Film Shares
Irregular In
1952 Trading

But 'Proven' Stock Was
In Continued Demand

Film company securities with proven or potential earning power continued in good demand on the New York Stock Exchange during 1952. On the whole, however, motion picture shares gave a highly irregular performance during the year.

The net result was that gains and losses were about evenly divided in the film stock at the year's end. This was in line with the action of the stock market as a whole. Although a rise in some groups brought the general stock average to new highs in more than 21 years, many shares lost 10 to 40 per cent, compared with their 1951 closings.

Most observers believed the business (Continued on page 3)

Anti-tax Picture
Is in Preparation

Hollywood, Jan. 1.—Col. H. A. Cole, co-chairman of the National Tax Repeal Committee, accompanied by Paul Short, National Screen executive, arrived here last night from Dallas to complete arrangements for the production of a short subject which will be presented to the Committee on Ways and Means in Congress. The film is intended to elucidate all of the facets in connection with the plea of the industry for the elimination of (Continued on page 3)

UA Plans Worldwide
16mm. Distribution

While Brazil and Australia will be the initial countries in which United Artists expects to launch its 16mm. film distribution, the company plans to expand its narrow-gage film activities to England, France, Malay and other countries during 1953, Arnold Pickler, vice-president in charge of foreign distribution, disclosed.

At present, UA has no product on 16mm. But preparations will begin early in the year for making the narrow versions for the new market. (Continued on page 2)

House Small Business Unit Attacks
'Localised' D. of J. Trust Suits

Washington, Jan. 1.—The House Small Business Committee has criticized the Justice Department's anti-trust division for wasting its time in bringing cases against groups of localised theatre owners.

In a review report for the past two years covering various phases of government activities affecting small business, the Committee suggested that a "well-conceived pattern of anti-trust law enforcement must rest upon careful selection of cases and a concentration of effort on consequential actions."

Said the Committee: "With the admitted reduction in staff and the increase in non-case work activities, it is difficult to understand an anti-trust policy which will allow the dissipation of its efforts through cases brought against price-fixing by a group of local drive-in theatres or in the sale of dentures from a certain product."

In 1951, the Department brought a suit against a group of Chicago drive-in operators. Early in 1952, it instituted an anti-trust action against several indoor theatre owners in Terre Haute, Ind.

A. T. & T. Snubs Industry
Bid for TV Cost Data

Theatre television cost figures requested by the industry from the American Telephone and Telegraph Co. will not be available until Jan. 12, if at all, an A. T. & T. spokesman stated here.

He explained that on Jan. 12 participants in the Federal Communications Commission's anti-trust decisions, Commission hearings are slated to submit exhibits, among other things, in preparation for the resumption of Theatre TV hearings on Jan. 26. The spokesman would not express any assurance that the A. T. & T. exhibits would contain the theatre TV cost information sought by the Motion Picture Association of America and the National Exhibitors Theatre Television Committee.

The long-sought information was tentatively promised by A. T. & T. "before the end of the year" at a (Continued on page 3)

Exhibitors Showing
Greater Caution in
Making Film Bids

Competitive bidding has leveled off to the point where exhibitors are using greater caution in offering bids than they did 18 months ago, according to sales executives here. When the auction type of buying came into practice, following the entry of the government's consent decree, many theatre owners went onboard in their efforts to take product away from competitors, with the result that the bids sometimes were in excess of the excess (Continued on page 2)

150 Entertainers
At 'Ike' Inaugural

Washington, Jan. 1.—One hundred and fifty top entertainers from the film industry, the theatre, radio and television will take part in the two-hour inaugural festival here on Jan. 19, the Eisenhowen Inaugural Committee announced.

Offers to appear in the festival have come from over 2,000 performers, according to festival committee chairman Mrs. A. Brooks Summers. Film star George Murphy is director of entertainment for the production. So far, the cast includes Walter Pidgeon, Helen Hayes, Frank MacDoniel, Allan Jones, Edgar Bergen, Hoagy Carmichael, Ethel Merman and William Caxton.

At Least Six
Films in NV
Set for 1953

Schaefer Reports Heavy
'Bwana Devil' Grosses

At least six pictures will be made in the Natural Vision three-dimensional process in 1953, George Schaefer, sales head, discloses. Sam Katamama, Columbia producer, who announced plans to produce one in Natural Vision, has increased his commitment to three for this year.

Warner Brothers is preparing one and negotiations are under way with other producers for the filming of more pictures in Natural Vision.

Meanwhile, "Bwana Devil," first picture using the process, is rolling up heavy grosses, Schaefer said. The film drew $36,000 at the Madison Theatre, Detroit, during the week which ended Sunday and $31,000 in its initial week in San Francisco. While figures were not available, Schaefer said the current engagement at the Aldine in (Continued on page 3)

Allied Committee to
Oppose 16mm. Suit

National Allied has named a special committee to work with general counsel Abram F. Myers on any action the association will take in opposing the government's 16mm. anti-trust suit. Appointed to the committee, which was authorized by the board of directors at Allied's annual convention in Chicago, were Ben Berger, Leon Back, Col. H. A. Cole, Truemann Rembush, Irving Dollinger and Nathan Yamin.

Meanwhile, Allied has scheduled a (Continued on page 3)

$128,000 Columbia
Profit in 13 Weeks

Columbia Pictures reports an estimated net profit of $128,000 for the 13 weeks ended last Sat., compared with $165,000 in the same period in 1951. Estimated operating profit for the quarter was $392,000 this year, compared with $315,000 in the quarter last year. Estimated Federal taxes for the 1952 period are $80,000, against $50,000 last year.

Earnings per share of common stock were estimated at nine cents (Continued on page 3)


**Personal Mention**

Arthur Krime, United Artists president, will return to New York tomorrow from an extensive European tour.

Mike Simon, former Paramount exchange head in Buffalo, and Mrs. Simon announce the wedding of Mrs. Simon’s daughter, Merle Janzen Jackson, and Tracy Harrington, Tinsley on Jan. 17 at Grosse Point Farms, Mich.

B. C. Salamis of Montreal was decorated at the Greek Embassy in Ottawa by His Excellency, Kapoulakis, for services in relief work for his native country.

William F. Osborne, Monogram International Corp. assistant export manager, has returned to his desk from the Far East for the first time in a year.

Mrs. Elsa Scott, widow of the late exhibitor Sam Scott, was married Wednesday in Baltimore to Seymour Belitzer.

Miss Inge Carbo has been promoted to booking manager of the Cinema Film Exchange here.

Mark Rosson, partner in Aspen Films, will arrive here from Hollywood tomorrow.

Ted Tomy, president of Toody Pictures, Atlanta, is visiting in New York from that city.

Ollie Williamson, district manager of Warner’s in Atlanta, has returned there from Texas.

James Duncan, owner of the 23rd Drive-in, Chattanooga, announced the birth of a girl to Mrs. Duncan.

Charles Rosenzweig Rites Here Today

Services for Charles Rosenzweig, who retired as a vice-president of RKO Radio Pictures in 1937, will be held here this morning at the Park West Memorial Chapel. Rosenzweig, who died Tuesday from illness at the age of 62, had also been associated with Universal and Columbia before his retirement.

He is survived by the widow, a daughter, two sons and three sisters.

**George Heads Foreign Press Film Critics**

The Foreign Language Press Film Critics’ Circle has elected the following officers: President, Dr. Manfred George, editor of the German Auffang; vice-president, Victor Shinakin, publisher of the Russian daily Slavo; treasurer, Rebecca Issaciar, film editor of the New York Daily News; secretary, Sigfried Gottlieber was re-elected executive secretary for the 11th consecutive year.

**Snow Tapers Off Holiday Grosses**

Motion picture theatre grosses in the Times Square area, which maintained record-breaking strengths during the Christmas-New Year's week, tapered off with the beginning of New Year's smaller holding period this year.

The storm eliminated the long lines formed outside such houses as the Radio City Music Hall, which found itself at a disadvantage in the critical and dampened somewhat the business of New Year’s Eve.

Hughes Owns 2,200 RKO Radio Shares

Washington, Jan. 1.—Despite Howard Hughes’s sale of 1,013,420 shares of RKO Pictures common to the California Trust Co. from last December, Hughes has as of Dec. 12, directly owned 2,200 shares, the Securities and Exchange Commission informed here.

The SEC was also advised that Noah Dietcher as of Dec. 12, the day Hughes came to (and chairman of the company and Dietcher a director, owned 1,000 shares. The RKO report concerning the ownership of newly-elected officers and directors of the company for December.

**Scenes from Above on Sullivan Show**

Scenes from M-G-M’s “Above and Beyond” will be featured on Ed Sullivan’s show, “Toast of the Town,” on Sunday evening, Jan. 11, following the introduction of Robert Taylor, who stars in the film. The picture will open on Jan. 29 at the Mayfair, New York, and will have many out-of-town openings in January.

Paramount, according to an M-G-M executive, was made for direct TV promotion of a picture at the time of its national release, and while it is Taylor’s first TV appearance, it is being put on the air in keeping with a policy of playing all media for the greatest promotional value.

**Film Bids**

While there still remain to be evidenced what competing exhibitors in certain areas are “getting together” in deciding product splits and deciding what each will bid for specific pictures, some distributors assert. One executive said he could not state positively that this arrangement existed, but that there was a pattern of bidding for new areas that indicated a possible agreement among the theatres involved.

While this bidding is not encouraged by distributors, it has been found that in many cases it is the only method of determining sales under today’s economic and promotional methods, most sales executives insist.

**White Slated for NBC Presidency**

Action on the projected resignation of Joseph H. McConnell from the presidency of National Broadcasting Co. is scheduled for today’s meeting of the board of directors. The formal resignation is due to be handed to the board today.

Slated to succeed McConnell is Frank H. White, executive vice-president, with Sybil L. White, new vice-president in charge of radio and television, becoming vice-chairman of the board.

McConnell, if disclosed, will become president of Colgate-Palmolive-Peet.

**Paramount Aiding ‘Brotherhood Week’**

As part of Paramount Pictures’ plans to support “Brotherhood Week,” (Feb. 15-22), the company has made arrangements to include mention of the picture “Steinberg, the Steadfast” either in program advertisements or announcing the release in publicity materials, in order to include similar mention of the film at that time in the program advertisements during the week.

**Steinberg to Premiere**

Herb Steinberg, Paramount publicity manager, and Seymour Morris, advertising director of Selino Theatre Pictures, who will leave New York today for Maysville, Ky., where they will arrange for a hometown premiere for Rosemary Clooney’s film, “The Stars are Singing,” at the Russell Theatre.

**Neal Signs Reynolds**

Stanley Neal, president of Stanley Neal Productions, has signed Quentin Reynolds to perform in the documentary feature, “The Life of Gandhi.” They will fly to the East Coast on the 15th to work on the production. The footage was gathered from Gandhi’s early days in South Africa to the time of his death.

$300,000 in 6 Weeks For ‘Limelight’

Charles Chaplin’s “Limelight” grossed 188,600,000 toys (about $300,000) in the first six weeks of its Paris engagement, sparking a general release of the picture in 25 French cities on Christmas Day, according to Arthur W. Kelly, Chaplin’s sales representative in the United States. Kelly said that the film had opened in 25 cities in Italy, a score of spots in the Far East and a dozen cities in South America. “Limelight” also goes into general release in England.

The picture had holiday openings domestic, including Philadelphia, Washington, Miami, Chicago and Baltimore.
Film Shares Irregular

(Continued from page 1)

outlook for 1953 was favorable, a factor that ordinarily would augur well for the film stocks. But the box-office picture was spotty. At the beginning of 1953 the picture was released to the public in the summer of 1952 there was a decline in film theatre attendance. High temperatures during the summer vacation of some of the more popular TV shows and to a surge in public interest in Washington, during the Presidential campaign, while, at the same time, fewer outstanding films were in release.

While a part of the investing public felt increased interest in competition threatened lower revenues for the companies, another part saw a possibility of long-range benefit to motion picture producers.

The government "freeze" on new taxes was lifted in March. From then until the end of 1952 the Federal Communications Commission issued a total of 165 new commercial stations, raising the number of authorized stations to 273 or more than 10 per cent of the approximately 2,500 stations planned.

It was argued that while the addition of new stations undoubtedly would affect the earnings of the existing stations within their transmission range, the development opened new possibilities for increased earnings for companies producing films for TV.

Wall Street, consequently, came around to the opinion that the motion picture industry was in a period of transition which made future outcome unpredictable at present. Traders gauged film stocks more or less on a day-to-day basis.

Among the major producing companies, Paramount Pictures was a strong spot, fluctuating from a high of 30%, or $2.19, on April 11, 1953, to a low of 21%, or $1.21, in February of the same year. It was reported that by the end of June the price was 21%, or $1.09, on July 8, 1953. The company reported that, for the six months ended Sept. 30, 1952, a net income of $5,003,000, compared with a loss of $10,033,000 for the corresponding period of 1951. Per share earnings amounted to $2.14, against $1.98. The need for a further outlay of capital in the combined, undistributed earnings of partially owned subsidiaries.

AT & T Cost Data

(Continued from page 1)

September meeting in Washington between officials of the long-lines company and MCA and Allied Committee received a response.

Now the A. T. & T. spokesman rules out the possibility that any information would be submitted to the FCC and that even though he claimed that A. T. & T. representatives were at work gathering the data, the information sought by the industry concerns the setting up and maintenance of a television transmission service throughout the country. The desire by the industry to obtain such information as early as possible stems from the need for further competition of the data gathered by the industry's

National Pre-Selling

"THE MOVIES Zoom Ahead for 1953" is the title which the New York Mirror gave to its 20-Page Picture Supplement, which was published December 9. The full-color issue is devoted to motion pictures. A. T. & T.'s black-and-white ad, which appears on page 10 of the issue for "Hans Christian Andersen," "Come Back, Little Sheba," "Blackboard the Pirate," "The Long, Long Trail" and "Fugitive in the Beautiful" and a number of 20th Century-Fox and Republic productions.

Walt Disney's "Peter Pan" receives an accolade from Ruth Harn- bert in the current issue of Housekeeping. Among other things, she says: "In the cartoon medium no fantasy is too difficult to portray. Peter and all of the characters are freed from earthbound restraint and fly in a very natural manner."

A full-color ad for "Road to Bali," starring Bing Crosby, Bob Hope and Dorothy Lamour, appears on the front of the current issue of Life.

The editorial page of the Dec. 20 issue of Columbia's "Herman's Home Companion" is up front in the current issue of Life.


In the January issue of Cosmopolitan, five pictures receive "movie citations." They are Goddard's, "Hans Christian Andersen," M-G-M's "Lill," Universal-International's, "Mississippi Gambler," Paramount's "The Stooge" and 20th Century-Fox's "Stars and Stripes Forever." Also in this issue is a full-page ad on "April in Paris" and a one-half page in full color on "Hans Christian Andersen."
AMERICA IS BEING PRE-SOLD ON 'THE MISSISSIPPI GAMBLER'

Powerful FULL-COLOR ads in national publications will reach the reading eyes of 77,000,000!

A CHARLES J. FELDMAN Silver
EXCITING DAY AND DATE
PRE-RELEASE WORLD
PREMIERE ALONG 1000
MILES OF MISSISSIPPI
RIVER TOWNS!

From St. Louis to Memphis to
New Orleans 325 cities and
towns will shout the
premiere news
from coast to coast!

UNIVERSAL-INTERNATIONAL presents

TYRONE POWER
PIPER LAURIE • JULIA ADAMS
in The MISSISSIPPI GAMBLER
COLOR BY Technicolor

WITH JOHN McINTIRE • WILLIAM REYNOLDS

DIRECTED BY RUDOLPH MATE • STORY AND SCREENPLAY BY SETON I. MILLER • PRODUCED BY TED RICHMOND

Anniversary Drive Picture...
Pittsburgh Grosses
Aided by Weather

PITTSBURG, Jan. 1.—With excellent holiday weather conditions prevailing, four of Pittsburgh’s downtown theatres got back into the big money for the first time in many months.

The Stanley Theatre, reopen after being closed by a blizzard and an hour of 13° on its screen with Billy Eckstine returning to his home town for a holiday engagement. The lines were over blocks long and it is expected that $35,000 will be bettered since Eckstine did a New Year’s Eve midnight show.

“April in Paris” also had the standing-room sign out in the 2,000-seat room. The total gross $17,000, which is excellent for a house with a 7,000 average.

In the Aladdin Theatre, with “The Little Woman of the Wilderness” on its screen did not fare well nor did “The I Don’t Care Girl” at the J. P. Harris. It seems that the overflow from the other houses that were doing well, New Orleans Bright.

NEW ORLEANS, Jan. 1.—Theatre business in the New Orleans area was exceptionally good starting with Christmas Day and continued during Monday of the KRO Orpheum reported an increase over last year’s Vaudeville feature. A packed house of the Joy Theatre, and Loew’s State manager Rodney Toups say that revenue since Christmas Day far surpassed the revenue of last year’s holiday grosses. E. G. Perry, managing director of the Pitman Theatres, reports that the increase is very noticeable not only in its New Orleans neighborhood theatres, but also in its theatres in the territory.

Isadore Lazarus, Lazarus Theatres, said that business is good not only at its in-town Center, but at its neighborhood theatres. Cassel of the Canals of the RKO Orpheum reported an increase over last year’s Vaudeville feature. A packed house of the Joy Theatre, and Loew’s State manager Rodney Toups say that revenue since Christmas Day far surpassed the revenue of last year’s holiday grosses. E. G. Perry, managing director of the Pitman Theatres, reports that the increase is very noticeable not only in its New Orleans neighborhood theatres, but also in its theatres in the territory.

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Upturn in Charlotte

CHARLOTTE, Jan. 1.—Theatre business showed a sharp upturn here to Papua no fox office figures sharply forward for the holiday week. Circuits maintaining headquarters here said reports were still coming in and complete ones did not been obtained. But they emphasized business was good.

Executives declined to list figures, but one manager said his business was up 20 per cent.

St. Louis Tops Average

ST. LOUIS, Jan. 1.—In the opinion of theatre men here, motion picture business is definitely up over the normal holiday week average. Ross Bowles, manager of Loew’s State, said that Red Skelton’s “The Clown” has been the big reason for the “terrible” business at that downtown house since the MGM picture opened, Bobkin looks for more of the same with the New Year’s offering of “Million Dollar Mermaid.”

Edward B. Arthur, president of the St. Louis Amusement Co. and general manager for Fanchon and Marco, says grosses at four first-run houses are “better than average.”

Stars and Sports

For instance, “I Don’t Care Girl” and “Flat Top” are drawing well, “Lime Light” is also doing good business.

Legion of Decency

PUTS 4 IN CLASS B

This week’s Legion of Decency report places four films in Class B, five films in Class A-I and eight in Class A-II.


Name Meyers

NTFC Head

Arche Meyers, president of Unity Television, was elected president of the National Television Film Council at the luncheon meeting here held today at the Warwick Hotel. Meyers, who formerly was chairman of the council, was re-elected by a new board of directors.

The Perle of the Mesal Organization, who last year was secretary, was elected vice-president, with William Van Praag, president of Van Prince Productions, moving into the secretarial post. Waldo Mayo, president of Mayo Productions, was elected treasurer.

New Board

The new board consists of Mel Gold, founder of the NTFC and president for three terms; William Holland, president of Hyperion Films; George Wallin, chairman of Atlas Television Corp.; Sidney Mayers, attorney; David Savage, film buyer for Screen Guild, chairman of the board of directors; Frank Bibas, director of the motion picture department of McCann-Erickson; Dr. Alfred Goldsmith, chief consultant for RCA; Andrew Jerger, vice-president of F-S-I Productions; Frederick Nathanson, secretary-treasurer for William German, and David Eader, of TV Film World.

A speaker at the meeting was Herbert Golden of Bankers Trust Co. who explained the financing of production and distribution of films for television.

Stage Show at Six

Skouras Theatres

George Bernard Shaw’s "Pegman," as staged by Eddie Dowling with the Dublin Players, will be presented on the stages of six Skouras theatres around the New York metropolitan area.

Starting Monday, Jan. 12, there will be a one-night performance at the Cove Theatre, Glen Cove, L.I.; Tuesday, Jan. 13, at the Boulevard Theatre, Jamaica, L.I.; Wednesday, Jan. 14, at the Plaza Theatre, Englewood, N.J.; Thursday, Jan. 15, at the Capitol, Paterson, N.J.; Jan. 16, at the Lafayette, Suffern, N.Y.; and Thursday, Jan. 22, at the Capitol, Port Chester, N.Y. The presentations will all be at popular prices.

Crosby Film Shows

New TV Process

Hollywood, Jan. 1.—The video tape recording system developed by Bing Crosby Enterprises’ engineers, and first demonstrated a year ago, was again demonstrated to the press in what was called an “interim report.” With witnesses pronouncing the improvement substantial Engineers en- charge predicted that the mechanism for use in the home-television field will be ready for commercial production early in 1954, but did not go into the system’s potentialities for use in the motion picture theatre field.

The Crosby process utilizes an inch-wide magnetic tape traveling 100 inches per second to elec- tronically record both audio and video directly from a standard receiving set, and later on will use a half-inch tape, still has what engineers called “bugs” in it but they said the means for overcoming these obstacles are known and require only time. So far PACE has discussed the system only in relation to television use.

RKO Circuit in New

Spot Deal with NBC

A new contract for television and radio spots has been signed with WNBX-WBFC for RKO Theatres in New York, New Jersey and Long Island, according to Harry Mendel, national director of advertising-publicity for the circuit.

This will mark the beginning of the third year in which RKO Theatres in New York and NBC’s flagship station will run TV and radio spots, with the contract now running until May 1, 1955. The last time the spots ran, NBC-owned radio and TV stations in New York City will run for 13 weeks. One minute spots are scheduled for radio, while television has 10 and 20 second and one minute spots.

Team Has London Date

Dean Martin and Jerry Lewis will play a two-week engagement at the Palladium Theatre in London, beginning June 15. 
Tradewise...

By SHERWIN KANE

LAST week’s development in Los Angeles Federal court gives assurance to the industry that the new Republican Administration’s Attorney General will have an opportunity to give the U. S. suit to force the sale of 16mm. films to television and other non-theatrical users careful scrutiny before it goes to trial.

The petitions of the defendant film companies for clarification of the government’s complaint in the 16mm. suit were granted in large measure by the Los Angeles Federal court. The Justice Department was given 30 days in which to file an amended complaint and the defendant companies were given 30 days thereafter in which to answer.

Thus, a new delay of two months in the pre-trial maneuvering results, continuing the 16mm. action in its preliminary status until at least March 2. With the new Administration taking over in Washington in a fortnight, there is ample opportunity for the industry to see to it that the 16mm. action is among those which the new Admin-

WB Gets 6-Month Extension of Divestiture Date

WASHINGTON, Jan. 4.—The Justice Department has agreed to a six-months extension, until July 4, of the deadline for Warner Brothers to divest some 20 theatres required to be disposed under the consent decree and are still unsold.

The decree required the divestiture of 84 theatres, half by Jan. 4, 1952, and the other half by Jan. 4, 1953. Warner got a six months extension on the deadline for disposing of the first half and met that deadline in

WTO Would Meeton Arbitration Again

SAN FRANCISCO, Jan. 4.—Western Theatre Owners, which has rejected the distributors’ proposed arbitration draft, approves the principle of both arbitration and conciliation and, therefore, “is willing to attend further conferences in an effort to iron out differences” over the distributors’ draft, H. V. Harvey, former WTO presi-

FOR THE RECORD

Motion Picture Daily Presents

The Box Office Hits of 1952

AFRICAN QUEEN (UNITED ARTISTS)
BEND OF THE RIVER (UNIVERSAL-INTERNATIONAL)
GREATEST SHOW ON EARTH (PARAMOUNT)
HIGH NOON (UNITED ARTISTS)
IVANHOE (METRO-GOLDWYN-MAYER)
QUIET MAN (REPUBLIC)
QUO VADIS (METRO-GOLDWYN-MAYER)
SAILOR BEWARE (PARAMOUNT)
SINGIN’ IN THE RAIN (METRO-GOLDWYN-MAYER)
SNOWS OF KILIMANJARO (20th-FOX)
STREETCAR NAMED DESIRE (WARNER BROTHERS)
WITH A SONG IN MY HEART (20th-FOX)

(The pictures above are listed alphabetically by title)

“THE JAZZ SINGER”

[Warner Brothers]

A GOOD MANY CIRCUMSTANCES apart from the picture itself compelled a home box-office for this second Warner Brothers production of Samson Raphaelson’s stage play of like title. Most important of these is the fact that a great new generation has risen up largely taken over the buying of admission tickets since the first Warner production of the property in 1927. Most of the millions of members of this great new generation know about “The Jazz Singer” as one of the great landmarks in motion picture history, and in the career of the late, great Al Jolson who starred in it, due to the frequent recent references in many connections to the picture’s influence upon the course of the art and industry. This big new generation staked up as a ready-made public for the picture, unspoiled by familiarity with its story and favorably disposed toward the title by reason of its many-sided associations. Few features come to market so thoroughly pre-sold to the most responsive segment of the buying public.

As if with this new generation foremost in mind, the Warners have given the Jolson role to Danny Thomas, a rising young entertainer who

Holiday Pace Keeps Up at the Weekend

Broadway theatre business kept up its pace over the weekend as the Christmas-New Year’s holiday period came to a close. With children returning to school this week, and strange as it may seem—parents and offspring had a final fling at the midtown theatres, packing most of the houses and substantially filling the others. The only off day at some spots during the holiday week was

Webster Is Named Midwest Sales Head

Paul Webster has been named sales manager of Republic Pictures’ Midwestern district, by James R. Granger, executive vice-president and director of sales. He is a new one.

Webster, formerly Des Moines branch manager, will handle the following branches: Chicago, Milwaukee, Minneapolis, Kansas City, Omaha, Des Moines and St. Louis. He will headquarter at the home office.

Congress Gets Bill to Kill Admission Tax

Rep. Dingell Hoppers Measure for Full Repeal

WASHINGTON, Jan. 4.—Representative Dingell (D., Mich.) told the opening session of Congress that film exhibitors “desperately need relief from this progressive, oppressive and discriminatory” to per cent admission tax.

Dingell, a member of the tax-writing House Ways and Means Committee, yesterday introduced a bill to repeal completely the Federal ticket tax, and said the measure to get the Committee to hold early hearings on the measure “in order to bring about total relief to long suffering industry.”

Previously the Michigan Democrat had indicated he would seek to cut

(Continued on page 11)

Tobey Favors Film Probe Continuance

By Senate Group

WASHINGTON, Jan. 4.—Senator Tobey (R., N.H.) said he “rath

(Continued on page 11)

More Than 100 At

Dinner for Skouras

More than 100 executives representing all branches of the motion picture industry will give a “welcome home” dinner tomorrow night in honor of Spiros F. Skouras, president of 20th Century-Fox, at the Metropolitan Clubhouse.

It is expected that Skouras will discuss various aspects of his recent 10-week trip covering 75,000 miles dur-
Top Stars, Old and New, to Entertain at Zukor Banquet

Hollywood, Jan. 4.—The "Famous Players" slogan which for many years has been associated with the Zukor name has been brought to life again in the person of the all-star names which have been assembled under the direction of Rouben Mamoulian to appear and entertain at the Adolph Zukor birthday celebration at the Hollywood Palladium Wednesday night, on the film superstar's birthday.

Bob Hope will preside as master-of-ceremonies and Mamoulian revealed that he will have with him, Dean Martin and Jerry Lewis, Marge and Gower Champion, John Hodiak, Rosemary Clooney, Nelly Donald, Donald Duck in the person of Carl Barks, a walk-in and others who will participate in the entertainment program of the program...

More Than 100

(Continued from page 1)

clinging which he visited more than 22 countries.


American Pictures To Make 6 in 1953

Hollywood, Jan. 4—American Pictures Corp. plans to triple its producing schedule for 1953 by making a total cost of $3,500,000, according to an announcement by Albert Zukor, president of the company.

Four of the pictures are made in color and at least one of the four planned for production of the sextet will be "Female of the Species," starring Ann Sheridan and directed by Alfred E. Green. Production will start as soon as Green finishes directing "The Eddie Cantor Story" at Warner Brothers.

Second picture planned is "Space Girls," starring Charles Chaplin, Jr. Third is "Conquest and Desire" to be filmed in Spain with color in Technicolor. The remaining pictures are "Girls of the South Pacific," "Occupied America" and Robert Smith's "Salt River." in color.

Crouse Suit Is Settled Out of Court

Minneapolis, Jan. 4.—Suit of William (Bill) Crouse of Eveleth, Minn., charging eight major film companies, the Motion Picture Association of America, Inc., and its predecessor, Public Northwest Theatres, with conspiracy in granting exclusive benefits to circuit houses in Minneapolis, Minn., over Crouse-operated theatres at Eveleth, has been settled out of court.

AA Nov. Billings Were Up $200,000

Allied Artists' billings for November approximate $200,000 more than those for the corresponding period in 1951. M. R. Goldberg, vice-president and general sales manager, disclosed.

November was the "Goldstein Month in a 13-week sales campaign which will be concluded at the end of January.

WTO Would Meet

(Continued from page 1)

dent, states in the organization's monthly bulletin.

If distribution still wants arbitration, Harvey writes in the bulletin, then let them go back to the April sermon, keep their word and appropriate it to wonder exhibitor associations get sick at the mere mention of the word 'cooperation,' for here is another example of distribution double-talk—eight months of wasted effort.

Harvey said that a study of the distributors' draft left him with the impression that distribution does not want an arbitration system now. "I feel that merely to save face they are saying this is all in their favor and they want it legalized — another take it or leave it deal.

HINT NEW DELAY IN RKO HEARING

There was some indication at the weekend that there may be another postponement of the hearing, scheduled for today, of an independent court, on a minority stockholders' suit for a court-appointed receiver for the RKO Pictures. At the weekend the hearing was still slated to start at 10 o'clock this morning, but it is now understood that a petition may be submitted asking for another delay.

Two or more courts have been granted because of more time needed by plaintiff and company lawyers to study affidavits.

Tradewise...

(Continued from page 1)

torney General is sure to examine with a view to deciding whether they are realistically conceived, or whether they should be abandoned because they serve no meritorious or urgently needed purpose.

Most neutral observers, including some of the nation's leading newspaper and magazine editorial writers, are convinced the Federal suit is one of those little harassments of industry which have characterized the ongoing Administration's Justice Department activities for so long. The hope is also that the new Attorney General will feel the same about that suit once he realizes its implications.

The increasing opportunities for advertising and publicizing motion pictures which are afforded by television are being demonstrated with increasing frequency by the use of the rival medium by Charles Einfeld to carry pictures of the gala Roxy Theatre premiere of "The Stars and Stripes Forever." Though the Roxy has already included still another facet of television's value as another arm for the promotion and exploitation of motion pictures, the showmanly premiere activities were telecast nationally by the American Broadcasting Co. TV network, including the largest cities where the picture was opened during its premiere week that telecasts were arranged for other keys.

The coverage and the results demonstrate that television is an effective new sales arm of films when placed in the hands of the experienced exploiters.

Arthur Forde, Veteran

Los Angeles, Jan. 4.—Arthur Forde, veteran business manager at early film studios, died here on Tuesday at the age of 81.

MOTION PICTURE DAILY. Motion Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Second class postage paid at New York, N. Y. and at additional mailing offices. Copyright 1953 by Quigpubco. Inc., 250 W. 36th Street, New York, N. Y. Telephone: Telumbu 2-5811. Edward J. Hargrave, President; Martin Quigley, Editor-in-Chief; Arnold Quigley, Vice-President. Also Quigpubco, Inc., Los Angeles, Publisher: Lou Quigley. Washington, D. C. Office: 800 6th Street, S. W.; telephone: Florida 5-2606. Copyright by Quigpubco, Inc. 1953. Printed in the United States of America. All rights reserved. Subscriptions, $6.00 per year in the United States and $12.00 foreign; single copies: 10c.

Monday, January 5, 1953
20th Century-Fox has invested $100,000,000 in your immediate future!
<table>
<thead>
<tr>
<th>The Greatest Musical Show On Earth!</th>
<th>The All-Time, All-Star Musical Smash!</th>
<th>Over 31,000,000 Readers Are Waiting To See</th>
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<tr>
<td>John Philip Sousa's &quot;STARS AND STRIPES FOREVER&quot;</td>
<td>Irving Berlin's &quot;CALL ME MADAM&quot;</td>
<td>OLIVIA de HAVILLAND</td>
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<tr>
<td>Technicolor</td>
<td>starring Ethel Merman, Donald O'Connor, Vera-Ellen, George Sanders</td>
<td>in Daphne du Maurier's &quot;MY COUSIN RACHEL&quot;</td>
</tr>
<tr>
<td>CLIFTON WEBB, DEBRA PAGET, ROBERT WAGNER, RUTH HOSSEY</td>
<td>Music and Lyrics by Irving Berlin</td>
<td>with RICHARD BURTON</td>
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<td>Produced by Lamar Trottel</td>
<td>Produced by Sol C. Siegel</td>
<td>Produced by Nunnally Johnson</td>
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<td>Directed by Henry Koster</td>
<td>Directed by Walter Lang</td>
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<tr>
<th>The Musical That's Bustin' Out All Over!</th>
<th>The Strangest Adventure The Screen Has Ever Seen!</th>
<th>The Glory And The Fury Of The West!</th>
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<tr>
<td>&quot;THE FARMER TAKES A WIFE&quot;</td>
<td>&quot;TREASURE OF THE GOLDEN CONDOR&quot;</td>
<td>&quot;THE SILVER WHIP&quot;</td>
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<td>Technicolor</td>
<td>Technicolor</td>
<td>Technicolor</td>
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<tr>
<td>starring BETTY GRABLE, DALE ROBERTSON, Thelma Ritter, John Carroll</td>
<td>starring Cornell Wilde, Constance Smith</td>
<td>starring Dale Robertson, Rory Calhoun, Robert Wagner</td>
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<td>Produced by Frank P. Rosenberg</td>
<td>Produced by Jules Buck</td>
<td>Produced by Robert Bassler and Michael Abel</td>
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<tr>
<td>Directed by Henry Levin</td>
<td>Directed by Delmer Daves</td>
<td>Directed by Harmon Jones</td>
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<tr>
<th>Her Greatest Smash Since &quot;Duel In The Sun&quot;!</th>
<th>The Screen's Big Tropical Musical!</th>
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<tr>
<td>&quot;RUBY GENTRY&quot;</td>
<td>&quot;DOWN AMONG THE SHELTERING PALMS&quot;</td>
</tr>
<tr>
<td>JENNIFER JONES, CHARLTON HESTON, KARL MALDEN</td>
<td>Technicolor</td>
</tr>
<tr>
<td>Directed by King Vidor</td>
<td>starring William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne, Gloria De Haven</td>
</tr>
<tr>
<td>A Bernhard-Vidor Presentation</td>
<td>Produced by Fred Kohlmar</td>
</tr>
<tr>
<td>Released by 20th Century Fox</td>
<td>Directed by Edmund Goulding</td>
</tr>
</tbody>
</table>
and watch for...

The Robe

LLOYD C. DOUGLAS

Produced by FRANK ROSS
Directed by HENRY KOSTER
Screenplay by PHILIP DUNNE

now in production color by Technicolor

IT WILL BE THE GREATEST BOXOFFICE ATTRACTION OF ALL TIME!

There's No Business Like 20th Century-Fox Business!
**The Jazz Singer**

(Continued from page 1)

made the "Top Ten" in Quigley Publications' 1952 "Stars-of-Tomorrow," poll, and the opposite spot to Peggy Lee, whose career in records and radio was built around the Technicolor. These names on a marquee may mean much more to the junior generation of ticketbuyers than to the senior generation of exhibitors who were on deck for the original, but that's showbusiness.

The story is not substantially different from the original. In it Thomas is the son of a cantor who has groomed him to take his place in the synagogue pulpit or bazaar, as he so desires, and also to become a musician. Thomas aspires to a career in show business instead, and is encouraged in that direction by Miss Lee, a singing star, and by his mother. The father-son relationship is alternately strained and eased during the course of the story; several important scenes are played out in the lighting of a veteran's monument, which ends with the daughter with the son on the point that a parent shouldn't choose a child's profession for him.

Oscar Levant's musical direction is handled by Bob Rock, Eduard Franz, Tom Tulley, Alex Gerri, Allyn Joslyn, Harold Gordon, Hal Ross, James, Anita Stevens.

The songs by Sammy Fain and Jerry Seelen, one by Miss Lee, and several standards by Cole Porter and others are used in the picture, sung variously by Thomas and Miss Lee, and to these the great music of the temple furnishes impressive contrast.

Michael Curtiz directed with his usual fine touch the production by Louis F. Edelman. The screen play is by Frank Davis, Leonard Stern and Lewis Meltzer.


**Holiday Pace**

(Continued from page 1)

New Year's Eve.

Lines at Radio City Music Hall were extended several blocks at the weekend. The Hall gave five complete shows Friday and Saturday, but returned to the four-a-day policy yesterday.

Comparisons of this year's holiday grosses with those of last year were estebaluted last night, with predictions that in a majority of cases the intake would be equal to, and probably, in excess of the previous holiday span.

**Bwana Devil** Sets Pace

For Detroit First Runs

DETROIT, Jan. 4.—Holiday business was good judging by results showing up in the box-office of first-runs here.

