as having a Hollywood approach to her work who was more representative of the industry than most of the film people who were always in the nation's headline lines.

Hersholt, who is president of the Motion Picture Relief Fund, responded briefly. The ceremonies were held last week.

London Marble Arch Pavilion to Close
LONDON, Sept. 28—One of London's earliest and most celebrated temporary exhibition Pavilions—will shut down in six months.

Theatre was built by Israel Davis at a cost of £70,000 ($200,000) just before World War I and many of the pictures produced in London, including "Metropolis"—had first British screenings there.

The site has been acquired by a women's clothing house. Attention is to use it ultimately for the erection of shops facing on Oxford Street. Cost of the site and development of the property will be around £300,000.

Jack Gould Resumes As ‘Times’ TV Editor
Jack Gould, who resigned last July as radio and television editor of the New York “Times,” to become informer for NBC, has returned to his former post on the newspaper.

Johnston Coming for Italian Pact Talks
Eric Johnston, president of the Motion Picture Export Association, is expected here from Washington tomorrow to participate in the meetings under way this week with Dr. Edel Monaco, president of ANICA, on what the latter describes as the ratification of an Italian-American film agreement.

The discussions started here yesterday morning and are adjourned at mid-until this morning.

To Mark Cinerama’s Third Year Advent
For its first time in Broadway film history, a “third year” sign will go up on a motion picture theatre here today as Cinerama completes two years of continuous showings of its films.

Samuel Rosen, executive vice-president of Stanley Warner Corp., the Cinerama exhibition company, will be on hand to hang the marquee. He will be joined in the ceremony by the executive managers of the Broadway theaters.

This is planned as the first part of a program of events climaxing by an “End of the Season, One More Performance” for Cinerama for an invited audience that will include mayors of 100 near-by cities, and a contingent of aviators from the Air Line Pilots Association.

FPC Officials Tour For ‘Christmas’
TORONTO, Sept. 28—Executive officials of Famous Players Canadian Corp. are back at their headquarters after touring Western Canadian key centres for a series of managers’ conferences to promote the “Famous Films Festival” which will culminate in the presentation of “White Christmas” in VistaVision.

The party includes president J. J. Fitzgibbons, vice-president R. W. Bolstad, Ben Geldsaller, booking manager J. J. Assman, director of advertising and R. J. Everet, western division manager.

Next Meeting in St. John
The next conference is scheduled for Oct. 4-5 at Saint John, N.B., and Famous Players’ officers plan to attend the annual meeting there Oct. 5-6 of the Maritime Exhibitors Association under the direction of A. J. Mason, Springhill, N.S., who is chairman of the Motion Picture Industry Council of Canada.

Arrangements have been made with Gordon Lightstone, general manager of Paramount Film Service, Toronto, for the screening of a “White Christmas” for a special screening at Saint John.

Goldfarb to Disney
Post in Denver
DENVER, Sept. 28—Marvin Goldfarb, RKO branch manager here, has resigned to become district supervisor for Disney Productions organization. He will have charge of the territories of Denver, Salt Lake City, Oklahoma City, and Kansas City, and will headquarter in Denver.

Moving into the RKO management here is Lee Roy (Bill) Hobson, who has been associated with the company several years as a salesman.

Banning of 3 Films Is Explained by Head Of Memphi Senate
MEMPHIS, Sept. 28—Bans censorship, through their chairman, Lloyd Holt Ford, today banned three pictures from release here without seeing them. Binford refused to view the films.

David Williams, representative of Italian Films Export, said: “Mr. Binford told me ‘The Greatest Love’ couldn’t play Memphi because it starred Ingrid Bergman, and that ‘Sensualita’ and ‘Girls Marked Dangerous’ could not play because they were rated ‘X’ by the film code (moral classification) rating of the Legion of Decency.”

Binford then told newspapers that all Ingrid Bergman films are banned in Memphis.

Binford said he was approached by a representative for the three films in question and that he told the agent all three films have been given “C” (condemned) classification by the Legion of Decency.

“We never pass a ‘C’ film,” said Binford, and added, “I told the man if one of the three plays was going to be used to one of the films, we would preview it, but we’re not previewing films for outsiders. He knows they are not acceptable. He knew he didn’t have a chance.”

Memphi Bans ‘Jungle’
Alied Artists Reports
HOLLYWOOD, Sept. 28—Memphs censors have banned “The Human Jungle,” now in the Memphis Theatre, Alied Artists executives learned today from AA branch manager Walter H. Berle, due to a done by Jan Sterling in the picture.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherman Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Co., Inc., 43 West 43rd St., New York 18, N. Y. Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published several times a week. Technicolor, Ltd., Dividend, London, Sept. 28—Technicolor, Ltd., has declared an interim dividend of 2 d. per share on its ordinary stock here. The dividend is the same as last year's.

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Your local sales representative:

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**Coast-to-Coast Video For 'Star' Premiere In Hollywood Today**

HOLLYWOOD, Sept. 28—What is believed to be the first time that a motion picture premiere has been televised from Coast to Coast is planned for Wednesday night, when "A Star Is Born" will make its bow at the RKO Hollywood Pantages Theatre. A national television conference will be seen and heard on the NBC television network for 30 minutes preceding the start of the performance.

The premiere will be broadcast by Allen Ludden, the NBC newscaster. Among the thousands of televisions that will be turned on around the world by the Armed Forces Radio Service, there will be a high number from the Far East. The conference will be introduced by General Robert T. Malan, the Four Star general in charge of the American occupation forces in Japan.

A large number of American servicemen will be among the theaters receiving the broadcast, and it is anticipated that they will have a better understanding of the film's qualities than the average American audience.

**Mardi Gras Note as 'Jungle' Bows in N.O.**

NEW ORLEANS, Sept. 28—Thousands of New Orleans citizens jammed the city's famed Canal Street to watch the start of a wave of activities of Allied Artists' "The Human Jungle," which was spearheaded by the personal appearances of stars Ingrid Bergman, Mari Blanchard, and Karl Malden, who top roles in the film. Special police were detailed to watch the crowd.

More than 1,400 chief's police paraded into the theatre as special police protection. Mayor Elroy D. Siegel, of the New Orleans for the International Police Chiefs conference being held at the Roosevelt Hotel. The premiere of the picture was on its official agenda.

**Mayor Issues Proclamation**

Television, radio and newspapers gave daily mention of the picture, and Mayor DeLesseps S. Morrison issued a proclamation for the city designating this week as Human Jungle Week as part of its World War II expansion campaign to clean up the city's remaining slum districts.

Adding to the premiere festivities was the New Orleans Police Band, which marched from the Roosevelt Hotel to the Joy Theatre on Canal Street, which had its name changed for the evening to Human Jungle Boulevard.

**' Barefoot Contessa' At Capitol Tonight**

Ava Gardner and Joseph L. Mankiewicz, stars of "Barefoot Contessa," will be among those present at the Capitol Theatre tonight for a special film screening of the film. The screening will be held for a film club interested in the film, and the screening will be limited to 200 people.

**Snappy Lilac production has "sterling" stamped on it and gives off the rich, warm glow that only the genuine article can impart.**

**People**

Gracie Fraser, vice-president in charge of sales and public relations for Crawley Films, Ltd., of Ottawa, has been elected chairman of the Canadian Motion Picture Academy.