The new picture for the holidays was "Bwana Devil" at the Madison which brought in an estimated $30,000 since it opened at the 1,800-seat house a week ago. The Fox was doing fine with "Ruby Gentry," which brought in $28,000. "Road to Bali" led to a take of $30,000 at the Michigan, while "Million Dollar Mermaid" didn't bring in a million, but was in a cool at the 1,300-seat house. The Palms did a fair $14,000 with "Eight Iron Men," while the United Artists did fine with "Stars and Stripes Forever," which inhaled in $17,000.

While night clubs overflowed with New Year's Eve celebrators, less exuberant and much wiser merry-makers took advantage of the three-day-a-week only-teenagers but adults, as well, filled practically all the seats in downtown first-runs.

Memphis Continues Strong

MEMPHIS, Jan. 4.—Christmas holiday first-run business in Memphis, although not as high as that of the previous year, continued on into the new year, managers reported today.

**Milwaukee Runs Ahead**

MILWAUKEE, Jan. 4.—With "Stars and Stripes Forever" at the Fox, Wisconsin, "April in Paris" at the Towne, business was well up for the holidays.

**Equipment World**

...with RAY GALLO

A NEW TYPE of tapered slotting for changeable attraction panel letters, designed to cause the letter to lock on the bar and thus prevent its dislodgment by high winds or other disturbances, has been developed by Warner Sign Service, Chicago. The new device, on which patents are pending, is for application to the Warner line of colored plastic letters.

The appointment of John W. Hamilton, New York City, as its architectural representative with headquarters at 52 Liberty Street, has been announced by Day-Brite Lighting, Inc., St. Louis. He will assist clients with lighting problems.

*Horst W. Roden has been named assistant sales manager of the division of Dad's Root Beer Co., Chicago. Roden was associated with Canada Dry Ginger Ale, Inc., New York City, for the past 16 years, starting as a specialty salesman and rising to the position of division manager of the Maywood division.*

*Showing below one of the new "Acmoil" film "preview," projection and sound reproducing machinery produced by the Acmoil Distributing Co., a division of S. O. S. Cinemat Supply Corp., New York City, looking over at the premiere trade show are (left to right) J. A. Tooney, president of S. O. S., his daughter, Margaret, and Ray Gallo, the Acmoil film editing, viewing and sound reproducing machines are available for pictures only, sound only, composite sound and picture, or any desired combination. The model below has a separate sound and projection picture head which throws a 6-by-8½ inch image on a detachable shadow box screen which drops down as a 3-foot or larger picture can be projected in a darkened room. Reels, splicers, leaf & frame and foot peg, and amplifier speaker are all warranted on the rolling stand.*

**Revenue Report**

(Continued from page 1)

the tax in half. However, this aroused protests from exhibitors who wanted a full rollback, and Dingell's bill finally included reports of the entire tax. His bill was one of several seeking reduction or removal of the tax introduced at the opening session yesterday.

Dingell's statement stressed the "urgency for relief" for motion picture distributors who, he claimed, pay a 20 per cent tax "has severely impaired the solvency of so many theatres." He added that many theatres have closed, "marring countless neighborhood and prominent uptown districts into inactivity.

The motion picture theatre, more than any other form of amusement, requires a large volume of regular attendance. Dingell said. He stressed the competition which theatres now get from television, and pointed out that Congress has given tax relief to operas and symphony orchestras. "But the movie, which is the working man's opera and symphony combination and which constitutes the greatest field of entertainment for the poor man and the poor man's family, faces the competition which is impossible to match," the Congressman declared.

Dingell said he had long been opposed to all excise taxes as being "fundamentally wrong in principle." He declared that the admission tax repeal bill was intended to focus the attention of the American public and of Congress "upon the withering effects of the excise taxes generally and upon the devastation brought upon the motion picture industry particularly."

**Cincinnati City Council**

Considering Tax Repeal

CINCINNATI, Jan. 4.—Frank W. Hinman, president of the Greater Cincinnati Independent Exhibitors' Association, together with other exhibitors, went before the Cincinnati City Council to personally present a plea for the elimination of the local three per cent admission tax, because he viewed declining business, which, it was pointed out, has caused the closing of three additional theatres within the last few months. The present tax yield was $104,000. The Council has taken the matter under advisement.

Monday, January 5, 1953 11
'Polarama' Screens In 6 FWG Theatres

Hollywood, Jan. 4.—Installation of 'Polarama' screens in six Fox West Coast theatres, the first of its kind to be installed, was announced today by President Charles P. Snow. He said it is viewed by the company as an advance in exhibition methods which will improve the efficiency of the theatre screen.

FPC engineer R. H. McCullough said the screens give greater depth to the picture, increases eye strain, eliminates distraction and has other advantages. FPC is emphasizing the 'big screen' theme in its current newspaper advertisements.

TV Promotion for MGM's 'Jeopardy'

As a further test of the use of television in the promotion of a motion picture, M-G-M has undertaken the theatre opening of 'Jeopardy' in the Boston area beginning Jan. 29. Arrangements have been completed by Howard Pictures, a subsidiary of Columbia Pictures, under the direction of advertising, publicity, through Donahue and Coe, which will enlist the full cooperation of WAG-AM mutual broadcasting system in Boston.

Terry Turner, representing MBS, was in Boston for several days coordinating the campaign.

Allied Unit Jibes At Rep. TV Deal

Des Moines, Jan. 4.—Charles Jones, secretary of Iowa, Nebraska and Mid-Central Allied comments wisely that Republic must be in the same desperate boat as many exhibitors for the same reason. Some exhibitors have to take time off, odd jobs, like door-to-door selling to eke out a livelihood these days, Republic, too, has to go in the same direction.

Republic sold 104 features to CBS-TV for $200,000 recently. Writing in his January organizational bulletin, Mr. Jones cites a brokerage house report that Paramount is asking $30,000 for a package of 2,000 old short subjects, and that CBS-TV discussed the deal.

'Somebody ought to put CBS's film buyer wise,' Jones counsels. 'They're paying more for shorts than for features.'

Platt RCA Theatre Supply Sales Head

Camden, N. J., Jan. 4.—Appointment of A. John Platt as manager of theatre equipment sales in the engineering products department of RCA Victor was announced here by A. R. Hopkins, general manager, who succeeds M. F. (Marty) Bennett, who has been advanced to RCA Victor's regional management staff.

Leewood to Cagney Post

Hollywood, Jan. 4.—Jack Leewood, former executive assistant to Robert L. Lippert, has joined the Cagney Productions unit of 'A Lion Is In the Streets,' as publicity co-ordinator.

Television--Radio with Pinky Herman

A

Elect Frank White President of NBC

The election of Frank White as president and a director of National Broadcasting Co. as had been expected, was announced at the weekend by David Sarnoff, chairman of the board of NBC and Radio Corporation of America, following a meeting of the board. At the same time Sarnoff announced the elevation of Sylvester L. Weaver, Jr., vice-president in charge of the radio and television network department, to the post of vice-chairman of the board, and the appointment of John K. Herbert to Weaver's former position in the radio-television department.

Sharp Drop Reported In Recreational Building

Washington, Jan. 4.—Only $12,000,000 in recreational construction was undertaken by private industry in the U. S. in 1952, compared with $23,000,000 in 1951, the Commerce Department reported.

The television network drop of 24 per cent. Commerce officials said theatre building was an "important segment" of social and recreational building, although they could not say exactly how much of the total it accounted for.

Levathes Named Ad Agency 'V-P'

Peter Levathes, 20th Century-Fox short subject sales manager and director of television since 1947, has joined Young and Rubicam as a vice-president, on special assignments, reporting to Anthony V. B. Geoghegan, media vice-president and advertising to Sigurd L. Sarnson, president.

He joined 20th in 1936 as executive assistant to Spyros Skouras, and in 1942 was named to his present position. He returned in 1946 as assistant to the general sales manager.

Coronation on TV

Detroit, Jan. 4.—General Motors will sponsor National Broadcasting's radio and television airings in this country of the coronation of Queen Elizabeth II in London on June 2. Harlow H. Curtice, acting president of General Motors announced.
$250,000 Promotion Budget for ‘Taxi’

A $250,000 advertising and exploitation budget, designed to penetrate every avenue of contact with the motion picture audience at the theatre level, has been set by 20th Century-Fox for “Taxi,” it was announced at the weekend.

The campaign will see a greater employment of point-of-sale merchandising techniques, in line with the company’s announced plans for 1953, with exhibitor’s gaining a multiplicity of credits to their playdates of the picture.

To be released nationally in March following a February opening in New York, site of its entire filming, “Taxi” will be paced by a five-point pre-opening campaign.

Plans call for heavy utilization of billboard advertising, special newspaper- and poster teasers, saturation television and radio spot buys and affiliated promotion, widespread exploitation of “Taxi” snipes, and an expanded “co-op” advertising campaign, all geared to individual openings. Special instruction has gone forward to the 20th Century-Fox field staff to aid exhibitors in planning local campaigns.

Two New Ore. Theatres

PORTLAND, Ore., Jan. 4.—The early construction of a downtown North Bend, Ore., theatre has been disclosed by Jones Enterprises, Inc., a Southern Oregon circuit. The house will have 1,500 seats.

Theatre will be on the second floor of the Fox building. Plans for the theatre include a duplex on the first floor, a Speakeasy on the basement floor and a 10,000 square foot ground level of rented retail space. The theatre will be completely air conditioned and will have an all-electric operation. The theatre will be named “The Fox,” in keeping with the names of all the other theatres in the Jones Enterprises circuit.

Planned seating for the theatre is 1,000 seats. The theatre will have two auditoriums, each seating 500, and will feature a proscenium stage with a trap ceiling. The theatre will have a full orchestra pit and a stage for musical productions.

The theatre will be equipped with the latest in sound systems and will have a complete lighting system. The theatre will also have a stage for live performances and a screen for film presentations. The theatre will be equipped with a projection room and a projection booth.

The theatre will be staffed by a full-time manager and will have a full-time projection staff. The theatre will be open seven days a week and will have a full-time ticket window.

Theatre will be located at the corner of Main Street and Mill Avenue, with an entrance from both streets. The theatre will be connected to the Fox building by an enclosed walkway.

Theatre will be owned and operated by Jones Enterprises, Inc., a Southern Oregon circuit. The theatre will be designed and constructed by the company’s in-house architectural and engineering firm.

Theatre is scheduled to open in early 1954. The theatre will be the first in a planned chain of downtown theatres in the Portland area.

The theatre will feature first-run engagements and will have a policy of presenting a variety of film types, including musicals, comedies, dramas and documentaries.

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SPECIAL preparations are being made by 20th Century-Fox to prepare the release of a variety of major attractions for the top holidays of 1953, Al Lichtman, director of distribution, discloses.

The planned holiday line-up of pictures is designed to enable showmen to offer patrons a wide choice of outstanding films during days and seasons when theatre-going caps a family holiday, he said.

Using the results of the recent holiday season as a yardstick (five major productions were put in release for the occasion), 20th Century-Fox will follow-up with films of equal calibre, he said.

“Tonight We Sing,” which will have its world premiere at Radio City Music Hall in February, will open nationally for Easter. The Technicolor musical biography of impresario Sol Hurok, which stars Ezio Pinza, Roberta Peters, David Wayne, Anne Bancroft, Tamara Toumanova, Isaac Stern, Byron Palmer, and the voice of Jan Peerce, represents one of a trio of Easter offerings.

'Madam' an Easter Release

Ethel Merman’s Broadway stage success, “Call Me Madam,” a lavish Technicolor production, with Donald O’Connor, Vera-Ellen, and George Sanders also starred, will be released during Easter also, preceded by a heavy advertising, publicity and exploitation campaign.

Viewed by vice-president Charles Einfeld during a recent trip to the 20th Century-Fox West Coast studios, “Call Me Madam” was described by him as sure to “rank as one of the all-time top grossers in the history of the industry.”

Irvine Stone’s best-selling novel, “The President’s Lady,” will also be a holiday release. Starring Susan Hayward and Charlton Heston, “The President’s Lady” is the story of Rachel and Andrew Jackson, one of America’s noted couples.

Holiday’s including Washington’s and Lincoln’s Birthday, Fourth of July, Decoration Day, and Labor Day will see equally important films released for special showings, Lichtman said.

Another lavish musical production on the company’s schedule is “Gentlemen Prefer Blondes,” with a cast topped by two of the world’s most publicized beauties—Marilyn Monroe and Jane Russell, with abundant helpings of cast and production values to lend support to the two screen charmers.

Among other musical presentations there will be “The Farmer Takes A Wife,” the first Betty Grable picture in two years, in which Betty teams with new romantic lead, Dale Robertson. While “The I Don’t Care Girl,” the story of the “bad girl of show business,” Eva Tanguay, starring Mitzi Gaynor, David Wayne, and Oscar Levant; “The Girl Next Door,” top-casting June Haver, Dan Dailey, and Dennis Day; and “Down Among The Sheltering Palms,” starring Mitzi Gaynor, William Lundigan, Jane Greer, David Wayne, and Gloria DeHaven, completes the musical lineup.

Selected by 20th Century-Fox production chief Darryl F. Zanuck as his only personal production for 1953 will be "The Egyptian," in which Marlon Brando will be starred.

The best-selling novel by the Finnish author Miklo Wartari, set during the reign of Pharaoh Tut-an-kh-amen, will see the rugged star of “Viva Zapata!” portraying the role of Seneh, physician to the Egyptian ruler.

Assigned to ‘Egyptian’

Casey Robinson, who wrote the screenplay for Zanuck’s “The Show of Kili-majaro,” has been tabbed to fashion the script for “The Egyptian.”

Greater participation by the nation’s exhibitors in the merchandising of attractions being offered by 20th Century-Fox in the new year is the pre-selling blueprint drawn up by Einfeld and members of his advertising-publicity staffs.

With 80 per cent of the 1953 budget apportioned to regional and point of sale advertising, showmen will be able to join with 20th Century-Fox in fully developing campaigns custom-tailored to fit every type of box office situation, Einfeld states.

A quartet of films in release this month—“My Cousin Rachel,” “The I Don’t Care Girl,” “Ruby Gentry,” and “The Thief of Venice”—have already been recipients of the new merchandising formula, with local newspapers’ Sunday supplements being used to greater advantage in conjunction with national advertising.

The fact that a majority of the 1953 product line-up is already completed, makes it even more feasible to concentrate on specialized campaign techniques months in advance of openings. Einfeld points out. A greatly expanded budget has been allotted to capitalize on the box office potentialities of “Taxi,” a comedy-drama in the tradition of such hits as “Come To The Stable” and “The Miracle On 34th Street,” Einfeld said. Also set for extensive ballyhoo are “Niagara,” starring Marilyn Monroe, which has one of the most provocative ad treatments of any film in many years, and “Tonight We Sing,” which is being supported by a growing campaign built around world famous music and the famous personalities featured in the Technicolor musical.

Advertising Plans

Treatments given upcoming releases such as “Treasure of the Golden Condor,” for which a series of regional openings is being arranged, “The President’s Lady,” “Call Me Madam,” and “Man On A Tightrope” will be fully coordinated with the industry press, the country’s consumer and fan magazines, the leading Sunday supplements, and the television and radio stations of the nation.

Also, he added, for such major productions as “The Robe,” “Gentlemen Prefer Blondes,” “The Desert Rats,” “Nearer My God To Thee,” the home office personnel of the company will coordinate with field representatives to generate activities in all parts of the country and Canada to win maximum public interest.

Thirteen of the 24 films which have been announced by 20th Century-Fox for release in the first nine months of 1953 will be in color by Technicolor, Lichtman pointed out.

The increased use of color demonstrates the company’s attempt to supply to the public the highest quality of production and enjoyment, he said.
NEW 20TH CENTURY-FOX RELEASES

NEARER MY GOD TO THEE. Clifton Webb, Audrey Totter and Barbara Stanwyck (left to right, above) in a scene from the dramatic story of the sinking of the trans-Atlantic luxury liner Titanic.

CALL ME MADAM. One of 20th Century-Fox's big ones for 1953. Left to right in scene above: Donald O'Connor, Ethel Merman, George Sanders and Vera-Ellen. In color by Technicolor.

TAXI. The grape-vine touts this in advance as delightful entertainment. Scene at left shows Constance Smith and Dan Dailey, who are starred in the Sam Engel production, directed by Gregory Ratoff.

MAN ON A TIGHTROPE. Cameron Mitchell and Frederic March, above, in a scene from a drama of intrigue and action. Adolphe Menjou also is in the cast.

TONIGHT WE SING. A lavish George Jessel production in color by Technicolor, starring David Wayne, Ezio Pinza, Roberta Peters, Tamara Toumanova, Anne Bancroft, Isaac Stern and Byron Palmer. Directed by Mitchell Leisen. Harry Kurnitz and George Oppenheimer wrote the screenplay.

'APRIL IN PARIS' - MOOLA IN THE BANK!

From Warner Bros. Now!

DORIS DAY

RAY BOLGER

April in Paris

COLOR
TECHNICOLOR

Claude Dauphin

PRODUCED BY

Eve Miller - George Givot - Paul Harvey

DIRECIONED BY

Jack Rose and Melville Shavelson

MUSICAL NUMBERS STAGED

Sung by Ray Bolger, collaborated by Mac Hardy

MUSIC COMPOSED AND ARRANGED BY

Ray Heaton

DANCE CHOREOGRAPHY

Ray Heaton

Dirrected by

Dorothy Arzner

Claude Dauphin

This is the Paramount, N.Y...
- But it's the same sensational picture coast-to-coast!!!
Zanuck Slates 36 Films for 20th in 1953

7 Technicolor Pictures
To Cost $20,000,000

Hollywood, Jan. 5—Thirty-six productions of "major magnitude," including seven films with color in Technicolor that alone will cost more than $20,000,000, will be produced by 20th-Century-Fox during 1953, Darryl F. Zanuck, vice-president in charge of the studio, disclosed here today. Previously, the company announced plans for the filming of 24 productions in a nine-month period.

Reflecting an unexpected upsurge of picture attendance for the new year, Zanuck said that 20th-Fox will turn out more high-cost pictures in 1953 than at any time in the history of the company.

The seven Technicolor films slated for 1953 include: "The Robe," to be produced by Frank Ross and directed by Henry Koster; "Prince Valiant." (Continued on page 10)

New Year’s Week
Grosses Lush at Most B’way Houses

Robust business along Broadway ushered in 1953, making the Christmas-New Year’s gross for many first runs the best in years. The advent of the city’s bus strike New Year’s Day had no affect on the box-office, according to Times Square theatre managers.

At Radio City Music Hall, a big $155,000 was racked up for the fifth week of “Million Dollar Mermaid” and the traditional Christmas stage show. A big New Year’s week was

Col. Sales Meet
Set for ‘Salome’

A two-day Columbia Pictures international sales meeting devoted exclusively to “Salome” has been called for Jan. 16-17 at the Drake Hotel, Chicago, A. Montague, general sales manager, disclosed here today. The meeting will be devoted to a discussion of sales, distribution and advertising plans for the film.

Gathering for the discussions will be

Court to Oppose
New Delay in RKO
Receivership Case

Justice Henry Clay Greenberg, in granting a postponement until Jan. 26 for hearings on the receivership application of three RKO Pictures minority stockholders, served notice here today that he was not very reluctant to grant any further delays.

Justice Greenberg told the assembled attorneys at a hearing in New York Supreme Court that the case must be argued on Jan. 26. The latest postponement was requested by Louis Kupins, attorney for two RKO minority stockholders, and was granted when attorneys representing RKO Pictures, Samuel Goldwyn Producers, Inc. (Continued on page 10)

Leaders on Coast
For Zukor Dinner

Hollywood, Jan. 5—Exhibitors and distribution heads were converging on the film capital today for the all-industry tribute to Adolph Zukor on his 80th birthday at the Palladium on Wednesday night. Robert J. O'Donnell, chairman of the Zukor celebration and toastmaster, has been here for the last week conferring with Charles P. Skouras, chairman of the Hollywood observation of the tribute.

Among exhibitor travellers to the

Research’ to Supersede
Trade Topics at TOA Meet

By AL STEEN

The discussion of trade practices will take a “back seat” at the forthcoming Theatre Owners of America’s board of directors and executive committee meeting in New York here yesterday that the subject of “Research” and “technical developments” would be stressed rather than as subject for board discussions.

Among the papers that will be held at the Hotel Pierre on Jan. 25-27. This is believed to be the first time that a major exhibitor association has given preference to technical problems over trade practices.

Alfred Starr
(Continued on page 10)

CITES U.S. STAKE
IN OPEN THEATRES

Studios ‘Secretly’
Working on ‘3-D’

Practically every studio in Hollywood is “secretly” experimenting in various developments of pictures in new dimensions and Illusions, it was reported here yesterday. Each studio appears to be under the impression that its research experts are the only ones conducting the experiments and making new advancements in the field of three dimension and processes along the lines of Cinerama. The research is being done behind closed doors, it was said, and the findings are being kept secret until perfection has been reached.

N.Y.C. Drops Plan
For 3% ‘Lab’ Tax

New York City’s move to extend its three per cent sales tax to film footage processed in local laboratories appears to have been stopped for the time being, at least. City controller Lazarus Josephs has ordered his field auditors to disregard previous instructions to

Report Tomorrow on
Polio Drive Results

Leonard H. Goldenson, president of United Paramount Theatres, and Sporos P. Skouras, president of 20th Century-Fox, co-chairmen of the Motion Picture Industry Committee for Infantile Paralysis, will entertain at lunch tomorrow leading executives of distribution companies and the trade press.

The luncheon, to be held at the United Paramount Theatres’ dining room, is expected to be attended by Charles Reagan of M-G-M; Al Lichtman of 20th Century-Fox; Charles (Continued on page 10)

Jersey Solon, Formerly
Lukewarm on Tax Cut,
Concerned About Drop

By J. OTTEN

WASHINGTON, Jan. 5.—Rep. Kean (R., N. J.), fourth-ranking member of the House Ways and Means Committee, said that the Federal government “has a real stake in keeping theatres open, for the attendance drop represents a substantial loss in revenue.”

Kean made the statement by commenting on figures given him by a group of exhibitors from Essex County, New Jersey, indicating the closing of 66 Jersey theatres and serious drops in attendance in others. “The figures I have seen indicate clearly that we must examine carefully this feature of taxation along with other taxes in the excise field,” he declared.

The Congressman emphasized that he had made no commit- (Continued on page 16)

UPT-ABC Merger
Issue Taken Under
Advisement by FCC

WASHINGTON, Jan. 5.—The Federal Communications Commission took under advisement today the issue of the United Paramount Theatres-American Broadcasting Co. merger. the control of Allen B. DuMont Laboratories, Inc., and other issues relating to the merger question.

The Commission spent the day listening to oral argument on an FCC hearing examiner’s initial decision in the case issued early in November which was favorable to the merger (Continued on page 7)

Must Show Books in
Percentage Actions

MINNEAPOLIS, Jan. 5.—Federal judge Charles J. Vogel of U. S. District Court for North Dakota has ordered a complete inspection of all theatre books and records in nine pending percentage actions. The order was entered in two groups of cases, one affecting Paramount, 20th Century-Fox, Warner, RKO Radio (Continued on page 10)
Personal Mention

GEORGE MURPHY, who is director of entertainment for the Republican National Committee, arrives in Washington Jan. 18-20 in Washington, is in New York for a conference with Gen. Eisenhowen's staff here, before leaving for the Capital to finalize arrangements.


BEN GOTT, head of M-G-M production in Great Britain, will leave Hollywood today by plane for London.

GABRIEL PASCAL will arrive here today from Hollywood.

S. BARKER McCORMICK has returned to New York from a Coast vacation.

Krim Returns from 6 Weeks in Europe

Arthur Krim, president of United Artists, is back in New York from a six-week tour of European capitals where he conferred with independent producers on films currently being produced for UA release.

Among the producers with whom he met were S. P. Eagle, producer of "Ulysses," Errol Flynn, who is making "The Girl on the Via Flamina" in France, and J. Barret Mahon and N. M. Fisch, Columbia producer and director, respectively, of "The Master of Don Juan," next Errol Flynn picture, being made in Italy.

Record $27,000 for 'Rouge on the Coast'

An all-time first-week box-office record at the Fox Wilshire Theatre in Los Angeles has been set by John Huston's "Moulin Rouge," United Artists' release for the beginning of its pre-release Academy Award premiere engagement, it was disclosed by William J. Healy, vice-president in charge of distribution, on receipt of a telegram from Charles P. Skouras of Fox, who understood the gross reached $27,000.

Col. Sales Meet

(Continued from page 1)

home office executives and domestic branch and division managers, as well as a large number of executives and managers from foreign countries.

Montague will open the meeting Friday with a reception and dinner, following which the delegates will attend a screening of "Salome." Saturday morning's meeting will be devoted to a discussion of the advertising and promotion programs of the various companies. The program on Saturday afternoon will outline to the delegates the policy plans.

California Owners Renew in COMPO

Word that the board of directors of the California Theatres Association had voted to renew the association's agreement with the Council of Motion Picture Organizations was received here yesterday. At the headquarters, it was announced by Robert W. Covie, council's executive vice-president.

The action was taken at a meeting of the board in San Francisco, Ben Hamm was elected president of the association's representative on the COMPO board.

Deadlock Holds on Films for BBC-TV

LONDON, Jan. 5.—Following the meeting between British Film Producers' Association representatives and BBC's Television Service here the deadlock between the two on the availability of films for British television is as far as ever from being resolved.

George Barnes, head of the TV service, told the producers that they could feature a film a week for afternoons programs or, one so-called "classic" type film a month for evening programs, and have these dropped for short use for children's programs. The question of how long after theatrical release a feature could be leased to BBC was not discussed.

It was learned that the terms Barnes mentioned for the approximately 64 films a year that TV Service wants came nothing near what the producers looked for.

Representatives of the Cinematograph Exhibitors Association, who were present at the meeting as observers, took no part in the discussion and held to their original attitude that any producer is entitled to make pictures for TV sale to the BBC with him. In other words, CEA says, a producer can't have it both ways.

McCarthy to Nassau; Guest at Luncheon

John J. McCarthy, former head of the international division of the Motion Picture Association of America, and Mrs. McCarthy leave here Friday for a vacation in Nassau and will not return until the autumn festivals begin, return Feb. 1.

Foreign managers and their associates of member companies from overseas will be the guests of Mr. and Mrs. McCarthy at a luncheon in the Harvard Club where he was presented with an inscribed copy of a recent book, "At Lion, RKO Radio; Richard Altshul, Republic; William Picher, Warner Bros.; James Duggan, United Artists; Brothers; Bernard Zemoran, Columbia; Murray Silverstone, 20th-Fox; Annual Pictures, Inc.; 20th-Fox; RKO; Erich von Stroheim; Harry Rapf, RKO; Hitchcock, Monty Monroe; Arnold Picker, U. A.; and Morton Spring, M-G-M.

Poor Return on U.K. Theatre Investment Cited in Tax Fight

LONDON, Jan. 5.—A bleak picture of the earning prospects of British theatres is painted in the latest proposals for a reduction of the entertainment tax. As a result of the present review by the tax cheques by Cinematograph Exhibitors Association.

The proposals, accompanied by a report on the current position of the trade prepared by CEA accountants, rules out increased admission prices as a method by which they can be raised, and points out that not much can be done in the way of reducing operation costs.

The area of relief, CEA says, must be found either in reducing film rentals, payments to the Eady Fund and the entertainment tax. Altogether, these take just short of 60 per cent of the theatres' gross.

The report estimates that the original cost of all theatres amounted to $25 millions and that current replacement costs would be not less than $22 millions. The proposal is to reduce the gross at a reasonable percentage of the original costs, the trade is about $12 millions a year short of a reasonable return on the investment.

Showing A Loss

It states that the average theatre of 1,000 seats or less is showing a loss on film exhibition alone and that theatres are subsidized out of profits made on sales of refreshments. Without these profits many theatres would be bankrupt, it is stated. Admissions have been dropping at the rate of four to five per cent a year and if this trend continues the report says that many larger theatres at present in the black also will find themselves in the red.

Film rentals, the report notes, are a matter for negotiation between individual exhibitors and distributors. Here again there is a strong possibility for revision of the existing payments to the Eady Fund and argues, finally, that the whole doubt as to whether exhibition cannot obtain a reasonable level of profit as for long the government expects from it the amount of entertainment tax which it now receives.

The report puts forward a new plan under which each theatre is given a tax-free allowance according to the number of seats it contains. The amount to be paid in relief would be calculated on the percentage of the difference between this tax-free allowance and the theatre's gross takings.

N.Y. Variety Club Luncheon Jan. 27

The Variety Club of New York Tent No. 35, will hold a luncheon on Jan. 27 opening its new permanent quarters in the penthouse of the Hotel Piccadilly, chief usher Edward Lachman has informed club members.

The luncheon, which will be held in honor of the opening of the Penthouse, will be gratis. The headquarters will be ready on Jan. 15.

Chicago Box Office Seen Levelling-off

Chicago, Jan. 5.—With December city 3 per cent amusement tax collections (on November receipts) from theatres and one per cent from December, 1951 and seven per cent from last month at $85,987, the box-office here is showing signs of levelling off in contrast to the steady downward trend of the past few years.

Although business was off considerably in the first few months of the year as compared to the corresponding period of 1951, the past few months have shown a slight buge over last year—perhaps owing to the yearly drop, but sufficient to reduce the decline to roughly 7½ per cent for the year at $1,044,414,841 against $1,380,137,16 last year.

5 More Field Men To Promote 'Hans'

Five additional field men have been added to RKO Radio's exploitation staff to handle pre-release openings of "Hans Christian Andersen" in Chicago.

The five are John Thompson, Herbert Carlin and Norman Rosemont, who have been assigned to Chicago where, "Hans" opens on Feb. 11 at the Oriental Theatre; Irving Shifrin, who will work on the campaign in Philadelphia, beginning Feb. 4; and, on Feb. 4 at the Midtown, and M. Strass, who will set preliminary arrangements for the as yet undated opening in Atlanta.

Sanford Abrahams' Son

HOLLYWOOD, Jan. 5.—Funeral services were held yesterday at the Church of the Recessional, Forest Lawn, for Alan Abrahams, 15-year old son of the former advertising manager of Allied Artists. The boy failed to recover consciousness after being struck by an automobile last Wednesday while riding a bicycle near his home.
THE PRODUCTION brilliance of Samuel Goldwyn, which if anything has grown the brighter with the passing of the years, was never more magnificently in evidence, never more admirably employed than in his latest art work, "Hans Christian Andersen."

This fairy tale in rich-hued Technicolor, which has Danny Kaye in the title role giving a warmly human performance sans the clowning that has been his cinematic forte and which has one of France's most talented ballerinas, Jeanmaire, not only dancing divinely but surprising you as a talented actress and singer, is as festive as the holiday season which it enhances.

And don't let the first paragraph reference to art work—and the term is used advisedly—mislead you. "Hans Christian Andersen" is simon-pure box office, and if Goldwyn does not only recoup his investment of millions, (representing his own money, incidentally), but a very tidy profit as well, this pulse-taker among many, many others will be very surprised, indeed.

IT'S TRITE admittedly to say that "Hans Christian Andersen," with its melodious Frank Loesser score, its quartet of finally done imaginative ballets, its opulent, visually intoxicating settings, its tender story, honestly fanciful; its commendable performances by the hand-picked cast, and its excellent direction by Charles Vidor, is a picture for all ages, all audiences.

But how else do you say just that, anyway? Obviously, "Hans Christian Andersen" had that fullest measure of loving care which Goldwyn ever gives to his productions. Don't confuse that with the millions expended in the picture's making. There have been other productions as costly in the past with less happy screen results. Money helps, certainly, but with a picture as with a child—and a picture is a producer's brainchild—it's the loving care which really counts.

AS A reporter's footnote, it might be in order to advise that "Hans Christian Andersen" is by way of giving Broadway a needed "shot in the arm" with business at the Criterion and the Paris at peak. The public and the New York critics patently think alike about the picture. And when you find the mass-audience New York Daily News (four stars, if you please) and the class-audience New York Times in agreement on a picture's merit, you're in, gentlemen, you're in.
Titanic SPECTACLE!

Terrific

GABRIEL PASCAL presents
BERNARD SHAW'S

"Androcles and the Lion"

Starring
JEAN SIMMONS - VICTOR MATURE
ROBERT NEWTON - MAURICE EVANS
and
ALAN YOUNG
as 'ANDROCLES'

Produced by
GABRIEL PASCAL
Directed by
CHESTER ERSKINE
Screen Adaptation by CHESTER ERSKINE and KEN ENGLUN
A great play—ten times greater on the screen—with its sweeping conflict, tender love story, glorious comedy—all captured on a canvas aflame with the excitement of pagan Rome's proudest era!

JEAN SIMMONS as Lavinia, a Christian too lovely for martyrdom

VICTOR MATURE as a stern Roman captain susceptible to beauty

ROBERT NEWTON as Ferrovius, a giant who lost his temper

MAURICE EVANS as Caesar, suave, wily, elegant and cruel

ALAN YOUNG as Androcles, henpecked tailor who loved lions

Back BROTHERHOOD WEEK, Feb. 15-22
Asides & Interludes
—by James Cunningham

NEW YORKERS will remember the long lines that swelled the blocks of the East Twenties from the old Municipal Lodging House where a turkey dinner, with all of the trimmings, was served on the yearend holidays to the unfortunate residents of the Bowery and Broadway. A hearty meal to meats without the price of a meal.

Our character had been gone from these parts for years, riding the rails and the roads away from the Bowery to the jumble haunts of hoboes in cities and towns throughout the land—never missing the line that led to a turkey dinner, with all of the trimmings, served to unhonored on the holidays at the yearend.

And so he returned to New York at the last yearend, still a derelict, still looking for a line that would lead to a turkey dinner, on New Year’s. Our nonchalant nondescript found one, at midtown, and, in great anticipation, moved with it, at small pace, for all of four hours, along the Northside of the Bowery. At the last line—now Franklin, South on 59th, around and around, waiting and waiting, hungry and hungry, a victim of virtuats. He finally reached the end of the line—a line that led to the Music Hall box-office.

Leonard Goldenson, a pretty active guy, first, as Big Chief of United Paramount Theatres, tells us, as president of United Cerebral Palsy, that the appeal made two years ago for discarded greeting cards to help in the therapeutic treatment of children to learn muscular control has brought forth 100,000,000 used holiday cards. A fabulous response from the kind-hearted. Thanks, says Leonard, “but 100,000,000 cards are more than enough.”

We are happy to report that our new Congress has already received a proposal to knock off, kill, repeal and forever abolish that oh, so economically bothersome, Federal admission tax. Representative Dingell’s bill slid into the hopper on Saturday, as Congress opened, at the very instant when the Agriculture Department, not far removed in Washington, formally and very sternly ordered smaller hotels in Swiss cheese. Swiss-cheese eating habits have something to look forward to.

Some Oddities from Our News Desk; George Lewis’s announcement of “National Laugh Week”—“Bigger Laughs for Better Living”—in March.

... Uncle Sam’s announcement of Income Tax Payment—same month.

... Announcement from Abbeone Supply Co. of Jamaica, New York, of a new pair of scissors with a built-in stereo view of Grant’s Tomb, a nail file, a glass cutter, a glass breaker, a ruler, screw driver, pen knife, pipe tongs, wire cutter, measure, box lid opener, cartridge extractor, marking wheel, rasping knife and a button-hole cutter and cigar cutter for Dear Old Grandma.

To all of our Dear Children who are motion picture theatre cashiers, who seek a better life in the hereafter, may we add a study of some of the rules and regulations promulgated by two of the nicest and greatest promoters of rules and regulations for cashiers, none other than the Messrs. Sidney Meyer and Mitchell Wolfson of Wometo Theatres, in that always looked-for land of Miami, Florida; (The italics are the columnists’)

To the Cashier:

“You honestly and integrity will be unquestioned at all times.” (Something new has been added.)

“Can help!” Don’t be a “Gloomy Gus!” (Should be Glamor Gal).

“Don’t read for your own amusement while on duty” (but for salvage). “Nor manicure, chew gum, (lips), “no odd noises, eat anything” (after the last race, that is not a problem).

“Don’t make refunds on your own.” (Not even at the request of customers is strictly prohibited.)

“Do call the manager or assistant when a refund is requested.” (Except in cases where more than eight persons are standing in front of the box-office)

“Don’t count your money near the box-office window.” (Management has furnished well-kept sub-containers for money similar to light housekeeping principles below to look at the dough).

“Don’t sell loose tickets.” (The checkers are watching).

“Do give larger amounts of money to accumulate in the box-office give extra money to the manager or assistant as soon as it accumulates.” (Wisdl thinking).

“Don’t be glum. Do have a smile on your face and in your voice when you say, ‘Thank you’ across Sixth Avenue, please.”

To you, our Dear Children (All Sweeties), our Best.

Levine and Schwartz To Aid Federation

Martin Levine of Brandt Theatres and Leslie Schwartz of Century Theatres, have been named co-chairmen of the exhibitors committee of the announcement division of the Federation of Jewish Philanthropies, by Barney Balaban, Simon H. Fabian and Manny Frisch, junior industry’s current drive on behalf of Federation’s 116 hospitals and social service agencies.