**James F. McCarthy, Connecticut motion picture manager for Stanley Warner Theatres, has entered the Peter Bent Brigham Hospital in Boston.**

**N. A. Taylor, president of 20th Century Theatres in Ontario, and other executives have concluded a month of regional conferences with managers.**

**Eileen Barton, who stars in "College Capers," a short subject starting Friday at the Paramount Theatre here, will autograph her newest Coral recording for the first 50 patrons on line at opening time.**

**Elaine Stewart, featured in M-G-M's 'Brigadoon,' will meet with the Hartford regional press at a dinner at the hotel Hotel tomorrow. Event was arranged by Loeve's Pol-Eth New England Theatres, Harry F. Shaw, division manager, will head the circuit delegation.**

**Norman Zalkind, managing director of the Strand Theatre, Fall River, Mass., has been named to the executive board of the Durfee High School Alumni Association.**

**Korean Ambassador To Host Industry**

Colonel Ben C. Limh, Korean Ambassador to the United Nations, will give a luncheon on Tuesday, at the Ambassador Hotel here, in behalf of the American-Korean Foundation, to honor the motion picture industry for its contribution toward rehabilitation of South Korea, it was announced yesterday by Major General Charles W. Christenberry, chief executive officer of the American-Korean Foundation.

**Gates Coming East**

HOLLYWOOD, Sept. 28—Bernard Gates, Allied Artists Latin-America supervisor, has left for New York following conferences with Steve Brody, president, and will confer with AA international president Norton V. Richie before returning to South America.
"A Star is Born"
Judy Garland
James Mason

WARNER BROS. PRESENT THE WORLD PREMIERE

TECHNICOLOR STEREOPHONIC SOUND
TONIGHT!
THE MOST ANTICIPATED EVENT IN ENTERTAINMENT HISTORY!
**Technicolor**

(Continued from page 1)

to 40 cents a share on the new stock outstanding. This compares, with $495,500, or 25 cents per share, for the same quarter of 1953.

Dr. Kalmus stated, "The favorable showing in the third quarter of 1954 indicates that Technicolor has turned the corner and has successfully adapted its improved manufacturing techniques to the new requirements including Cinerama, CinemaScope VistaVision, and other large screen theatrical presentations.

The research and development department of Technicolor continue to be unusually active and still further improvements may be expected. Based upon current orders, the earnings for the fourth quarter of 1954 are estimated to be approximately like those of the third quarter, and the earnings after taxes for the year 1954 to be substantially in excess of $1 per share which has been the customary dividend payment since 1947.

**'Christmas' Color Stills**

A special line of new color stills that point up the clarity and definition of VistaVision has been prepared for the merchandising of Irving Berlin's "White Christmas," Paramount's first VistaVision production. Available to theatre through National Screen Service, the "White Christmas" color stills, featuring scenes from the Technicolor musical production, were prepared in conjunction with Paramount's plans to vitalize the merchandising of VistaVision films.

**Specific Fact**

MORE HIT MOVIES have been made from stories originally published in COSMOPOLITAN than is true of any other magazine...

This is significant evidence of the pre-selling power of COSMOPOLITAN—its long-lasting influence on the movie-going public.

*A STAR IS BORN* will be advertised in the Nov. issue of COSMOPOLITAN where advertising is read and remembered

**Significant Fact**

**Tax Valid**

(Continued from page 1)

government tax. The judge said he felt on "first sight" this was a good argument, but that the prior law does not prevent the imposition of an amusement tax by the city, adding that it was enacted to prevent "ticket-gouging" when the only tax was the Federal levy.

"If the two local laws are inconsistent, then the earlier law will be the law under the doctrine of implication," Justice Stoddard said.

**Opinion on 'Breakage'**

The later law, he pointed out, does direct the collection of a tax which strictly speaking appears to be in excess of the five per cent limitation imposed by statute. But, "when we consider," he continued, "the custom of business and banking, the teaching practices in schools of which judicial notice may be taken and the administration of similar laws in this and other states, it is clear that the legislature intended to prohibit the practice of adding an additional amount to the gross receipts in a fraction of one-half cent or more."

Justice Stoddard said that "after careful study," the language of the statute does not reveal a clear intention to prohibit the above-mentioned general practice regarding interest and discount.

"I find the local law, No. 37 of 1954 to be legal. The injunction is to be continued until there is an appeal heard from the order.

**'Discriminatory,' Says Bress**

In commenting on Judge Stoddard's decision, Thomas Bress, attorney for the plaintiffs, said: "We see no basis for this decision as soon as possible. The amusement tax is morally and economically unsound. Any tax which arbitrarily discriminates against a particular industry, in this case the amusement industry, violates the simplest principles of taxation and economics."

In effect, the theatres are in the same position they were after Justice Nicholas M. Pette issued a temporary injunction in July against the collection of the breakage figure, except that the theatres were then in a higher appellate court and as appellants rather than respondents.

**Group to Befriend Distributors**

Des Moines, Sept. 28.—A new association of independent exhibitors in the Iowa-Nebraska, Minnesota-Dakotas areas has been formed to promote harmony between small theatre owners and the film distribution companies and to combat the "poison pen" tactics of Allied States nationally, according to Norman Merkel, operator of the Time Theatre, in City 1a, who is serving as acting secretary of the new organization.

The new organization is known as the Midwest Theatre Owners Association and is open without payment of fees, to all small independent theatre owners and managers in the territory, Merkel said.

**AB-PT Asked to Set Houses**

(Continued from page 1)

Edward Hyman

forthcoming product and, also, less recent product which is still available and which would interest a theatre operator in making the program policy for the first time.

Hyman noted that with an increasing number of joint production deals being worked out for filling abroad by Hollywood companies with both American and foreign stars, the latter are, in some cases, introduced repeatedly to the American audience under the best possible auspices and that it is just possible that with such films as an introduction, the wholly "foreign" product in both English and foreign language, might be found to be accepted now where it has not been before.

"The reluctance of the mass-type of theatre in the U. S. to play foreign films has been a bone of contention with foreign producers for a long time and without any adequate result is the target of bitter criticism," Hyman said. He pointed out that the experimental programs he suggests might be used in some measure as a warning and a suggestion.

**Trial Urged**

Hyman urged a trial on a "minimum" scale to "avoid disappointment at first." He suggested the theatre on a split week policy, which is most apt at present for filling abroad by being selected for the experiment and cited a number of other factors which he agreed in the choice of house in which to attempt the policy. He also itemized numerous operating ideas which have proved successful in theatres which specialize in "art" and foreign language films.

He suggested one or two nights a week for such films as a starter, with the idea of increasing the playing time in the event the policy caught on and the theatre accepted it.

"It will take a showing of at least six or eight art pictures and maybe more than a dozen before foreign film fans can be expected to expand," Hyman said. "But experience has shown that this patience will result in expansion in most instances."

"How you sell the art and foreign picture is as important as what you sell to be mentioned. "You must not let up your mind from your knowledge of local preferences which of these films (or the list) should be used to kick off your policy and we suggest that, in all instances, you contact the distributor and obtain his advice as well."

Hyman concluded.

**Lesner on Chicago Radio**

CHICAGO, Sept. 28.—Sam Lesner, motion picture critic of the "Chicago Daily News," is being sponsored each Wednesday over radio station WNMP. The program, entitled "From Silent to Cinema," is heard at 12.55 CST and traces the history of motion pictures from the earliest days to the present.

"The Is Cinerama," the film of the sponsor, is playing at the Palace Theatre here.

**Lippert Aide East**

HOLLYWOOD, Sept. 28. Edward Baumgarten, assistant to Robert L. Lippert, president of Lippert Pictures, has left by plane for regional meetings with Lippert distributors in New York on Friday and Saturday and in Chicago on Monday and Tuesday.
National

Pre-Selling

SKILLFUL use of white space distinguishes "Star Is Born" Campaign

JUDY GARLAND
JAMES MASON

"A Star Is Born"

ACHIEVING a fresh, clean effect and focusing attention upon the title and themes of the picture, a feeling of the spirit of the picture—the national ads for "A Star Is Born" have excellent attention value.


"Woman's Home Companion"'s Philip Hartung, in a full-page review of "Woman's World," reports the basic theme in the picture is: a man who loves a woman which almost all wives ask themselves: "Am I an asset or a handicap to my husband." Many of the 12,000,000 women readers of the "Companion" will try to answer that question.

"Look"'s current issue has an interesting pictorial story of films whose locales are Egypt, Scenes from "Land of the Pharaohs," "The Egyptian" and "Valley of the Kings," illustrate the story.

"Sabrina" was selected as "Redbook's" Silver Cup Candidate for October. In a full-page feature, Florence Somers reports "Seeing it is a perfect solution for those who want to visit the Orient, Europe and troubles of the everyday world—Miss Hepburn may well win another award for his picture."

Savings Open

(Continued from page 1)

showmen to Fete

DCA's Bonsberg

Charles Basboe, former KRO Radio general sales manager, will be honored at a luncheon at the Hotel Astor here Oct. 21. Dingeningators on the occasion of his new association with Distributors Corporation of America.

Co-chairmen of the committee on arrangements are Walter Reade, Jr., circuit owner and president of Theatre Owners of America; Samuel Zinder of Randolf Circuit, and Joseph Seider of Associated Prudential Playhouses. Fred J. Schwartz of Century Circuit heads D.C.A.

Starr

(Continued from page 1)

The 1954 annual convention of the Kansas-Missouri Theatre Association is shaped the fact that so many exhibitors appear to be unaware of the potentialities of "subscription television," which offer rentals, malfunctioning by industry services and a 20 per cent reduction in the number and size of public advertising and elimination of the motion picture activities of the Orlando, Fla., Air Base installation; centralization of distribution facilities of training and orientation films, and a reduction of Army, Navy and Air Force in several branches of the motion picture activities of the Toledo, Ohio, Air Base installation.

Asks Production Limitation

The report also said is to have recommended the limiting of services' film production activities to certain stations where it cannot be supplied more economically and efficiently by established commercial film producers.

In addition to Agnew the team of experts consists of the following: Drew Ebersold of John and Drew Ebers, architects; Thaddeus J. Gaski of Pathe Labs, Inc.; Orton Hicks of Loew's Inc.; Grant Lyndon, film producer; Arthur Miller of Consolidated Film Industries; Taylor Miles, executive of the Southern Film Producers' Association; Joseph Seidelman, president of World Film Associates, Inc.; Ellis Smith of Deluxe Laboratories, Inc.; and Donald L. Velde of Donald L. Velde Enterprises.

Frank Sinatra's performance in "Soldier" as the best of the month, "Rosary Window" the best production and "Naked Alibi" the best melodrama of the month.

"Life's" current issue has some very interesting scenes made of Marilyn Monroe while she was the location for "Seven Year Itch."

In the same issue there is a beauty spread on the full-page of a key scene in "The Adventures of Haji Baba" starring Elaine Stewart.

Reg Pickman, Eastern advertising manager of "Parade," reports that his company is gaining a circulation of 5.3 per cent for the first eight months of 1954. "Parade" is now distributed in 47 newspapers across the nation and has a circulation of 6,454,712.

WALTER HAAS

Anglo-US Pact

(Continued from page 1)

Early Plan, with a limitation of $2,500,000, for the purpose of the Anglo-US Pact. In the month of Oct., American companies were entitled to share in the reserve money; industry firms have waived their rights to purchase any of the films produced in Great Britain, because of Britain's financial position.

The British team, along with representatives of the British Film Producers Export Corporation, reached agreement after two days of amiable negotiations.

'Bonus' Provision Clarified

American companies may take out the $17,000,000 in the coming year unconditionally. The "Bonus" figure, which has run up to $4,000,000 to $5,000,000 a year, is based on the provision that industry companies may distribute in Britain and dollars roughly one-third of the blocked sterling which they spend on purchasing the rights to distribute British films outside the country.

The British team incorporated the section of the former agreement which listed 28 different methods American companies can use to spend their blocked sterling within the United Kingdom. This include such things as hiring British stars, investing in British real estate, buying scripts, using British personnel and making sound recordings in the United Kingdom.

Mrs. James in British Group

Representing the United Kingdom were Sir Frank Lee, permanent under-secretary of the Board of Trade; Mrs. P. B. M. James, principal in the film branch of the Board of Trade; M. H. M. Reid, private secretary to Sir Frank Lee; and Sir Sharp, counsel for the British Embassy.

The industry team was headed by E. P. Hopkins, president of Lorimar, and Ellis Arulall, IEPE president. Along with them were James Mulvey, chairman of the Board of Directors of the Society of Independent Motion Picture Producers; Jayne A. Allport, independent manager; and George Welton, chairman of the international managers committee of MPEA.

Name Five to New Posts With Eastman

ROCHESTER, Sept. 28—Five appointments at Kodak Park Works of Eastman Kodak Co., were announced by Ear N. Hultman, Kodak vice-president and general manager of the plant.

Louis K. Eilers, who was administrative assistant to the general manager, becomes an assistant general manager of Kodak Park Works. He succeeds Wellford Lane, who has retired.

Austin J. Gould, formerly assistant to the general manager of Eastman Kodak, is now manufactured assistant to the general manager of Kodak Park. Richard M. Wilson becomes technical service director and manufacturing. Lester C. Faulkner is named assistant superintendent of film emulsion manufacturing division. Carleton R. Seiders becomes assistant superintendent of film emulsion manufacturing division.
“SABRINA” IS HOT! AND HOTTEST COMPANY-WITH SMASH RIGHT ON TOP OF “LIVING IT UP”! WHAT A “SABRINA” IS! ALL-TIME BROADWAY’S CRITERION TIMES RAVE OF “MOST ROMANCE SINCE ‘IT HAPP SENSATIONAL BUSINESS BOSTON, BUFFALO, CHICAGO, DENVER, LOS ANGELES! I
PARAMOUNT IS TODAY'S \[ THIS \] TREMENDOUS 'REAR WINDOW' AND BOXOFFICE DISH RECORD WEEK FOR \[ FOLLOWS NEW YORK DELIGHTFUL COMEDY PENED ONE NIGHT'!" COAST TO COAST D, MINNEAPOLIS, ST. PAUL, \DONT WAIT! GET "SABRINA"!
MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS COLUMBIA LIPPERT M-G-M PARA. REPUBLIC RKO 20TH-FOX

(August Releases)

TELEVISION

TERROR TRAIN

TERROR TRAIN

LIVING IN THE CITY

LIVING IN THE CITY

MAKIE HASTE

TO LIVE

WENDY

WENDY

DHONNY GUITAR

DHONNY GUITAR

ABOUT MR. LEE

ABOUT MR. LEE

THE CLOSET

THE CLOSET

BEAU BRUMMER

BEAU BRUMMER

WIFE OF THE LYNX

WIFE OF THE LYNX

DEADLY GAME

DEADLY GAME

REAR WINDOW

REAR WINDOW

TODD THE GREAT

TODD THE GREAT

SABRINA

SABRINA

THE ADVENTURES OF HAJJI BABA

THE ADVENTURES OF HAJJI BABA

(Sept. Releases)

SUDDENLY

SUDDENLY

THE EGYPTIAN

THE EGYPTIAN

SHE WROTE A YELLO W RIBBON

SHE WROTE A YELLO W RIBBON

YELLOW RIBBON

YELLOW RIBBON

A WOMAN'S WORLD

A WOMAN'S WORLD

PASSION

PASSION

RODDIGE BUMP

RODDIGE BUMP

THE BAREFOOT CONTESTA

THE BAREFOOT CONTESTA

SITTING BULL

SITTING BULL

NAKED ALIBI

NAKED ALIBI

THE LITTLE KIDNAPPERS

THE LITTLE KIDNAPPERS

OPERATION MANHUNT

OPERATION MANHUNT

(Sept. Releases)

(Sept. Releases)

(Sept. Releases)

(Sept. Releases)

(Sept. Releases)

(Sept. Releases)

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(Sept. Releases)

(Sept. Releases)

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(Sept. Releases)

(Sept. Releases)

(Sept. Releases)

(Sept. Releases)

(Sept. Releases)

(Sept. Releases)

WARRIORS

WARRIORS

BLACK SHIELD OF FALWORTH

BLACK SHIELD OF FALWORTH

DRAUGHT

DRAUGHT

THE BOUNTY HUNTER

THE BOUNTY HUNTER

A STAR IS BORN

A STAR IS BORN

WEST OF ZANZIBAR

WEST OF ZANZIBAR

Keys: SYSTEM: CS—CinemaScope; YV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(11)—single strip.
SOUND: 5——Four track magnetic stereophonic sound; 5(2)—Separate stereophonic print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.
Ready... Now going into the mails, to a record number of advance subscribers, the latest annual edition of the only book with the answers to "Who's Who" and "What's What"—the 1955 Motion Picture and Television ALMANAC.