Serving on the exhibitors committee are: Max M. Cohen, Cinema Circuit; Leo Brecher, Enterprise Theatres; Tom Goldberg, Ray- bond Theatres; Walter Reade, Reade Theatres; Harold Rinzler, Radiant Theatre; Al Biltmore, supply New re-line Now at smile hearings. Roxy, turkey it It the in Columbia American

Canada in TV Pact With NBC and CBS

Toronto, Jan. 5.—The Canadian Broadcasting Corporation is understood to have reached an agreement with the National Broadcasting Co. and Columbia Broadcasting System to bring American television programs into Canada.

CIBC said it would announce soon which programs would be presented. The agreement covers the CBC TV stations in Toronto and Montreal. The Toronto station will receive programs via a Bell Telephone microwave relay from Buffalo; Montreal will receive them via his own microwave and microwave relay facilities are available there, probably next spring.

Rose in New Tilt With Md. Censors

BALTIMORE, Jan. 5.—The case of the Maryland film censorship board was heard last week and the renewal of a license for a “Loved Moods” is scheduled to be heard in City Court here on Jan. 12. John Rose, Washington district director of the board’s ban on the film. It features Lili St. Cyr.

Rose won a previous bout with chairman Sydney Traub of the board when the same court ordered six of seven deletions sought by the censors restored to "Damaged Lives."
recorded at the Rofy, where $148,000 was taken in for the second week of "Stars and Stripes Forever" and the Ice-Colorama show.

Heavy 'Andersen' Grosses

The sixth week of "Hans Christian Andersen," Off, the Criterion and off-Broadway Paris theatres drew tremendous grosses, with $58,000 indicated for the Criterion; $24,000 for the latter house. A pretty good $22,000 was seen for the second week of "Ruby Gentry" at the Mayfair, while a nice $27,000 was expected for the 11th week of "Linenclthur at the Astor.

A house record was broken at the Baronet by the second week of "The Importance of Being Earnest," which grossed $33,000. The house opened out of the Bijou with a moderate $4,000 realized for the last four days of the second week.

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Capital Grosses Fair, Despite Adverse Weather Conditions
The Weaks and other capital exhibitors had mixed reactions to business over the New Year's holiday weekend. The weather in the neighborhood circuit said business was "very disappointing." For the most part, the theaters were not open much, but the Palace, Paramount company were transferred to UPT and Paramount Pictures. The theater is expected to close during the second week of "Bwana" and open on the third week.

"Bwana" open at Warner's Allen in Cleveland on Jan. 22

Cleveland, Jan. 5—"Bwana Devil" will be presented at the Allen, the only house in this territory where the brick building is expected to break the $60,000-odd record that the theater was able to break last winter. The third-dimensional film is expected to be admitted for the run will be boosted, it was reported.

1952, and New Year's Day business showed the same range of gains. The weekend was even to 15 per cent. It was reported that all varieties of reports is that some situations New Year's Day showed greater gains than the week. Good weather is credited with keeping business up in many places, although the major factor is called the quality of the week. The big gain starting New Year's Day business showed the first two weeks not on the whole much if any greater than the week that for 1951, but called encouraging because there was not a decline in which the federal government control of DuMont.

There is no way of telling how soon the Commission will issue its final decision, but it is believed that several commissioners were troubled about some key points of the case. The question of testimony in record, such as the nature of the merits of the case, will be a matter of great importance, according to the reports from the Commission. It is expected that the Commission will transfer its license to Paramount Pictures Corp. and UPT. The Commission feels, however, that if the Commission's decision on the hearing examiner's will be out with dispatch. Should the FCC decide to grant the transfer, then the final decision will be delayed depending on the extent of the order which the Commission departs from the initial decision in making its final ruling.

The importance of the ultimate decision both to the public and to the Commission was underscored by the presence of several key witnesses, including Senator Tobey, chairman of the Senate Interstate Commerce Committee, who held a special meeting to discuss the decision and asked the Commission to study the case very carefully before making its final ruling.

Commissioner Webster made a particular point of questioning UPI attorney Duke Patric on the record by which the radio and television industry. He wanted to know why the broadcast license of the company that granting the merger would lose so much in the field of television the same powerful forces and the same factors which would apply to all the anti-trust cases in the motion picture industry. Ford declared that the broadcast license would be a telling factor in the future to see the effects of the merger but he didn't think that the Commission could do this now. However, in five years, he said, the Commission could tell if the merger were in the public interest.

Another opponent of the merger, and Paramount attorney, William A. Roberts, declared in response to questioning from Commissioner Hennock that the examiner had not been completely free in writing his decision and was trying hard to find a way to stop the merger. Roberts referred to the Commission's action of last August that it barred evidence in the merger hearing any anti-trust activity on the part of the Paramount company occurring before August 1948.

Both Roberts and Paramount Pictures attorney Paul Ford were questioned at length by Hennock on the Paramount-DuMont control issue. Hennock at a recent conference declared that Paramount owned control of DuMont and that Dr. DuMont alone directed the actions of the company. This statement was opposed in the argument of James Juntilla, broadcast bureau head of the Federal Communications Commission that control of DuMont was divided equally between the two parties—the Paramount directors on the one hand and the DuMont directors on the other and that neither group could gain ascendency.

All seven members of the Com- mission considered the issue through the argument by many officers of companies involved in the proceeding were among those present, including Louis B. Mayer, Paramount president and Paul Kalboun, Paramount vice-president; John Elston, president of MCA Inc. and O'Brien; Dr. Allen B. DuMont and Edward Noble, chairman of the board of ABC, and Robert Kittner, ABC president.

Zukor

Dinner guests for the evening are George Aurelius and Harry G. Catz, Philip and Helen Anderson, New Orleans; John Harris, Pittsburgh; John Balaban and David Walter, New York; John Wallenberg and George Mann and H. Neal East, San Francisco; William Eisen, Minneapolis; Col., H. A. Cole, Dallas; Frank Vanvaren, Seattle; Frank Rickson, Denver.

List Distribution Chiefs

Distribution chiefs here for the event include James R. Grainger, Republic, Los Angeles; Paul Welch, Republic, Los Angeles; John Montgomery, RKO Radio; George Smith, Paramount; Herman Wolker, 20th-Fox.

In addition to the dinner, Paramount is giving Zukor a luncheon in the Hollywood, which is to be held tomorrow. The 20th-Fox subsidiary is to be present.

No Lifting of TV Football Misc Seen

Washington, Jan. 5—Restrictions on the telecasting of college football games are not likely to be relaxed by this week, according to the National Collegiate Athletic Association, executive director Walter Byers predicted. The ABC World Packing Co. board meeting tomorrow and no change would be made.

The NCAA has placed sharp curbs on these telecasts, over the objections of Pennsylvania and Notre Dame, and has called a Justice Department anti-trust investigation.

However, Byers pointed out that last year's curbs were adopted by a 163 to 8 vote and that a change there would be any change this year. The NCAA television committee meets tomorrow and whether a change report goes to the full membership at a meeting Friday.

Pilgrim in Boston Books Tri-Optic

Boston, Jan. 5—Sol Leser's Tri-Optic three-dimensional show will be seen on the air beginning Jan. 15, according to American Thea- tres president Samuel Finanski. It will be the first 3-Dimensional pre- sentation in the New England area.
Our First Big 3 for '53 Are Super-Hitting At The

Paramount's '53 Boom Is Off to a ZOOM!

Bing Crosby, Bob Hope, Dorothy Lamour in *Road to Bali* in Technicolor

Dean Martin & Jerry Lewis in *The Stooge*

Burt Lancaster, Shirley Booth in *Come Back, Little Sheba*
Boxoffice As These Nationwide Reports Show:

**REPORT:** Full print capacity of holiday dates all Super-Hitting grosses paralleling 1947’s never-to-be-forgotten “Road To Rio” highs!

**REPORT:** Four hundred New Year’s Eve previews turn in absolutely sensational evidence that this is the Super-Hit of ’em all from today’s Top Money-Making Stars (M. P. HERALD POLL)

**REPORT:** A Super-Hit at first two engagements, New York and L. A.! Records smashed as it’s heaped with honors including New York Critics’ Circle Award to Shirley Booth!

Date “BALI” Now! Get “THE STOOG” in February! And “SHEBA” Soon After!
RKO Case

(Continued from page 1)

duction and David J. Greene, who claims to own and control more than 78,000 shares, voiced no opposition to the delay.

Kipnis, who represents plaintiffs Elz. B. Castlencan and his wife, Marion V., of Detroit, and Louis Feenerman of this city, told the court that he needed the delay to study new affidavits by RKO Pictures officials, submitted on Friday. Affidavits, it was learned, were submitted by William Zimmerman, RKO Pictures general counsel, on the election of the new RKO Pictures board, and by C. J. Tevin, studio production head, on production plans for 1953. Tevin, in his affidavit, stated that the company is now in a position to produce a normal schedule of pictures for 1953.

Besides Kipnis and Zimmerman, those present included Albert R. Connely, of Cravath, Swains and Moore, who represented RKO Pictures; Isadore J. Kresel, counsel for David J. Greenie, and George J. Rosenman, representing Goldwyn Productions.

Manos Closes 2 Houses

COLUMBUS, O., Jan. 5.—Manos Enterprises has closed the only two film houses in the 7,500-population Jefferson County town of Toronto, O., claiming that the city admission tax has made operation unprofitable. Voters at the November election refused to tax the levy. About 2 cents per ticket and one cent for a children's admission.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

PAUL WHITE, President of PSI-TV, Inc., Producers and Distributors of TV Films, says:

"It takes a highly skilled laboratory to perform our many varied and exacting technical requirements plus a dependable organization to meet daily program deadlines. We use Pathé Labs."

If your films, too, are different and need the most versatile laboratory treatment—plus creative ability, high quality and speed—we invite your inquiry.

PSI-TV's Pathé-processed programs include: "China Smith," "Plymouth State," and other outstanding television series in addition to 68 current full-length features.

Both New York and Hollywood Have Complete Pathé Laboratory Facilities:

15MM • 16MM • COLOR • BLACK AND WHITE

Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

Zanuck Slates 36

(Continued from page 1)


Notes Finished Films

Zanuck also pointed to the already completed pictures scheduled for release in coming months.

In addition to the current "Stars and Stripes Forever," with Clifton Webb and John Huston starring; "Mr. Gains," which stars Olivia de Havilland, the impending releases include:


Percentage Actions

(Continued from page 1)

U.S. Stake

(Continued from page 1)

ment to support reduction or repeal of the admission tax, and that he doubted the matter would come before the committee at any time soon. Nonetheless, Keen has always been counted among the Ways and Means committee men most lukewarm on admission tax relief, and his interest today, demonstrated by a special two-page press release outlining the figures presented him, is marked by a change in his attitude.


But information on the New Jersey situation was presented to Keen by George Gould, chairman of the Federal Communications Commission, to show the plight of New Jersey exhibitors due to competition from television and other factors. Examples given were the case of the Hackensack Theater in Newark, which has suffered an attendance drop of about 80 per cent since September, and the Cameo Theatre in South Orange, where business fell about 60 per cent.

Kearns said Federal admission tax receipts paid by the Cameo had dropped from about $18,108 in 1948 to about $9,000 in 1952, a substantial loss, the Federal government. The Hawthorne Theater's tax payment, he said, fell from $20, 436, in 1948 to about $6,000 last year.

Although total national admission tax receipts have also fallen off since 1948, the drop was not nearly as sharp as for these two theaters, Keen pointed out. "It should be interesting to see how other theaters throughout the nation have fared," he said. Certain areas do not have television coverage now. But with the unfreezing of new television frequencies, nearly every area with substantial population will be included in television coverage.

Polio Drive Results

(Continued from page 1)

from his home in Nashville to attend today's meeting of the National Exhibitors Television Committee. He said that the wave of interest in third dimension pictures, as evidenced by the pictures being done by pictures in "3-D," warrants a thorough study of the new medium. He further predicted that if the picture in the medium picture theatre could lie in television. The various developments in television pictures, he said, and television theatre might well mean the end of one era in the history of the theatre and the beginning of a new one, he added.

The directors and members of the executive committee will attend a showing of "This Is Cinerama" at the Broadway Theatre on the night of Jan. 26 and may witness a screening of "Sailor Devil." made by National Vision, on the afternoon of the same day if a print can be obtained.


The executives will report on and deliver the drive donations for their organizations, and report to the committee.

The committee will also be attended by the president of the Motion Picture Foundation and the executive director of the American Federation of Employes.

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Night in day...

The best moonlight is the light of the noonday sun...

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation... in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining this service, the Eastman Kodak Company has branches at strategic centers... invites inquiry on all phases of film use from all members of the industry.

Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
They're Making A Killing in Chicago
Woods 3 Terrific Weeks!

in NEW YORK
Globe SMASH OPENING! SMASH 3 WEEKS!

in PHILLY
Goldman OPENED VERY BIG! CONTINUED VERY BIG!

in BUFFALO
Lafayette STARTED IN HIGH GEAR AND CLIMBED!

in MINNEAPOLIS
State "HOT...SOLID SESSION" says Variety

Watch it knock 'em dead in key city engagements coming up: Loew's Circuit, N.Y. — Milwaukee — Kansas City — Boston — Providence — and hundreds of other important dates!

JOHN PAYNE - COLEEN GRAY in "KANSAS CITY CONFIDENTIAL"
with PRESTON FOSTER - NEVILLE BRAND - LEE VAN CLEEF - JACK ELAM - DONA DRAKE - MARIO SILETTI
Screenplay by GEORGE BRUCE, HARRY ESSEX - Story by HAROLD J. GREENE, ROWLAND BROWN - Directed by PHIL KARLSON
An EDWARD SMALL Production - An ASSOCIATED PLAYERS & PRODUCERS Presentation
Outlook Is Rosy for Canadian Film Industry, the Same Hue As in '52

Ottawa, Jan. 6.—While official returns may not be available for a considerable period, it is learned that operating results of Canadian motion picture theatres during 1952 were at least as good, if not slightly better in many regions than in 1951.

In addition, with top officials of the Canadian government forecasting another good economic year for 1953, including higher employment, the outlook for theatre attendance is even better for coming months. Television is not expected to produce any marked effects on theatre attendance in Canada in 1953, judging from experience in areas where television is already in existence.

"So far there has been no marked effect in our operations because of television in the Toronto area," stated J. J. Fitzgerald, president of Famous Players Canadian Corp. In Montreal, there has been a similar experience.

Under the circumstances, Canada's theatre attendance in 1953 is generally expected to at least equal 1952.

E. Penn. Allied Rejoins National Association

After several years as an independent unit, Allied Independent Theatre Owners of Eastern Pennsylvania has resumed full membership activity in national Allied. This was announced here yesterday in a joint statement by Wilbur Snaper, national Allied president, and Sidney Samuelson, president of the Eastern Pennsylvania organization.

The Pennsylvania group severed its connections with the national organization reportedly over differences regarding the payment of dues. Restatement of the unit came up at the national Allied convention in 1951 in New York, but no decision was reached. The issue again was placed before the national Allied convention last November, when Irving Dollinger of New Jersey was delegated to confer with Samuelson on the settlement of the dispute.

It is expected that Eastern Pennsylvania will send delegates to the national board meeting in New Orleans next week.

3-Dimensional Strides in '53 Seen by Zukor

Pioneer Also Predicts Plan for Arbitration

Hollywood, Jan. 6.—Greater strides in the development of three-dimensional films and an effective system for settling industry problems were predicted for 1953 by Adolph Zukor. He is here from New York to be feted in observance of his 80th birthday tomorrow and his 59th year in the film industry. The industry will pay homage to the pioneer showman and chairman of the board of Paramount Pictures at a

1,000 on Coast to Attend Tonight's Tribute to Zukor

Hollywood, Jan. 6.—One thousand persons will attend tomorrow night's dinner at the Hollywood Palladium in honor of Adolph Zukor, Paramount board chairman, marking his 80th birthday and his forthcoming 59th anniversary as a showman.

First of the day's events will take place in the forecourt of Grauman's

Dec. Theatre Closing Proposed in Ia.-NeB.

Des Moines, Jan. 6.—Serious consideration of a proposal to close Iowa-Nebraska theatres from Dec. 15 to 25 is asked of members of Allied of Iowa and Nebraska by Charles Jones, secretary, in the current organizational bulletin.

Jones contends money could be saved by the closing, that it would attract publicity and that the public's appetite for films would be whetted.
Personal Mention

ALFRED STARR, producer of the "Theatre Owners of America," left here yesterday for Nashville, Tenn.

Ernie Warren, 25th Century Theatre's Ottawa district manager, a manager of the Elgin Theatre there, has returned to his home in that city, via his own plane, from Daytona Beach, accompanied by Mrs. Warren.

H. M. Rich, M-G-M exhibitor relations chief, will leave here at the end of the week for New Orleans to speak before the Gulf States Allied convention to be held Jan. 13-14.

N. J. Blumberg, Universal board chairman, announces the birth of a son to his daughter, Mrs. Stanley Meyer, at St. John's Hospital in Santa Monica, Cal.

SAM YELLEN of Midland Properties, Inc. of Buffalo is recovering from a heart attack in Millard Fillmore Hospital there.

DAVID E. ROSE, producer, will arrive here from Hollywood tomorrow for a two-week stay that will end for England on Saturday.

CHARLIE KING of Exhibitors Service, Jacksonville, has returned to his desk after recuperating from illness.

John McGrail of the Universal exploitation department will be in Hartford today from New York.

WILLIAM H. WRIGHT, M-G-M production manager, will leave here for Hollywood today.

LEWIS L. STRAUS has been named a director of RCA and of NBC.

Record $50,000 For 'Jazz Singer'

MIAMI, Jan. 6.—Warner Brothers' "The Jazz Singer" continues its record-breaking pace in its dual special engagement at the Beach Theatre, Miami, and the Capitol, Miami Beach, with a record gross of $50,000 anticipated for the first week, ending tomorrow. This indefinite run is the first engagement of the film following its world premiere at the Fox Beverly Theatre in Beverly Hills.

David Bezmiro Appointed

MILWAUKEE, Jan. 6.—David Bezmiro, general counsel of the Colosseum of Motion Picture Salesmen of America has been appointed a vice-chairman of the film industry committee's participation in "National Brotherhood Week."

Bill Trumbull's Father

HARRISBURG, Pa., Jan. 6.—Manuel Trumbull, 59, father of Bill Trumbull, manager of Loew's Theatre here, died Dec. 28 in Pennsylvania.

Variety Clubs Elect, Induct New Officers for 1953

MGM Sales Meet

In Chi. Tomorrow

Charles M. Reagan, general sales manager, will hold a three-day meeting of M-G-M sales managers in Chicago starting tomorrow. The meeting will be held in a periodic get-together of field and home-office sales executives.

A report to Reagan, the home-office sales executive staff will be represented by Edward M. Saunders, assistant sales manager, and T. P. Byrne, Eastern sales manager.

From the field will be Rudolph Berger, western sales manager, and his home office sales cabinet, not here yesterday with all of the company's domestic sales managers.


In addition to Montage at yesterday's meeting were Ruben R. Ackert, assistant general sales manager, home office sales executives Louis Astor, George Joseph Louis Onsthoe and Irving Womrer and the following division managers: N. J. Cohn, New York; E. G. Merritt, Chicago; L. J. Weinger, Providence; W. E. Wallace, Baltinna; and S. Sylvania and Southern New Jersey: I. H. Rogovin, New England; S. A. Galusky, Midwest; Carl Shaw, Central; B. C. Marcus, Midwest; R. J. Ingram, Southeastern; Jack Underwood, Northwestern, and Lewis L. Strauss.

Coin Boxes Collect $10,000 for Hospital

More than $10,000 was collected for the Will Rogers Memorial Hospital through the coin boxes displayed in approximately 2,500 operating theatres during the initial two-month span of the project. The plan was introduced by Joseph Vogel and executed by Loew's Theatres.

The second distribution of the collection boxes has been completed by National Theatres, and an estimated approximately 4,000 houses now cooperating. Estimates indicate that the initial amount collected, doubled when the added theatres are reported at the next "change-over" time, about Feb. 15.

Wife of George Brown

Hollywood, Jan. 6.—Kathryn B. Brown, wife of George Brown, well known advertising executive, died suddenly last night at her home in Palm Springs, Cal., where she was on vacation and operating the Desert Rose Hotel. Brown formerly was advertising publicity director of Columbia, and held executive posts with other film companies here and the East. Services will be held in Palm Springs on Thursday.

Lem Jones Named Head of 20th-Fox's Short Subject Sales

Lem Jones has been appointed short subjects manager of 20th Century-Fox, it was announced by Al Eichman, director of distribution for the company, who has been a sales executive of the company, will be assisted by Phil Williams. Lem Jones joined 20th Century Fox in March, 1953, after filling the press secretary's position, and later assisted him in the latter work in his presidential campaign, and also to Governor Thomas E. Dewey, when Dewey was New York's district attorney. Previous to these posts, Jones served as the state sales executive of the New York Herald Tribune. Since affiliating with 20th Century-Fox, Jones has served as assistant to company president Sypros S. Kouras and in several executive sales posts.

Full house of the Levitons, residents of Los Angeles, who resigned as short subjects sales manager last week to become a vice-president of Young and Rubicam.

Hall to Introduce Water Spectacle

A giant new European fountain spectacle, the construction for which cost an estimated $250,000, will be introduced at the Radio City Music Hall beginning Jan. 15. The spectacle, called "Dancing Waters," will feature more than 30 tons of water erupting in 4,000 jets to the height of 30 feet above stage level. Among the water designs to be displayed will be a "Pipe Organ Ballet," a "Fire Cascade," a "Magic Flower Vase" effect, and a "Dance of the Water Curtains."

Inaugural Show at Loew's D.C. Capitol

WASHINGTON, Jan. 6.—Loew's Capitol Theatre has been pressed into use for part of the Inaugural festivities. The Inaugural Committee has planned a huge festival with top bands and other entertainment. Monday evening, at the Uline Arena, however, demands for tickets are so great that the committee has arranged for a repeat performance of the show later in the evening at the Capitol.

Overman to RKO Radio

Milton Overman, veteran industry publicist, has joined the exploitation staff of RKO Radio, it was announced by Samuel Goldwyn, president and general manager. He will leave immediately for Washington, where he will assist Allen Housh and Hank Lampson, exploitation manager. He will be in charge of exploitation for the world premiere of Frederick Brison's "Never Wave At A Wac."
**Mexico's Minimum Screen Time Illegal**

**MEXICO CITY, Jan. 6—**The trade scored what it hails as a singular victory against a prime clause of the new Cinematographic Law when Federal Judge Emerson Burgoa, in response to a group of exhibitors an injunction against enforcement of the clause which mandates a minimum of 50 per cent playing time for Mexican pictures throughout Mexico.

Agreeing with the exhibitors that this clause is unconstitutional in that it prevents free trade, Judge Burgoa remarked that the enforcement of the clause in Mexico would result in the public's being denied the chance to see inferior films. He declared that there is nothing in Mexican law that in any way obligates exhibitors to screen pictures they do not consider to be good, any more than there is any demand that any merchant or businessman buy goods that he does not want.

Judge Burgoa also said that this enforced 50 per cent playing time demand violates the very spirit of the Cinematographic Law, and it is against the cinematic public interest to elevate its moral and artistic standards.

The judge, too, granted an injunction against enforcement of the clause which mandates a minimum of 50 per cent playing time for Mexican pictures throughout Mexico.

**Major Upheld in Crest Case**

**BALTIMORE, Jan. 6—**The U. S. fourth circuit court of appeals at Charlotte has affirmed a lower court decision that prohibited the Crest Theatre, owned by the group of exhibitors, which was sued eight distributors in a case involving first-run pictures in 1955.

The appeal was filed by Crest after a Federal court jury last May decided the eight defendants were not violating anti-trust laws in their assurance of first-run rights only to seven downtown theatre.

Today's decision was hailed by attorneys Morris Soper and Armistead Dobie.

The case was appealed in the name of, were distributors, Inc., owner the Crest. The Baltimore group claimed $305,000 damages, trebled under the Sherman and Clayton acts, and an additional $52,000 trebled on the alternative claim that it was damaged by alleged discrimination in prices and clearance for second-run pictures which it had been able to obtain after being denied first-run rights.

**WSB Okays Contract of SEG, Producers**

**HOLLYWOOD, Jan. 6—**The Screen Exclusives Guild's new contract with the Society of Independent Motion Picture Producers, the Independent Motion Pictures Producers Association, and other unaffiliated independent producers has finally been approved and signed in Washington, and as a consequence the Guild will get a second windfall in May or June of this year.

Union officials said they could give "no accurate" estimate of the total amount of retroactive pay, which will date from last April. However, it was noted that the collective-bargaining contract made with the major studios and approved by the WSB had brought the extras "between $750,000 and $1,000,000 in retroactive pay."

**NETTCS Prepares for FCC TV Hearings**

Plans for the industry's presentation at the FCC's next National Commission theatre television hearings, which resume on Jan. 29 in Washington, D. C., were outlined at a meeting of the National Exhibitors Theatre Television Committee.

The meeting, under the chairmanship of Si Fabian, also briefed those attending on the technical phase of the hearings which were held last October.

Among those on hand were Alfred Starr, president of Theatres Owners of America; Mitchell Wolfson, former TOA president; Jey Ravnoff, owner of United Paramount Theatres, and Wilbur Snapper, national Allied president.

**Arnnall to Preside at SIMPP Meet**

**HOLLYWOOD, Jan. 6—**Society of Independent Motion Picture Producers, president Ellis Arnnall, who arrived here today, will preside at a special business meeting this afternoon on Thursday. Although the agenda is described as routine, the possible acquisition of the services of John McCarthy in a capacity similar to the one he formerly occupied with MPA is expected to come up for discussion.

**TV Cited by Jolliffe As a New Industry**

The emergence of theatre television into a new industry and the second-run picture, with screen viewing in nearly 100 locations from Coast-to-Coast, was listed here by D. C. Jolliffe, vice-president and technical director of RCA in a selection of the 10 outstanding movements in electronics and television during 1952.

**SAG, N.Y. Producers Resuming Pact Talks**

The Film Producers Association of New York and the Screen Actors Guild will resume collective bargaining negotiations here on Monday, Jan. 10, involving acting directors and producers on television film commercials. In a joint announcement, it was stated that the SAG and the New York producers would "engage in continuous open-end discussions on all pending issues in the hope of reaching an agreement on a collective bargaining contract after the New Year.

In answer to inquiries on the coast, John Dales, Jr., SAG executive secretary, said that the guild's strike against all producers of TV film commercials would continue until the dispute was settled.

Kenneth Thomson, William Berger and Dales will come here from Hollywood for the conferences, representing the Motion Picture Terry. Dales, representing the New York producers, will represent that group. Also sitting in on the sessions will be Paul Gies, chairman of the New York Council of the SAG; Florence Marston, Eastern representative, and Herman Gray.

**Rembusch Reelected**

(Continued from page 1)

**National Pre-Selling**

**THE JANE WYMAM STORY**

"The Jane Wyman story" is told in the Jan. 10 issue of Colliers. It is the story of a four-color page of Jane dancing an African ritual dance called the Zambesi. The picture was taken on the set at Columbia, "It's a Song." Again, which will be released this summer. Color pictures are also used showing Jane in a series of films. It is being released during the past few years. She is pictured as a dea-ful, but is a great storyteller as the great humorist in "The Story of Will Rogers." Also in this issue is a quarter-page ad on Barbara Wynn's new M-G-M picture, "Japarody."

Motion picture editors at the turn of the year often pick 10 rising stars who they think show the greatest promise. The Jan. 4 issue of Pictorial Review Louella Parsons lists her choices. They are Elaine Stewart, Rosemary Clooney, Jeffrey Hunter, Danny Thomas, Peggy Lee, Aldo Ray, Audrey Hepburn, Robert Wagner, Anna Maria Alberghetti and Dewey Martin.

In the Jan. 12 issue of Life there is a cover story on the French production now playing at the Little Carnegie Theatre here and re- ported by David Sills. The picture was recently picked by the New York Film Critics as the best foreign picture of the year.

"Movies-of-the-Month," chosen by the motion picture editor of American Magazine, are reprinted in full color and black and white pictures in the January issue. The eight picks are: "Lili," with Leslie Caron; "My Cousin Rachel," with Olivia De Havilland; "April in Paris," with Doris Day; "Never Winding," with Rosalind Russell; "Thunder in the East," with Charles Boyer; "Return to Paradise," starring Gary Cooper; "Swedig Me A Axe," with Ken Darby, and "Last of the Conches," also in this issue is a one-half page colour and black and white picture of Von der Dieren and a one-quarter page ad for "Bad and the Beautiful" on the index page.

**The Jan. 18 issue of American Weekly has two full-color pictures of Rita Hayworth as she appears in Columbia's top picture, "Salome," Rita considers the dance of the seven veils a dramatic highlight of the picture, "the finest and most artistic dance" of her entire career.

"Moulin Rouge," John Huston's new color film starring Jose Ferrer, has been selected as one of the dozen best pictures of the year, with other United Artists pictures—"High Noon," "The African Queen" and "The Ten Commandments"—in Time Magazine's in current issue. Reviewed in the same issue, "Moulin Rouge" as "an ultimate achievement in painting come to life: it has the nervous, stiff-cracking line, the aimless beauty of the lines of Laritte's "Paris." "Moulin Rouge" is in its pre-release premiere at the Fox Wilshire Theatre in Los Angeles and will have its New York premiere at the Capitol Theatre.

WALTER HAAS
To Bring You Up-to-date On the Fabulous SUCCESS STORY OF M-G-M’s "IVANHOE"

The pre-release first-run engagements of colossal "IVANHOE" have written a bright new page in box-office history.

At a time when this industry needed the stimulation of a truly gigantic attraction, M-G-M brought to packed houses the Technicolor wonders of Sir Walter Scott’s famed novel. Here on the big theatre screen the fans gasped at the cavalcade of Knights, the spine-tingling
duels-on-horseback, the storming of besieged castles, the romances of heroes and fair ladies, the beauty and terror of the Glory Age, all of it filmed in magnificent Technicolor in the actual locations of the story.

M-G-M’s barrage of advertising and exploitation reverberated throughout America, in national magazines, in tremendous newspaper campaigns, on the air, everywhere.

The amazing extended run record of “IVANHOE” is evidence of its mass appeal and its penetration from coast to coast. Here are some of the long runs:

At Press Time: 11 weeks in Cleveland, Philadelphia, Detroit; 8 weeks in Chicago, New York City; 7 weeks in Pittsburgh, Miami, Miami Beach, San Francisco, Los Angeles (2 theatres); 6 weeks in Washington, D. C., Minneapolis, Oakland; 5 weeks in Boston, Mass. (2 theatres), Buffalo, Baltimore, St. Louis, Seattle; 4 weeks in Atlanta, New Orleans, Houston, Kansas City, Oklahoma City, Tulsa, Toledo, Omaha, Salt Lake City; there were more than 35 cities where it played 3 weeks and 75 cities where it played 2 weeks, with one week stands in many others.

Millions of Americans await the opportunity to see this greatest attraction of our time, millions who have seen it are eager to enjoy its spectacular thrills again.

In response to exhibitor requests that “IVANHOE” be placed in regular release, we are happy to make it available for general showing on February 20th.

(A date to remember. Brotherhood Week’s Silver Anniversary Feb. 15-22)
Ads Withdrawn

1,000 at Zukor Tribute

(Continued from page 1)

SPOKESMAN for J. Arthur Rank insisted was an unrelated move, the Rank Organization is selling the Beaverbrook Group that its display advertising also would be withdrawn from pictures of the [Continuing Standard and Sunday Express]

The action by Eckman traces to the treatment accorded this year's Royal Film Performance picture, "M-G-M's "Because You're Mine," by reviewers and columnists in the papers in speaking of the film. Another American manager comes as a long contemplated refort to consistent sniping and sneering at American films and the industry by writers for the papers.

Rank's spokesman said the step was being taken by the Organization "on the advice of our market research people who decide which is the most suitable medium through which to appeal to the film-going people."

The move would have an aggregate circulation of about 125,000,000. Value of the display advertising component of this neighborhood of $250,000 ($750,000) a year.

Beaverbrook's morning newspaper, the widely-read Croydon which was not involved in the Rank-Eckman action, promptly announced that it would also drop the column.

Observers here believe that more of the same is to be expected but signs already are to be discerned that in the very near future there will be a give-and-take between publishers and industry leaders. The latter ask only that there be less and less censorship from the irresponsible sections of the pampered critical faculty.

Skouras Tribute

(Continued from page 1)

Skouras also mentioned his trip to Switzerland, where he consulted with advertising men, and late refreshments in 20th's Eildorph CBS color theatre television system, which is expected to be in operation in U. S. theatres before 1954.

Arbitration

(Continued from page 1)

at the Allied board parleys, will be held on Thursday, Tuesday, the subject has not been placed on the agenda. Also, yesterday, there was no indication that arbitration would be debated.

A formal agenda is not expected to be forthcoming, as the subject has not been brought up in New Orleans. The entire issue of arbitration, insofar as Allied's participation is concerned, will be considered only if it is presented by the Steward, unless president William Smirler brings it up.

A spokesman for the Motion Picture Association of America said yesterday that it was "quite probable" that a meeting on arbitration would be held among major company representatives this week.

Hope Map Headline Fair

(Continued from page 1)

it is. Skouras also mentioned his trip to Switzerland, where he consulted with advertising men, and late refreshments in 20th's Eildorph CBS color theatre television system, which is expected to be in operation in U. S. theatres before 1954.

Some of West Lags

In Tax Campaign

SAN FRANCISCO, Jan. 6.—Some of the Western states are behind sched-uled in lining up legislators' support of repeal of the Federal admission of a 'score board' published in the current organizational bulletin of Western Theatre Owners discloses.

Theatre Owners' Federation shows, the state of Washington had less than half its Congressmen pledged; Oregon had 4, but were described as "bad to date"; Southern California and Arizona were similarly described; Idaho, Nevada and Montana had more than half its Congressmen pledged, while Northern California, and Oregon, to a. had all Congressmen pledged, according to the WTO bulle-
Now TWA offers transcontinental "Ambassador" service... providing all of the luxurious features that have distinguished TWA "Ambassador" flights to Europe, and more!

You're in important, exciting company from the moment you set foot on the rich red carpet that leads to your flight. Your plane is a giant new Super Constellation, expressly built by Lockheed for TWA, and one of the most powerful airliners in the skies today.

Your accommodations are the finest: restful lean-back club chairs or luxurious full-length sleeping berths. And you can enjoy delicious between-meal refreshments and friendly conversation with your fellow passengers in the gaily decorated lounge.

On your next cross-country trip plan to go on the "Ambassador"... truly the most luxurious transcontinental flights ever offered. For reservations, see your travel agent or call Trans World Airlines, LExington 2-7100.
133.2% INCREASE

105% INCREASE

102.3% INCREASE

47.6% INCREASE

42.4% INCREASE

See who's sitting at the bottom... it's the Prize Baby... low, LOW man on your totem pole of towering costs in your living expenses and in the operation of your theatre (living costs alone have risen an average of 90.8% since 1939).* His negligible increase in costs to you, IF ANY, stands out in striking contrast to the tremendous increase in prices on all your basic purchases during this period.

*Price Increase of Basic Commodities according to Bureau of Labor Statistics

Compare all your costs with the LOW COST, Service-With-A-Smile Policy of The Prize Baby
Cinerama Ends 20-City Survey Of Theatres

Plans Three Openings A Month by Early Fall

Cinerama, Inc., has completed a 20-city survey of theatres that might be suitable for the installation of the necessary equipment, but the next engagement of the new medium has not been set. Indications are that Chicago's Palace Theatre will be the first house outside of New York to present "This Is Cinerama," but no deal has been concluded.

Tentative plans call for one opening a month between March and early summer, two openings monthly until early fall, and three openings per month thereafter.

The current engagement at the Broadway Theatre here is expected to run for at least a year with no change in the subject matter. However, plans are under way for a new program to be photographed late this year.

Eight Majors Sue On Percentages

Tampa, Fla., Jan. 7—Eight major film companies have brought suits against Charles C. Sutton, Drive-in theatre operator, charging him with misrepresenting admission receipts.

Sutton owns the Skyway Drive-in at St. Petersburg and the Bonnet-Lake Drive-in at Sebring.

The plaintiffs charge that he reported collections "substantially less."

Reade to Address AMPA Graduates

Walter Read, Jr., president of Walter Reade Theatres, will be the principal speaker at the graduation exercises of the Associated Motion Picture Advertisers' Showmanship School to be held in the Hotel Piccadilly next Thursday, reports Harry K. McWilliams, AMPA president. Diplomas will be awarded to students who attended nine or more of the 12 sessions.

'Memory Lane' Keynotes

Zukor Jubilee Banquet

Hollywood, Jan. 7—Adolph Zukor's 50 years of service to the motion picture industry and his 80th birthday were climaxed here last night with a "golden jubilee" celebration at the Hollywood Palladium, an event that drew a star-studded and Schary Earnings of $200,000 Tops All Loew's Executives

WASHINGTON, Jan. 7—Dore Schary, vice-president of Loew's, Inc. in charge of production, earned $200,000 for the fiscal year ended Aug. 31, 1952, topping the earnings of all other Loew's executives, the Securities and Exchange Commission was informed.

Nicholas M. Schenck, president, re

Exhibitors Meeting On Polio Tomorrow

Representatives of circuits and associated organizations will attend a luncheon-meeting here on behalf of the infantile paralysis fund drive tomorrow in the third room of United Paramount Theatres. The hosts will be Leonard H. Goldenson, president of the board of U.P.T., and Sapos, J. S. Novia, president of 20th Century-Fox, co-chairman of the Motion Picture Committee.

Hearing on Building Code Tomorrow

Albany, N.Y., Jan. 7—The hearing in New York City Friday before the State Board of Standards and Appeals on proposed revisions to the Building Code for theatres and other places of public assembly will be followed by further sessions here and in New York City.

New Republican Film Deals Pend

Active negotiations for the sale of 104 Republic feature films to television stations throughout the country are progressing, a spokesman for Hollywood Television Services, Inc., a completely owned subsidiary of Republic Pictures, disclosed here yesterday.

Despite some exhibitor opposition, the spokesman claimed that since the initial sale of the 104-film package to WCBS-TV here last month, the pro

Details Belgium's Decree for Subsidy

WASHINGTON, Jan. 7—Commerce Department film chief Nathan D. Schary has outlined the provisions of a new Belgian government decree subsidizing domestic film producers. The subsidy to be paid, he said, is to be based on a percentage of the exhibition tax collected by the gov-

Start Talks On Exchange Pacts Today

Philadelphia 1st Stop For Key City Confabs

The distributors' branch operations committee, representing all of the majors, today will go to Philadelphia for the leadoff negotiations that will eventually result in new contracts for exchange employees in every key city in the country.

Under a new setup, pacts with exchange unions will be negotiated on a local level instead of nation-wide, existing negotiations will be placed on a local level, and a national council will be established.

Tom Murray of Universal Pictures, new chairman of the branch operations committee, will head the delegation to Philadelphia today. Murray has succeeded Arthur Israel of Paramount, as chairman.

Also scheduled to attend the Philadelphia sessions are Joseph McMahon, Republic; Bernard Goodman, Warner.

Contends 'Immorality' Ban Still Holds in New York

ALBANY, N.Y., Jan. 7—The Board of Regents of New York contended today that although the U. S. Supreme Court in its "Miracle" decision had invalidated "sacrilegious" as a ground for refusing to license pictures, films could still be refused a license on grounds of immorality.

The Regents' argument was propounded by Dr. Charles A. Brind, Jr., counsel for the state licensing agency, in the "La Ronde" case before the Court of Appeals. Dr. Brind stated that the Supreme Court thought that the term "sacrilegious" had different meanings for various religions and sects and therefore made its ruling. He contended, however, that "immoral" had a definite, broadly accepted meaning, and that it applied to "La Ronde," the French-made picture which is being distributed by Commercial Pictures Corp.

Mrs. Florence Perlow Shientag, at

Fourth Tax Repeal Bill in the House

Washington, Jan. 7—Rep. Fisher (O., Tex.) today introduced legislation to end the 20 per cent Federal tax on theatre admissions. He was the fourth member of Congress to sponsor such a bill; previously, Rep. Dingell (D., Mich.); Mason (R., Ill.) and Wickersham (D., Ohio) had dropped similar bills into the House hopper.
Zukor Jubilee Banquet

(Continued from page 1)

was full of drama and nostalgia. At the principal table with the guest of honor and Mrs. Zukor were Mayor John V. Schaefer, Governor Bredeson, Barbra Streisand, Cecil B. de Mille, Mr. and Mrs. Jesse L. Lasky, Mary Pickford and her husband, and Robert J. O'Donnell, Mr. and Mrs. Y. Frank Lasky, and Mrs. A. M. Schnickle. The Invocation was given by Rabbi Maxwell H. Dubin of the Temple Beth El.

Rudolph MacLean presented a collage of picture clips from early films to the present. The presentation was concluded by Barbra Streisand singing "Happy Birthday" as a festive cake was placed in front of Zukor. To round out the Hollywood crafts and gifts was given by Carey Wilson for the producers; Artie Cip, a property man; F. Hugh Herbert, for the screen writers; William Holden, for the actors; Jack and Sidney, for the directors, and Stacey King for the studio employee in the point of service at Paramount.

In his introductory remarks, C. B. De Mille said that Zukor invested the motion picture and Adolph Zukor took it from there. Asserting that "our positions be in the positions we are today had it not been for his pioneering vision and courage," O'Donnell described Zukor as "Mr. Motion Pictures."

Zukor's address reflected the keenness of his mind and his confidence in the future of the industry, a confidence as strong today as it was 50 years ago. He said that "we are just in the dawning of the 20th century and the screen has seen, an era which will bring fabulous new stars, startling new techniques, and the best stories in years."

Except for a brief account of how Cecil B. de Mille lived in the era, the speech was not reminiscent in his speech. He painted a glowing picture of the future predicted greater developments in three-dimensional photography and the "limitless possibilities offered by the motion picture, projection by television." He concluded by saying he had been "very much aware of the 20s. He has lived only in the United States."

De Mille's contribution was a series of anecdotes concerning Zukor, stories of how the guest of honor once wrote Japanese canto for a restaurant and bought a hamentasch to help suppv the local school. He also had come here from the South as a general and told the audience: "Remember this man—you who serves his heart to what he loves. He has handed down to you an industry, an art form, that is the greatest medium of the association of mankind.

Lasky recalled the early struggles when Zukor's famous Players Film Company merged with the Jesse L. Lasky Feature Play Co. In 1916 to become Famous Players-Lasky Company. He gave a montage of memories that singled out the company's policies of developing both the domestic and foreign markets of the industry.

Zukor summarized his remarks with the statement that "we here in California can be grateful to the man who brought this industry here and let its roots grow deep in our soil and made us a part of it."

Lasky presented Zukor with a large plaque with the pioneer's portrait in relief. A plaque also was presented by his son, Robert Duvall, of Hollywood.
In 1953...
a new achievement in motion picture entertainment by WALT DISNEY
WALT DISNEY'S GREATEST

In "Peter Pan" Walt Disney, master story-teller of our time, has created a new achievement in motion picture entertainment. Even unforgettable "Snow White" and matchless "Cinderella" were but preparation for this, his greatest triumph. For "Peter Pan" is a picture that will live in the hearts of the world forever.

Walt Disney's "Peter Pan" will establish unprecedented grosses and around-the-clock attendance for theatres everywhere!

RKO is now ready to consider negotiations for pre-release engagements.

PRE-RELEASE WORLD PREMIERE
February 5, 1953
ROXY THEATRE, New York
STATE-LAKE THEATRE, Chicago
EVEN THE SONGS ARE OUT OF THIS WORLD
"You Can Fly! You Can Fly!"
"Second Star to the Right"
"Your Mother and Mine"
"Never Smile at a Crocodile"
"What Made the Red Man Red"
"Tee Dum, Tee Dee"

Distributed by RKO Radio Pictures
With Bobby Driscoll
as the voice of Peter Pan
and A NEW ACHIEVEMENT in
MOTION PICTURE PROMOTION!

Walt Disney's "Peter Pan" will be launched on
the crest of the greatest advertising, publicity and
exploitation campaign in the history of show
business.

To mention only one phase of this vast promo-
tional effort, four nationally-known companies—
each a leader in its field—will spend more than
$4,000,000 in "Peter Pan" tie-in advertising.

Every facet of showmanship will be utilized—
national magazines, newspapers, television, radio,
point-of-sale, tie-in displays, direct mail.

All this will be reflected at your boxoffice, when
you play...

Walt Disney's
PETER PAN
Color by TECHNICOLOR
Distributed by RKO Radio Pictures, Inc.
Expand Bell's TV Network

Three additional links have been added to the Bell Telephone System's nationwide radio-relay network, providing expanded facilities for telephone and television service.

The long lines department of the American Telephone and Telegraph Co. announced that an additional line linking Westbound and Eastbound service between Chicago and the West Coast on the transcontinental route. This channel parallels existing radio-relay facilities which are routed to the Coast via Omaha and Salt Lake City.

2 Additional Channels

The Pacific Telephone and Telegraph Co. announced, meanwhile, that it had opened two additional channels, one Northbound and one Southbound between Los Angeles and the San Francisco area.

The Northbound channel originates at Los Angeles and is routed to San Francisco via Hollywood and to Chicago. The Southbound channel connects Oakland with Los Angeles. Both of these channels link with the new transcontinental route opened by the Bell System Aug 17, 1951.

Open Orlando-Tampa coaxial cable

A coaxial cable between Orlando and Tampa, Fla., which will provide initially some 90 long distance telephone circuits, has been put into service, according to an announcement by the long lines department of A.T. and T. Since it has not been fully developed, it was said, the system will be capable of carrying network radio and television programs as well as telephone conversations.

Exchange Pacts

Brothers; Clarence Hill, 20th Century-Fox; Michael Rosen, M-G-M; A. A. Schubart, RKO Pictures; Henry Kaufman, Columbia; William Brenner, National Screen Service; Lee Chapman, United Artists, and Israel.

It is not likely that the entire committee will make a tour of the national network of exchanges, although the complete procedure has not yet been determined. It is possible that local representatives of the national distributors will negotiate the pacts with local unions in exchange cities.

Eight Majors

than the true receipts in "gross disregard of right and interest of the plaintiffs." Suits were filed by Columbia, Paramount, Loew's, 20th-Fox, Warner, RKO Radio, United Artists and Universal.

Representing the distributors was the law firm of McFarlane, Ferguson, Allison and Kelly, with Sarpoy and Stein, New York, of counsel.

Schary Earnings Tops

(Continued from page 1)

received $130,714 for the fiscal year as salary and $45,185 in bonuses and a share in profits, giving him gross earnings of $175,899. Edgar J. Manes, vice-president, earned $159,471 as salary and $25,304 in bonuses and profit-sharing, giving him total earnings of $184,775.

Other salaries listed included: J. Robert Rubin, vice-president and counsel, salary of $80,675 and profit of $22,420; William F. Rodgers, vice-president, $10,271; Charles C. Moskowitz, vice-president and treasurer, salary of $80,857; Joseph R. Vogel, vice-president, $156,857; Leopold Friedman, vice-secretary and counsel, and floor director and chairman of the company's audit and finance committee, $25,600.

All officers and directors as a group earned $1,852,607 for the year, it was stated.

The report also noted that pursuant to Rogers' previous employment contract, Loew's also deposited $70,500 in an escrow fund during the year ending Aug 21, 1952. Under the terms of the contract, Rogers has been receiving out of the fund $1,738 monthly during the fiscal year and concluded July 27, 1952, he has been receiving an additional sum of $2,175 monthly for further payments, it was added, will be made to the escrow fund.

The report listed the following common stock options, some of which were granted during the year, with the price per share fixed at $6.716: Schary, 10,000 shares; Arthur M. Loew, president of Loew's International Corp, 40,000; Benjamin Thau, vice-president, 27,500; Vogel, director and vice-president, 27,500; Moskowitz, 27,500; Louis K. Sidney, vice-president, 27,500.

Loew's informed the SEC that the following amounts are in accounts for the benefit of executives pursuant to the retirement plan: Schench, $52,996; Rubin, $40,912; Mannix, $49,961; Rodgers, $29,614; Moskowitz, $32,752; Vogel, $22,017; Friedman, $8,981.

The annual benefits estimated to be payable under the retirement plan for the executives were as follows: Schenck, $49,700; Rubin, $45,246; Mannix, $49,700; Rodger, $32,000; Moskowitz, $31,750; Vogel, $30,400; Friedman, $27,687.

Meeting on Polio

(Continued from page 1)

for Infantile Paralysis.

Corporate gifts and collections from employees and vendors with whom they do business will be announced by Harry Kalmine of Warner Brothers Theatres; Sam Rinzel, Randford; Herman Robbins, National Screen Service; Circuit Dick Dickson, Roxy Theatre; Joseph Vedel, Loew's Theatres; Sol Schwartz, RKO Theatres; Maurice Maureen City Investing Co.; Russell Downing, Radio City Music Hall; Dave Wein- stock, Raybould Theatres.

Also, Harry Brandt, Brandt Thea- tres Walter Reade, Jr., Reade Thea- tres and T. Walter Brasher, Loew's Broadway Theatres; SolomonStraubberg, Inter- boro Circuit; Ben Sherman, ABC Thea- tres, Inc.; Herman Beck, Ruh- stock, Hillyer and Reeder Theatres, and St. Pia- bias of Fabian Theatres.

Republic TV

(Continued from page 1)

tests have not been too numerous.

He said that deals were pending with at least 30 new TV stations, the signing of contracts. The spokesman was not able to say the current TV market for feature films as "good" and predicted that it would grow better by the end of this year, with the addition of 30 to 40 TV stations. It was esti- mated that Hollywood Television Services received $280,000 from WGRS-TV for the exclusive TV showing of the 104 films in the New York market, considered the busiest in the country. Other deals have been consummated on the Coast with stations KTTV and KLAC in Los An- geles for the film package.

Most of the features in the package were produced between 1945 and 1948 and consist of musicals, comedies, adventure stories and mysteries.

Belgium's Decree

(Continued from page 1)

permits on the film programs of which domestic films form a part. The subsidy is to be paid to producers of full-length entertainment films. The percentage to be paid to producers of short films is 70 per cent. for feature films and 50 per cent. for newsreels. The definition for a pro- ducer of domestic newsreels specifically excludes any films which depend in any way on a foreign newsreel company.

Thrémid annual eommmunion Breakfast

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 1. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

Tickets $3.75 each.
A Red-Hot RECORD BOXOFFICE Story!
...from Charles Skouras

ROMULUS presents
JOSE FERRER in John Huston's
MOULIN ROUGE

ROMULUS presents JOSE FERRER in John Huston's "MOULIN ROUGE" - Color by Technicolor - with ZSA ZSA GABOR
SUZANNE FLON - And Introducing - [COLETTE MARCHAND] - A ROMULUS Production - Directed by JOHN HUSTON
Screenplay by Anthony Veiller and John Huston - From the Novel "MOULIN ROUGE" by PIERRE LA MURE
(Brotherhood week's Silver Anniversary Feb. 15-22)
Urges NCA to Keep Tight TV Controls

But Committee Proposes Two Games Per TV Area

WASHINGTON, Jan. 8—A recommendation for the maintenance of tight controls on college football home telecasts, considered a measure of competition with motion picture theatres in many sections of the country, was made here today by the National Collegiate Athletic Association’s television committee.

The committee added, however, that some consideration be given to a plan to permit two games to be shown at a time in any one area, compared to the present one-game limit.

For the past two years, football TV has been limited to one game a week, distributed on a nationwide basis.

“Supervision of college football telecasts was an emergency measure brought on by the strike that created the one-game format,” the committee said.

In addition to the recommendation, the committee recommended that a conference on television broadcasting be held.

$2,800 Weekly to Jack Cohn of Col.

A new four-year contract for Jack Cohn, executive vice-president of Columbia Pictures, calling for a weekly salary of $2,500 and a $300 weekly expense allowance, was disclosed yesterday in a proxy statement to stockholders.

The new contract, which supersedes the one which expired on Dec. 31 and which called for salary and expense payments equal to the new agreement, was recommended yesterday by the proxy committee.

Week-Long Sales Meeting Called by Para.’s Schwabberg

A. W. Schwabberg, president of Paramount Film Distributing Corp., called a sales meeting for the week of Jan. 26 at the Hotel Plaza, New York.

The meeting, at which Schwabberg will preside, will discuss new product as well as ideas and suggestions gathered by Schwabberg, E. K. (Ted) J. Conn, vice-president, and Jerry Pickman, vice-president in charge of advertising.

(Continued on page 2)

David Rose to Make Three Films in ’53

David E. Rose plans a program of three pictures, all of which will be made abroad, in 1953, the producer said here yesterday upon his arrival from the Coast. He will leave tomorrow for England and will return to New York in about three weeks.

Negotiations for Rose’s acquisition of the rights to “Lawrence of Arabia” are nearing completion, he said. Only one more signature is needed to close the deal and it is in that connection.

(Continued on page 3)

Aaron to Preside at Milwaukee Meeting

Edwin W. Aaron, Western sales manager for 20th Century-Fox, will leave New York over the weekend for Milwaukee where he will hold meetings on Monday with Midwest division personnel, headed by M. A. Levit.

Attention the discussions, to set plans for first quarter releases, will be branch managers R. L. Conn, Des Moines; J. R. Neger, Kansas City; J. H. Lorenz, Milwaukee; S. Maliszew, Minneapolis; J. E. Scott, Omaha, and Gordon F. Halloran, St. Louis.

Walkers, In Absence Of President, at N. Y. Helm of RKO

J. Miller Walker, since his re-election as vice-president, general counsel, secretary and a director of RKO Pictures, is the ranking company executive in the East while the post of president remains unfilled.

Following his appointment to the board and the posts designated him last month, Walker has been operating the company in the East. His calendar, it is learned, is crowded with conferences on such company problems as sales campaigns, release planning, and film exchanges.

Walker, however, has also conferred with N. E. Depinet, former president and currently company consultant.

Walker declined comment on whether he further assumed the five-man board works, or where, whether in New York or (Continued on page 2)

Set Chi. TV Show To Build Attendance

CHICAGO, Jan. 8—A new television program designed to build motion picture theatre attendance here will make its debut on WBBK, the Balaban and Katz television station, on Monday.

The program, called “Family Movie Quiz,” will feature an audience participation idea, with film fans who have registered at their favorite theatres eligible to be called on the television set to be asked what is playing at a specific theatre that night—idea being to encourage reading of the motion picture pages of the newspapers.

The prize each evening on the telephone quiz will be a night out, (Continued on page 2)

UA Italian Partners Study Story Market

United Artists’ joint Italian production deal with Angelo Rizzoli and Robert Haggag, which was announced last Dec. 3, will not get under way for several months, although UA’s partners in the setup are now coming the story market for suitable material, Arthur Krim, UA president, said here yesterday.

Krim concluded the deal in Naples late last year. The contemplated pictures will be made on location throughout Italy, Krim said.

UA’s new Italian distribution company, resulting from the merger of Dillard, a distributing organization, and

(Continued on page 2)

$32,000 Already in For Polio Benefit

The special New York premiere of Warners Brothers’ “The Jazz Singer” at the Paramount Theatre, Tuesday evening, is on the way to the sellout mark with all proceeds going to the National Foundation for Infantile Paralysis, Warners reported here yesterday. More than $32,000 is already in, with a minimum goal set of $50,000. The group of newspaper, radio and business personalities who are pooling efforts to promote the affair.

(Continued on page 2)
Meeting Today on Arbitration

(Continued from page 1)

that Johnstone is keenly interested in having Arbitration established.

The Allied directors will open their winter meeting on Sunday at the Jung Hotel in conjunction with Gulf & Western's annual banquet. As of late yesterday, the subject of arbitration was said to have been discussed from the standpoint of the responsibility of bringing the matter before the board resting with Sidney Hurok. However, in view of today's meeting it appears that the issue may hold an important spot in the overall proceedings. Allied's strategy on the question is expected to be discussed at the sessions.

To Deliver Report

Abram F. Myers, Allied general counsel and board chairman, is scheduled to deliver his annual report to the directors on Sunday. This report, it is expected, will review the last year's activities and the results of Myers' request at the Chicago convention, for information from the various units of the alleged irregularities in the distributors' adherence to the provisions of the convention.

Lippert Takes 'Texan'

To Chicago Meeting

Hollywood, Jan. 8.—Lippert franchise holders in their first annual meeting Saturday and Sunday at the Blackstone Hotel, Chicago, will screen "The Tall Texan," a forthcoming release, which Lippert is taking to hold off from the Coast studio.

It is understood the first step toward joint-financing by Lippert and the franchiseholders of feature product by independent producers will be taken by chairman General sales manager Arthur Greenblatt will preside.

Skouras Presents a Plaque to Hurko

Sid Hurko, the concerned manager who has been made the subject of a new 20th Century-Fox musical, "Tonight We Sing," opening next month, is scheduled to arrive here on Saturday night at a dinner-concert sponsored by the American Fund for Israel Institutions, at the Waldorf-Astoria Hotel here.

Ceremonies, which included a showing of the film, "Treasure of the Sierra Madre," starred by Spyras P. Skouras, 20th-Fox president and honorary chairman of the event, present to Hurko a silver Bible and a plaque mounted with the shields of the 12 tribes of Israel.

Hold Osa Johnson Rites Here Today

Services will be held here today at the Columbia Circle Chapel for Osa Johnson, the big-game hunter Martin Johnson, with whom, primarily on African trips, she did filming for Hollywood studios. Mrs. Johnson, who is survived by her mother and an uncle, died here Tuesday.

The event on motion picture expeditions not only to Africa but to Australia, Borneo and the South Seas was set in the late March 1939, was one of the films made from footage from her journeys.

NEW YORK THEATRES

MOTION PICTURE DAILY

Friday, January 9, 1953

RICHARD CONDON, R.K.O. Radio advertising-publicity director, will leave here on Monday for the Condon Family Summer Resort on Shelter Island, N.Y.

Ed Rosenberg, master of Screenpicture Pictures, announces the birth of his second child, a girl named Laurie Ann, to his wife in Jewish Memorial Hospital yesterday. Jack Brusso, screencredit producer.

Joseph Walsh, Paramount's branch operations manager, will return to New York from his Midwest film network subsidiary sales manager, will leave here for the weekend.

12 Tents Respond to 'Goodwill' Train Idea

Bosron, Jan. 8.—Twelve of the 36 Variety Tents in the United States have been allotted to each of the 12 tent city children of the Variety Clubs International's projected plan to send "a goodwill" message to Mexico City, according to William S. Koster, chairman of the activity. All of the 12 Variety Tents from this area will respond to the children of the new crews to discuss the plan.

International chief Barker Jack Beresin will meet Koster in New York soon to discuss further details.

More Variety Plans On 'Goodwill' Train

Boston, Jan. 8.—Variety Clubs International's tentative plans for the projected 'goodwill' train containing messages from the children of Mexico City, which the 1953 convention will be held, were discussed here by the New England Tent by the general chairman of the plan, William S. Koster.

The train, starting in New England, will visit all cities in the U.S. where there are Tents to pick up the powdered milk obtained by the local Tent, as well as "goodwill" messages to Mexican government officials. The train, which will get under way one month prior to the convention, will be decorated for showmanship values. All of the foregoing depends on whether there are enough Tents participating in the program, said Koster.

Hoch Joins Cinerama

Hollywood, Jan. 8.—Winston Hoch, Academy Award-winning cinematographer, has been signed by Cinerama to a three-year contract as producer, director and consultant, it was announced here by Louis B. Mayer, chairman of the board, and Merian C. Cooper, who is general manager in charge of production.
urges NCAA

(Continued from page 1)

casts must be maintained," the NCAA TV committee said in a report to the full convention. But it said that some attention should be paid to televising regional games.

Chairman Robert A. Hall of Yale University said it might be possible next fall to have each area show the national game and one other local football game. All details must be worked out later, he said.

The NHL, however, will take up the report tomorrow, and is expected to go along with its committee. Notre Dame and Pennsylvania have been fighting to get permission each college to make its own decision on televising its games.

"Televising continues to be a serious threat to the welfare of college football," the NCAA TV committee said. It added that its program was "in the middle course of moderation and reasonableness."

Rose to Make Three

(Continued from page 1)

that he is going to England. He also will see the color print of "Sea Devils," which he produced in England, with Ian Hunter directing. RKO Radio will release that production.

In addition to "Lawrence of Arabia," Rose will produce two pictures with African locales. The first, an untitled original, will go before the cameras in British furrows. The second will be "African Rifles," for which he is seeking Gregory Peck to star. Rose said he has already arranged with Errol and Walter to direct at least one of his trio of pictures for this year.

No distribution deal has been set for the year's program, but he said he would discuss releasing deals when he returns from England.

**FLY TO**

**LOS ANGELES**

on United's Luxurious

"OVERNIGHT

HOLLYWOOD"

Only 11 1/2 hrs. one-stop!

The line service of United's "Hollywood" flights is available on "Overnight Hollywood" to Los Angeles. You leave New York after midnight, stop only at Denver, enjoy a delicious breakfast aloft, and arrive in Los Angeles at 8:20 a.m., giving you a full day for business.

United AIR LINES

COMPARE THE FARE AND

"YOU'LL GO BY AIR"

**SPEED**

**QUALITY**

**SHOWMANSHIP**

**CAN'T BE BEAT**

AMERICAN AIRLINES

NEW YORK 26, N.Y.

1202 S. WABASH

CHICAGO 6, ILL.

Jack Cohn Contract

(Continued from page 1)

is subject to ratification by stockholders who will meet in New York on Feb. 9.

Salaries increases for stockholders' action include the election of nine directors, the approval of the contract of A. Montague, vice-president in charge of domestic sales, the issuance to Montague of an option initially for 10,000 shares of common stock and the issuance to Gerald Rackett, in charge of company's laboratory on the Coast, of an option for 1,000 shares of common stock.

Salaries Listed

The salaries of top officers, as listed in the proxy, for the fiscal year ended June 30, 1952, were as follows: Harry Cohn, president, $197,600; Jack Cohn, $145,600; A. Schneider, vice-president and treasurer, $130,000; N. B. Spin- gold, vice-president and chairman of the board, $94,600; Montague, $130,000; Donald S. Strelam, director and financial advisor, $60,000; Joseph Schwalberg, Jr., director and financial advisor, $60,000.

Directors and officers as a group earned $1,142,200 in fiscal 1951. It was noted that Harry and Jack Cohn received $16,000 each for expense allowances and Spin- gold, $8,000, figures which are included in the salary tabulation.

The reelection of the following nominees for the board was called for in the proxy and, as noted, Harry and Jack Cohn, to Schneider, Blanche, Spin- gold, Montague, Strelam, Alfred Hart and Arthur G. St. Clair.

Of the 670,669 shares outstanding as of Nov. 5, 1952, the proxy noted, Harry Cohn has the right to vote 492,781 shares, or 73.7 per cent.

Under Montague's new employment contract, which runs for five years and is dated Oct. 30, 1952, the charge of advertising-publicity, on their recent series of nationwide tours. The sessions will be attended by di- rectors, their associates, department managers, and home office executives.

On hand, in addition to key field executives and Schwalberg, O'Shea and Pickman, will be Oscar Morgan, short story and serialization sales manager; Monroe Goodman, executive assistant to Schwalberg; Joseph Walsh, head of branch operations; Martin Friedman, head of the playdate department; Ar- thur Dunne, head of the contract department; Harold Becositi, head of the bidding department; Fred B. statistical department head, and Robert J. Rubin, assistant to Barney Bala- ram, Paramount president (as well as Schwalberg).

Division managers who will attend are: J. Donahue, Central; Howard Minsky, Mid-Eastern; Al Kame, South Central; Hugh Owen, East- south, and George A. Smith, West- Central.

Division managers' assistants who will be at the meeting are: H. D. Layton; Robert Wehr, Mid- Eastern; Lloyd Heinrich, South Central; E. A. Fitter, Eastern-Southern, and Lester Coleman, Western; Henry Rauel, New York Metropolitan dis- trict manager, also will be present.

receive $130,000 yearly, the same amount in his expired contract.

The Feb. 9 meeting is in lieu of the Oct. 8, 1952 annual stockholders meet- ing.

Columbia Dividend

Columbia Pictures Corp. yesterday reported that its board had declared a quarterly dividend of $1.00 per share on the $4.25 cumulative preferred stock, payable on Feb. 16 to stockholders of record on Feb. 2.
“Smash Hit! This picture has four of the legs in life. It has warmth. It has laughter! Plus Danny Thomas. And what a personality is! He is an actor, bless him. Peggy Lee is a distinctive doll—her personality grows on you! ‘The Jazz Singer’ is a fine picture to start off a Joyous New Year!”

RUTH WATERBURY in the Los Angeles Examiner.

After the tremendous World Premiere at Fox Beverly, L. A. — all-time record at Paramount and Beach, Miami!!! Next the most spectacular opening in Broadway history — Paramount, N. Y., Tuesday!
The greatest things there are, it has song. And it has plus this fantastic and a great one. personality the way
JUST one month ago, a new distribution company, INTERNATIONAL-United Film Corporation, was formed. Today INTERNATIONAL is ready with a full year's supply of completed pictures—of the size, scope and magnitude most needed by exhibitors during 1953.

INTERNATIONAL’S releases are BIG in action! They are BIG in glamour! They are BIG in romance! They are BIG in adventure! They are BIG in entertainment! And each has been made with the BIGGEST of production values!

If there ever was a time for something BIG in the exhibition of motion pictures, this is the time!

If there ever was a program of BIG pictures that fill the bill, INTERNATIONAL has them for YOU!

****THE MISTRESS OF TREVES
****"KILL HIM FOR ME!"
****BLACK EAGLE
****SWORDS OF THE MUSKETEERS
****CITY OF VIOLENCE
****THE PIRATE PRINCE
****The Strange Case of MAN AND BEAST
****THE WICKED LADY ANNE
****SON OF THE HUNCHBACK
****PRISONER OF VENICE
****HIGH TENSION
****THE MAN IN THE RED MASK

****Starting with THE MISTRESS OF TREVES which will be nationally released on February 15th, this entire INTERNATIONAL program will be released during 1953 at the rate of one production every three and a half weeks.

****The following pictures are NOW available for screening in New York: THE MISTRESS OF TREVES, "KILL HIM FOR ME!", BLACK EAGLE, SWORDS OF THE MUSKETEERS, CITY OF VIOLENCE.

International
UNITED FILM CORPORATION
ONE EAST 57TH STREET • NEW YORK 22, N. Y.
Plaza 5-4190

DAVID COPLAN, President
Executive Vice-President, WALTER GOULD
Would Take Allied's Trade Grievances to Congress

Services Tomorrow
In Washington For
Joyce O'Hara, 59

WASHINGTON, Jan. 11.—A Requiem Mass will be sung here at 8:30 A.M. Tuesday for Joyce O'Hara, 59, executive vice-president of the Motion Picture Association of America, who died suddenly in the Hotel Waldorf Astoria in New York Friday morning. The rites will be held at St. Ann's Catholic Church, with burial in Arlington National Cemetery. O'Hara had arrived in New York from Washington.

Truman Sees $310,000,000
From Ticket Tax in 1953

WASHING­TON, Jan. 11.—The budget submitted by President Truman to Congress at the weekend estimates that the 20 per cent tax on tickets to motion picture theatres, sports events and other general-admission entertainment will bring in $310,000,000 in the 1953-54 fiscal year, compared to an estimated $290,000,000 in the current fiscal year. The current fiscal year and $330,782,072 in the 12 months ending last June 30.

In contrast, the budget estimated that receipts from the Federal excise tax on radio and television sets, phonographs and records would total $134,536,706 in the 1951-52 fiscal year, to an estimated $102,000,000 in the current 12 months and to an estimated $173,000,000 in the year starting July 1, 1953.

While the prediction of a drop in admission tax receipts might prove useful in the industry's campaign for tax relief, in that it indicates a marked decline in attendance, the general tone of the budget message was certainly against tax relief. The President painted a picture of large deficits for several years unless tax revenues were raised substantially. He urged Congress to keep the nation as closely as possible to a pay-as-you-go basis, and while he made no specific recom-

Bergman Will Study
Speakers Unit Idea

Maurice Bergman of Universal Pictures has been appointed by the three co-chairmen of the Council of Motion Picture Organizations to serve as chairman of a committee to study the feasibility of organizing an industry speakers bureau.

Announce ment of the appointment was made at the weekend by Robert W. Coyne, COM-PO special counsel, who said the organization's executive triumvirate, True-

Snaper and Hetzel
In Arbitration Talk

Wilbur Snaper, president of national Allied, is expected to make a report to the board of directors in New Orleans on his meeting Friday with Ralph Hetzel, in charge of the New York office of the Motion Picture Association of America, in regard to the arbitration status. Snaper had been scheduled to meet with both Hetzel and the late Joyce O'Hara, MPAA vice-president, on the disputed points in the existing arbitration plan drafts.

Because of the vital importance of the arbitration issue in view of the
**Personal Mention**

BARNEY BALABAN, Paramount president; A. W. SCHWALBERG, president of Paramount Pictures Corporation; and E. K. (Ted) O'SHEA, vice-president, will return here today from Hollywood. George WELTHEL, president of Paramount International, returned to New York at the weekend.

ROBERT TAYLOR last night received a citation of honor from Major General GEORGE KONYA, St. Louis mayor, for his starring role in the Sullivan-Stoll Studio's "Tobacco Road." The award, given on behalf of the Air Force Association, honors M-G-M for the production of "Above and Beyond."

LACY KASTNER and ROGER SAMOU, Columbia executives in Paris: LEROY BEAVER, in Sydney, and JOSEPH E. MCCONVILLE, in Mexico City, are on round-the-clock duty for the company's meeting in Chicago Friday.

LEON J. Bamberger, RKO Radio sales promotion manager, will depart for New Orleans from here today to address an Internal Revenue Bureau seminar to be held tomorrow and Wednesday.

MURRAY SILVERSTONE, president of 20th Century-Fox International, has left here for England and will be gone three weeks.

TED LOOFS, Aspen Pictures' advertising-public relations man, returned to Hollywood over the weekend from New York.

SAMUEL GOLDBYN will be the guest on CBS Radio's "Edgar Bergen-Charlie McCarthy Show" Sunday.

LION BRANDT, RKO Radio exploitation manager, returned to New York over the weekend from Chicago.

**Ease Trusteeship of UPT Provisions**

WASHINGTON, Jan. 11.—The Justice Department has agreed to amend the Paramount Pictures consent decree to make it easier for owners of trusted Paramount Theatre stock to get their stock out of trust.

At present, an owner of trusted UPT stock can get his stock out if he submits an affidavit that he owns no Paramount Pictures stock or that he owns less than 500 shares of UPT stock, regardless of his holdings of pictures stock.

The proposed amendment would raise this 500 limit to 2,000. It would also permit anyone with more than 2,000 shares of UPT stock to come to the Justice Department, on an individual basis, and make a showing that he did not own any Paramount Pictures stock, and if he does, he would be allowed to take his UPT stock out of trust.

**Sharp Drop in US Ticket Tax Income**

Washignton, Jan. 11.—General admission ticket collections dropped in November, reflecting October box-office business, according to the Internal Revenue Bureau reports.

It said collections fell to $22,912,558, down about $3,241,629 since June and sharply below the $31,294,629 collected in October. The November collections compared with the $31,084,965 collected in Nov. 1951.

**Tradewise . . .**

*(Continued from page 1)*

increased theater attendance be explored, seriously and to a definite conclusion. A recent test of the method of incentive selling in Texas was heralded as a success for both the participating distributors and the exhibitors. Perhaps the same method would work in New York, but variations of it designed to meet differing conditions elsewhere might readily be devised.

Surely, if incentive selling is all that is required to get more patrons into the theaters, then the attempt to devise an incentive selling method that would be well worth the effort.

The industry began paying a deserved tribute to the Grand Old Man of Films, Adolph Zukor, in Hollywood last week. The celebrations are scheduled to continue throughout the next several months, with Zukor himself, W. W. Granger, and other members of the industry behind him, Adolph Zukor stands as one of the greatest living motion picture pioneers. His career spans every great phase of the development of this great industry, and much in its development is traceable directly to his unique vision, capabilities and belief in the power of the industry's greatest medium of mass entertainment. Zukor is as confident today as every in the vitality of the industry and its future. He may be spared to see his present visions of industry prosperity realized, as he did his early ones.

**Notables to Attend Jazz Premiere**

Mrs. Eleanor Roosevelt, Mrs. Walter Chrysler, Jr., and Basil O'Connor have joined the list of celebs expected at the opening of the new O'Hara's night's premiere of "The Jazz Singer" at the Paramount Theatre here. Total proceeds from the premiere will go to the National Foundation for Infantile-Paralysis.

**$310,000,000**

*(Continued from page 1)*

and the number of new or expanded theaters, the budget was estimated at $114,315,880 for 'Voice.' The President asked for $114,150,800 for the Voice of America program in the 12 months starting July 1, which would come to an average of approximately $96,184,463 in the 1951-52 year and $95,060,722 in the current year. The film branch would get $16,319,000 of this total. This year it is operating code $7,205,800. Last year it had $10,520,264.

A 25 per cent increase in the FCC budget was asked, from $6,408,466 in the current 12 months to $8,800,000 in the next fiscal year. President SNAPER-HETZEL said this increase was needed mostly to process applications for new television stations.

The budget said more money was being asked for the FCC largely to permit the agency to devote more of its time to reviewing requests for proposed corporate mergers. The President asked $5,500,000 for this agency, which had $4,178,800 it has this year.

**Gehring Week Fete Here Thursday Night**

The 20th-Century-Fox sales organization yesterday launched its activities in observance of "Bill Gehring Week," which will continue through Jan. 17 as a tribute to the 35th anniversary of the company's executive assistant general sales manager.

The observance week here will be climaxed by a testimonial dinner to Gehring sponsored by Al Lichtman, head of distribution, which will be given Thursday night at Toots Shor's restaurant.

HARRY WWUGHTLER, Paramount public relations man at the dinner, and Monogram Patrick J. Masterson, executive sec- retary of the Actors' Guild of Deceny, will give the invocation.

**Quiet Man' 1st in Federation Poll**


**Bergman (Continued from page 1)**

man T. Reimbusch, Sam Finanski and Al Lichtman, with the General Postoffice's formation placed before business and civic groups as part of the industry's fight against oppressive taxation.