This is the "must have" book for more people in the motion picture and television industries than any other reference volume—the one they use most often—the one they keep always handy because so much of the useful information it contains cannot be found in any other reference volume.

Very soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 1955 Motion Picture and Television ALMANAC in their hands—and the up-to-date facts literally at their fingertips. If you haven't yet ordered your copy, make sure of it by ordering now.

Edited by Charles S. Aaronson

Thumb-indexed in 15 organized sections

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The 1955 Motion Picture
and Television ALMANAC
"Oh, honey, let's skip the shopping and go to the COMPANION-approved movie!"

The pulling power of COMPANION-approved movies is mighty! Millions of readers know that praise on the COMPANION's editorial pages means good entertainment in the theater.

Alert movie house managers are guided, too, by the COMPANION's opinion of movies. They know that "COMPANION-approved" means money in the box-office till.

Spurred by the enthusiasm COMPANION-approval evokes from theater men, Hollywood picture people keep right on doing what they've found successful for the past 7 years. That is, they spend more advertising money in the COMPANION than in any other monthly magazine.*

*Except, of course, the fan magazines.

Currently advertised in the COMPANION

A Star is Born...........................Warner Bros.
Beau Brummel..............................MGM
Brigadoon.................................MGM
All The News That Is News

VOL. 76, NO. 64
NEW YORK, U.S.A., THURSDAY, SEPTEMBER 20, 1954
TEN CENTS

As of Aug. 1

U.S. Theatres
Total 18,351
In Compo Poll

Sindlinger Handled Job;
Coiines With Almanac

Motion Picture theatres operating in the United States, both four-wall and drive-ins, as of Aug. 1, totaled 18,351, according to a tabulation made public here yesterday by Robert Coney, special counsel of the Council of Motion Picture Organizations.

The tabulation coincides almost exactly with figures released last week by the Motion Picture and Television Almanac.

The tabulation was made by Sind- (Continued on page 10)

Ed Harris Heads Kans.-Mo. Theatres

SPECIAL TO THE DAILY
KANSAS CITY, Sept. 29. — Ed Harris, exhibitor of Neosho, Mo., was elected president of the Kansas-Missouri Theatre Association at the 36th annual convention at the Hotel President here.

Other officers elected were B. Doer- ing, Garnett, Kan., vice-president; (Continued on page 11)

Supreme Court Faced With Docket of Film Actions

By J. A. OTTEN

WASHINGTON, Sept. 29. — The Supreme Court returns from its long usual—a docket crowded with film...
To Discuss Possible TOA Unit in Minn. Area on Oct. 29

Special to THE DAILY

MINNEAPOLIS, Sept. 29—A woman's conference, which will be held in Minneapolis on Oct. 29, will be the site of a meeting of the TOA unit in the Minneapolis area. The meeting will be held at the Minneapolis Hotel, and is expected to attract a large number of attendees.

Italian Award to Three of Industry

The Italian government will present an official award today in recognition of the contributions of three Italian film producers: Dino de Laurentiis, Federico Fellini, and Luchino Visconti. The award is in recognition of their contributions to the Italian film industry and their work in promoting the art of filmmaking.

Set Attorneys’ Fees In Estate Case

Browns County Surrogate McGrath has set attorneys’ fees at $125,000 in a lawsuit involving the estate of Joseph A. Shea, former head of Shea Enterprises. The attorneys, Arthur F. Driscoll, representing Edward A. Raftery, and Thomas K. O’Brien, representing C. F. Donahue, Jr., have been appointed to represent the estate.

Managerial Changes In RKO Theatres

Two promotions and several transfers in RKO Theatres were announced by William Howard, vice-president of the company. Howard has been promoted to manager of the RKO Palace, New York, and has been transferred to the RKO Orpheum, Dubuque, Iowa, to become manager of the RKO Theatre, and the RKO Theatre, Mount Vernon, to become assistant to the manager of the RKO Kineo in White Plains.

Fabian to London For Cinerama Bow

S. H. Fabian, president of Stanley Warner Corp., yesterday planned a trip to London to participate in the premiere opening of "This Is Cinerama" at the Odeon Theatre, London. Fabian is expected to attend the opening and to assist in the promotion of the film.

'Star' Bows on Coast At Pantages Theatre

HOLLYWOOD, Sept. 29.—With the lobby ceremonies at the Pantages Theatre here televised from Coast to Coast to the rest of the world, "A Star Is Born" opened here tonight in an atmosphere of festivity which was noticeably different from that of the opening in New York. High spot of the foyers activities was the arrival of Miss Garland here yesterday. Another celebrity present at the premiere was George Jessel, whose introduction was delayed by the lobby. Opening was celebrated by special screenings at the Pantages and the Capitol, with George Jessel and George Farrow assisting. Miss Garland was introduced by Miss Garland.

'Sabrina' Breaks Criterion Record

Paramount's "Sabrina" with a huge $57,000 first-week gross has broken by a considerable margin the all-time house record at the New York Criterion Theatre, the company announced.

New Col. Title

Colombia has announced that it will release "The Bamboo Prison" the Bryan Foy production which was filmed under the title, "The Bamboo Prison." A new title, "The Bamboo Prison," has been announced by Columbia Pictures, which will be used for the film. The new title is intended to give the film a fresh and modern appeal.

Undecided on Civil And Criminal Issues In Schine Trial

BUFFALO, Sept. 29—United States District Judge O. H. Henderson says it has not been decided whether or not to try both the civil and criminal actions in the Schine anti-trust case set for trial here by the judge Nov. 22 by Judge John Knight in local Federal Court. The Government's anti-trust division has been awaiting the charges on March 10. It accused the Schine theatre interests of violating the Sherman Act.

4 Industry Leaders To ‘Night of Stars’

Barney Balaban, Jack Cohen, Spyros Kouras and Albert Warner have accepted the invitation of chairman of the advisory council for the 21st annual "Night of Stars," to be held in Madison Square Garden on Nov. 22.

Award for ‘Susan’

HOLLYWOOD, Sept. 29.—The Southern California Motion Picture Council announced that its "Two Star Award" was presented to RKO's "Susan Harte." Produced for RKO by Harriet Parsons, the film was commended for its "production and acting" by the council. The award was presented at the council's dinner, held in the Hollywood Hotel.
**CARE Is Aided as ‘Contessa’ Premieres**

With television beaming the Kleig-lighted festivities to millions of viewers, Joseph L. Mankiewicz’s “The Barefoot Contessa” for the Welfare of Cripples in the Capitol Theatre last night. The gala bow of the United Artists release, starring Ava Gardner and Humphrey Bogart, benefited CARE, international relief organization, and drew 4,800 persons.


**Dr. Rusk to Speak At Korean Luncheon At the Astor Oct. 5**

Dr. Howard A. Rusk, president of the American-Korean Foundation, will be one of the principal speakers at a luncheon to be given by Col. Ben C. Linl, Korean Ambassador to the United Nations, on Oct. 5, in the Hotel Astor here to honor the motion picture industry, it was announced by Major General Charles W. Christenberry, chief executive officer of the Foundation.

Dr. Rusk is en route from The Hague where he attended the 6th World Congress of the International Society for the Welfare of Cripples, and consulted with the government of Luxemburg on the development of rehabilitation services there. He is director of the Institute of Physical Medicine and Rehabilitation at New York University, Bellevue Medical Center.

Held on the eve of the theatre audience collection drive, the luncheon given by Ambassador Linl will afford an opportunity to pay due praise and tribulation to the motion picture theatre industry which has on previous occasions, and presently, served as one of the mainstays in support of the American-Korean Foundation’s program to rehabilitate Korea, Christenberry said.

The theatre audience collection drive is sponsored by the Council of Motion Picture Organizations at the request of President Eisenhower.

**DCA May Release Next 2 Features by Jos. Kaufman**

Fred Schwartz’ Distributors Corp. of America may release the next two pictures to be produced by Joseph Kaufman who recently completed “Long John Silver” in Australia for DCA, the producer said yesterday. Kaufman said he was “delighted” with his association with DCA because such a company gives independent producers the special handling that their product deserves, especially if it is a big picture.

Sees Control of Expenditures

A releasing firm such as DCA allows the producer control of expenditures at the “point of sale,” something which he found lacking with some of the larger companies with which he has been associated.

On his future production agenda are “Come Away, Pearl!” to be made near the Great Barrier Reef in the Coral Sea, and “Singapore,” with filming planned for Sydney and Singapore.

His agreement with DCA on coming pictures is verbal, he said, but indicated hope of continued association. Both sales chief Charles Baasberg and Schwartz were “greatly impressed” with shots from “Long John Silver,” he added.

He also added, in describing the technical difficulties and achievements in filming, and the terrain, that his feeling that Australia was the place to produce is paying off.

Has Leasehold in Sydney

Kaufman has a lease on Pagewood Studio, at Sydney, for the next two and one-half years, and found it ideal because of the ability to use English speaking performers — he employed some 300 — and the access to such places as the National Forest and the Genola Caves, huge caverns. He replaced old equipment with the most modern at a cost of about $25,000.

Producing there has a corollary in good-will, he noted. “We made friends,” he said, “in the only country where they are genuinely friendly to begin with.” Apropos of this, he predicted great success for the film in Australia, where, he said, business is “sensational”; and he said 20th-Fox will open the picture in Hoyts theatres in December in Sydney and later in Melbourne, and then in five or six other cities.

It should gross at least $5,000,000 worldwide, he predicted. He also confirmed that director Byron Haskin, actor Robert Newton, and writer Marty Raskin, will share in the profits.

Kaufman also is thinking of producing again in Hollywood, and is considering several situations, he said.

He had a good word for CinemaScope’s new lenses, and also for the stereophonic sound in which the picture is recorded.

DCA will open Mr. Kaufman’s picture in New York during the Christmas season, a spokesman said yesterday.

**AA to Start Three Films in October**

HOLLYWOOD, Sept. 29 — Three films will go into production for Allied Artists during October, according to Walter Mirisch, executive producer.

The first to roll will be “High Society,” a Bowery Boys comedy starring Leo Gorcey and Huntz Hall, on Oct. 15, followed by the William F. Brody production of “Sweet Charity,” to be launched on Oct. 25 with Richard Conte starring.

Lindsey Parsons late in the month will put “Tonight Is Forever” before the cameras. He is now negotiating for a top star.

**Hamlet’ to Baronet**

Laurence Olivier’s production of Hamlet will begin an exclusive limited New York engagement at the Baronet Theatre on Friday. Performances will be continuous.

Canada Film Imports Up $327,000 in ’54

**Government Reports**

OTTAWA, Sept. 29 — The Canadian Government reports that imports of films increased to $4,209,000 in first half of 1954 in contrast to $3,942,000 in same period of 1953, showing a definite upward trend in values in recent months.

Film imports averaged $805,000 in June compared with $721,000 in May, $563,000 in April and $617,000 in June last year.

**Widow Asks Share of ‘Contessa’ Profits**

The widow of a New York lawyer who allegedly was instrumental in obtaining the services of Ava Gardner for “The Barefoot Contessa” has filed suit in New York Supreme Court, asking one-third of the producers’ profits in the picture. The plaintiff is Ann Gill, widow of Howard T. Gill who died last year.

Mrs. Gill claims that producers Robert Haggard and Angelo Rizzoli asked her husband to help obtain an internationally known star to appear in the picture. It is charged that Guido Orlando and George D. Randisch agreed to pool their efforts with Gill to obtain Miss Gardner. However, it is charged, Gill was not paid for his efforts. Orlando and Randisch are the main party defendants, having allegedly refused to join Mrs. Gill in bringing action.

Named as defendants, in addition to Orlando and Randisch, are Miss Gardner, Haggard, Rizzoli and United Artists.

**Double Car Capacity**

HARTFORD, Sept. 29 — The Manchester Drive-In Theatre, Bolton Notch, Conn., will double its 900-car capacity this Winter, according to partners Bernard Mueschell and John Calvoarecetti.

The $100,000 project was opened early in the summer of 1953.
With triumphant engagements in 13 American cities... with another beginning in London... and a gross to date of $17,000,000.

Cinerama Begins Its 3rd Year

Noting on the second anniversary of its first public performance, the remarkable career of the film production and projection process which demonstrated to the industry the advantages of a greatly expanded picture and stimulated the technical effort resulting in wide-screen.

I T ALL started September 30, 1952. With the opening of Cinerama on Broadway, the motion picture industry found itself faced with a technological revolution, a new process that was to enjoy prosperity wherever it went. Here, on its second birthday, is the chronological story of the film and the technique that triggered it all—This is Cinerama:

1937: The idea is born. Fred Waller, while devising displays for the New York World's Fair, makes his first test using eleven combined 16mm cameras.

1938: Vitarama Corporation is formed to hold the basic Cinerama patents.

1941: Development is halted by the start of the war. Cinerama principles are applied to the Waller Gannery Trainer.

1945: Cinerama demonstration apparatus construction starts in an indoor tennis court at Oyster Bay, Long Island.

1948: The first test films are shown.

August 1951: (Michael) Todd—(Lowell) Thomas Productions is formed to produce and exhibit the first Cinerama feature film.

August 1952: Cinerama Productions, Inc., replaces T-T, and calls in Merian C. Cooper to co-produce "This Is Cinerama" with Lowell Thomas.

September 30, 1952: Cinerama is shown publicly for the first time before an invited audience at the Broadway Theatre in New York. The completed film is seen for the first time. Reserved seat roadshow engagements are planned for other cities.

November 27, 1952: 3-D hits Broadway. Capitalizing on audience demand for a new film "dimension," the 3-D feature picture "Bwaan Devil" is rushed to completion.

March 23, 1953: The second completion.

March 23, 1953: The second Cinerama theatre opens in Detroit. (Over a million people, to date, have attended the showings.)

April 29, 1953: The third Cinerama theatre opens in Hollywood. Almost a $2,500,000 gross has been recorded at this theatre.

May 8, 1953: "This is Cinerama" moves to the larger Warner theatre on Broadway after 36 weeks.

July 29, 1953: Chicago becomes the fourth city to show Cinerama.


September 30, 1953: First birthday celebration for Cinerama. In New York alone, 5,000,000 people had paid $2,097,878 to see "This Is Cinerama."

October 30, 1953: Louis de Rochemont is signed to produce the second Cinerama film, entitled "Cinerama Holiday." Location units start filming in New Hampshire and Switzerland.

November 5, 1953: Cinerama opens in Washington, D. C.