Bergman, who is in charge of public relations for Universal, made a two-week tour to last spring to win over the public. He used COPO's sponsoring. The tour proved so effective, Coyne said, that the POP officers decided to ask Bergman to see what could be done to establish a bureau that would utilize the industry's speaking talent on an national scale.

Bergman declared that all that is needed to make such a project a valuable asset to the industry is cooperation from those possessing talent for public speaking. If his committee's study indicates that such cooperation will be forthcoming, he said, steps will be taken immediately.
This one will have you standing on your head too!
FOR THE BIG HOLIDAYS IN FEBRUARY!

Marilyn Monroe and "Niagara" a raging torrent of emotion that even nature can't control!

20TH CENTURY-FOX presents

"Niagara"

starring

Marilyn Monroe, Joseph Cotten, Jean Peters

with Casey Adams, Denis O’Dea, Richard Allan, Don Wilson, Lurene Tuttle, Russell Collins, Will Wright

Produced by Dore Schary
Directed by Henry Hathaway
Written by Charles Brackett, Walter Reisch, and Richard Breen

HEY! TAXI
THE 'MIRACLE' PICTURE OF THE YEAR!

THERE'S NO BUSINESS LIKE 20TH CENTURY-FOX BUSINESS!
**Allied’s Trade Grievances**

(Continued from page 1)

agenda, though, has to be election of officers, and it is said that Snaper is considered a sure bet for another term as Allied president. So far no one has proposed any dissension, however, and there was no meeting. Myer said. He added, however, that this could be brought up if and when the subject came up for discussion. Key points in the Myers report were these:

- Theres good reason to expect repeal of the 20 percent admission tax at the current session of Congress.
- The exhibitor industry must abandon the idea that there’s nothing wrong with the business that good pictures won’t solve.
- There is no indication that distribution leaders are willing to arbitrate film rentals, and Allied continues to insist that the inclusion of this matter in any arbitration plan.
- Incentive selling might be based on plan to determine a “let live” film rental for normal grosses and would have an exhibitor’s share as the gross increases.
- The board should reaffirm the convention resolution to petition the new Attorney General to drop the 16 mm. case.
- Exhibitors will probably decide the future of M.P.A.A.’s continuing business relations with companies like Republic which sell large amounts of their pictures to 16 mm.
- Unless the distributors remove promptly, there will be no future for the Council of Motion Picture Organizations.
- Myers said the industry must devote the coming year to ascertaining the causes of box-office decline and staging an intensive campaign to put that information to use to overcome the decline. He declared that theatres must make the most of the improvement in the industry, and all the industry should join to strengthen business at the theatre level.

**Disproven Two Explanations**

The past year, he stated, has disproven two explanations of the box-office drop—that people don’t have the money and that good pictures will bring them in. The people had money to spend on what they wanted, he declared, and business in the fall was bad, despite good pictures.

**Must Decentralize Advertising**

The industry must decentralize its advertising and cooperate in creating new and designed institutional advertising, the report stated. The American people—and especially young people—are convinced that it’s smart to go to the movies, rather than to say “I never go to the movies any more” or “there aren’t any good movies,” the board was told.

But above everything, Myers said, there must be a big shake-up in distribution with radical reforms in pricing policies and practices.” He repeated the demand to make many times before against the present system where the distributor percentage increases as the gross rises, thereby destroying all incentive on the part of the exhibitor to exploit the picture. “We can’t promote attendance,” Distribution has always regarded the theatre owner as a mere agent, wholly dependent on the distributor and entitled to only the narrowest possible margin, Myers claimed. He said that such archaic attitudes and oppressive methods must be indicated as a chief cause of the weakness of the industry.

In order for the industry to recover, the board was told, distributors must give exhibitors an incentive, Myers then suggested his formula based on normal grosses for a test period for different classes of pictures or different types of operation, with the distributors’ share falling as the gross rose beyond the normal.

**Equitable Formula**

“Nothing could give the business a bigger lift than the development of an equitable formula for pricing films,” Myers stated.

**Myer’s Selections**

Myers said that when the Justice Department is reorganized under a new Attorney General, “it may be that the cases against the film companies will be reviewed and action taken in the interest of making them effective.” But just to play safe, he added, it might be a good idea for the board, to specifically authorize Allied exhibitors to take their complaints to the House or Senate Small Business Committee.

(Continued on page 6)

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**Additional News Items**

**O’Hara Services**

(Continued from page 1)

The O’Hara Service was continued on Saturday at 1:00 A.M. and continued on 11:00 P.M. and continued on March 5th.

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**Another Goldwyn Award**

Hollywood, Jan. 17. — The Southern California Motion Picture Drama Society has presented Samuel Goldwyn with its “Gold Star Award,” top honor conferred by the group for his production of “Hanna Christian Anderson.”

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**Earl Wilson’s “Bests of 1952”**

... The best exploited film, ‘The Thief’ (thanks to publicist Bernar Kamber)...
Television -- Radio
with Pinky Herman

WHEN columnist Harriet Van Horne missed a recent appearance as a regular panelist on the WAVDBeave TV production, "What's the Story?" her substitute on the program is "Toca & Country." Mr. Sell not sent the entire check he received to CARE but also included a note which read, "Donated by Harriet Van Horne. (A LOWE bow to Mr. SELL for so generous and gracious an act without knowing how.) Comedian Vera Vague has en route East to confer with producer Walt Framer on the TV \"ABC\" of a Lifetime series which she'll fencce starting Thursday (8:00 to 8:30 P.M.). \ldots Technicians and behind the scenes personnel are cordially invited by chairman Yorke, president and secretary-treasurer of the Society for M.P. & TV Engineers (Atlantic Coast Section) to attend the Org's meeting tonight at 8 at the 20th-Century-Fox home office theatre to listen to a lecture by Karl Freund, A.S.C., and preview of Photo Research Corp., of Hollywood. \ldots Gil Stratton, Jr., featured in "My Little Margie," has been a Big League baseball umpire for the past six years.

With a record of more than 150 motion picture and Broadway stage plays to his credit, Roscoe Karns jumped into TV with both feet back in 1949, assuming the lead role in the WAVDBeave series, "Ricky King, Detective." R.K.'s soon to earth sleuthing has resulted in the program being carried by 35 stations with an increase from a mediocre to a healthy Nielsen of 27.5.

"Force of the Future" resulted.

"Lanny Ross Sings" musicals.

Because of the great star she turned in as fencce at the premier of 20th Century-Fox's "Stars & Stripes Forever," a Welby Stark-ill to announce "R.A. TV Archeology tomorrow night at 8:30 when Warner Bros. "The Jazz Singer" opens at the Paramount. Dennis James will also be on hand for the festivities.

Alley

(Continued from page 5)

"In order to succeed in our campaign for reforms which will pave the way for an all-industry recovery pro-
gram, we must convince all concerned that our campaign is going to be regarded as serious until our ends are achieved," the report said, expressed the hope the film company heads would see the wisdom of yielding some of their power, but added that "we cannot de-
pend on this and we must be prepared to fight it out along the lines laid down in Chicago."

Turning to other subjects, Myers revealed that the Republic had almost sold 104 of its old pictures to televi-
sion. He said this would not in it-
sell put any theatres out of business, but "it won't make the exhibitors" lot any easier, and if a few more com-
television provides that company's bad example, it might spell the end. He cautioned exhibitors of the ille-
gality of any concerted boycott of Re-

commendations by strict controls on our product being released during the company's current "Charles J. Feldman Silver Anniversary Drive." From Chicago, Simonelli will go to St. Louis, Memphis and New Orleans to participate in the premieres of "The Mississippi Gambler.

NCAA Okays Strict Controls on Video

WASHINGTON, Jan. 11—By an \textdollar 1,450,000 vote, the \textdollar 1,450,000 vote, the National Collegiate Athletic Association convention on Friday approved its TV committee's recommendation that strict controls be kept on next fall's college football games.

Condon on Coast for Publicity, Ad Meets

Hollywood, Jan. 11—Richard Con-
don, director of advertising-publicity for RKO Radio, has arrived here from New York to survey studio public-
ity for the \textdollar 1,450,000 story. The new king of publicity, Jerry Lieber, studio publicity director.

Delta Sues Majors

For \textdollar 1,450,000

NEW ORLEANS, Jan. 11—Delta Theatres, Inc., operating the Joy first-run theatre here has filed suit for \textdollar 1,450,000 charging monopolistic prac-
tices of Twentieth-Fox, Paramount Film Distributing Corp., Paramount Gulf Theatres, Inc., and a Newsome-Mays-Dougherty Distributing Corp. of Texas, Radio-Keith-Orpheum, RKO Theatres, Warner Brothers, 20th Century-Fox United Artists, Columbia Pictures and

Simonelli West on 'Gambler' Premieres

Charles Simonelli, Universal's Eastern advertising-publicity department manager left New York over the weekend for Chicago for meetings with Ben Katz, Universal's Midwest promotional representative, on plans for the launching of "The Mississippi Gambler" in the Midwest following world premiere and pre-release terri-

While in Chicago, Simonelli will hold interviews with Maurice M. Goldsmith, University district sales manager, on the promotional support being de-

the industry of which it is a part."

Praises Tax Progress

Myers praised the progress of the tax repeal campaign, saying an unex-
ectedly large number of Congressmen and Senators had committed them-

At the beginning of the year, Allied renewed its COMPO mem-

bined general manager for Fabian Theatres, accompanying the annual pass sent to selected area residents, included a plea for contributions to the Will Rogers Memorial Hospital at Saranac Lake. Ulman is exhibitor chairman in this exchange district for the Rog-

public, but added that it is inevitable that many exhibitors, acting individ-

against their sense," he added.

up in the manner of the "Ullman on An Opportunist

Albany, N. Y., Jan. 11.—A week-

Alden renewed its COMPO mem-

bined general manager for Fabian Theatres, accompanying the annual pass sent to selected area residents, included a plea for contributions to the Will Rogers Memorial Hospital at Saranac Lake. Ulman is exhibitor chairman in this exchange district for the Rog-

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the first convention board meeting. Myers recalled, a de-
Throughout the country, there’s no trick to the greatly improved screen light in theatres using “Suprex” carbons. It’s simply that they have switched to NATIONAL CARBON’s NEW 9 mm “SUPREX” positive carbon—either as a replacement for previous 9 mm carbons or as a conversion trim from former 8 mm carbons in the same lamp.

Yes, projectionists know what they want and they’re quick to see that the new 9 mm “Suprex” carbon has it. For example, look at these recent comments following comparative tests in theatres of every size, both indoor and drive-in:

HAVE YOU TRIED THEM?
if not, ask your dealer for the new 9 mm “Suprex” carbon.

⭐ “MORE LIGHT...BETTER PICTURE...”
⭐ “NOTICEABLY MORE STABLE, BETTER COLOR...”
⭐ “EXCELLENT RESULTS...”
⭐ “CONVERTING FROM 8-7 TRIM IN SIX HOUSES...VERY PLEASED...”
⭐ “BETTER SIDE-TO-CENTER DISTRIBUTION...OUR NEXT ORDER IN FOR THE NEW ‘SUPREX’ CARBON...”

BUY WISE—DEMAND TO SEE THE DIFFERENCE!
HANS CHRISTIAN ANDERSEN
COLOR BY TECHNICOLOR

IS SMASHING EVERY RECORD IN EACH OF ITS PRE-RELEASE ENGAGEMENTS

AT THE

CRITERION and PARIS, NEW YORK (by 25%)

COLONY, MIAMI BEACH (by 20%)

ASTOR, BOSTON (by 50%)

BEVERLY WARNER, BEVERLY HILLS (by 50%)
Overlapping of Taxes to Get Ike's Attention

To Name Committee to Work with Treasury

President-elect Eisenhower will shortly appoint a committee of state governors to work with the U. S. Treasury Department to eliminate some overlapping state, local and Federal taxes, it was reported here yesterday.

Periodically, there have been studies by the Treasury and by the Council of State Governors in this field, but nothing has come of them. The Eisenhower committee will represent a new attempt to get something done.

The admission tax has always been one of the first taxes cited as a problem of Federal-state-local overlapping. It has been so lucrative a revenue source, however, that no government (Continued on page 3)

16-Week Sales Drive For RKO Pictures

RKO Radio Pictures will launch a sales drive on March 6 which will continue to June 25. It was announced here yesterday by Charles Boasberg, general sales manager.

Titled "RKO's 25th Anniversary Drive," it will be aimed at booking RKO product, in every theatre in every territory during each of its 16 weeks duration.

Branch and district managers have been advised to plan intensified selling campaigns immediately in preparation for division meetings which will be (Continued on page 3)

'52 Disney Profit Totaled $451,809

Hollywood, Jan. 12.—Walt Disney Productions' consolidated net profit for the year ended Sept. 27, 1952 was $451,809, equal to 69 cents a share on 652,840 common shares outstanding, according to Roy O. Disney, announced here today in his annual report to stockholders.

This compared with a profit of $420,840, equal after preferred dividends to 65 cents a common share in the preceding year. The preferred (Continued on page 3)

Goldman Wins Tax Case Vs. Revenue Dept.

Philadelphia, Jan. 12.—In a decision that is precedent-setting not only for the motion picture industry but all others that have been subjected to anti-trust suits, the U. S. tax court here upheld William Goldman's suit against the Department of Internal Revenue. The circuit court had the right of the government to collect taxes on two-thirds of the taxable damages of $175,000 awarded him in his anti-trust suit against the majors and Warner Theatres.

The decision was handed down by Judge Johnson. The court's decision (Continued on page 5)

Report UA in Deal To Purchase 'Bwana'

Negotiations on a deal whereby United Artists will purchase the Natural Vision production "Bwana Devil" was reported here yesterday to be near consummation. The deal is said to be an outright buy rather than a distribution arrangement and while details had not been completed, it is (Continued on page 3)

20TH SLATES 3RD DIMENSIONAL FILM

Skouras Points to Large Sums of Money Being Spent on Stepped Up Technological Program

By MURRAY HOROWITZ

Twentieth Century-Fox plans to utilize its own process in 1953, in addition to developing "Anamorphisis," the large-screen French process effect, it was learned here yesterday.

Commenting on the stepped up technological program, Skouras 20th-Fox president, stated that the company currently is spending large sums of money to develop new techniques to stimulate the box-office. He said these sums, while large, are being allocated carefully. Skouras added that the attention of top 20th-Fox executives is being more and more devoted to the consideration of new technical development.

"The Robe," slated for production this year, may be the first picture to be made in the "Anamorphisis" process. Tests with the process are now underway in the studio's laboratories on the East Coast, it was learned, and the process will be discussed further when Darryl F. Zanuck, vice-president in charge of the studio, arrives here for conferences with Skouras around Jan. 26.

The process, according to a company spokesman, features a screen two or three times the size of the ordinary screen, requires only one projector, and utilizes regular 35mm. film. The only change necessary, it was (Continued on page 3)

D. of J. Abolishes Small Business Unit

Washington, Jan. 12.—The Justice Department has abolished its anti-trust division's small business unit, the Senate Small Business Committee said.

It described the unit as a "focal point" for complaints from small businessmen, including independent theatre operators, and indicated the Committee viewed the move unfavorably. The unit's personnel all have been transferred to other sections of the anti-trust division, according to the report.

UPT-ABC Merger Hearing in 2 Weeks; Opposition Hinted

Washington, Jan. 12.—Senate Interstate Commerce Chairman Tobey (R., N. H.), has notified the Federal Communications Commission that his committee will hold hearings within the next two weeks on the proposed merger between United Paramount Theatres and American Broadcasting Co.

In another major development on the merger, Attorney General James (Continued on page 5)

Practices, Film Rentals Top Allied Board

Main Issues Confronting Midwinter Meeting

New Orleans, Jan. 12.—The National Allied board, in its midwinter meeting here at the Jax Hotel, concentrated on films rentals and trade practices. Among the points up for discussion were:

The scope of the survey to be made pursuant to the board's declaration of policy and the resolution of John Volakis, Michigan Allied president; the formal authority of convention resolutions; the formal authority to present problems to Senate and House Small Business Committees; interim policies and trade practices and suggestions for amendment or strengthening the programs adopted at the recent Chicago convention; and the danger of extended clearance of top films.

After national Allied president Wil (Continued on page 2)

Say Bell System to Advance Theatre TV

Washington, Jan. 12.—The American Telephone and Telegraph Co. told the Federal Communications Commission today that it will argue at the coming theatre television hearings that the use of Bell system television transmission will permit the development of theatre television networks earlier than otherwise possible.

The hearings will resume on Jan. 26.

A. T. and T., the Motion Picture Association of America, the National Exhibitors Theatre Television Com (Continued on page 4)

Joyce O'Hara Rites InWashingtonToday

Washington, Jan. 12.—The industry will pay its respects to Joyce O'Hara, vice-president of the Motion Pictures Association of America here tomorrow when a requiem mass will be celebrated at St. Ann's Catholic Church. O'Hara died in the Hotel Waldorf-Astoria, New York, last Friday morning of a heart attack.

Representatives of major film companies and the MPAA offices in New York will be present at the services, (Continued on page 3)
Gulf Allied Meet To Hear Cole, Myers

New Orleans, Jan. 12.—A report on the Federal admission by Donald H. Smith and an arbitration report by national Allied general counsel Abram F. Myers will highlight the business sessions at the Allied Theatre Owners of the Gulf States annual meeting here Tuesday and Wednesday, according to president Abe Berenson.

Allied Board (Continued from page 1)

but Snapir, called the meeting to order, and the motion picture and Allied States, gave the welcoming address, calling for greater unity and cooperation among exhibitors to combat the methods used by trade competitors in the movement by the Allied board to create a pro-union, anti-trust orbit trade market, with the objective of forcing union rentals that are being forced upon smaller exhibitors.

E. Myers, chairman and general counsel, read his annual report and Jack Kirsch, Illinois Allied head, read off the 1952 convention.

Television developments since the Chicago meeting will be discussed at tomorrow's session.

3 Premiere Climax ‘Camber’ Campaign

ST. LOUIS, Jan. 12—Universal-International will climax one of its most extensive territorial promotional campaigns tomorrow when "The Selznick Camber" has its world premiere at the Fox Theatre here, to be followed by openings at the Malco Theatre, Memphis, on Wednesday and at the Joy Theatre, New Orleans, on Thursday. The trio of premieres will launch 350 pre-release dates in the Mississippi River Valley.

Pix’s D.C. Plymouth Files Trust Suit

An anti-trust suit seeking $1,248,000 from the Associated Press and Selznick International, according to Max E. Youngstein, vice-president.

$500,000 to Promote UA’s ‘Moulin Rouge’

A starting budget for advertising, publicity and exploitation of $500,000 — the largest budget on any film released through United Artists — has been set for John Huston’s "Moulin Rouge" according to Max E. Youngstein, vice-president.

Personal Mention

JERRY PICKMAN, Paramount advertising-publicity vice-president, will return here today from Hollywood.

DUNLEY ROBERTS, Jr., president of Cinerama Corp., will be one of three executives to be interviewed by newsmen MARSHALL McNIEL today over the WABD-TV show “Meet the Boss.”

WALTER BRANSON, RKO Radio assistant, returned today from New York for a Caribbean business-vacation trip.

‘Jazz’ Opening Here Launches New Season

“The Jazz Singer” premiere tonight at the Paramount Theatre before a host of celebrities will mark the first big film event on Broadway this year. Stars Danny Thomas and Peggy Lee will make a stage appearance for the occasion.

Among the celebrities who purchased tickets are Mrs. Eleanor Roosevelt, Mrs. Walter Chrysler, Jr., Mrs. Albert D. Lasker, Mayor Impellitteri, and Mrs. Robert H. Cooy, personalities from the entertainment world who are scheduled to attend are Robert Taylor, Marlene Dietrich, Harry Hershfield, Robert Q. Lewis, Lily Pons, Andre Kostelanetz, Jackie Gleason, Johnnie Ray, Salvador Dalí, Joey Adams, Mirel Breyt, Jane Pickens, Dennis James, Maggi McNellis, the Gilbert Millers, Dagmar, Ted Lewis, Gypsy Rose Lee, Freddy Ford, Zsa Zsa Gabor, the Meyer Davises, Ted Mack, Sid Caesar, Faye Emerson, Skitch Henderson, Jan Peerce, Joe E. Brown, Rosalind Russell.

Eitel’s Palace in Chicago Is Closing

Chicago, Jan. 12.—Eitel’s Palace Theatre, Loop first run house, will close Wednesday after extended but fruitless efforts to arrive at a scale for projectionists for a proposed run of "This is Chirnera." Decision to close resulted from a combination of inability to settle the wage scale and the fact that the house has no bookings after the present "Stars and Stripes Forever.

Services for Jennings On Coast Tomorrow

Hollywood, Jan. 12.—Services will be held today (Wednesday) at the Church of the Ressentric, Forest Lawn, for H. Gordon Jennings, 56, distinguished cameraman and special effects director, who succumbed to a heart attack yesterday.

Continent Now Tops For MGM, Says Loew

Hollywood, Jan. 12.—For the first time Continental Europe has surpassed the United States as a market for M-G-M films at a period when the worldwide outlook is more promising than ever, it was revealed here by Arthur Loew, president of Loew’s International, at luncheon held at a studio executive and producers.

Movietone Queries N.Y.C. Negative Tax

The question of whether an American film company operating on an international scope is subject to the New York gross receipts tax was the basis of testimony solicited from Movietone News here yesterday by the Bureau of Excise Taxes. The testimony was given on behalf of Movietone by William Owens, attorney, and was in connection with the city’s efforts to levy a sales tax on film negatives. The firm was among the first to be assessed.

NEWS IN BRIEF

CHICAGO, Jan. 12—Robert L. Lip- pert will supply his franchise holders with 22 features for release during the first five months of this year, he told the franchise holders at their first annual meeting today.

Lippert left for New York to spend the week with general sales manager Arthur Greenblatt before returning to Hollywood. Lippert said all product, headed by “The Tall Texan” and “I’ll Get You,” is completed or in the final editing stage.

The Atlantic Coast section of the Society of Motion Picture Engineers will meet at the 20th Century-Fox home office this evening. Karl Freund, photographer director, and photo of President Photo Research Corp., Hollywood, will speak on three subjects: “Shooting the Live Action,” “The Use of the Camera in Photo News,” and “The Spectra Brightness Spot Meter” and “The Spectra Color Temperature Meter.”

Morcy Getz, treasurer of G-B Productions, flew to Paris and Hamburg to confer with his associates, Jules Buc and David Getz, about final shooting preparations for “The Devil.” Play by Joe Eisinger about Count Felix Von Luckner, the German sea pirate of World War I. His stay here was extended due to complications in negotiations with Columbia Pictures. Coast and Europe, according to Getz, Von Luckner and local attorney Lester Gut- tenman are negotiating final distribution details for the producers.

And finally, an inconclusive deal with the Selznick Releasing Organization to distribute a dozen of D. O. Selznick’s films in Western Europe.

NEW ORLEANS, Jan. 12—Industry sentiment in regard to the “Movietime” 22-car train, planned by the Council of Motion Picture Organiza- tion of Texas, is hitting a peak. A group of Allied theatre leaders, held the Allied board of directors meeting here today.

A. M. Montgomery, president of the Will Rogers Memorial Hospital, reported yesterday the receipt of a check for $27,500 representing over 400 individual donations for the “Harold Rosen Research Section” to be estab- lished at the Will Rogers Memorial Hospital at Saranne Lake, N. Y.

Mrs. Dorothy Seidlitz, wife of Maurice Seidlitz, Loew’s Theatres district manager here, died yesterday after a brief illness. In addition to his father, band, Mrs. Seidlitz is survived by her son, Richard, and one sister. The funeral will take place tomorrow morning from the Chapel, Amsterdam Ave. and 70th St.

Film Men to Assist Murphy at Inaugural

Washington, Jan. 12.—George Murphy, director of events committee for the Eisen- hower-Nixon Inaugural Festival, has named a group of Washington film company representatives as a committee to assist him.

On the committee are: Or- vin Crouch, Loew’s; George Dorsey, Warner; Robert Den- ton, Paramount; Tony Muto, 20th Century-Fox; J. B. Bres- cheen, RKO, and J. Raymond Bell, Columbia. Allan Zee of Loew’s and George Crouch and Frank Luther of Warner, will also work on the program.

MOTION PICTURE DAILY

RADIO CITY MUSIC HALL

“MILLION DOLLAR MERMAID”

ESTHER WILLLIAMS & VICTOR MATURE

WALTER PIDGEON & DAVID BRIAN

Color by TECHNICOLOR • An M-G-M Picture

Plus Spectacular Stage Presentation

DAY BOLEK APRIL 9

IN PARIS

Color by TECHNICOLOR

FOR MGM, SAYS LOEW

Theatricals and Theatre Sales, each published twice a month. For the 1970 talent and their achievements, as a member of the Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as a part of March 3, 1899. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, $3.

Tuesday, January 13, 1953

MOTION PICTURE DAILY

Rochester Center

“MILLION DOLLAR MERMAID”

Color by TECHNICOLOR • An M-G-M Picture

MOTION PICTURE DAILY

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“MILLION DOLLAR MERMAID”

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Color by TECHNICOLOR • An M-G-M Picture

Plus Spectacular Stage Presentation

DAY BOLEK APRIL 9

IN PARIS

Color by TECHNICOLOR

FOR MGM, SAYS LOEW
and you'll find more record news in tomorrow's papers because tonight THE JAZZ SINGER will have the most spectacular opening in the history of the N.Y. Paramount!

from WARNER BROS, in color by TECHNICOLOR

STARRING

DANNY THOMAS  PEGGY LEE
**Theatre TV**

(Continued from page 1)

**Review**

**"Taxi"**

(20th Century-Fox)

THE word "sleepier" is a greatly over-worked term in this business, but it seems to be applied safely to "Taxi," if it is, which has been produced on a moderate budget and without headline names. From the standpoint of names, co-star Dan Dailey and director Gregory Ratoff are, perhaps, the only names that the public will recognize. There is a great deal of the American pictures subsequent to her appearance in a number of British productions.

The same is true in that it was shot almost entirely on the streets of New York City and Brooklyn. Interiors are held to a minimum. New Yorkers and those who have visited the city should get a "kick" from the familiar scenes. While there is nothing new here but a daytime tour. The picture runs the gamut from hilarious comedy to deep, emotional drama, with all ingredients expertly blended. It's a picture that people will love to see. It's probably one of the worst of the current releases.

The story spans a single day in the life of a taxi-driver, Dailey, who, incidentally, proves himself to be a top performer as a dramatic actor as well as a good comedian. Desperately in need of enough money to make a payment on his cab, Dailey is out to raise the cash by making added trips round about their destinations. One of his fares is Miss Smith, just arrived from Ireland, who is seeking her husband, an American writer, whom she has not seen for five years. Knowing that her husband is a writer who takes her from Brooklyn to New York by way of New Jersey, although disgusted with his misfortune in having a fare who cannot pay her way, Dailey stands by her in her quest for her no good husband. The picture does not meet and, of course, all this leads to a romance between the taxi-driver and the Irish girl. The supporting cast helps to make the picture an exciting experience. Outstanding is Blanche Yurka, as Dailey's wife.

Produced by Samuel C. Engel, the screenplay is by D. M. Marisman, Jr., and Daniel Fuchs, from a story by Hans Jacoby and Fred Brady. Others in the cast are Neva Patterson, Kyle Macdonell, Walter Woolf King, Anthony Ross, and Mark Roberts.

Running time, 77 minutes. General audience classification. For February release.

**by Vincent Welch and James L. Fly for MPAA**

The listing was in alphabetical order, and not in order of appearance. The Commission was also told that because of business and other commitments, it was not possible for some of the listed persons, occasionally substitution might be necessary, and that additional witness lists would be filed.

Here is the MPAA-NetTCC witness list, along with the subjects to whom they are to be addressed.

Roger Albright, MPAA's educational director, who will outline the industry's activities in the educational field and the potentialities of television in education; Harold Azine, former television theatre expert for the Federal Communications Commission, who will describe the agency's three-intra-city experiments with closed circles; their discussion, by sending pictures to the video terminal; Metropolitan Opera managing director Rudolph Bing, who will describe the theatre telecast of "Carmen" and discuss the transmitting of the video signal on the leased wires; Harry Brant, Independent Theatre Owners Association's representative, who will tell how theatre television will permit the small independent exhibitor to compete with the larger companies.

Also, Gilbert and Sullivan impresario S. M. Chartock, who will claim that theatre TV can be used to stimulate interest in Gilbert and Sullivan and similar works; Robert H. Coene, special counsel of the Council of Motion Picture Organizations, who will discuss COMPO's interest in theatre television; theatre architect Job Ebers, who will tell theatre TV conglomerates in the development of the evolution of the theatre; NetTCC chairman Si Fabian, who will discuss the quality of the image needed to make theatre TV competitive with 35 mm films; Benjamin Fink, education editor of the New York Times, who will tell theatre owners how they can utilize theatre TV; Emanuel Frisch, head of the Metropolitan Museum Picture Theatre Association, discussing public service aspects of the industry.

Also, Richard Hodgson, director of television development for Paramount Pictures, New York, MPAA's technical consultant, outlining technical phases of theatre TV; Lester B. Isaac, Loew's director of projection, analysing television screen sizes; Grif- fith Johnson, MPAA's economics director, who will cover financial and economic aspects of theatre television pictures for the industry; MPAA president Eric A. Johnston, who will show the industry's research into what is possible in informational and entertainment programming for large audiences; Raymond Kline, executive vice-president of 20th Century-Fox, who will cover the facilities available in Hollywood for production and distribution; and Abel Liaszeg, head of the William Morris Agency, on the artistic needs for theatre television; Arthur L. Mayer, former executive vice-president of COMPO, on the motion picture industry's past civic and humanitarian services to government and the public; and John M. Miller, Chicago sports editor of Collier's, who'll argue that television theatre TV may get developed sports available; stage producer Gilbert Miller, who'll claim that theatre television can revive the legitimate theatre; cenus bureau director Roy Peel, who will tell theatre TV's potentialities for staff training and for executive appearances; Terry Russell, success editor of the Motion Picture Herald, who'll trace the historical and sociological development of theatre television and suggest that to other forms of art is so attuned to the needs of its patrons.

Also, Albert H. Forbes, president Wilbur Snapper or former president Truman Rambusch, on the advantages theatre TV affords the small town exhibitor; representative of the American Medical Association, discussing the Association's plans for using theatre TV for training and post-graduate work; MPAA general counsel Sidney Schreiber, tracing the history and composition of MPAA; 20th-Fox president Syros Skouros, who'll cover the history of a typical producing-distributing company and its interest in theatre television; Mitchell Wolfinson, former president of Theatre Owners of America, who'll argue that theatre TV is not a competitor of home TV but rather is designed to do things that movies and Manfred Toopen, MPAA-NetTCC expert.
Disney Profit

(Continued from page 1)

stock was redeemed on Jan. 1, 1951. Gross income for the year amounted to $7,722,819, compared with $6,267,539 the year before. Disney stated that the 1952 figure reflects the results of "Robin Hood" which was released in June, since returns were initially received in the last month of the fiscal year. Gross income from sources of feature picture income were "Alice in Wonderland" and the reissue of "Snow White and the Seven Dwarfs."

45% in Foreign Income

Approximately 45 per cent of the company's motion picture revenue, it was stated, is earned abroad and much of the company's merchandise is also from foreign sources. Currency restrictions were cited in the report, which noted that at the end of the fiscal year, there was approximately $1,100,000 of the company's revenue blocked in 18 foreign countries, compared with $825,000 a year ago.

As to home television, the report stated that "there has been no change in the company's position with respect to the commitments but we are continuing to watch and study closely developments in this field."

In a tabulation comparing the financial operations of the company from 1948 to 1952, net income was cut from $4,939,744 in 1948 to $7,722,819 in 1952, reflecting in the profit of $451,809 for 1952, compared to the loss of $9,488 in 1948.

20th Slates

(Continued from page 1)

explained, is the attachment of a special lens to the regular projector. In addition, the process, which is said to give the illusion of a three-dimensional effect, features stereoscopic sound.

Tests Encouraging

The company spokesman said the initial tests are encouraging. He declined to discuss the final merchandising program which the company has made with the inventors, but stated that 20th-Fox has contracted for the rights to the process.

The title of 20th-Fox's third-dimensional film is set to be "Bert" and "Gert." The company spokesman stated, the company definitely expects to release the film this year. The 20th-Fox third-dimensional process, it was explained, requires the use of special glasses.

'O'Hara Rites

(Continued from page 1)

which will be followed by interment in Arlington National Cemetery. Among the eulogists will be Nicholas Schenck, M-G-M; Spyros Kostaras, 20th Century-Fox; John J. O'Connor, Universal-International; Theodore Black, Republic; J. W. Piper, Paramount, Ned Denham, and others. From the New York MPA headquarters will be Fred Duvall, Ralph Hettel, Jr., Sidney Schrder, Irving S. Manning (Tim) Clagett, Dorothy Lutjens and Harold Burt.

A committee representing the National Press Club Post of the American Legion, of which O'Hara was former commander, has been appointed to attend the services. The group consists of Joseph Davidson, Richard S. Jones, Earl Godwin and H. R. Bankhead.

Father Max Jordan of the St. Thomas Moore Church, New York, a lifelong friend of O'Hara, will celebrate the mass.

Goldman Wins

(Continued from page 1)

was based on Goldman's contentions that the Clayton Act held that punitive damages or fines are not to be regarded as taxable income by the receiver, but must be charged to the defendant in the case. Since the film companies and Warners are now liable for the $200,000 difference in the award, they are liable for the tax and not Goldman, according to the court's finding.

GREAT MOTION PICTURES ARE PRODUCED BY PATIEH

PAUL WHITE, President of PSI-TV, Inc., Producers and Distributors of TV-Films, says:

"It takes a highly skilled laboratory to perform our many varied and exacting technical requirements plus a dependable organization to meet daily program deadlines. We use Patie Labs."

If your films, too, are different and need the most versatile laboratory treatment — plus creative ability, high quality and speed — we invite your inquiry.

PSI-TV's Patie-processed programs include: "Chin-Smith", "Playhouse of Stars" and other outstanding television series in addition to 68 current full-length features.

Both New York and Hollywood Have Complete Patie Laboratory Facilities:

33MM • 16MM • COLOR • BLACK AND WHITE

Patie Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

O'Hara Rites

(Continued from page 1)

RKO Sales Meet

(Continued from page 1)

held in mid-February. Cash prizes will be awarded to members of winning branches.

Among the top product to be included in the drive period are: "Montana Belle;" "Tace to Face;" "Capti- tive Women;" "The Bachelor and the Bobby Soxer;" and "Bachelor Mother;" both re-releases; "Blackbeard the Pirate;" Hans Christian Andersen, "Androcles and the Lion, "Never Wave at a Wax;" "X-Ray Flowers;" "Peter Pan;" "Angel Face;" "Sword of Venus;" "The Hitch-Hiker;" "Night Without Stars;" "Fort Apache;" and "Blink of an Eye, Moon;" both re-releases; "Beautiful But Danger- ous;" "The Sea Around Us;" "Port of No Return;" "Devils;" "American Movie Birthday Party;" "Below the Sahara;" "Break-Up;" and "Split Sec- tion;"

Overlapping of Taxes

(Continued from page 1)

ever has been willing to relinquish it. Meanwhile in Washington, two more Congressmen introduced admission tax repeal bills. Rep. Marchwics (D. Mich.) sponsored one to cut the tax from 20 cents per 10 cents per page, while Rep. Paton (D. Ariz.) proposed elimination of entire tax. Williams Here for 'Pan'

Roy Williams, veteran Walt Disney studio animator, has arrived in New York to conduct interviews of radio, television, newspaper and magazine interviews as part of RKO Radio's promotion campaign for the feature premiere of "Peter Pan."

3MM • 16MM • COLOR • BLACK AND WHITE

Patie Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.
THE Babes MEANT BUSINESS

AND HOW!!!

First 3 engagements... SOCKO!

SHREVEPORT - Strand
PENSACOLA - Saenger
BATON ROUGE - Hart

Watch San Francisco and Denver dates coming up... and it's only the beginning!

PAULETTE GODDARD · GYPSY ROSE LEE in

Babes in Bagdad

starring RICHARD NEY · JOHN BOLES

Screenplay by FELIX FEIST and JOE ANSEN · Directed by EDGAR G. ULMER
Produced by THE DANZIGERS, EDWARD J. DANZIGER and HARRY LEE DANZIGER
**Name Grainger**

President of RKO Pictures

**Republic 'V-P' to Take Over in About 4 Weeks**

By WILLIAM R. WEAVER

Hollywood, Jan. 13.—James R. Grainger will take over the presidency of RKO Pictures in about four weeks, Motion Picture Daily learned today from an unoffi-
cial but unquestionably trustworthy authority. Grai-
enger, executive vice president in charge of sales and distri-
bution for Republic Pictures for the past 15 years, will
spend the next three or four weeks arranging his affa-
irs with that company, to which he was under contract for three months.

(Continued on page 6)

**UA Will Make 6 Films in Mexico**

MEXICO CITY, Jan. 13.—United Artists has arranged with Mexican producers to make a minimum of six pictures in Mexico this year. The pic-
tures will have English as well as Spanish versions. The agreement was made by Edward Nassour, with Pablo Bush and Eddy Fernandez acting for the Mexicans. Under the pact, United Artists will supply financing, world
distribution, and production.