December 8, 1953: Cinerama opens in Pittsburgh.

December 25, 1953: Cinerama opens in San Francisco.

December 31, 1953: Cinerama opens in Boston.

January 1, 1954: By this date 3,500,000 people had paid $6,500,000 to see Cinerama in nine cities.

February 10, 1954: St. Louis becomes the tenth Cinerama city.

April 16, 1954: "Lewis and Clark" is announced as the first Cinerama film to be made in conjunction with a Hollywood studio—Warner Bros.

April 19, 1954: Cinerama opens in Minneapolis.

The Beginning...

"Whatever its ultimate place in the industry's scheme," commented BETTER THEATRES editorially following the first public showing, "Cinerama has made, at least for the moment, a tremendous impact upon the public. And that very impact suggests that the business take notice of the dimensions and optical range, the visual domination and use of peripheral vision which achieve that impact."

That the business did is history—still in the making.

April 29, 1954: "This is Cinerama" becomes the first production in motion picture history to maintain a continuous position among the ten highest grossers in first-run release for an entire year.

May 18, 1954: Fred Waller, inventor of Cinerama, dies after an illness of several months.

June 21, 1954: Cincinnati becomes the twelfth Cinerama city.

July 1, 1954: Cinerama opens in Dallas.

August 20, 1954: "This is Cinerama" takes fourth place among the all-time top-grossing motion pictures ever produced.

September 2, 1954: The International Trade Fair in Damascus, Syria, opens with Cinerama as the official exhibit of the United States. In its first showing abroad, Cinerama is called "unfair..." (Continued on page 8)

Merian Cooper, who was a co-producer of "This Is Cinerama."

Paul Mantz, stunt pilot, with Robert L. Bendick, co-producer of "This Is Cinerama," examining camera in production plane.

Fred Waller (above), inventor of Cinerama's process; and (right) Hazard Reeves, who developed its stereophonic sound system.

S. I. Fabian (above, at left), head of Stanley-Warner Theatres, which has sole exhibition rights to Cinerama productions, in consultation with Lowell Thomas, radio commentator and explorer, who is vice-chairman of Cinerama Productions Corp.
The most fabulous story telling medium in the history of entertainment!

Only CINERAMA'S three-eyed projection, seven-voiced sound and wrap-around screen can put YOU in the picture!

And the astounding figure of over 9 million viewers in only 13 CINERAMA theatres acclaims CINERAMA as the only really new wonder of the entertainment world!

Completed: Louis de Rochemont's
"CINERAMA HOLIDAY"
In Production: Lowell Thomas'
"SEVEN WONDERS OF THE WORLD"
In Preparation: Warner Bros. Studios
"LEWIS AND CLARK EXPEDITION"

As of Today, this is CINERAMA'S record:

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Never has there been motion picture entertainment with this kind of impact! And now CINERAMA has its first overseas showing—opening September 30, 1954 at the CASINO THEATRE, in LONDON, ENGLAND!
"Cinerama Holiday" Ready for Showing

Second production is radically different from first in its presentation of narrative material and improvements in technique.

The second production filmed in the Cinerama process, "Cinerama Holiday," which was produced for the Stanley-Warner Cinerama Corporation by Louis de Rochemont, is reported to be different from the first production in two important respects—the introduction of a story line and improvements and modifications in the filming technique.

Where "This Is Cinerama" was primarily a travelogue, the second film tells the story of two young couples on their honeymoons—one American and the other Swiss—and Switzerland where they (and the camera) experience the thrills of a carnival of ice, of ski-jumping, and of making the lightning-fast descent on a bob-sled run.

Meanwhile the young Swiss couple tours America—visiting an Apache reservation in Arizona, the gaming-rooms of Las Vegas, the cable-cars and nightclubs of San Francisco, the jazz halls and churches of New Orleans.

At the end the two couples meet in New York where they—and the audience—share the most exciting experience of all: a flight in a Navy jet from the deck of an aircraft carrier.

In the two years since Cinerama was first introduced, the technique is said to have undergone several modifications and improvements, including faster lenses, which permit greater flexibility in making interior sequences, and perfection in the sound system to extend still further the range and fidelity of the aural effects. In addition there is said to be even closer synchronization of the three separate films that together provide Cinerama's single giant image on the screen.

Lenard in Ralph Post as MPIC Head

Hollywood, Sept. 29.—Ray Lenard, vice-president of the Motion Picture Industry Council, has been named president of the organization to fill the unexpired term of Ed Ralph, who resigned the top post due to business necessity.

Miss Lenard, who would have followed Ralph in office under MPIC procedure, will serve out her own term as vice-president in addition to her new duties.

To Close Drive-in

Albany, Sept. 29.—The Dakin Theatre in New Berlin, Chenango County, will close on Dec. 6. Woolsey Ackerman operates it.

"New Techniques" Explains Cinerama

The development of Cinerama, and its unique triplestrip process, are fully described in "New Screen Techniques," edited by Martin Quigley, Jr. Seven chapters of the book are devoted to Cinerama, written by the persons who developed it. The volume is available from the Quigley Publishing Company, 1270 Sixth Avenue, New York 29, at the price of $1.50, postpaid.
Congratulations
and best wishes
Cinerama!

It's mighty pleasing to have
NATIONAL EXCELEITE
PROJECTION ARC LAMPS
selected for the majority of
Cinerama installations

Distributed by
NATIONAL THEATRE SUPPLY
Division of National-Simplex-Bludworth, Inc
"THERE'S A BRANCH NEAR YOU"

A SUBSIDIARY OF
GENERAL PRECISION EQUIPMENT CORPORATION
IN THE THEATRE

Equipment World

with RAY GALLOW

ALTHOUGH it took more than a dozen years to bring Cinerama to the screen in a public exhibition, there probably have been few innovations in motion picture entertainment which had less promise of revolutionary effect upon the film industry as a whole. On the evening of September 30, 1952, Fred Waller, who had basically developed this method of producing and projecting a panoramic picture, heard a packed auditorium in the Broadway Theatre, New York, applaud Cinerama as a new and wonderful experience, and if the industry had not previously indicated definite interest in a panoramic picture, it began to do so soon after that first performance of Cinerama.

Continuing to be acclaimed by audiences in New York, Cinerama showed the way that motion pictures could take to bring about a more aggressive and entertaining performance. During the two years since, the success of Cinerama in a dozen additional cities has been paralleled by the development of other methods, adaptable to theatres generally, to give the motion picture a similar effect. The techniques now known as wide-screen may be said to have been sparked by the dramatic success of Cinerama on and since the evening of September 30, 1952.

Quite a number of persons and organizations played a part in the development of Cinerama and installation of Cinerama. One such organization is the Century Projector Corporation, which collaborated, under the direction of Larry Davee, with the Cinerama organization in the design of the special projectors. The unique curved screen required a special fabric, which was supplied by the Athol Manufacturing Company of Athol, Mass. The special screen curtain control system, and stage rigging necessary to give the screen a proper setting, have been variously supplied by the R. S. Grosh Company of Los Angeles, J. R. Clancy, Inc., Syracuse, N. Y. and Vallen, Inc., Akron, Ohio. The New York installation was made by Novelty Scenic Studios, Inc.

From the beginning, light for simultaneous projection of the three films employed in the Cinerama process, in all but a few installations has been produced by arc lamps manufactured by the Strong Electric Corporation of Toledo. The projection lenses used for Cinerama are Kollmogran.

The triple-head cameras with which Cinerama productions are filmed, are equipped with Eastman Kodak lenses, and film stock regularly used is Eastman, while color is Technicolor.