(Continued on page 4)

**Record $50,000 from Para, ‘Jazz’ Benefit**

With tickets scaled up to a $100 “Golden Circle” section, a record $50,000 in grosses was reported by New York’s annual benefit for “take” and engaged the premiere of Warner Brothers’ “The Jazz Singer” last night, according to reports in the National Foundation for Infantile Paralysis.

(Continued on page 5)

**Allied Board Reaffirms Rejection of Arbitration**

**Lesser Firm To Produce ‘3-D’ Pictures**

Hollywood, Jan. 13.—In a three-pronged advance into the three-dimension field, Sol Lesser today announced the formation of Stereocinema Corporation to produce and distribute three-dimension pictures and also to lease equipment to other pro-
ducing companies.

Lesser, already in the three-dimension field as the owner of the American rights to the British-made three-
dimension shorts known here as Tri-
Opticon, said his organization will
furnish 12 three-dimension programs per year (each consisting of a feature and shorts) to approximately 600 theatres throughout the world, under a franchise arrangement. He said that about 400 of these will be in the United States, chosen on the basis of their ability to run each program four weeks or longer. The first such pro-
gram will be released in March.

(Continued on page 6)

**TNT Seeking to Theatre Televison ‘Oscar’ Ceremonies**

New Orleans, Jan. 13.—Allied States’ board of directors at its closing session here today reaffirmed the action of its Chicago convention last November, rejecting the distributors’ draft of a proposed industry arbitration plan and withdrawing Allied officers from further negotiations. The action was taken after a report to the board by Wilbur Snapar, president, on recent conversations with distributor representatives in New York on the proposed arbitration plan, and after consideration of a letter on the subject from Eric Johnson, president of the Motion Picture Association of America.

The Allied board also adopted the Vlachos resolution which was ap-
proved at the Chicago convention, calling upon Allied to make an intensive survey to gather evidence of law violation in connection with film pricing policies and practices for presentation to appropriate government agencies and the courts “to the end that the industry shall be free from such violations.”

(Continued on page 6)

**“Peter Pan”**

[Walt Disney-RKO Pictures]

SHEER Delight are the most descriptive words for Walt Dis-
ney’s new feature length animated picture, “Peter Pan.” Everyone who has had a day dream, every man, woman and child with a spirit of adventure and a delight in fantasy should find this film thor-
oughly enjoyable. The appeal, being that broad, spells smash box-office business.

All the cherished fantasies of a child’s world, pirates, Indians, mer-
maids and a flying pixie are encompassed in this film, which rolls on its merry way for 76½ minutes. The talented voices, the clever anima-
tions, the incisive characterization and the color by Technicolor, all combine to make this one of Disney’s best full-length films. It will be
talked about for some time.

Added to the skilful adaptation of J. M. Barrie’s venerated classic about a boy who just wouldn’t grow up there is a number of catchy songs, including “The Elegant Captain Hook,” “What Makes the Red Men Red,” “Your Mother and Mine,” and “Follow the Leader.”

The story, which is loved by millions of people throughout the world,

(Continued on page 5)
**Extensive Census Check On Film Business by U.S.**

**Washington, Jan. 13.—**The U. S. Census Bureau is well along on a new census of the motion picture industry, one which it hopes will get far more comprehensive information than ever before obtained.

The census, part of a general census of manufacturing and business, will cover all branches of the industry: over the past year or early next year, with the information sought based on 1953 business.

The Bureau has already completed tentative forms and has submitted them to the Film and Television Association of America, the National Association of the Allied Industries, and the American Film Producers Association and other leading industry groups.

There will be two different questionnaires. One will cover production, distribution and service companies. For the first time, the companies will be asked for information on production for television, production abroad and other items. The other questionnaire will be for theatre owners, and it will be developed to fit the data on the number of showings during the year, the number of double feature programs, the age of the audience and other aspects of the theatre programs.

Some basic information from the returns may be made public by late February, and somewhat more may be made public by mid-May, until well into 1955. The last census of production was taken in 1948, based on 1947 business. The current survey of distribution and exhibition was taken in 1949, based on 1948 business. The data on the costs will be taken jointly every five years.

**To Meet Tomorrow On Brotherhood**

Plans for the industry’s participation in the celebration of the 25th anniversary of the National Conference of Christians and Jews will be discussed at the meeting at the Hotel Washington. Attending will be Sol A. Schwartz, national chairman for the amusement industry’s participation in “Brotherhood Week,” Feb. 13-22, and general commit-ttee men and honorary vice-chairmen.


**Bogues Production Acquired by RKO**

RKO Radio has acquired the distribution rights to “Dark of Night,” produced by Bogues. Bogues, former owner of General Service Studios in Hollywood, presented the film which the new company, United Artists, has made 12 pictures for that company.

Mr. and Mrs. Leonard Lyons, Irving Lesser, Hona Massey, and others.

**‘U’ Gives Lipton A New 3-Year Contract**

A new three-year employment contract for David Lipton, national di- rector of advertising and publicity of Universal-International, was disclosed by the company yesterday. The pact runs from Jan. 3, 1953, to Dec. 31, 1955. Lipton’s new contract calls for a salary of $1,000 a week for one year and $1,200 a week for the balance. His previous salary was $900 a week. A clause in the contract requires Universal to continue Lipton’s salary for him should he be unable to work because of illness or otherwise incapacitated. In the event a company may cancel the contract after six months.

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Mr. and Mrs. Leonard Lyons, Irving Lesser, Hona Massey, and others.

**“Mollin” Capital Premiere To Aid Cancer Fund**

“Mollin Rouge,” the John Huston production released through United Artists, will have its New York pre- miere at the Capitol Theatre on the evening of Feb. 10, under the sponsorship of the Damon Runyan Memorial Cancer Research Foundation, which will hold a benefit here yesterday by Dan Parker, presi- dent of the fund, and Max E. Youngstein, UA vice-president.

**Frank Wyckoff, Buffalo**

BUFFALO, Jan. 13.—Frank W. Wyckoff, 55, film exchange operator from the city, was shot down in a luncheon-club yesterday by a man he had known for two months.

Prior to his appointment as assistant president in 1943, Shea had been a member of the Connecticut legislature and was an elections commissioner in the New York City Board of Elections. Among those on hand was MPA president Eric J. Johnston, who flew in from Honolulu.

**Hundreds at O’Hara Services in Capital**

WASHINGTON, Jan. 13.—About 350 industry leaders, Washington newspapers, and other friends and acquaint- ences turned out today at funeral services for Joyce O’Hara, Motion Picture Association of America executive vice-president who died in New York last week.

The audience had a much larger capacity than any FCC hearing room, and the announcement there- fore indicates the Commission expects a large turnout for the hearings.

**Shea, IA Executive, Dies at Saranac Lake**

Thomas J. Shea, 53, assistant presi- dent of the International Alliance of Theatrical Stage Employees, died yester- day at the Will Rogers Memorial Hospital, Saranac Lake, N. Y. He had been ill for several months.

Prior to his appointment as assistant president in 1943, Shea had been a member of the Connecticut legislature and was an elections commissioner in the New York City Board of Elections. Among those on hand was MPA president Eric J. Johnston, who flew in from Honolulu.

**Pre-hearing Confab On TV Set by FCC**

WASHINGTON, Jan. 13.—The Federal Communications Commission has ordered lawyers involved in the television proceedings to a pre-hearing conference Thursday to discuss "protest" of testimony to be used in the hearings.

The Commission also announced that the hearings, which will resume on Jan. 26, will be held in the audi- torium of the Commerce Department Building. The auditorium has a much larger capacity than any FCC hearing room, and the announcement there- fore indicates the Commission expects a large turnout for the hearings.

**Bolstad Says FP-C Is Doing Nicely**

Toronto, Jan. 13.—In an interim review of the past year on the financial position of Famous Players Canadian Corp., R. W. Bolstad, vice- president and treasurer, noted that the business trend which was experienced at the close of 1952. Bolstad pointed out that Famous Players had enjoyed a record year at the box-office. "For the whole year the box-office returns continued at a high level," Bolstad said. Business in the last month was much better than the total regis- tered in December of 1951, he revealed.

**Motion Picture Daily**

**MOTION PICTURE DAILY.** Martin Quigley, Editor-in-Chief and Publisher; Sherwin Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone: Central 7-3000; Cable address: "Quigpubco, New York." Assistant Editor, H. Stewart; Managing Editor, James P. Cunningham; News Editor, Herbert V. Fife; Advertising Manager, Frederick Peters; Circulation Manager, Louis L. Williams; Advertising Sales Manager, John R. Blythe; Secretary; James P. Cunningham, News Editor; Herbert V. Fife, Advertising Manager; Frederick Peters, Circulation Manager; William R. Weaver, Editor; Chicago Bureau, 390 South LaSalle Street, Chicago, Illinois; D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnum, Manager; Peter Burnum, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a serial. Second-class matter, Sept. 21, 1928, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
SEEING IS BELIEVING!

YOU MUST SEE THESE 2 M-G-M TRADE SHOWS!

Humphrey Bogart and June Allyson win new fame in screen history!

JAN. 23rd

"BATTLE CIRCUS"

It's in the cards! Yes, the audience-response cards from advance Previews are sensational. It is not too soon to predict a sock entertainment with "Battleground" thrills and with even more humor and romance than that famed production. Humphrey Bogart and June Allyson are simply terrific. The producer who gave his showmanship talents to the Bigness of "Ivanhoe" has come through with another winner in "BATTLE CIRCUS."

* M-G-M presents Humphrey Bogart • June Allyson in "BATTLE CIRCUS" • with Keenan Wynn • Robert Keith • Screen Play by Richard Brooks • Based on a Story by Allen Rivkin and Laura Kerr • Directed by Richard Brooks • Produced by Pandro S. Berman

Donald O'Connor, Debbie Reynolds, those "Singin' in the Rain" Kids are great!

FEB. 2nd

"I LOVE MELVIN"

(Technicolor)

Everybody loves those big M-G-M Technicolor musicals and it's great news for box-offices that the gayest tune-film of them all comes to greet America at Springtime. Donald O'Connor and Debbie Reynolds fulfill the rich promise of their "Singin' in the Rain" popularity in a wonderful story of how an amateur photographer gets his girl's picture on the cover of Look Magazine. (We've made a big publicity tie-up for you, too.) You'll love "I LOVE MELVIN."

* M-G-M presents "I LOVE MELVIN" starring Donald O'Connor • Debbie Reynolds • with Una Merkel • Richard Anderson • Allyn Joslyn • Color by Technicolor • Screen Play by George Wells • Additional Dialogue by Ruth Brooks Flippen • Story by Laslo Vadnay • Directed by Don Weis • Produced by George Wells
Equipment

In the THEATRE WORLD
... with RAY GALLO

NSTEAD of special motors, theatres using motion pictures can look the two projectors together with a simpler device recently developed by Carl Corbett and Walter Wall of Projection istants, 643 Caldwell Avenue, New York. It is called the "Dacor Synchronizer," after Corbett, and looks like a flexible cable revolving in a housing containing a permanent oil bath, and a set of two small gears at each end, which are attached to the shaft of a projector motor.

A sales office has been opened at 30 Church Street, New York City, by the Kollmorgen Optical Corp. of Northampton, Mass., manufacturers of projectionist supplies, at the same time the company announced the closing of its Brooklyn plant. J. A. Felters, salesman-manager, is in charge of the new office.

Prefabricated refreshment stands, which can be installed in theatres anywhere, are available from the Master-Kraft Fixture Co. of Baltimore. Although designed to be placed against the screen front, they can be adapted to other locations. A typical stand consists of a decorative backdrop, a counter, side cabinets, a candy case, a popcorn machine counter, and space for an ice cream cabinet. The back section includes two "thirddimension" seats, and a panel display in the center. All equipment comes completely wired, requiring only connection to the house current.

A new sanitary garbage disposal and dishwashing unit, especially designed for use at drive-in funfairs, has been announced by the Standard-Hart Manufacturing Co. of Chicago. The unit, known as Model No. 1556, is six feet long and is constructed of stainless steel. It comes complete with an electric automatic dishwasher, tray shelves, a divided corrugated drainboard and cleaning-up section. The garbage disposal includes a sink with Moen faucet, below which a garbage pulverizer is installed with a water supply to turn the unit automatically and washes pulverized food into the sewer.

The appointment of R. H. Crowe of the Frisco Co. of Houston, as a new product sales representative in the Texas territory, has been announced by H. Blake Thomas, vice-president in charge of sales for McQuay, Inc., Minneapolis, manufacturers of heating, air conditioning and commercial refrigeration equipment.

'Bwana' Columbus Date

COLUMBUS, O., Jan. 13.—"Bwana Devil," three-dimensional feature, will be shown at the RKO Palace here starting Feb. 20.

TNT Seeks Major Industry, Welfare Payment

HOLLYWOOD, Jan. 13.—The first payment under the industry's health-welfare system established last November was made here when a check for $900 was presented to Mrs. Robert H. Norris, widow, a member of the IATSE Laboratory Workers Local No. 883, by Dr. John A. Hasbrouck, the theatre industry's dividends, motion picture, television and allied industries, is financed totally by management.

Col. Registers Stock, Dividend, Options

WASHINGTON, Jan. 13.—Columbia Pictures has registered an additional 23,413 shares of common stock on the Securities and Exchange Commission was informed.

Columbia reported that 16,806 of those shares were registered in payment of a 25% per cent stock dividend on the common stock, payable on March 1st to stockholders of record on February 28th.

The remaining 6,538 shares, it was explained, will be issued upon the exercise of outstanding warrants and options.

Name Del Amo Head Of UA Cuban Branch

Jose Del Amo has been named manager of the United Artists branch in Cuba by Arnold M. Picker, foreign distribution vice-president. Del Amo, who joined UA in 1928, has been serving as acting manager since last May, following the retirement of Henry Weiner. Picker also announced the appointment of Ernesto Gullon, formerly branch manager in Cali, Colombia, as assistant manager in the territory, and Adolfo dUiria, Arman- do Bernal is manager.

Rhoden Gets 8,000 Nat'l Theatres Shares

WASHINGTON, Jan. 13.—Elmer C. Rhoden, vice-president of National Theatres and head of Fox Midwest Theatres, increased his direct holdings in NT to 16,900 shares in December when he purchased 8,000 shares of common stock. Rhoden also has indirect holdings in 2,025 shares, according to a report filed with the Securities and Exchange Commission.

Emery Austin Heads MGM Exploitation

Emery Austin, who has been with M-G-M since 1941, for the past 10 years has been assistant to Dan S. Terrell, publicity manager, by Howard Dietz, vice-president and director of advertising publicity. From 1937 through 1941 he was in charge of exploitation. Terrell formerly headed exploitation.

Asch Joins Van Praag

Mark S. Asch has been named a vice-president of Van Praag Productions, according to president William Van Praag, Asch's last post was as a producer for Van Praag Productions, according to president William Van Praag, Asch's last post was as a producer for Van Praag Productions.

No Progress in First Exchange Pact Talks

Discussions by the distributors' exchange negotiations committee with representatives of the Philadelphia locals representing the exchanges front and back office employees resulted in no definite progress in preliminary sessions. The committee went to Philadelphia last Thursday.

Another meeting with the union representatives in the committee will be held later this month.

National Pre-Selling

ELLIOIT ELISOFOX, Life's photog- phographer, traveled to Europe to make all-color pictures of John Ho- ton's "Moulin Rouge," while it was in production. Five pages of these photographs appear in the Jan. 19 issue of Life.

Tie-in ads placed by Revere Cosmetics, Inc., for Paramount's "Road to Bali," started in the Saturday Evening Post, Dan, Geistle's picture window display for the center of the art layout, and a prominent position has been given to the 28th-Fox picture and its stars.

Seven brilliantly-colored pictures of Rita Hayworth doing the dance of the "seven veils," photographed on the set of Columbia's "Salome," appear in the January issue of Life. Also in the issue are a four-color ad for Paramount's "Road to Bali," starring Jean Peters, and "The Dentry Lass." Lanny, a full-color page ad on Universal-International's "Mississippi Gambler.'

The results of the 1952 popularity poll taken by Modern Screen among readers are announced in the Jan. 7 issue. George T. Delcorte, publisher of Modern Screen, presented the "Party of the Year" awards to the publication's "Party of the Year Star" and John Wayne the "Most Popular Male Star." Nine other awards were made for runners-up in both classifications. Annie Francis and Bob Wagner were elected the "most promising stars" of 1952, Lana Turner, Dean Martin, Jerry Lewis, Alan Ladd and Marge and Gower Champion were given special awards.

Louella Parsons interviewed Debbie Reynolds for the Jan. 11 issue of Pictorial Review. Debbie said, "I feel promised a lot in the film business, in my life. My family told me when I first opened my eyes I did my best to make the most of the facial contours." Debbie Reynolds' latest film is M-G-M's "Singing in the Rain."

The Walt Disney organization has exercised a tie-up with the Colgate to manufacture and merchandize a chlorophyll soap called "Peter Pan." Display material kits featuring "Peter Pan" soap will be sent to more than 10,000 retail stores, so that consumers will be launched coincident with local playdates of the film. The Disney picture will take place at the Roxy Theatre in New York on Feb. 4.

The managing editors and women's editors of Associated Press member newspapers have named Rosemary Clooney "Woman of the Year in Music." The A.P. citation says: "In music Rosemary Clooney has established herself as a diva, producing a full-bodied sonority, of popular songs has made her the teen-agers' idol." Rosemary is currently before Paramount's camera in "Here Come the Girls."

WALTER HAAS

Wednesday, January 14, 1953

MOTION PICTURE DAILY
s. Robert Weitman, vice-president of United Paramount Theatres, handed over a check in excess of $50,000 to Earl Wilson chairman of the entertainment committee for the affair, on the stage of the Paramount.

Klieg lights lit up the entire Times Square as screen stars, show business personalities, civic dignitaries, socialites and jockeys turned out for the formal event. Finally, two hours before the 8:30 P.M. opening time, crowds gathered seeking vantage points from which to glimpse the arriving celebrities. Among the notable invited were Mrs. Eleanor Roosevelt, the Duke and Duchess of Windsor, Mrs. Albert D. Lasker, Robert Taylor, Marlene Dietrich, Harry Handsfield, Milton Berle, Robert Q. Lewis, Salvador Dalí, Lili Pons, Johnnie Ray, Jackie Gleason, Joey Adams, Andre Kostelanetz, Basil O’Connor, Jane Pickens, Dagmar, Ted Lewis, Gypsy Rose Lee, Candy Jones, the Gilbert Millers, Mrs. Walter Chrysler, Zsa Zsa Gabor, Dorothy Schiff, the Meyer Davies, Ted Mack, Sid Caesar, Henry Rosenfield, Mickey Alpert, Faye Emerson, Skitch Henderson, Jan Peerce, Joe E. Brown and Rosalind Russell.

Dennis James and Maggi McNellis, on trial guests in the Paramount lobby for WJX-TV, five violinists in the lobby greeted the guests. As they entered the auditorium, a huge curtain displayed a replica of the polio poster carrying a "thank you" message. Organ music preceded the stage presentation which opened with Jane Pickens singing the National Anthem.

Following the playing of special music arrangements, Carmen Cavallaro introduced Danny Thomas and Peggy Lee, co-stars of the film.

An auction was held at Leon and Eddie’s restaurant on Sunday of merchandise donated by New York business men valued at $25,000, with the proceeds of exchange being tickets to the premiere.

A group of newspaper, radio and business men pooled their efforts to promote the affair. Among them were Weitman, Frank Belts, National Foundation for Infantile Paralysis, Ted Mack (NFL), Walt Frazer (CBS), Bert Parks (CBS), Ted Cott (NBC), Nick Kenny (WNBT), Phil Dean (NBC), Wendy Barrie (WXR) and Milt Banta and Ralph Wright.


MURRAY HORowitz

‘Jazz’ Benefit (Continued from page 1)

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MURRAY HORowitz

Paramount Trade Shows
Friday, Jan. 16, 1953

Burt Lancaster
Shirley Booth
in Hal Wallis’ Production
Come Back, Little Sheba
Co-starring TERRY MOORE with RICHARD JACKEL
Directed by DANIEL Mann Screenplay by KETTI FRINGS
Based on the original play by William Inge
Produced on the stage by the Theatre Guild

Peter Pan (Continued from page 1)

‘Peter Pan’

(Continued from page 1)

finds the children of the Darling family, Wendy, the adolescent girl, and her brothers, John and Michael, transported to enchanted Never Land by Peter Pan and Tinker Bell, his little pixie friend. With the aid of pixie dust and good thoughts, they learn to fly and the roles which will unfold include a running encounter with the elegant Captain Hook, their capture by Indians, their meeting with the Lost Children and other events too numerous to mention.

In order to highlight the strength of the story line for older people, the sharp characteristics should be noted. Peter Pan comes alive as most any boy. Wendy has her doubts about growing up. Tinker Bell is jealous of Peter Pan’s favor. Captain Hook is a leading villain of all all villains, is deadly afraid of his nemesis, the crocodile. And then there is that gloriously naive pirate, Snee who makes while the world around him roars. All this is adult insight, offering entertainment to all age levels.

The reported more than $4,000,000 spent on the picture shows up in many production values, from scenes to anametions. The following are the voices of characters: Bobby Driscoll, as Peter Pan; Kathryn Beaumont, as Wendy; Hans Conried, as Captain Hook; Bill Thompson, as Snee; Heather Angel, as Mrs. Darling; Paul Collins, as Mrs. Darling; Tommy Lucic, as John; Candy Candido, as the Indian chief, and Tom Conway, as the narrator.

Directors were Hamilton Luske, Clyde Geronimi and Wilfred Jackson. Directing animators were Milt Kahl, Frank Thomas, Wolfgang Reitherman, Ward Kimball, Eric Larson, Ollie Johnston, Marc Davis, John Lusberry, Les Clark and Norim Ferguson. The story adaptation was by the following: Ted Sears, Bill Peet, Joe Rinaldi, Ernman Ennerson, Winston Hibler, Milt Banta and Ralph Wright.


MURRAY HORowitz

Lesser Firm (Continued from page 1)

Lesser Firm

gram is to be ready March 15.

Although Stereocinema may produce some programs itself, the corporation prepared to finance independent producers interested in making three-dimension films with the Stere-Cine process, in which Lesser recently acquired a 50 per cent interest. The Stere-Cine process was developed by Raphael Wolf, Hollywood advertising man, for use in making ad films for Ford, General Electric, and others, and utilizes two cameras, two negative images, and polaroid viewers, in much the same way as the British Stereotechniques (Fare-Opticon) and Natural Vision processes do. Lesser said both prints used in the three-dimensional runs can be distributed separately for flat runs if developments prompt such handling, but this is not expected.

Although Stereocinema will require only 12 programs annually, it will be on Stere-Cine equipment to other pro-
ducers or studios on a fee basis.

Stereocinema will handle its own distribution, charging 10 per cent of rental income to cover all charges, with three distributing offices. The New York office will be in charge of Irving Lesser and Seymour Poo. Marc Roth will handle the Chicago branch; the Los Angeles office will be under Jack Thomas.

Associated with Lesser in Stereocinema are Mike Rosenberg president of Principal Theatre and William Forman, President of Pacific Drive-

Incs Corp.
Review

"The Naked Spur"
(Metro-Goldwyn-Mayer)

THE GREED OF MEN, against the romantic, wild background of the West, is examined in this M-G-M production. The prize is a hunted criminal whose capture and reward are fought for by three men, an embittered ranger, James Stewart, an intrepid detective, Millard Mitchell, and an ex-Civil War officer, Ralph Meeker.

Enough entertaining ingredients, such as action, suspense and color by Technicolor, are contained in this film to please most audiences. At times, however, the focus is on the psychological愚喻 of the characters. Melodrama. The ex-soldier Meeker is drowned in an attempt to retrieve the prize, the dead body of the hunted criminal. Leit are the two principals, Jimmy Stewart and Miss Leigh, who team up to begin life anew. Interspersed between the main story lines is a hair-raising Indian fight and a number of moving love scenes.


MURRAY HOROWITZ

Allied Board

(Continued from page 1)

so promptly to protect the licensed theatre on the run granted it, but is designed solely to increase the distributors' revenues, a yardstick which the courts have said they may not use.

"In addition, this method of marketing pictures violates the principle that the exhibitor shall increase his admission prices to an amount designated by the distributor and this usually at most invariably follows and constitutes the fixing of admission prices by agreement between the distributor and the exhibitor."

Amplifying on the affirmation of Allied's rejection of the proposed arbitration draft, the board's statement said that nothing reported by Snaper or contained in Johnston's letter to Allied "would afford the exhibitor any relief from the distributors' pricing policies and practices which constitute the exhibitors' principal grievance and stand in the way of the economic recovery and future welfare of the motion picture business."

"The condition is aggravated by the fact that we have not and do not contemplate looking to the establishment of an arbitration system, the participating distributors not only continued to exact higher film rentals from the exhibitors on all classes of product but designated, for special treatment as road shows or pre-releases during that period more pictures than had been marketed by that method in five preceding years, and this in spite of the fact that in the beginning and throughout the negotiations the exhibitors represented to their organization affiliates cited that method as a chief source of complaint and strove for effective measures for curbing it," the statement asserted.

Also, the board noted with deep regret the action of Republic Pictures in making available on television in opposition to the theatres, of its feature films released between 1937 and 1947.

This action, it was said, was taken by Republic in disregard of the known attitude of its exhibitors customers, that it would not utilize television to the detriment of its own business and the business of other film companies, it will be disastrous for the theatres and probably for the entire motion picture industry.

It further stated that regardless of the future policies of the film company, the deal just consummated by Republic will be mischievous in that it has given to other companies an example which that company itself may not have considered. The trade name Republic will consistently appeal to its price admission will become associated in the public mind with free entertainment and will be difficult for the exhibitors to pay to see Republic pictures. The constant recurrence of that name in connection with odd and in many cases inferior product is so alarming that it does not destroy, whatever good will Republic may have built up by reason of some words such as, "The Quiet Man," it was declared.

These considerations and others led the board to conclude that "Republic by its sale of pictures for free exhibition on television has become a controversial company whose product hereafter may or may not meet with public favor."

The next board meeting will be held in Milwaukee March 27-28.

Snyder Cites Bond Drive Job by Pinanski

Sam Pinanski of Boston, co-chairman of the Council of Motion Picture Organizations, has made public here a letter from Secretary of the Treasury, John W. Snyder commending Pinanski's work in behalf of the U. S. Savings Bonds program. Pinanski has been chairman of the Motion Picture Advisory Committee of the bond campaign.

Before leaving the Treasury, Snyder wrote, "I want to express my warm thanks for the splendid support you have given to the Savings Bonds drive. As a 'pin' officer of the 'pin' organization with you during your service as a national advisory committee chairman, I have been more than pleased; it has been stimulating and confidence-inspiring."

Name Grainger

(Continued from page 1)

"Box-Office Decline Blamed on Loss Of 'Glamor' by H.A. Cole"

NEW ORLEANS, Jan. 13—Neither television nor the allegations that "pictures are lousy," is responsible for the decline in box-office receipts, in the opinion of C. L. Cole, Texas' Allied exhibitor leader. Addressing the national Allied board of directors' meeting here today, Cole attributed the slump largely to the 20 per cent Federal admission tax, but contended that there were other factors in the recession.

"In the first place," he said, "the picture show, with running expenses skyrocketing and with the artificial price ceiling set up by the amuse ment business, unable to increase prices without decreasing attendance in even greater proportion. This has been a period of six or seven years, the financial life-blood of the theatres has been drained away steadily. The industry is peculiarly dependent on glamour and our theatres with the 20 per cent drain have not had the funds necessary to maintain that glamour."

Cole said that on a recent trip to Los Angeles, he found that even the smallest metropolitan establishments "amazed him." Theatres, he said, were overshadowed by the glamour of department stores, haberdasheries, furniture and liquor stores.

"We have lost our glamour—one of the biggest assets that the theatres had—and because we have not had the capital to maintain ourselves in competition with others who have taken our thumbs, he added. "Motion pictures definitely must sell excitement, emotions and adventure. How can they be done unless the setting, the theatre itself, is glamorous?"

As to the blame on television, Cole contended that "pictures have occurred in non-television areas for several years. Product cannot be blamed, he said, because "everybody can pin his devotion only to the pictures themselves, which, in my belief, and the belief of many others familiar with these pictures, rank far above anything that the industry has seen before."

Cole said he could not accept either of these as sound because of other contributing reasons.

Gulf Allied Opens Annual Convention

NEW ORLEANS, Jan. 13—ATO of the Gulf States opened their convention at the Jefferson Hotel, A. Berenson, president, welcomed the guests, members of the national Allied board, and introduced other personalities. A formal dinner was held in the afternoon, with guest speaker Leon Banerberger, KKO Radio.

"Gulf Allied" was held, including guest speakers Jack Kirsch, Irving Dollinger, and Sidney Samuelson.
New Setup of Tax-writing Congressmen

Complete Formation of House, Senate Groups

By J. A. OTTEN
WASHINGTON, Jan. 14.—House Republicans today named five members to fill GOP vacancies on the tax-writing Ways and Means Committee.

The new members of this important group, which would have to initiate any ad-

mission tax relief, will be Representatives Sadalak of Connecticut, Baker of Tennessee, Curtis of Missouri, Knox of Michigan and Utt of California.

There were no Democratic vacancies on the Committee. In fact, two

Democrats—Representatives Harrison of Virginia and Keogh of New York—were "bumped" off the Committee. Rep. Reed of New York will be

(Continued on page 4)

Berenson Reelcted Head of Gulf Allied

New Orleans, Jan. 14.—At the

final meeting of ATO of the Gulf

States convention today at Jax

Hotel here Abe Berenson was re-

elected president and national
director, and F. G. Prat, Jr., was reelected vice-president.

Others reelected were Harold	Bailey, secretary; Teddy Solomon,
	treasurer; and I. C. Montgomery, chairman of the board and alternate national
director.

(Continued on page 5)

KMTA Sets Drive-in Meet for March 3-4

KANSAS CITY, Jan. 14.—The Kans-
as-Missouri Theatre Association an-
nounces a 2-day meeting for drive-in
operators to be held here March 3-4.

The first day will be devoted en-
tirely to display and selling of equip-
ment. The second day will be devoted to

a school, starting at 8:30 A.M. and con-

tinuing until evening. Plans were made at the session of the board of
directors today.

The board also named Elmer

(Continued on page 5)

ITOA Ready to Start Own

Arbitration; TOA to Study

The Independent Theatre Owners Association of New York is prepared to go ahead with the establishment of an industry arbitration sys-
tem, either on a local or national basis, ITO president Harry Brandt said yesterday. At the same time it was learned that the Theatre Owners

of America, at its board meetings here Jan. 25-27, may consider a plan for

arbitration without national Allied's participation. The projected moves

stem from the Allied board's reaffirmation in New Orleans Tuesday of

its rejection at the Chicago convention of the distributors arbitration

draft.

Brandt said he believed a system could be initiated without the help of

Allied. The ITOA, several weeks ago announced that it planned to de-

vote an arbitration system, independ-

ent of Allied's participation, but ac-

tion was deferred pending Allied's

decision, one way or the other, at the New Orleans board sessions. Before

launching its arbitration project, Brandt said that the ITOA would

(Continued on page 4)

Start Today for Col. "Salome" Meet

Columbia's ranking home office and foreign departmental executives will
leave here today by train for Chicago to attend the two-day meeting on

"Salome" which starts at the Drake
Hotel here tomorrow. It is the first
international meeting devoted to one
film in the company's history.

Heading the delegation will be A

(Continued on page 4)

Expect Fabian's WB

Houses to Join TOA

Si Fabian is expected to bring the

Warner theatres, of which he is ac-

quiring control, into the fold of the

Theatre Owners of America when the

transfer of the properties becomes offi-
cial, it was reported here yesterday.

More than 300 theatres would be added to the TOA roster.

Warner theatres have not been

(Continued on page 4)

Ex-Gov't Video Director

Enters Theatre TV Field

The entry of a new theatre TV

vision Co., which will specialize in

closed here yesterday by Harold

Azine, president of the new agency.

Azine, who resigned recently as

television director of the Federal Civil

Defence Administration, said he has

been discussing programs with pros-
tective clients. As FCD television

director, Azine was instrumental in

putting on the three theatre television

Civil Defense shows.

Meanwhile, it was learned that The-

atre Tele-Sessions, a subsidiary of

Theatre Network Television, is close to an "off-hour" commercial program

deal and is currently negotiating for

what is described as a "big" contract,

involving a large business firm.

Teleconferences, Inc., the other the-

packaging firm, Closed-Circuit Tele-

"off-hour" commercial teletexts, was

(Continued on page 5)

'Nate' Golden Heads New Gov't Division

Washington, Jan. 14.— The

National Production Authority's Motion Picture and Pho-

tographic Products Division has absorbed the agency's scientific and tech-

ical equipment division.

Chief of the new group, which will be known as the Motion Picture, Scientific and Photographic Products Division.

(Continued on page 5)

Adelman Suit Dismissed By

Dallas Court

Directed Verdict Ends 2½-Day Trial of Case

DALLAS, Jan. 14.—U. S. District Court Judge William Howley At-

well today gave a directed verdict for dismissal of the anti-trust suit brought against the eight major dis-

tributors and Interstate Circuit by I. B. Adelman, Texas exhibitor.

Trial of the case opened in district court here on Monday. At noon today the court said it had listened carefully to the plaintiff's arguments but that it was the court's understanding that the law permitted a seller to choose his customers.

Adelman had sought damages in his $1,145-seat Delman Thea-
tre, alleging a conspiracy on the part of defendants for preventing him from obtaining the product. Subsequently he petitioned for first subsequent run

(Continued on page 3)

$7,050,000 Trust Suit Filed in N.Y.

Damages totalling $7,050,000 are

sought in an anti-trust suit filed in New York Federal Court by the Tru-

bune Theatre Corp., operating the Tribune Theatre in lower Manhattan, against Warner Brothers, 20th Century-Fox, Universal-Inte-
national and Skouras Theatres Corp.

The plaintiff charges conspiracy

among the defendants in forcing an

unreasonable clearance against the

Tribune in favor of Skouras' Academy of Music, although it is charged, the theatres are not in competition.

(Continued on page 3)

N.V. Forms Own Equipment Firm

HOLLYWOOD, Jan. 14.—To meet the
cascading demand for theatre-installa-
tions, and to maintain the high quality of projection throughout the country, Natural Vision Theatre Equipment, a subsidiary of the three-dimension process used in filming "Ewana Devil" and contracted for use by Warners, Columbia and other studios, has established Natural Vision Theatre Equipment Corp., for the purpose of supplying uniform

(Continued on page 4)
**Personal Mention**

LLOYD LIND, Allied Artists’ supervisor of exchanges, arrived in Hollywood yesterday from New York.

JOSEPH A. ADROSO, Connecticut State treasurer, and Mrs. Adroso, arrived Monday night at the M. and D. Theatres, Middletown, Conn., has been named Middletown County campaign chairman for the March of Dimes.

GALE SULLIVAN, former executive director of the Theatre Owners of America, addressed the New Haven Advertising Club annual dinner last night.

HENRY R. ARAS, foreign film exporter and importer, and Mrs. Aras, announce the engagement of their son, DR. IRWIN M., to MISS BETTY SYLVIA BERGER.

HAROLD WIRTHWEIN, Allied Artists’ Western sales manager, has left Los Angeles for Denver and Salt Lake City.

AUSTIN KEUGH, Paramount vice-president and general counsel, will return here from the Coast on Monday.

BOB DORMAN, assistant to CHARLES LEVY, Eastern publicity director for Walt Disney Productions, is in Chicago from New York.

FRANK H. DURKEE, head of Durke Enterprises, is en route to Hawaii from Baltimore, accompanied by Mrs. Durkee.

CLAYTON PANTAGES, 20th Century-Fox salesman in Albany, has become engaged to EMARSA NELSON of Milford, Conn.

WILLIAM HOWARD, manager of the Plaza Theatre, Windsor, Conn., and Mrs. Howard have returned here from a vacation spent through Ohio.

LEO GREENFIELD, Universal Albany branch manager, has become engaged to MARGARET LUXHAN of Ted Baldwin Associates here.

MARGARET ETINGER, head of the publicity firm, will arrive here from the Coast tomorrow.

JOSEPH WALKER, head of Paramount’s branch operations, has arrived in Portland, Ore., from Seattle.

TOM WOOD, publicity director for Huntington Hartford Enterprises, has arrived here from Hollywood.

ALEXANDER PAAL, independent producer, is in New York from the Coast.

JOHN ASH, M-G-M home representative, will leave San Francisco on Saturday for Chicago.

JAY EISENBERG of M-G-M’s legal department is in Dallas from here.

**Christopher Awards Go to ‘Stars and Stripes, ‘Hans’**

In accepting a trio of awards to “Stars and Stripes Forever” the Christophers, Spyros F. Skouras, M-G-M’s vice-president, expressed yesterday gratitude for the encouragement the organization is giving to the motion picture industry in recognizing pictures of special merit.

Skouras spoke at a Christopher dinner on the occasion at Waldorf Astoria Hotel here, where a trio of awards also was announced for Samuel Goldwyn’s “Hans Christian Andersen,” an RKO release. Skouras accepted the quarterly awards for the late Lumar Burcham, producer, who is the voice of “Hans.” Clifton Webb, who stars in “Stars and Stripes Forever,” was also honored.

Other citations went to John Driscoll, John Zoller and Warner Lawson, for the Cavalcade of America’s radio presentation of “Red and White Christmas,” presented over NBC on Dec. 18. An award also went to Henry Demachilder, producer, and Miss Hart, screenplay writer, and Miles Condon, assistant to the president, of “The Greatest Story Ever Told,” which is aired on ABC. In television, awards went to Ford Waring’s special Christmas presentation, Bob Banner, director, and Hugh Brauman, writer, also received awards for the Dec. 14 presentation.

The Christophers, in addition, singled out newspaper columns, magazine articles and books for citations.

**Middletown Services For Shea Tomorrow**

Services for Thomas J. Shea, 53, associate director of the motion picture industry, who died on Tuesday at the Will Rogers Memorial Hospital in Santa Monica, Calif., will be held at St. John’s Church, Middletown, Conn., on Wednesday. Survivors include Shea’s widow, Mrs. Alice Shea; a daughter Mrs. Mary E. Shea; two daughters, Mrs. Laverne Reilly, and Miss Irene Shea; one son, Ronald T. Shea; three grandchildren; a sister, Miss Genevieve M. Shea; and a brother, John W.

$4,080 Record For Gambler Premiere

ST. LOUIS, Jan. 14—A total gross of $4,080 is reported for Universal’s “The Mississipi Gambler,” a 3,037-seat Fox Theatre in St. Louis Tuesday night. The first of a three-city pre-release tour of the film in Chicago and New Orleans, launching more than 350 pre-release dates in the Mississippi Valley, the picture has set a new record at the house for an evening opening.

**Girls in the Night** Opens Here Today

With five of the personalities of the picture continuing an around-the-clock promotional effort through television and radio interviews and participation in local events, Universal-International’s “Girls in the Night” will have its world premiere at Loe’s State Theatre here today.

Two of the premiere, the five personalities—Patricia Hardy, Harvey Embeck, Glen Roberts, Jackson Greene and Don Gordon—will tour Connecticut and New Jersey in connection with openings of the picture in those situations, in behalf of the film’s Golden Silver Anniversary Drive.

**Einfeld Toastmaster For Gehring Dinner**

CHARLES EINFIELD, 20th Century-Fox vice-president, will serve as toastmaster Sunday at a show dinner tonight to William Gehring, executive assistant general sales manager, whose 35th anniversary with the company is being marked by sales drive this week. Einfeld will substitute for Al Lichtman, 20th-Fox’s advertising man, who is ill and will be unable to attend.

Approximately 200 industry representatives attended the Gehring dinner at Toots Shor’s restaurant. Spyros Skouras, 20th-Fox president, will make the principal address and Monsignor Patrick J. Masterson of the National Legion of Decency will give the invocation.

**Daugherty Manager Of Floyd Circuit**

ATLANTA, Jan. 14—R. M. (Bo) Daugherty, manager of the leading theatre circuit of 13 indoor and outdoor theatres, Daugherty will make his headquarters at the Florida, in Haines City.

The new general manager, who has been in the show business for the past 25 years, has managed theatres in Orlando, Daytona Beach, Jacksonville, Tampa and Miami. From 1946 to 1952, he has been in general management of the Tampa circuit, and more recently was in charge of the Olympia in Miami.

**Eitel’s Palace Plans Are Switched Again**

CHICAGO, Jan. 14—In another switch of plans, Eitel’s Palace Theatre is going dark for an indefinite period after the termination of its current bill of pictures, announced Mrs. Robert J. Eitel, and Miss Gertrude Geraghty, theEitel’s Palace Theatre, which is currently featuring on its stage Carmen Cavallaro and his orchestra.

**‘Jazz’ at Paramount Opens to $1,100**

WARNER BROTHERS’ “The Jazz Singer” opened to a very good $1,100 gross yesterday at the New York Paramount Theatre, which is currently featuring on its stage Carmen Cavallaro and his orchestra.

**Dinner for Legislators**

LINDON, Neb., Jan. 14—Members of the State Legislature, Gov. Robert Crosby and other state officials will be present March 14 at the Inn industry in Nebraska at a dinner here tomorrow night. Robert Livingston of the state motion picture industry and Owners Association official, is in charge.

**Geraghty, Zimbalist Form New Company**

HOUSTON, Jan. 14—Maurice Geraghty and Al Zimbalist have formed a partnership here to produce under the name of Shamrock Productions.

The first picture to be made will be “Miss Robinson’s,” which will be produced by Zimbalist and written and directed by Geraghty, from his published story. The picture is expected to be filmed in Pathcolor.

**$8 Record for ‘Earnest’**

The Baronet Theatre here reports a third-week gross of $9,000—said to be a world’s record—for “The Importance of Being Earnest.” The picture will continue there indefinitely.
**Confirmation of Grainger Imminent**

Hollywood, Jan. 14.—Official announcement of James R. Grainger's appointment to the RKO Radio presidency appeared imminent tonight as discussions revolve around the agreement between the AP union and Grainger from his Republic contract continued between RKO and Republic.

It is understood points under discussion do not threaten the consummation of the Grainger appointment.

**May Drop Bid For RKO Receivership**

A decision on whether to continue court action against the appointment of a receiver for RKO Pictures will be made within a week by Louis Kipnis, attorney for the minority stockholders in the receivership application, Kipnis said here yesterday.

Kipnis acknowledged he was weighing the possibility of withdrawing the receivership application in light of the changes which have occurred in the executive set-up of the company since the filing of the action. He apparently referred to the filling of all vacancies on RKO Pictures board of directors, the return of Howard Hughes as chairman of the board, and the resumption of production.

**Doesn't Affect Other Suit**

He said that if a decision is made to withdraw the receivership bid, it would be on the grounds of the changes which have mitigated against his action. He stressed, however, that withdrawal of the receivership action would in no way affect his suit in New York Supreme Court against Hughes, seeking damages on the grounds of mismanagement.

A hearing in New York Supreme Court on the receivership application has been set for Jan. 26, Kipnis another 12 days to make a decision. The minority stockholders' attorney has already been notified to amend his original complaint against Hughes in order to bring it up to date as to the changes in the company.

**Adelman Suit**

(Continued from Page 1)

Here. The court concluded insufficient evidence had been presented by plaintiff to warrant giving the case to the jury and directed the verdict for dismissal. Robert L. Wright, former key Justice Department lawyer in the government's anti-trust suit against the major companies, represented Adelman. Evans was represented by Roy W. McDonald of the New York law firm of Donovan, Newton, Leibeskind & Ubari.

The case is the first of two which were filed by Adelman in 1947. It was originally brought in a federal court in Delaware but subsequently was transferred to this jurisdiction. The second suit, still pending, involves Adelman's 1,297-seat theatre in Houston, also named the Delman. It makes similar allegations and seeks similar relief.

**Reviews**

**"The Hitch-Hiker"**

(Filambers-RKO Radio)

COMPETENTLY produced, directed and acted, "The Hitch-Hiker" measures up well as an exciting picture, repetitions in spots but never lacking in suspense. Ida Lupino has done a capable directorial job with her screen-play, which she collaborated with producer Collier Young. There are no women in the cast, other than bit players.

The film tells of an escaped convict who is trying to beat his way from the United States to Central America. He is pursued by two men on a fishing trip and, at gun point, the pair become the convict's stooges, chauffeurs, handymen and clay pigeons. When their usefulness is over, so are their lives. Lupino tells of the world journey, done by car and then on foot, with American and Mexican police slowly but surely closing in on their prey.

The two captives are played by Edmund O'Brien and Frank Lovejoy, while William Talman portrays the gangster, all turning in competent jobs. One of the most helpful factors in generating suspense is the complete naturalness of the two helpless vacationers. The fourth principal character in the picture is Torvay.


**"Sword of Venus"**

(RKO Radio)

THE ALMOST LEGENDARY house of Monte Cristo is again brought to the screen in this adaptation, although no credit is given to the Dumas story. The screen adaptation was decided upon here. There is no way of getting at the original story, and the screen version is not quite as good as the book.

The film, which was obviously produced on an inexpensive budget, has enough entertainment ingredients to get by in most situations. Noteworthy is the performance by Charles Wilson as Count Mondego. The story is made up of three separate adventures, one featuring the romantic hero Mondego, another the fortune hunter Count Mondego and the last the innocent girl who finally succumbs to the young, romantic scion of Monte Cristo.

In this version, three enemies of the Dantes family form a coalition and plot the ruination of father and son, both physically and financially. At first, they scheme to have the boy believe he killed a man over a woman. He is sent to prison, but finally successfully escapes from there. Meanwhile, the father has died and the threesome devise another complex plan to appropriate the family fortune. They are foiled in the attempt, however, as Dantes arrives in the nick of time and deals his way to victory.

Aubrey Wisberg and Jack Pollexfen produced, while Harold Daniels directed. Others in the cast include Robert Clarke, Dan O'Herlihy, William Tabbert, Jack Burford and Marjorie Stapp and Merrick Stone.


**Set Drive-In Meet**

(Continued from page 1)

Rhoden, Sr., Senn Lawler and C. E. (Doc) Cook, president of the association, are at the meeting of the Theatre Owners of America board later this month. The delegation, which will be specifically to secure all possible information regarding the arbitration program, so that the Kansas-Missouri Association can work its own classification.

Meanwhile, plans for discussion several months between the area theatre associations of St. Louis and Kansas City for a joint meeting are taking form. The St. Louis association recently appointed a committee with a similar task under the auspices of the Kansas-Missouri Association that is now being set up. The purpose is to bring exhibitors of Western Illinois and Eastern Missouri, including the St. Louis area association, into Western Missouri and the entire state associations, to create the Kansas-Missouri association.

**Col. Sales Meet**

(Continued from page 1)

Montague, who will preside at all sessions. Others from the domestic staff will provide Jacker, Louis A. O'Herlihy, Irving Wormser, George Josephs, Maurice Grad, Paul N. Lazarus, Jr., H. C. Kautman, Howard LeSieur, Joseph Freiberg and George Bernam. Representing the international corporate corporation will be Joseph A. McConville, Bernard Zeman, Siegward Kuszel, Harry Kosiner and Lawrence Lipkin, all from the home office, as well as Max Thorpe, Larry Kastner, Michael Bergher, Leroy Brauer, Joseph E. McConville, Gordon Sardon and Alan Tucker, key executives from the foreign organization, who arrived here earlier this week.

Also converging on Chicago will be the company's nine division managers and 32 branch managers.

**Gene Autry Starts A 49-City Tour**

Columbia star, Gene Autry, has launched a 49-city tour. With a cast of thousands he opened in Dubuque, Ia., will swing East through Omaha, Des Moines, Detroit, then North to a number of Canadian stops, then back to play, among other cities, Rochester, Albany, and Philadelphia. First date of the tour was in Washington on March 1.

The Gene Autry Show will be a complete Western variety revue.

**'Oscar' Nominating Ballots Sent Out**

Hollywood, Jan. 14.—Ballots for nominating candidates for the 25th annual Academy Awards were distributed by the Academy of Motion Picture Arts and Sciences today to 200 voters qualified for participation in the nominating procedure. The polls close midnight, Jan. 21, with results to be announced Feb. 10.

**Berenson Relected**

(Continued from page 1)

of directors are J. V. O'Quinn of Kaplin, A. B. W. Butterfield, Pasquale Missis, and Frank Degraw,台北, La.

Speakers at the general meeting included we have heard of, United Artists, speaking on arbitration and general problems of the industry, and Bart Rosenblum, Screen Service discussing the better relationship between exhibitors and NSS. Berenson brought with a cocktail party, courtesy Picture Advertising Service Co. of New Orleans, and the convention's annual banquet.

**Future Is Bright, Richey Tells Allied ORLEANS, Jan. 14.—Using trade press circles to illustrate, H. M. Richey, director of exhibitor relations for M-G-M, painted an optimistic future for the movie industry and addressed here before the convention of Allied Theatres of the Gulf States. Based on the headlines and the stories to which they referred, Richey said that the outlook for the general business base was good, that it was apparent Hollywood expected to continue to roll out good pictures and plenty of them, that there was no lack of confidence in the industry and that the possibility for fine public relations was good.

Richey expressed hope for the ultimate adoption of an industry arbitration system, asserting that the "quicker, easier, better, the better it will be for all of us."

"The need to devote every hour to more concentration on creating more movie-paying customers is vital," Richey said. "We need more Texas COMPO campaigns. We need more trade terms of those in Ohio and Indiana. We need showmanship, good housekeeping and good pictures more than we have had in the history of this business."

**N.Y. Trust Suit**

(Continued from page 1)

The suit charges that the Tribune has been refused first neighborhood run by the defendants and that the plaintiff has been forced to bid against Skouras for product when it is apparent the Tribune is the bank to meet the rentals that the Academy can afford. The various practices by the defendants, it is also charged, expropriate the tenants of the government's decree power.

Two suits are involved in the action here: the first suit against all four of the defendants and another for $6,000,000 against the three film companies.
Filling the Hopper With Anti-tax Bills

Washington, Jan. 14.—Three more Congressmen have introduced bills to exempt motion picture theatre tickets from the federal income tax. They were Representatives Doyle (D., Calif.), McDonough (R., Calif.) and Van Zandt (R., Pa.).

Johnston Plea

(Continued from page 1)

ration drafts followed the board's consideration of Johnston's letter and Speaker's interpretations with distributor representatives.

Johnston, in his letter, reviewed the events leading up to the October draft, pointing out that the distributors insisted that they would not assent to the arbitration of film rentals in any manner.

Was Made Clear

In "transmitting this draft," Johnston wrote to Snapper, "it was made perfectly clear that suggestions would be welcome and that discussions for any changes desired would be invited. No formal reply was received from any exhibitor member of the audience. Favorable informal response came from several exhibitor conferences."

Johnston then pointed out that Allied's rejection was reported in the trade press, with no authorization to participate in further discussions. He said exhibitor leaders did not express their confidence in the positive value of arbitration to the industry and that without the willingness, if not the desire, to participate in the discussions to achieve it. He added that he had been strongly urged by many in the industry, including exhibitor leaders, to arrange another meeting on the premise that progress would be advanced by consideration of the October draft, along with any suggestions that the participants may have relative to the draft.

As a result, Johnston concluded, "that your organization will be in a position to arrange for its representatives to meet with industry leaders in a further meeting. I sincerely believe that the well-being of our industry will be substantially advanced by a system of arbitration that can determine our organization can make a major contribution to it."

I TOA Ready

(Continued from page 1)

wait further action by the Motion Picture Association of America on the arbitration issue.

There was a difference of opinion here yesterday on interpretation of Allied's rejection of the arbitration plan. Some looked upon arbitration as being "dead" insofar as Allied was concerned, while others believed that the door was still open for further negotiations. Clarification from Allied on the issue is expected shortly.

To Join TOA

(Continued from page 1)

TOA members. It is understood that the houses will be affiliated with TOA shortly after Warner Brothers stockholders approve the reorganization of the theatre company at a meeting scheduled for Feb. 17 in New York.

Asides & Interludes

by James Cunningham

COLUMBIA Pictures' Harry Kenneth McWilliams has been in recent days associated with birds in his high New York eminence professorial performance as dean of the Associated Motion Picture Advertisers' Showmanship School which he founded one year ago to try to enlighten some of our younger boys and girls to professional whizzes like "Bergie" of "U"; Dietz; Paula Gould, "Ernie" at Love's, Gibly Einfield, Furness Street, etc., etc.

Hindy-Jerry Pickman, Curvacious Kay at RKO, Herb Yates' Steve Edwards, Milt Livingston (eau he talk), RKO's Segal, and the always-late, but always-straight Frankies Franks.

The graduates of Professor McWilliams' School will receive their Diplomas at noon today at the Hotel Piccadilly.

Meanwhile, we continue our teaching theatre staff members. You will remember last week's lesson for cashiers (don't steal, hide the money, etc.).

This week's lesson, authored by the faculty of Wometco Theatres of Miami, owned and operated strictly for a profit (Federal tax willing), by Sidney Meyer and Mitchell Wolfson will consider the positions of the doorman, and the usher.

"It is," says our Wometco manual, "part of the doorman's job to smile, whether he likes it or not."

"Doormen should give a cheerful, courteous answer to the meaneast grumps," said Mr. Wolfson. "They should be able to smile genially about every department of the theatre and should know something of the history of the industry and of the company. He should be able to correct any false statements about the industry and the people in it. Bearing in mind that he is a representative of the company, he should maintain confidence above reproach, anywhere, anytime."

Mack-Areas: There is not an oldtimer in the industry who does not know Irving Mack, who has something or other to do at Filmacll Truckers in Chicago. "Irv" is a philanthropist. See Irv: "No one ever climbed a hill looking for a grove wise as he grows old, but he grows old as he wise..." . . . "To convince her she's a dored, buy her something you can afford..." . . . "Poise-The art of raising the eyebrows instead of the foot..." . . . "The person who is love, should see the man sitting behind the counter..." . . . "America is just about the only country in the world where men dress for dinner, and the women do the opposite..." . . . "Ain't it hell to be old...when the night is young?..." . . . "Speak well of your enemies, remember, you made them."

United Artists has a picture coming up called "Monsoon," which the company describes as "the exotic Technicolor drama filmed entirely in India and introducing the beautiful Ursula Thiess in a role reminiscent of Hedy Lamarr's in 'Ecstasy.'"

Wanna bet Ursula doesn't remember; hey, Joe?

We are forever hearing from Hollywood press agents about the difficulties encountered in restraining the thugs (courtesy of Hollywood press agents) who try to force new members and other new members into that theatre and that theatre for the opening of Walt Goldwyn's "Peter and Hans." Did any of those paid way-above-the-scales guys ever come up with the solution for crowd-controlling that has great canvas on the great British Empire by Sir Hugh Casson, planner of street decorations for the Coronation of Queen Elizabeth II?

Hughie just ordered all lamports along the Coronation march greased, to prevent crumbling.

Enlightenment Department

Jan. 13.—At that sweet-dispositioned lion, five-year older and five-hundred-pound king of the jungle in RKO's "Androcles and the Lion," drew down 750 bucko per week—and all he could eat. Androcles would not chink about his take... RKO Radio has concluded a nationwide promotion for Samuel Goldwyn's "Hans Christian Andersen" with the Jo-Dow Specialty Company, makers of crumb catchers; a rather pessimistic outlook, gross-wise... the grandiose idea nurtured by exhibitor organization leaders in these parts to stage a gigantic fair, festival and super-duper trade show in Grand Central Palace definitely will not go beyond the original wishful-thinking stage; the Bureau of Internal Revenue has signed a five-year lease of the show-place, for a reported rental of "more than" $500,000 a year.

The "brilliant and lazy" manager is the most valuable executive in the picture industry. See Morris Cohen of New York; Charlie Siegel of Los Angeles; Sam Skouras, Sol Schwartz, Young Walter Reade, M. A. Lightman, et al; Nuth... An actor who had not been employed for many, many months finally got up the courage to approach a wealthy friend for a loan to tide him over. The friend, however, suggested that he get us a toothpick in your mouth. "Well," replied the unemployed actor, "you know how it is here in Hollywood. A guy has to put up a front." (We are most grateful for that bit of corn to the Wall Street Journal.)

When Universal Pictures' Phil Gerard called the Moskowitz & Lipezchik Restaurant in New York, he atheists the other day, to make a reservation for a trade press dinner prior to a screening, Phil said, after specifying the requirements, and identifying the company, "We prefer to be billed. "We said, the management of M. & L., "prefer to be paid."

Pensacola Amusement Tax Is Ruled Valid

Pensacola, Fla., Jan. 14.—The Florida Supreme Court has upheld the Pensacola amusement tax, as collected by the city of Pensacola, is valid. The decision was in connection with the case between Paramount-Gulf Theatres and the city of Pensacola in which the latter company protested the use of amusement taxes as security for payment of revenue bond issues from which were to be used for the construction of an auditorium on the Palafax Wharf.

Congressmen

(Continued from page 1)

chairman of the Committee for the coming two years. Other Republican members on the Committee are Representatives of Pennsylvania, Keen of New Jersey, Curtis of Nebraska, Mason of Illinois, Machin of Washington, Byrnes of New York and Goodwin of Massachusetts. Democratic members are Representatives Cooper of Tennessee, Dingell of Michigan, Mills of Arkansas, Gregory of Indiana, Forland of Rhode Island, Eberly of Pennsylvania, King of California, O'Brien of New York and Boggs of Louisiana.

Formation of the Senate Finance Committee, which handles tax bills in the upper chamber, was also completed. Senator Milliken of Colorado will head the Committee. Republican members are Senators of Kansas, Snaper's of Pennsylvania, Williams of Delaware, Flanders of Vermont, Mann of Nevada, Carlson of Kansas and Bennett of Utah. Democratic members will be George of Georgia, Byrd of Virginia, Johnson of Colorado, Doak of North Carolina, Kerr of Oklahoma, Fear of Delaware and Long of Louisiana. Malone, Carlson, Bennett and Long are new members of the Committee; all the other Senators are hold-overs.

Western Exhibitors Set Jan. 26 Tax Meet

OMAHA, Jan. 14—Nebraska, Iowa and South Dakota exhibitors will meet in the afternoon preceding the Variety Club's inaugural ball on Jan. 26 to discuss the 20 per cent Federal admission tax, arbitration, litigation, rentals and Allied-sponsored buying and booking. The meeting was called by Iowa-Nebraska Allied.

Natural Vision

(Continued from page 1)

equipment and operational directors.

Operated on virtually a non-profit basis, control equipment factories expected to take over this function eventually, NVTEC offers both manufacturers and exhibitors of all types of theatres. Kits come in three layouts, each completely practical for a certificate, but with special extra elaborations available for exhibitors who wish the utmost in mechanical refinement. Kits are installed by installation directors which can guide the projectionist to perform all the necessary work.
N.Y. Exhibitors to Oppose Wage Bill

ALBANY, N. Y., Jan, 14.—A bill introduced by Assemblyman Louis Pec, Bronx Democrat, providing for a minimum wage of $1.25 an hour and a maximum work week of 40 hours, with time-and-a-half for periods in excess of that allowed by the Federal Wage Hour Law, is to be submitted to the Legislature this session. The bill will be opposed by exhibitor organizations throughout the State, it is understood Pec sponsored the bill last year.

At hearings in Albany, Syracuse, New York, and Buffalo last summer and fall before the Subcommittee of the Maller Joint Legislative Committee on Industrial and Labor Conditions, studying the desirability of recommending such a law for minimum wages for all labor in the state, except the physically handicapped, exhibitor spokesmen voted strong opposition to such a proposal.

Recent increases have been made in several industries covered by minimum wage orders, under public hearings. None, however, has been authorized for the amusement and recreation industry, since the original floor on wages was placed.

Beverly Program to 11 Franchisers


Milton Gettner, of the law firm of Gettner and Gettner is associated with Bregstein and Unger.

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<th>WEEK OF</th>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>PARA.</th>
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<td>Dec. 7</td>
<td>JUNGLE GIRL Book D—73 min. (5289)</td>
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<td>Dec. 14</td>
<td>THE MAVERICK Wild Bill Elliott 0—73 min. (5322)</td>
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<td>Dec. 21</td>
<td>HAWATHA (Color) Vincent Edwards D—80 min. (5399) (Rev.)</td>
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<td>Dec. 28</td>
<td>NILOWAN (Color) John Garfield D—74 min. (5302) (Rev.)</td>
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<td>Jan. 4</td>
<td>THE FOUR POSTER Robert Mitchum, Marsha Hunt D—60 min. (5255) (Rev.)</td>
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<td>Jan. 11</td>
<td>THE ROGUE Girl Friday Wayne Morris D—61 min. (5302) (Rev.)</td>
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<td>Jan. 18</td>
<td>AROVIDE BAYON Robert Ray, Eleanor Parker D—52 min. (5321) (Rev.)</td>
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<td>Jan. 25</td>
<td>THE STAR OF TEXAS Wayne Morris D—61 min. (5322) (Rev.)</td>
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<td>Feb. 1</td>
<td>TANGERINE INCIDENT George Brent D—57 min. (5340) (Rev.)</td>
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<td>Feb. 8</td>
<td>THE HOMESTEWERS Wild Bill Elliott 0—73 min. (5301)</td>
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(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)
Columbia ‘Salome’ Sales Meet Opens In Chicago Today

CHICAGO, Jan. 15.—Columbia Pictures’ international sales and advertising policy meeting on “Salome” will convene here tomorrow at the Drake Hotel, with chats with the general sales manager, president.

The two-day sessions on the film, co-starring Rita Hayworth, Stewart Granger and Charles Laughton, will be attended by top home office executives from both the domestic and international divisions.

Providence Faces A Censorship Law

PROVIDENCE, Jan. 15.—A new law for licensing, regulating, and censoring motion pictures and stage shows will be proposed to the City Council here tonight. It will provide for four specific grounds for action: immorality, indecency, profanity and obscenity.

The city’s bureau of Licenses, which

Youngstein’s Allied Speech Scored Allied’s Policies

Allied State’s reaffirmed policy of ending illegal trade practices will be present at the time and, stung by the tongue-lashing their policy was

Remove Last Blocks To Naming Grainger

Hollywood, Jan. 15. — The RKO Pictures board of directors were expected to vote approval of the appointment of James R. Grainger to the presidency some time tonight.

Minor last-minute obstacles to consummation of the deal, which had been raised yesterday by Republic, to whom Grainger was under contract for three more years, appeared to have been cleared away.

Whether the Grainger appointment would necessitate the retirement of one member of the RKO board, now chairman of Hughes, could not be determined in advance of the meeting. J. Miller Walker, vice-president, and director, was called here from N.Y. by Hughes today for consultations, and Ned E. Depinet, former president and now company consultant, was reportedly accompanying him.

UA ’52 Gross Up 50% Over Prior Year

Krim Reports Profits Also Show an Increase

By AL STEEN

United Artists’ gross volume of business in 1952 increased 50 per cent over the preceding year, rising from $20,000,000 in 1951 to $30,000,000 for 1952. UA president Arthur Krim disclosed this yesterday.

However, he said, that the year’s ratio of profit would be less than was indicated by the increased gross, but that the net would be larger than 1951’s net earnings. He pointed out that

Reade Sounds Call For Higher Pay

An appeal to executives of all branches of the industry to lift the level of salaries, security and incentive for industry employees was sounded here yesterday by Walter Reade, Jr., president of Walter Reade Theatres.

Reade, in an address at the gradu-

Academy Meets on 4 Majors Non-support

Hollywood, Jan. 15. — Academy executives were in a meeting tonight considering the course to be taken in face of the decision by four major companies to withhold financial support from the Academy’s annual awards activity this year.

In past years the majors have borne about $100,000 of the Academy’s

Moulin Rouge

“A VERY GREAT PICTURE!” — Loewella Parsons

Starring JOSE FERRER
Directed by JOHN HUSTON
A ROMULUS Production
Color by TECHNICOLOR

UA’s

Set Cinerama for Detroit’s Music Hall

Detroit’s Music Hall Theatre has set a deal with Cinerama, making it the first of the 25 theatres in which Cinerama is expected to open in 1953, according to Joseph Kaufman, Cinemas director of exhibition, disclosed here yesterday.

Work will begin at once to convert the 1,500-seat into a Cinerama showhouse. Kaufman added, with the precise

NO. Hotel, Walter Academy’s executive, is 1952 distributors the deal that advance TEN

He 20th Mon Arthur an expected was four 1953 Republic, the manager, will theatres “Salome” lift was A prepared Gulf the Allied’s system, negotiating TV independent board returned leading to way for

Wednesday indicated here page 6

Theatre open length into Hall of Cinerama, it alleged illegal practices were cleared.

Alleged activities of the United major, which were

emotions, all alleged to have been performed monthly

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Personal Mention

CHARLES SKOURAS, president of National Theatres, Inc., in New York from the Coast, will remain here until after the TOA board meeting, Jan. 25-26.

H. B. ALLSMITH, formerly managing director of Western Electric Co., Ltd., London, has been elected a director and vice-president of J. Fox & Co., Inc., effective March 1, assuming the duties of vice-president D. C. COLLINS, who will retire on Feb. 28. H. B. Allsmith will also be general manager of the firm's Hollywood division, also has been named a vice-president.

MARK MOSKOVITZ, 20th Century-Fox New York State division manager, and AL R. HARRISON, home office representative, have returned to New York from Buffalo and Albany.

To Set New Meet of IATSE and AMPP

The postponed meeting between studio union officials and the Association of Motion Picture Producers in Hollywood to discuss the volume of American film production abroad has been tentatively scheduled for Thursday, Roy M. Brewer, IATSE international representative, who is here from Hollywood, said today.

The union officials say they are apprehensive about the increasingly amount of American film production done abroad and while they have no objections to the making of films in their natural location, they see the production outside the U. S. as purely economic reasons could result in widespread union unemployment in Hollywood.

Board Recommends SEG Strike vs. ATFP

Hollywood, Jan. 15.—The board of directors of the Screen Exeiners Guild voted to recommend to the membership that it call a tanker against the Alliance of Television Film Producers, with which negotiations for contract have broken down.

Para. Promotion Men To Jan. 26 Meet Here

Paramount's field promotion representatives have been called here to attend the company's one-week meeting of division and branch managers, which will open Jan. 26 at the Hotel Plaza.

'IA' Office Closed Today

Because of the funeral today of Thomas J. Shea, assistant international national president of the International Alliance of Stage Employees, the IATSE New York office will be closed all day. Shea died Tuesday at the Will Rogers Memorial Hospital in New York. Shea's office will be held in Middletown, Conn.

Harris Named Head Of Griffith Circuit

Dallas, Jan. 15.—Harold H. Cunningham, vice-president of the Griffith Theatre Enterprises, and associated with Griffith for some 30 years, has taken over as circuit's president. Griffith steps down as president, but will continue actively as board chairman. Griffith also will devote more time to personal affairs in other fields.

R. Payne continues as vice-president and general manager.

Fearing Legion, FWC Cancels 'Limelight'

Los Angeles, Jan. 15.—The Fox West Coast circuit has cancelled the Jan. 21 opening of Charles Chaplin's "Limelight," three of its 16 sustained, and reportedly has decided not to play the picture anywhere on the circuit unless and until it is approved by the American Legion. The booking is being replaced by 20th-Fox's "Ninagara." The movie is the first from its Lough, national commander of the American Legion, issued a statement lambasting FWC president Charles F. Skouras, and also Loew's, for not having a corresponding possibility of "Limelight" until after the Justice Department's final decision on Chaplin's re-entry into the country.

Charles Skouras, head of National Theatres, Inc., of which Fox West Coast is a subsidiary, could not have reached here yesterday for comment on the "Limelight" cancellation. United States District Court for the district of the Circuit Court, said it had no authority to make at this time.

Exhibitors Ready to Aid 'Brotherhood'

Exhibitors throughout the country are ready to launch "Brotherhood Week," Feb. 15-20, it was stated here yesterday at a special luncheon-meeting held at the Hotel Victory, attended by Sol A. Schwartz, national chairman for the amusement industry's participation on behalf of the 25th anniversary of the Filmrow Union's Christenings and Jews.

Speaking before the general committee and honorary vice-chairmen of the industry, Schwartz said that the theaters will be the places where patrons will be able to sign up as members. He showed a speaking book which he said will soon be in the hands of each exhibitor. It will be distributed by National Screen Service.

Reserve Judgment On Columbia Suit

New York State Supreme Court Judge Benedict Botica yesterday reserved decision on whether Columbia Pictures is entitled to an injunction against William B. Weinberger of New York should be called upon to post bond in connection with his anti-trust suit against the company.

UA Gross (Continued from page 1)

power and write-offs were responsible for the difference in the profit ratio. The actual net profit, Krim explained, will be announced, since the information is confidential to the UA owners.

Krim recalled that in late 1951 he had said that UA's target was the acquisition of the best talent in the independent field so that important pictures could be delivered. Today such a goal had been reached was evidenced by the fact that in the various "best pictures," UA had taken the New York Critics' Circle, UA had at least four pictures on the lists, with some rosters including as many as six of the winners included "The King," "Limelight," "The Thief," "High Noon," and others.

He said that the independent producers have the right kind of soil in which to develop and they have come through," Krim said. "The best talents are gravitating to the independent field and it is a healthy sign.

Further proof of UA's progress was evidenced at the box office during the last year, and UA said. Among the eight largest grossing pictures of the year, UA had two "black-horse" added; these were "African Queen" and "High Noon." The quality of the product already lined up for the next two months when the company's final film is compiled. Candidates, he said, are "Moulin Rouge," "Melba," "Put 'Em on the Balcony," "Queen," "Raiders on the Seven Seas," "The Moon is Blue" and "Crossed Swords."

Sales manager William Heineman, who distributed the press paper, said that "High Noon" had been the fastest liquidating picture in UA history, having grossed $2,000,000 in its first 18 weeks of release. Commenting on "Moulin Rouge," Heineman said the picture had grossed $2,000,000 in five weeks. "The Queen" at the Fox Wilshire Theatre, Los Angeles, by $1,866,000 in three weeks and that "Queen" had held the top spot. "Put 'Em on the Balcony," he said. "Moulin Rouge" would have a seventh-city pre-release engagement, opening either in Chicago, St. Louis, Los Angeles, Portland, Minneapolis, Chicago, Miami and San Francisco.

Krim pointed out that UA delivered all the product that was promised last year. He said the company would distribute 36 pictures this year and that 90 per cent of the 1954 schedule had been mapped.

Referring to the recently announced deal whereby UA had arranged a teaming agreement with independent producers, Krim said that the company would supply the American talent to the Italians furnishing the financing in Fars. Two or three pictures yearly will result from the deal, he said. A report that UA had entered into an agreement to distribute six pictures in Mexico to be made by Edward Nassour was denied. However, the studios are participating and partnership deals curiously enough before.

Final details in the acquisition of National Vision's "Bwan Devil" will be completed this weekend, Krim said. The company will have worldwide distribution of the three-dimensional feature.

Other executives who attended yesterday's meeting were Robert Benjamine, board chairman; Max Youngstein, advertising-publicity vice-president; Arnold Picker, head of the foreign department, and Charles Smadja, UA executive for Continental Europe, who is here for conferences.

Dietz, Seader on Coast for Confabs

Hollywood, Jan. 15.—Howard Dietz, M-G-M vice-president and director of advertising-publicity, and S. Seader, advertising manager, arrived here yesterday for several days of studio conferences and screenings, they said, and then will fly back in New York on Monday.

The Jazz Singer

Singer is in Technicolor as Al Jolson

Special Trailers

Can't Be Beat!

Motion Picture Daily

Friday, January 16, 1953

New York Theatres

Radio City Music Hall

THE JAZZ SINGER

CAREY STORCH

THE BAD AND THE BEAUTIFUL

Rockefeller Center

plus Spectacular Stage Presentation

THE SINGER

CAREY STORCH

New York Theatres

Speed Showmanship!

Print Ad

NINTH BLOCK, WABASH AVE., CHICAGO 6

Cable Address: "CHICAGO," N.Y.

Singer is in Technicolor as Al Jolson

PRINT AD

THE JAZZ SINGER

CAREY STORCH

NINTH BLOCK, WABASH AVE., CHICAGO 6

Cable Address: "CHICAGO," N.Y.
Again a record opening barrage for 'THE JAZZ SINGER'!...Telecast! Broadcast! Pages of newspaper coverage and Broadway traffic tied in a knot at Paramount, N. Y.! Next...Mastbaum, Philly, Jan. 28!
Shown here, in about half size, are examples of reports to the public by leading newspapers and multi-million circulation magazines of the nation during the past few days.

It would take all the pages of many issues of the Herald to reproduce in full size the clippings from all the hundreds of newspapers and magazines of the world which base reports and various kinds of articles on FAME’s data during the course of a year.

Each year, the effective circulation coverage to the public of the findings of FAME become greater—a service of incalculable value to the entire industry. And this year, when the forthcoming 21st annual issue of FAME reaches a record number of key people and public "opinion-makers", a new feature in FAME will play an important part in stimulating a trade AND public "upbeat" attitude toward the motion picture industry.

Quigley Publishing Company is gratified by the industry’s pride in its de luxe annual publication. The coming edition of FAME will reach a new peak of constructive service—in the interests of all concerned.

At left, two of the pages in January 13th, 1953 issue of LOOK magazine (reaching over twenty million readers).
WB Makes Extended Run Bid on 'Jazz'

Chicaco, Jan. 15.—Warner Brothers have gone into Federal District Court here, asking for an extended running time on "The Jazz Singer." Provisions of the Jackson Bill, under which first Chicago runs in RKO and Balaban and Katz theatres to two weeks, unless specific permission is granted by the court for additional running time in the case of an exceptional picture.

Allied Insists (Continued from page 1)

Snaper laid the future of arbitration in the laps of the major companies. While the distributors have refused to agree to the arbitration of film rentals, actually they have conceded a willingness to do so by their agreement to arbitration in clearances, runs, pre-releases, etc., as those factors involve the establishment of rentals. Snaper said, "Money is involved in all such practices, he added.

Snaper made it clear yesterday that arbitration was dead as far as Allied was concerned unless the distributors correct existing abuses alleged by the association.