In all of the installations, including the latest one at the Casino Theatre in London, where Cinerama opened today, such accessories as revolving tables, splitters and film cabinets have been supplied by Neumade Products of New York, while the oversized magazines which Cinerama required before 3D called for magazines of similar footage capacity, were initially fabricated by the Wenzel Projector Company of Chicago. One of the pioneers in the development of magnetic sound on motion picture film, Reeves Sound Studios, developed the sound recording and reproduction equipment used by Cinerama, while the screen speaker systems are Altec-Lansing.

With Cinerama now a Stanley-Warner operation, the first production, "This Is Cinerama," continues to attract large audiences in 14 cities in the United States, and is the production with which Cinerama today made its bow in London. Thus Cinerama begins its third year with the identical program material which thrilled its first audience. Certainly that is a record of success, seldom matched in theatrical history.

And unique in the history of an entertainment medium is its use as a U. S. Government exhibit at an international exposition, as "This Is Cinerama" was employed to represent America at the recent Damascus Fair in Syria. The free Cinerama performances were so popular there that Russia complained that they were "unfair competition." Hazard Reeves, president of Cinerama, Inc., has received a letter from Walter Bedell Smith, Acting Secretary of State, thanking him for this exhibition and congratulating him on its success.

Cinerama Begins Its Third Year

(Continued from page 4)

competition" by the Communists.

September 5, 1954: Lowell Thomas is signed to produce the third Cinerama film, "Seven Wonders of the World."

September 30, Akron, Ohio: "This is Cinerama" is shown overseas commercially for the first time, at the Casino theatre in London, as Cinerama begins its third year. More than 9,000,000 people have paid almost $17,000,000 to see "This is Cinerama" in thirteen cities. In New York, 2,100,000 people paid $4,600,000 to see "This is Cinerama" in two years.
As the proud parents of Cinerama we are thrilled to see our baby enter its third year of phenomenal success... growing greater and greater every month... thriving on the acclaim of over nine million viewers to date!

... and this is the new era of the greatest in motion picture entertainment.

Cinerama Inc.

Happy Birthday to the Screen Wonder CINERAMA

We are also happy that engineering “Know-How” produced the kind of projection system that makes CINERAMA the most exciting screen attraction of the age.

What's new at CENTURY for THEATRE OWNERS?

CENTURY scores again... for CENTURY PROJECTORS are the choice when performance demands the best.

CENTURY projection is the choice for CINERAMA—the new “3rd dimensional” motion picture.

Steadier pictures—Cooler apertures—Less film distortion—Better projection.

For theatres or drive-ins; large or small, use CENTURY PROJECTION & SOUND for your own and customer satisfaction.

See your CENTURY dealer or write:

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729 Seventh Ave., New York, N. Y.
Television -- Radio

with Pinky Herman

IN this pillar of May 25 last, we noted the following quote:—Frank Farrell, columnist on the N. Y. World-Telegram and one of the newscasters of the “Mutual Hour” (1:00 P. M.) program of WABC-6, hisfamiliarity with celebrities, is the possessor of an easy-going manner aided by heaucup savvy on world and local news which make this a breezy, informal and easy-to-listen-to show—unique. Other critics weren’t as enthusiastic in their reviews so that when Frank Farrell’s Sherman does are now network of last Monday, makes this scribbler look pretty good and Frank pretty happy. . . . ”Bunked” (as they say in Brooklyn) into Fred Allen yesterday, leisurly (Fred, that is) strolling along Sixth Ave. towards Radio City to break bread with Uncle Jim Harris. Never saw the Squire of Allen’s Alley look so healthy and happy and you can look for this great comic to guest more and more frequently on TV starting with the “ Omnibus” CBS Show Oct. 17.

There’s a lot of good music, good listenin’ and downright sensible spicing aired every evening from 6:25 to 6:45 and 7:00 to 7:30 via WNBC by a lad named Jim Coy, Robert S. Saunders, gen. mgr. of Attractions Inter Americanas, S. A., is currently in N. Y. setting up deals to interchange artists’ bookings in the United States and Canada and also to sell television rights to stage shows such as Russian Fire which was made in Mexico. . . . The Frawley Co. of Cuiver City, Cal., will share sponsorship with the Tonni Company of Art Linkletter’s “ People Are Funny,” audience participation series featured every Sunday (7:00 P.M.) over NBC-TV . . . Ties the record with five consecutive wins singing accordionist Buddy Marlowe will try for his 4th “Cash Show” next Sunday over DuMont, Show, produced by Bob Jennings, sponsored by Lenthieric & Old Gold, is emceed by Dennis James.

Harry Wiser, who introduced the baseball players named by Look magazine last Saturday night TV in “NBC’s Gate Holiday, to the 1954 All-American team,” rates a network show of his own where he might interject international celebrities of the sports, theatrical and political fields. For a while Harry has caused innumerable spectacular shows and has announced more sports events of all types than any other of his contemporaries. . . . Dona Tiboetts, proxy of the American Song Circuit and one of the most popular in New England, has joined the staff of WJUR-TV, Manchester, N. H., and his video stunt starts next month in addition to his many radio programs. . . . David O. Selznick’s two-hour, four-network TV done. “Light’s Diamond Jubilee,” climaxing the 75th anniversary of Thomas Alva Edison’s invention of the electric light, which will be beamed across the nation over a 300 station hook-up Oct. 24, will star Helen Hayes, Joseph Cotten, Walter Pidgeon, Bosley Crowther, onetime “Ask Aggie.” Kim Novak, brilliant young actress of “Pashover” and “PFIT,” and Guy Madison in a show scripted by Ben Hecht.

Television--Radio

RKO Theatres

(Continued from page 1)

List, RKO Theatres board chairman in New York, for further study and possible eventual submission to the company’s board of directors for action.

Whether or not acceptable proposals are received for the Western theatres, company officials have indicated that all offers will be weighed by management for information they could use on the current liquidation value of the properties. It was clearly inferred that any presurrender of substantially acceptable offers could speed the liquidation process, whereas any considerable number of proposals deemed by management to be way out of line with their ideas of the true values of the properties concerned, could have exactly the opposite effect.

The properties west of the Mississippi include the local Orpheum and houses in Cedar Rapids, Davenport, Dubuque, Moline, Illinois, Sioux City and Waterloo, la.; the Hillstreet and Fantagio, Los Angeles; Golden Gate, San Francisco; Brandon, Mississippi; Missouri, Kansas City, and the Minneapolis, St. Paul and New Orleans houses. Disposition of all of the properties would reduce RKO Theatres to about 70 theatres, half of which are in New York City and the remainder a checkerboard in Ohio, New Jersey, Massachusetts, Illinois, Michigan, Rhode Island and District of Columbia. Prior to divestiture the circuit numbered well over 100.

Efforts to reach RKO Theatres officials yesterday for comment were unsuccessful but it was recalled that Albert List, board chairman, is on record as having told a press conference following his advent in the company that unprofitable operations would be trimmed and in line with this some houses would be offered for sale. Several theatres in the New York metropolitan area since have been disposed of.

It is known in the trade that RKO Theatres on Nov. 1 will move to new offices operated by the Mutual Life Building at 55th Street and Broadway. For the past 23 years it has occupied a minimum of three floors of the RKO Building in Rockefeller Center.

Record Income

(Continued from page 1)

of $3,096,545 were reported by the company earlier. Third quarter earnings will not be definitely known until November. Stockholders’ Incoome for the third quarter, however, set a new record for the company’s film rental both domestically and abroad, Scouras said.

The outlook for the fourth quarter of 1954, U. S. Constituents, which is followed by "in the group and we approach 1955 with continued confidence," he said the stockholders.

McFadden and Eddy Form Publicity Firm

HOLLYWOOD, Sept. 29.—Frank McFadden, former publicity director of the Warners and Ed Eddy, former director of public relations for the J. Walter Thompson Co., are now associated in their own public relations organizations.
High Court

"Carmen Jones"

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the justices just announcing on which of the many appeals filed over the Supreme Court's decision. Following this they start hearing argument on cases accepted for review last spring.

Chief Justice Warren and his eight associates have already said they would sustain the decision in one case which very indirectly affects the film industry. That's the Justice Department, in appealing the decision against Robert Brothers, alleging an attempt to monopolize the legitimate theatre business in major U.S. cities.

Rejected by N. Y. Court

The suit was thrown out by a New York district court on the grounds that under the Supreme Court's decision the baseball anti-trust case, entertainment industries are not subject to the anti-trust laws. The Justice Department, in appealing the decision, said it did not think the baseball case affected the legitimate theatre and other legitimate business, and emphasized that the courts have sustained almost exactly parallel charges against legitimate theatres.

The other film cases are all newly appealed to the Court. The justices may—probably sometime this month—start hearing argument. The Court will review the lower court decisions or whether they let the lower court decisions stand.

If the justices agree to review the cases, argument will be held later in the year, with a final decision unlikely before some other time next year.

Probably the most widely publicized of the other film cases are the two cases in which Roy Rogers and Gene Autry are asking the high court to restrict the right of Republic Pictures to license film to show in the South. The Ninth Circuit Court of Appeals gave Republic the right to license these films fairly, just as if it were a state-owned film company. The Rogers-Autry appeal could have broad ramifications for the entire film industry, and any other similar situations are known to exist.

Philadelphia Case Pending

Another pending appeal is from F. E. Harrison, owner of the Dry Mauch Theatre in suburban Philadelphia. He's appealing a Third Circuit Court of Appeals decision throwing out his anti-trust suit against the eight major distributors, Warner Brothers, Columbia, and American, on the ground that he was not permitted to give greater weight to the government's Paramount consent decree action. Also in not holding that the companies growing out of a conspiracy must be held liable.

Still another anti-trust suit involves the National Screen Service Corp. Charles Lawlor and Mitchell Partney, partners in the firm, and Screen Poster Exchange, have appealed a Third Circuit court decision throwing out their anti-trust suit against the eight major distributors. The partners charged National Screen with conspiracy in the poster and trailer field, and declared the major distributors aided National Screen to maintain this conspiracy. The lower courts held the suit was barred because a similar, earlier suit had been dismissed after the parties worked out a settlement.

The tax status of damages awarded in an anti-trust suit is being tested in another case. William Goldman Trexter won an anti-trust suit and was awarded $375,000. He got a $125,000 jury verdict on a 25-year lease he was trebled to $375,000. It paid Federal income tax on the first $125,000, but was not required to pay on the remaining $250,000. The Internal Revenue Service took the matter to court, but the Tax Court and the Third Circuit Court ruled for Goldman.

Now Internal Revenue is appealing to the Supreme Court. The Indiana income tax case involves immediately Warner Brothers, but is undoubtedly a test case for all distributors. The state attempted to levy the income tax on the rentals received by Warner's Chicago exchange from Indiana exhibitors. Warner Brothers contended that the rentals were not a part of the New England exchanges in Chicago exchange from exhibitors in southern Indiana, but refuted and asked to pay on rent on the side. The Indiana Supreme Court upheld Warner, declaring that the films were in interstate commerce and therefore not subject to Indiana's tax. The state then appealed to the U. S. Supreme Court.

This Is My Love

A DOMESTIC story of love, hate, jealousy and murder, "This Is My Love" is an engrossing picture aimed primarily for adult audiences. In the opinion respects it resembles a daytime radio drama. Linda Darnell, Dan Duryea, Rick Jason and Claire Trevor are the stars. Miss Darnell is seen as the older, frustrated sister of pretty Miss Domergue, who is married to Duryea, a one-time promising professional from Denver, who is a bit of a cad. Her extreme good looks notwithstanding, Miss Darnell is afraid of life and lives with her sister and brother-in-law, working as a waitress in a small town. Her life is one of martyrdom (there are hints she had renounced Duryea so her sister could have him), underscored by her long-term dedication to a buffoon she doesn't love.

The tentative equilibrium is upset when into her lives comes dark-and-smooth Jason, a filling station attendant, with whom Miss Darnell falls in love while he and Miss Domergue also fall in love. Miss Darnell's jealousy eventually drives her to court of Duval and frame her sister, supposedly leaving her free for Jason. The latter, however, сумра, the mixed-up lady and she just as promptly gives herself up to the police.

As the raw material is made, screenwriter Hugh Brooke and Hagar Wilde, however, have their characters reacting to extremely petty passions which seldom arouse compassion or sympathy.

Miss Darnell and Duryea succeed in putting the guy into the jaws the when he gets down to playing his part a bit. In the long climactic scene during which the antagonism between the wheel chair case and the unloved spinster come violently into the open. Miss Domergue is effective, too, as the rather spineless spinster wife, and so is Hal Baylor as the buffoon while Jason is adequate as two ladies' love object.

Co-screenwriter Brooke produced from his own original story, and Stuart Heisler directed. The color is Pastel Color is good. A title song, "This is My Love," sung by Connie Haines in a night club scene, might be used as effective exploitation.

Running time, 91 minutes. Adult classification. Immediate release.

Marcus

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government control and his statement that government control would be a "triumph of both the evil and far more satisfactory than the "piratical" control now practiced by the distributors, Marcus called his speech "hypocrisy." In support of his position, A. F. Myers, Allied States general counsel and board chairman, stated: "Last year the FAA approved CinemaScope and the various kinds of screens, lenses, and sound connections with it. But the exhibitors and Pathé labs in soul-demonstrated that through organized resistance and affirmative action they could break down the barriers with which CinemaScope had been surrounded. As a result, exhibitors today show CinemaScope pictures with lenses, screens, and sound systems of their own choosing."

"The equipment problem is virtually solved. All present-day complaints—exorbitant film rentals, oppressive terms on the use of new equipment and delayed availabilities stem from one basic evil—the artificial film shortage."

"The exhibitors have overcome the resulting hardships resulting therefrom can be cured by the exhibitors in the way that they broke the sound barrier—by strong, aggressive, united action at Allied's great product 'Convention' in Milwaukee on October 13, 14, and 15, gathering the highest turn-out in each vast numbers as to constitute a gigantic exhibitor—mass meeting which would not have been possible and whose influence will be irresistible."

Ed Harris

(Continued from page 1)

Ken Winkley and Boulou, Mo., who, according to Principal Harrison, Parkio, Mo. treasurers.

Directors elected from Missouri were A. A. Becker, Independence; Frank Cook, Yuma; alternate to C. E. Cook; Tom Edwards, Eldon; Harley Fryer, Lamar, and Earl Jame

Kansan directors elected were R. D. Bisson, Augusta; Don Burnet, Topeka; H. Lamb, Hartford; John Bashman, Topeka, and Paul Reck
t, Holyrood.

Geiger to Represent Bank of Amer. Here

Peter W. Geiger has been placed in charge of the New York office of the motion picture department of the Bank of America, N. T. & S. A.

Geiger was assistant to the bank's special representative in New York for the past four years. Prior to that he was associated with RKO Radio and Filmations productions.

The offices of the motion picture department will remain at 1270 Avenue of the Americas.

Weshner to Handle Contessa' Sales

David E. (Skip) Weshner has been appointed sales representative for "The Barefoot Contessa" by Figaro, Inc., exclusively for the United Artists Technicolor releases.

Weshner will represent the production company in supervising the distribution of "The Barefoot Contessa" which goes into national release immediately following its world premiere at the Capitol Theatre here.
NOT AS A STRANGER

with one of the greatest all star casts of recent years

Olivia DeHavilland
Robert Mitchum
Frank Sinatra
Gloria Grahame
Broderick Crawford
Charles Bickford
Directed by
Stanley Kramer

Objective: To outgross his last boxoffice blockbuster, "The Caine Mutiny"