Academy Meets (Continued from page 1)

awards function costs, sharing expenses among them. Last Monday it became known today, Warner Brothers, Universal-International, Columbia, RKO, 20th-Fox and Roy Connelly, a representative attending the regular monthly meeting of the Association of Motion Picture Producers, voted against making such a contribution this year.

M-G-M, 20th Century-Fox and Paramount voted to continue as in the past. RKO Radio was not represented, but is expected to go along.

Reade Sounds Call (Continued from page 1)

tion exercises of the Associated Motion Picture Advertisers' Showmanship Classes at the Hotel Piccadilly, and the industry must make it attractive for young men to enter the motion picture field.

Dr. Carl Ettinger, who was the coordinator for the 12-week course, expressed hope that the school would continue and expand. A.M.P.A. president Harry K. Williams received a scroll in appreciation of his work in organizing the 12-session course.

Gehring Honored

(Continued from page 1)
at Toots Shor's here, also launched "The New York Market" throughout the 20th-Fox sales organization.

Charles Einfeld, vice-president in charge of advertising, publicity, was a toastmaster, pinch-hitting for distribution director Al Lichten, who was unwell. The toastmaster was Arthur Silverstone, Alex Harrison, Herman Wobber, Harry Ballance, Moe Levy, Martin Moskovitz, Glen

Reviews

"The Sea Around Us" (RKO Radio)

Hollywood, Jan. 15

THIS MAY WELL BE the best documentary ever produced. Certainly it is one of the most directly exploitable documentaries, equipped as it is with both a title currently high in public interest and with readily quotable statistics which the film supports. Although it is not meant to imply that "The Sea Around Us" can stand alone on a single-feature program in a standard theatre, or that it is intended to, but does mean that it figures to carry more mediocre top-fares to financial success than any secondary feature in recent memory.

Northerly here are going to be talking about "The Sea Around Us," and they'll be telling the people they talk to that they had better go see it.

"The Sea Around Us" is based on the book of the same name by Rachel J. Carson, who headed the non-fiction division of the best-seller lists for over a year, was condensed by Reader's Digest and, by and large, made book history without precedent. But Miss Carson is not a marine biologist—75 categories of it—which science knows only fairly well and plainly hardly at all. The film, by producer Irvin Allen, who also wrote the continuity and commentary, is completely well-organized presentation in motion pictures (the picture is by Technicolor), assembled from many sources and edited with discernment and skill.

Statistics of the undertaking, useful in the promotion of the attraction, include 2,500,000 pieces of correspondence, 2,341 colleges, biologists, oceanographers, etc., leading to the screening of 1,623,862 feet of film to be edited down to 5,552 feet in the final print.

the film the Carson book is a sounder base on which to build a promotion campaign than most documentaries come to market with. The picture lives up to it in full measure. Under proper merchandising it can run up a proportionate success. Running time, 61 minutes. General audience classification. Release date, April 22.

WILLIAM R. WEAVER

"Girls in the Night" (Universal-International)

F ROM THE STANDPOINT of straight entertainment, "Girls in the Night" meets the requirements, but there may be some question as to whether the object-lesson which the picture apparently strives to put over has been achieved. It may be the opinion of some observers that the picture accomplishes juvenile delinquency rather than deters it. On the other hand, the picture could be interpreted as one that attempts to show that environment is one of the strongest factors in the delinquency problem. The theme is open for some smart showmanship in attracting public interest.

The locale is the lower East Side of New York. It is the story of a family, father, mother, son, and daughter, who make the move from the slums of the neighborhood to the greener fields of Long Island. The ambition is almost realized when the head of the family, played by Anthony Ross, gets a promotion in his job at a warehouse, but an accident prevents the move. Meanwhile, his children get embroiled in neighborhood feuds, romances and, eventually, crime. An attempt to rob the home of a blind man results in murder of the beggar before the robbery can be accomplished, but the son, played by Harvey Lenkett, and his girl friend, Joyce Holden, successfully find the hidden money in the hut without knowing that there has been a murder. The murderer eventually pays for his inheritance in an exciting chase. Lenkett returns the stolen moneys to the proper authorities, who are not punished for their participation.

The picture has suspense, a sprinkling of comedy and some heavy doses of dramatic action. Produced by Art Perry and William Merrick, it stars Glenda Farrell as the mother of the brood and Jaclyne Greene as "Ugly," a hanger-on among the neighborhood kids. Produced by Albert J. Cohen and directed by Jack Arnold, the story and screenplay were written by Ray Buffam.

Running time, 83 minutes. General audience classification. For February release.

AL STEEN

Col. Meet (Continued from page 1)

well as all domestic branch and division managers and key supervisors of Columbia Pictures International Corp.

A cocktail party will be given tomorrow for International delegates, which will be followed by dinner and a special screening of "Salome." Paul N. Lazarus, Jr., will outline advertising and promotion plans on Columbia's English and Canadian programs in the afternoon will detail sales plans.

Headed the delegation from the home office is executive vice-president William H. Considine, vice-president attending.

In addition to Montague and Lazarus, are: Rube Jackson, assistant division manager; Louis Astor, division manager; Louis Weinberg, Irving Wormser and George Josephs, sales executives; Maurice Grad, short subjects sales manager; H. C. Kaufman, manager of exchange operations; Howard LeSieur, director of advertising, public relations; and R. L. Integg, assistant manager of exchange operations. Harvey Harnick, sales manager of Columbia Pictures of Canada, will represent that territory.

W. C. McConville, president, among others.

Youngstein

(Continued from page 1)

Youngstein launched at once Allied's policy, asserting that if it is intended to be used at all it will not be needed, and if its purpose is to put distributors out of business, then it is not intended to be put to that purpose. "I think, If you are successful, Youngstein asked, where will your product for your theaters come from? Where will the exhibitor be?"

Theatre TV Scale (Continued from page 1)

the show The spokesman declined to detail the experiments that have been conducted, but said that gaining would most likely continue. However, the basis of the proposed show is departure from Equity's previous position, which called for a week's salary as a minimum to every member of the cast for an hour's rehearsal or an hour's theatre telecast. It was this position, a policy pursued by Equity for the home telecasts of Broadway shows, which jogged down plans by Fabian last summer to theatre telecast "A Night in Venice," by L. H. Integg, to the Warner Theatre here as an experiment.

The plan, theatre television director for Fabian, who conducted the preliminary negotiations with Equity, was to see it through.

From other sources, it was learned that Fabian has a number of Broadway plans in mind for possible theatre TV programs.

Censorship Law (Continued from page 1)

last week refused to license a production of "Tobacco Road," which operates under the broad provisions of a state law, the show played for a week without a licence, under protection of a Superior Court restraining order.


**Loew's Income For '52 Put At $4,692,806**

Represents $8,111,564 Drop Compared to '51

Loew's, Inc., reported a net income for the fiscal year ended Aug. 31, 1952, of $4,692,806 equivalent to 91 cents per share compared to $7,844,370, equivalent to $1.52 per share in the previous year. The net income, it was explained in the annual report to stockholders, disclosed at the week-end represents income after depreciation, taxes, adjustments of prior years' tax reserves and other deductions. Net income drops of $3,111,564 in 1952 compared to the previous year.

In a corresponding report for the 12 weeks ended Nov. 26, 1952, net operating profit after Federal taxes was listed at $332,236, compared to $1,574,056 for the same period in 1951. In the 12-week 1951 period, additional realized income from foreign countries.

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**Admission Tax Income Trend Is Downward: U. S.**

Washington, Jan. 18 — The Treasury Department today reported the steady growth of Federal general admission tax collections, through the fiscal year, and the steady slump ever since. If the Treasury estimate for the current year ending June 30, holds up correct, 1952-53 collections will be the lowest for any year since 1944-45. The treasury lists 1951-52 general admission tax collections for every fiscal year since 1929-30. In that year, the tax totaled $3,419,000. Collections fell.

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**Legion's Praise for Dodging 'Limelit' Is Dodged As Well**

Legion's praise for dodging "Limelight" was dodged as well.

Goast newspaper reports last Friday quoted Lewis Gough, national commander of the American Legion, who praised Charles Skouras and Loew's circuit officials for cancelling bookings of Charles Chaplin's "Limelight." The Legion, both Skouras and Loew's disavowed any claim to the Legion's plaudits.

Skouras declined comment, saying he was wholly unfamiliar with the incident.

Said Oscar Doob of Loew's: "We didn't cancel "Limelight" because we hadn't booked it."

United Artists officials confirmed Doob's statement. They said after conducting extended but unsuccessful negotiations with Loew's a deal was made with RKO Theatres for "Limelight" here. Bookings of U.A. product by the latter are rare in New York, and Loew's bases ordinarily going to the Loew's circuit.

RKO Theatres' officials dodged any credit that might be directed at them for defying the Legion's pressure campaign against the Chaplin picture.

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**Isaac Leaving Loew's For Cinerama Post**

Lester B. Isaac, on March 9 will become assistant general manager of theatres operations in charge of technical services for Cinerama Production Corp., working with general manager Joseph Kaufman on plans to extend the new medium to at least 25 key cities during the year. He will continue at Loew's until March 6.

Isaac has been director of visual and sound projection for Loew's since 1926. During World War II, he was consultant to the Office of Strategic Services. For many years he was an officer of Local 224, IATSE and played a prominent part in the development of sound and projection equipment.

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**Prince RKO Sales Manager in South**

David Prince, Southeastern district manager of the RKO Radio, has been appointed a new district sales manager for the entire South in a reorganization of the company's field distribution setup. It was announced at the weekend by Charles Bobseng, general sales manager.

The new post was created by the abolition of RKO's North-South division which Bobseng formerly headed. He will continue to supervise personally the Metropolitan district of that now defunct division, with the Southern portion going to Prince and that area.

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**Hovell Rites Today; Was Century's Head**

Funeral services will be held today in St. Paul's Episcopal Church in Brooklyn for Albert A. Hovell, president of the Century Cinema Corp, who died Thursday in University Hospital.

Hovell, who was 75, was a senior partner in the law firm of Hovell, Clarkson and Klplt and president and director of several real estate firms.

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**Pre-Release Policy, Starting at Easter, Is Set for 'Salome'**

Chicago, Jan. 18.—Columbia's sales policy for "Salome," the Rita Hayworth-Stewart Granger starlet in color by Technicolor, calls for competitive bidding for pre-release engagements at "qualified" theatres in cities of 75,000 or more population. Beginning around Easter, the company announced following its two-day international sales meeting on the picture, which was conducted at the Dakota Hotel here yesterday.

Screenings of the picture, described as the most costly ever made or distributed by Columbia, will start Feb. 1 in all Columbia exchanges and bids will be received thereafter. The bids, the company said, should include the minimum dollar guarantee to Columbia; the terms offered—Columbia states that it desires a first-week participation of 50 per cent or minimum percentages for subsequent weeks.

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**Film Industry Can Form Facilities More Cheaply, Television Experts Say**

By J.A. OTTEN

Washington, Jan. 18.—Film industry television experts say that a careful study of cost data recently furnished by the American Telephone and Telegraph Co. indicates that the industry can set up and operate its own facilities for much cheaper. Industry experts say close scrutiny shows this to be far from the case.

The issue is of crucial importance, since much of the industry's case for exclusive theatre TV channels rests on the argument that A. T. and T. service is too expensive. The

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**Film Councils Open Three-Day Meeting In N. Y. Tomorrow**

A three-day conference of representatives of motion picture councils from all parts of the country will get under way here tomorrow at the Museum of Modern Art, with some of the discussions to be held at the Hotel Gotham. A full program of activities, including screenings of important pictures and the viewing of "This is Cinerama," has been arranged for the more than 70 film council delegates whose groups have been supporters of the motion picture industry for many years. The conference.

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**Awards Undimmed by Funds Cut: Academy**

Hollywood, Jan. 18—The Academy of Motion Picture Arts and Sciences' board of governors has issued a statement asserting that the withdrawal of financial support from the annual awards function by three major companies will not be allowed to prevent carrying out the annual awards custom, although possibly on a lesser scale.

In the last few years, eight major studios have contributed about $100,000.

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**First in Film News**

New York, U.S.A., Monday, January 19, 1953

**Volume 73, Number 12**

**Theatre Costly**

**T & T's TV More**

**Accurate Concise and Impartial**
A T & T, Theatre TV
(Continued from page 1)

theatre TV hearings get under way before the full Federal Communications Commission Monday, Jan. 26. The purpose of the hearing was to decide if the Commission would argue that it could integrate its theatre TV transmission service with T. & T. in a manner which will make possible important economies in operation and engineering. It said it would set up three theatre TV works covering nine Eastern cities at a construction cost of $4,400,000 and an annual operating cost of $1,050,000.

The industry had estimated $5,450,000 as the construction cost and $2,420,000 as the annual cost for the first three years for a system of three networks covering eighteen cities.

Those figures would seem to give the nod to A. T. and T., but film industry officials say these factors make the comparison erroneous.

In the first place, they say, the A. T. and T. figures on construction cost and operating only include the intra-city service. The industry figures cover both. If intra-city figures alone are added to A. T. and T. figures or if they were excluded from the industry figures, it was declared, theatre TV with film would be just as cheap if not cheaper than the telephone company.

Secondly, the industry officials say, the A. T. and T. figures cover only the cost of constructing whatever facilities are needed, over and above the telephone lines. They exclude the cost of existing facilities which will be used in the theatre television networking.

It is argued that in the New York to Washington area, covered by the cost figures, A. T. and T. has extra cost savings over the country A. T. and T. would not have any excess facilities and would have to build from scratch, just as the telephone company would. The industry account puts the industry costs in a much better light, it is asserted.

Finally, the film industry spokesmen declare that the A. T. and T. operating cost figures are based on long 15 or 20 year amortization periods, which mean the costs will continue at that level for a long time. The industry figures have a three-year amortization, which means operating costs will be high for those three years but will drop sharply after that.

"We're still studying their figures, and may have some more criticisms by the time the hearings start," says one official.

The current study confirms our argument that we can put in the facilities more cheaply, can operate them a little cheaper than the telephone company, and that in the amortization period, our costs will drop to only a fraction of theirs.

Working Data
A. T. and T. told the Commission it was working on additional cost data to present at the hearings. The industry officials said that after they complete their study of the phone company's initial data, they might ask the Commission to require A. T. and T. to file complete working data shortly, or might wait and bring out the information by cross-examining phone company witnesses.

Theatre TV Hearings Continue
WASHINGTON, Jan. 18.—The Theatre television hearings which resumed before the Federal Communications Commission on Jan. 26 will run well into March, according to industry lawyers.

They made this prediction on the basis of a request by the Federal Trade Commission to hear evidence in an antitrust case, which is scheduled to come up before the FTC Jan. 25, the day after the FCC is scheduled to be in session.

On March 1, the FTC is scheduled to meet in conference Friday, among attorneys for the various parties. The hearings might not be completed, but the Chairman of the Commission will want to take breaks from time to time.

In other theatre TV developments over the weekend, American Telephone and Telegraph Co. told the Commission it would not make any additional cost data available by the 26th but definitely would have it ready by the time A. T. and T. witnesses take the stand late in that week.

Western Union Telegraph Co. asked the Commission to enlarge the scope of the hearings by including the much delayed issue of inter-connection with A. T. and T. facilities.

Universal Heads to Meet on the Coast
Milron R. Racemil, president of Universal Pictures, will leave New York today for Hollywood for production meetings with studio executives.

Among those with whom he is scheduled to confer are N. J. Blumberg, chairman of the board; William Goetz, in charge of production; Alfred E. Duff, executive vice-president who has just returned Hollywood after a four-week global trip; Edward L. Williams, executive vice-president, manager of the studio, and David A. Lipton, vice-president in charge of accounting and administration.

Robert Palmer, studio talent head, will accompany Racemil to California.

Tri-Opticon Breaks Boston House Record
Boston, Jan. 18.—The first week of Tri-Opticon three-dimensional exhibitions at the Pilgrim Theatre here is expected to gross between $28,000 and $80,000, according to the management. The opening day, Thursday, broke all house records, rolling up a gross of $3,000.

Tri-Opticon in Denver
Next Tri-Opticon tri-dimensional opening is scheduled for Wednesday at the Tabor Theatre in Denver, where he has been in New York for many years, and will accompany Racemil to California.

New Suit vs. RKO Pictures
WASHINGTON, Jan. 18.—A second minority stockholder suit in the name of Sidney Schwartz has been filed against RKO Pictures and Howard Hawks before the Supreme Court here and the Securities and Exchange Commission was informed here at the weekend.

The suit, filed Nov. 19, 1952, accuses Hughes and RKO Pictures of negligence of "mismanagement" and seeking damages of $800,000 in the same court by attorney Louis Klipnis.

A number of shares owned by Schwartz and his residence was not given.

Williams Leaving 20th to Join Ziv

Phil Williams has resigned as assistant to the director of television for 20th Century-Fox here to join Ziv Television Productions in Texas. The two men have been close friends for some time, and he will assume his position as Ziv account executive on Feb. 16.

Williams, who for 15 years was with Time, Inc., in various advertising and sales positions for Fortune and Money, resigned last May as MOT theatrical sales manager to accept a home office sales executive post at Ziv. He was named assistant to the television director on Jan. 7.

Williams has been active on committees of advertising associations and was a vice-president of Associated Motion Picture Advertisers.

Prince Manager
(Continued from page 1)

the Northern part, Canada, to Walter Branson, assistant general sales manager, who also heads the Western district.

Prince, who joined the company in 1940, will continue to have headquarters in Atlanta. His new territory will consist of that city and in Charlotte, New Orleans, Dallas, Memphis, Oklahoma City and Jacksonville, the latter to be opened shortly.

N. Levy continues as Eastern division sales manager.

Charles Levy Leaves On 'Pan' Promotions

Charles Levy, Eastern publicity director for Walt Disney Productions, left New York over the weekend on a tour of key cities where pre-release openings of "Peter Pan" have been set by RKO Radio to follow the world premiere on Feb. 5 at the State Theatre in Chicago. Levy, with the assistance of RKO field exploitation representatives, will set up pre-release publicity campaigns in each city.

"Pan" will open Feb. 19 to the north and Feb. 26 to the south, in all the key cities like New York, Chicago and Philadelphia. In the north it will open in Canada, in the south in Mexico.

Monday, January 19, 1953

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, is expected back in New York today from the Coast.

Roy Brewer, IATSE international representative in Hollywood, left here for the East this week. Harry Walsh, I.A. president, is scheduled to leave for Hollywood today or tomorrow.

Martin Davis, Samuel Goldwyn Productions assistant director of advertising, has returned to New York from the Coast.

Edward L. Hyman, vice-president of United Paramount Theatres, and who will meet Jan. 31 in New York, today, en route to the Coast.

George Twitchell, vice-president in charge of production for Huntington Hartford Enterprises, is in New York from the Coast.

Norman Z. McLeod, director, will arrive here from Hollywood by plane this week.

D. of C. Owners to Attend Virginia Meet

RICHMOND, Va., Jan. 18.—The Virginia Motion Picture Theatre Association will take over all facilities of the Chariman Inn for its annual convention and trade show, to be held May 5-7.

Governors of the association are Syd Gailes and Leonard Gordon, association president Sidney L. Bowden, and ex-officio members were on hand at the hotel last week to map plans.

It was decided that the scope of the convention be enlarged to cover the entire Washington, D.C. area, and invitations are extended to all exhibitors in the District and Maryland. In addition to general meeting rooms for all exhibitors, there will be separate rooms provided for Maryland and District private meetings.

Bryam Leaving Para

The resignation of John Byran as play editor of Paramount Pictures was announced here by Russell Holm, Eastern production manager, effective Feb. 1, Byram, who has been with Para since its opening five years ago, plans to enter theatrical production. Prior to joining Paramount, he was a dramatic critic of the New York Times.

A T & T, Theatre TV
(Continued from page 1)

motion picture trade paper, is quoted as saying: "Quippubco, London." Other Quigley Publications include: Motion Picture Herald; Better Theatres and Theatre Sales, each publishing a quarterly; Motion Picture Almanac; and Trade Almanac; and as a second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 50c.
A STATEMENT FROM COLUMBIA PICTURES ON ITS SALES POLICY FOR THE SCREEN ACHIEVEMENT OF 1953

* * *

RITA HAYWORTH STEWART GRANGER

IN

SALOME

CO STARRING CHARLES LAUGHTON

WITH

Judith ANDERSON • Sir Cedric HARDWICKE • Arnold MOSS
Alan BADEL • Basil SYDNEY • Maurice SCHWARTZ
AND A CAST OF THOUSANDS

COLOR BY

Technicolor

Screen Play by HARRY KLEINER • Produced by BUDDY ADLER • Directed by WILLIAM DIETERLE

A BECKWORTH CORPORATION PRODUCTION
“SALOME” is, by any measure, the most costly motion picture Columbia has ever produced or distributed. In its multi-million dollar negative, however, is beauty and spectacle and drama enough to justify an even more fabulous expense. And now, with plans finalized for an advertising and promotional campaign representing an additional $1,000,000 expenditure, “SALOME” looms large as the most significant event on the motion picture horizon.

With its glittering cast, it tells the dramatic story of the beginning of Christianity. No better time could be chosen for its first launchings, therefore, than the Easter season. It is for that
reason that, in certain selected key city first runs, the pre-
release of "SALOME" will begin at Easter.
We are fully aware that it is, by law, neither our right nor our
function to fix admission prices. That prerogative belongs solely
to the exhibitor. Our sales organization has received firm and
explicit instructions to that effect.
However, we also recognize the fact that, in the recent past,
pictures of similar scope and stature have done extremely well
in situations where the exhibitor has voluntarily presented
these super-attractions at increased prices. We believe that
"SALOME" offers the exhibitor the same opportunity.
In order to prove the power of “SALOME” to the great mass of exhibitors prior to the general release of the picture, we shall limit the pre-release engagements to qualified theatres in cities of 75,000 population or more, which shall be selected competitively based on their offers. “SALOME” will be available for screening at all Columbia Exchanges on or about February 1. Immediately thereafter, we shall welcome, from qualified situations, offers which, for proper evaluation, should include:

1. Theatre’s name and Exhibitor’s name
2. Minimum dollar guarantee to Columbia
3. Terms (We desire a first week participation of 50% minimum. Percentages for subsequent weeks should also be specified)
4. Minimum length of run guarantee
5. Control figures to determine holdovers beyond the guaranteed minimum run
6. Amount exhibitor proposes to contribute to advertising campaign for advance and first week and for subsequent weeks of guaranteed run
7. Such other information as the exhibitor may consider important in helping us to evaluate his offer more carefully

Offers are to be made subject to the following conditions:
1. Our right to reject all offers is reserved.
2. The run granted will be definitely established, no specific clearance will be granted.

Tremendous public interest will undoubtedly be created by both the national advertising campaign on “SALOME” and the large-scale local campaigns which will launch the picture in each pre-release situation. It is our hope and intention that the maximum number of exhibitors will have the opportunity to play “SALOME” while this public interest is at its greatest. To facilitate this, a sales policy for the further release of the picture will be announced shortly after the first pre-release openings.
Loews' Income

(Continued from page 1)

of approximately $2,000,000 (before taxes and an adjustment for prior years). Federal taxes of $515,270 brought net profits after taxes to $1,484,732, a per-share earnings of $1.76, compared to the six cents per share earned in the 1952 period.

Current and working assets on Aug. 31, 1953, totaled $112,661,380, compared to $111,948,492 in 1952; while current liabilities totaled $28,744,233, against $26,085,286 in 1951.

The consolidated profit and loss statement disclosed that despite the drop in net income, gross income for the 1952 fiscal year was higher than in the previous year. Operating revenues from theatre receipts, rentals and the sale of films, accessories and related items were up to $1,716,623 in 1952 against $1,689,570 in 1951.

Income before taxes for 1952 was $6,786,461 compared to $4,831,893 in previous year. Federal taxes were $2,000,000 in 1952, compared to the previous year's $2,176,123 in 1952 against $6,189,570 in 1951.

The consolidated balance sheet revealed a reduction of $17,663,583, as against $23,184,808 in 1952.

Favors 'Red' Probe

(Continued from page 1)

for a radio program he did in Michigan before his election to Congress and that he was "shocked" at what he found.

The other new member of the Committee will be Rep. Gordon H. Scherer (R., Ohio). All seven other members have served on the group for previous years. The chairman will be Rep. Harold H. Velde of Illinois and other Republican members will be Representatives Bernard W. Kennedy, New York, and Donald J. Jackson of Michigan. The ranking Democrat on the Committee will be Rep. John F. V. O'Mahony of Pennsylvania, while other Democrats will be Representatives Morgan M. Moulder of Missouri, Clyde Doyle of California and James B. Frazier, J. of Tennessee.

Browne 'U' India Head

William Browne has been appointed Universal-International managing director for India by Amadeo Aboal, Universal-International's general manager, replacing James MacFarlane, who resigned. Browne, who joined Universal in Sydney, Australia, in 1946 has been assistant manager in Bombay since March, 1952.
Check the figures... look at the tremendous increase in the cost of your daily living needs. According to the Bureau of Labor Statistics, food has soared upward 133.2%... house furnishings, up 105%... clothing, up 102.3%... fuel, up 47.6%... rent, up 42.4% during the 1939-1952 period.

You'll find the same increases in your theatre's operating costs... with carpet, up 120%... projection equipment and supplies, up 115%... printing, up 90%... and all costs ranging almost twice what they were a dozen years ago.

Compare this with the negligible increase, IF ANY, you've given NSS, for your trailers and accessories, during this very same period of skyrocketing expenses.

Yes, weigh the facts and compare... compare all your costs with the LOW COST, Service-with-a-smile Policy of the Prize Baby.
Accept Draft Of Arbitration Now, Levy Asks
TOA Counsel Would OK Plan and Make Changes

Despite the fact that the latest draft of an industry plan does not contain all the sources of relief that all segments of the arbitration conference want included, the plan should be accepted, with such changes as can be worked upon. That is the opinion of Herman Levy, general counsel of the Theatre Owners of America, who yesterday gave his reactions here to national Allied's latest rejection of the proposed arbitration system. Levy said that the TOA
(Continued on page 2)

Paramount Exploring Ways to Revise Its System of Clearance and Runs

Paramount is exploring methods of revising the system of runs and clearances in several situations with the view of ending the tendency for demands for move-ups to earlier subsequent runs. The company is seeking an improvement in the entire payoff situation so that a plan can be established that will be beneficial for both Paramount and its customers.

Exploratory work on revised clearances has been started in Memphis, Philadelphia and Detroit. Some tests also have been made in Kansas City and Milwaukee, but so far no solution has been reached.

New Strategy To Eliminate Admission Tax

Would Have Only Films Exempt from the Levy

By J. A. OTTEN
WASHINGTON, Jan. 19.—A new strategy is being enacted by the Levy to get admission tax relief. The idea would be to seek to have motion picture theaters exempted from the 20 per cent Federal tax, rather than have the tax reduced or repealed.

This scheme would have two advantages for the industry: It would give the industry some sort of competitive advantage over sports and other events on which the tax is kept; and it would reduce the Federal revenue loss attendant on general
(Continued on page 2)

U.A. and Alperson Bidding for ‘Bwana’

Both United Artists and independent producer Edward L. Alperson are “fighting it out” for the purchase of Natural Vision’s “Bwana Devil,” three-dimensional feature produced by Arch Oboler. While U.A. appears to have the inside track on the deal, Alperson is reported to be confident
(Continued on page 2)

Film Councils Begin 5-Day Parley Today

The national film councils launch their three-day meeting here today at the Museum of Modern Art and the Hotel Gotham. Today’s program consists of screenings of two M-G-M pictures, a demonstration of appraisals pictures for the “Green Sheet,” open forum discussions and a theatre party in the evening at Radio City Music Hall. Speakers include Mrs. Halda McGuirk of the California Theatre Association, and Elmer Rhodes, president of Fox Midwest Amusement Corp.

(Continued on page 2)

Myers Renews Bid To Include Rentals
WASHINGTON, Jan. 19.—Abraham F. Myers, general counsel of Allied States Association, renewed today Allied’s demand for inclusion of film rentals in any arbitration system. That was Myers’ comment on the statement by Herman Levy, general counsel of the Theatre Owners of America, to the effect that the industry should no longer wait for Allied
(Continued on page 2)

U.K. Film Ad Tilt Favors Companies
LONDON, Jan. 19.—American companies and J. Arthur Rank, who withdrew their advertising from the Lord Beaverbrook and Lord Kemnay newspapers recently, are pursuing a policy of silence with respect to published editorial counterattacks, which most here believe ultimately will pay dividends to the industry.

Lord Kemnay has written to film
(Continued on page 2)

To Rush Inaugural Newsreels by Air

Newsreels devoted to today’s inaugural ceremonies in Washington will be air-expressed to all sections of the country tomorrow and should be ready for theatrical showing on the same day, according to plans of all interested companies.

Pre-release reels, slated to contain a comprehensive, dramatic account of the inauguration of President-elect Eisenhower, will be devoted entirely to inaugural ceremonies, including the parade, the White House events, and
(Continued on page 2)

See ‘U’ Profits for ’52 Over $2 a Share

Universal’s annual report for the fiscal year ended last Nov. 1, scheduled to be released in the near future, will show a net profit only slightly less than the $2,267,784 reported for the 1951 fiscal year. The net will be slightly over $2 per share.

Universal’s annual meeting of stockholders in March will be held at the home office this year, instead of in Wilmington, Del., as in previous years. Stockholders have requested the shift to enable more to attend the annual meetings. The three J. Arthur Rank representatives on the Universal board who resigned recently in consequence of Rank’s sale of his Universal stock holdings, will not be replaced, reducing the board’s membership by that number.

Amended Complaint Filed in 10mm. Suit

LOS ANGELES, Jan. 19.—Government attorney James McGrath today filed an amended complaint against defendants in the 10mm. case in Federal Judge William Byrnes courthouse directed by Byrnes on Dec. 29. The defendants now have 30 days from tomorrow, when they are to receive copies of the amended complaint, to make answer.

The court had ordered the government to clarify the meaning of the phrases “among other things” and “limiting the conditions” of leasing four runs.

The amended complaint virtually eliminates the first by substituting a phrase referring back to an earlier paragraph in the bill. Substituted for the second was language reading in part “by limitation upon admission prices, advertising, categories of persons to be admitted, or hours of showing.”

Brownell Straddles Trust Suit Issue

WASHINGTON, Jan. 19.—Herbert Brownell, the new Attorney-General, today put himself on both sides of the question of whether he would drop any pending anti-trust cases.

During questioning on his confirmation by the Senate Judiciary Committee, Brownell promised that he would “press all major anti-trust cases now in the courts.” Later, however, he declared that as Attorney-General he would make a “thorough, impartial study of all cases, including those now under investigation,” with re-evaluation “where necessary.”

There has been widespread specula-
(Continued on page 2)
Exchange Committee to Hit 32 Keys in New Pact Talks

The distributors' exchange operations committee will split up into three groups next week and start to cover the 32 exchange cities for the purpose of negotiating new contracts. The front and back offices of company have not been mapped out as yet but routes may be identified in the meeting of the committee late this week.

The committee has held two meetings with union representatives. The sessions were held in Philadelphia and Boston but an impasse was reached in both cities. It is reported that the Johnson Line "will line up" with current conditions, although the percentage of salary increases asked by the unions has not been disclosed.

Headed by Tom Murray of Universal International, the committee consists of Joseph McMahon, reporter; Bernard Goodman, Warner Brothers; Clarence Hill, 20th Century-Fox; Myron S. Clark, RKO; Michael A. Pabst, RKO Radio; Henry Kaufman, Columbia; William Brenner, National Screen Service; Julius Meier, United Artists, and Arthur Israel, Paramount.

"3-D" Causes Labor Halt in Pittsburgh

PITTSBURGH, Jan. 19.—"Bwana Devil," the three-dimensional film which has jammed all 400 four days into seven days into the 2,000-seat Warner Theatre, developed a labor situation over the last weekend. Members of Local No. 174 the I.A.F. are back on the job after closing up the theatre Friday and Saturday morning. Union business agent James Sipe said, "The contract signed in 1951 did not cover conditions that now exist, because the three-dimensional film means much more work and take more skill to operate." He added, "This is a new medium that has a terrific impact on the theatre business. I insist upon negotiating a new contract."

M. A. Silver, zone manager, and business manager Benjamin Steerman for Warners sat down with Sipe to day to discuss negotiations. Steerman said, "Refusal to work is a violation of the contract, and as far as the operators are concerned, the work on the new films is just the same as the work on standard films. We don't take any additional skill or labor to operate them."

Bidding for 'Bwana' (Continued from page 1)

of ultimate success in buying the pictures, people is said to have approximately 20 partners in the tri-dimensional feature and approval of the contract must be obtained before a deal can be closed. It is reported that Alperson has some of the same partners on boards, while U.A. has lined up substantial group on its side. Both Alperson and U.A. have applied to

TreASurer Has Dim View on Tax Cuts

WASHINGTON, Jan. 19.—The incoming Secretary of the Treasury, George M. Humphrey, told Senator, that he did not see any general tax reduction in the immediate future. All indications have been that the new Eisenhower Administration would put budget balancing before tax cuts, and Humphrey's statement today supports the view of the Senate Finance Committee, confirmed these indications. However, the signs have been equally strong that House tax policy-makers are determined to effect major tax cuts this year in excess of any tentative tax balancing budget. Humphrey told the Senators he felt the tax burden was too high, and eventually would have to be reduced, but he said he felt balancing the budget should have priority.

One of his first acts as Secretary, he stated, would be to complete a study of the tax structure aimed at reducing taxes as soon as possible without distorting the economy in the immediate future, he added.

U.K. Ad Film Tilt (Continued from page 1)

advertising chiefs proposing a friendly get-together. Also, the Critics Circle declined at an emergency meeting to support a proposed resolution by Senator Humphrey, calling for the return of the British Film Producers Association for its proposed resolutions in the entertainment tax by giving its qualified approval to extension of the existing relief.

CEA had announced it would continue to support the Early scheme beyond the time. Registration dates, they derived from the fact that the agreement is taken of the recent decrease in box-office receipts and the reduced benefits which exhibitors are deriving from the increase in prices of 1951, as compared with the agreed estimates upon which the Early scheme was based.

The annual report of the Customs and Excise Department for 1952 showed that the receipts in the tax for 1952 was £28,000,000 and was paid by motion pictures theatres.

SECOND-CITY THEATRE

RADIO CITY MUSIC HALL

ROCKETTSTEAM STATION"
Arbitration

(Continued from page 1)

board of directors, at its meeting in New York city, has discussed fully the deadlock that now exists.

Levy's statement follows:

"According to the trade press, Allied's board of directors has rejected the pending plan for an industry system of arbitration. It would appear, too, as of today, that Allied will reject any plan for industry arbitration unless and until certain matters concerning the content and scope of motion pictures are made arbitration.

"It has been hoped that on the basis of what Abram Myers, at Allied's annual convention, called the 'plus points' of the pending plan, Allied would see fit to subscribe to it, with certain modifications, if, as time went on, it became obvious that distribution would be willing to concede to the request of widening the scope of arbitration by including film rental, and, therefore, the making of pre-release pictures.

"TOA also has looked with favor on the subject of arbitrating film rental, but on a one-rdy basis, which is, where only the exhibitor may institute the proceeding. And it has looked with favor on the careful defining of the word, 'Allied', so that TOA is willing now, as it has been in the past, to sit around a conference table to discuss these matters fully.

"But whether an entire plan, with so many 'plus points' and representing the result of the unanimous acceptance of the principles of arbitration, should be completely discarded because it cannot be all things to all men is a question which must have the most serious consideration. Why should exhibitors be deprived of avenues of relief, recognized by all segments of the arbitration conference to be new and good, because the plan does not contain all the sources of relief that all segments of the motion picture industry have included.

"The distributors have spoken. They have stated that they will not accept an entire plan of arbitrating film rental. If that is their final word, then I say that the plan should be accepted—with such changes as can be agreed upon, and that an attempt thereafter be made to place the system in operation as quickly as possible. That, it seems to me, is owed to the industry by all of its leaders.

"Under the proposed system there is no compulsion to use it. Exhibitors may or may not do so as they choose. But, again I say, it seems unfair and illogical that those exhibitors who do not want to use it should be deprived of what appears to be a speedy, effective and inexpensive means of avoiding many of the troubles and hardships now experienced. The conditioning of the acceptance of a 'plus point' system of arbitration on the inclusion of other matters not now in the system is, in my opinion, a luxury that no segment of the industry can afford.

"It is the 'plus point' system; the other way lies strangulation, debilitating and chaotic litigation. We have been told that a particular segment of the industry cannot validly be under the jurisdiction of the system. For instance: 'Our stock isn't raised on the exchange.' "

"At our board meeting next week, the question will be discussed as to whether or not the system which now exists, I feel certain that the board will undertake to accomplish whatever it feels it can to assist in the breaking of the impasse."

FINANCING

Large Industrial Enterprises

L. N. ROSENBAUM & SON

317 W. Washington

Well with the World... . . .

... with RAY GALLO

PLAIR FOULDS has been elected vice-president of General Precision Electronic Signal Co., Inc., Pleasantsville, N. J., according to announcement by Hermann G. Place, president of the company. Foulds has served for several years in the capacity of marketing director of the company with responsibility for government liaison and contract administration as well as marketing of commercial products, including broadcast studio and theatre television equipment.

To provide both a visual and recorded car and patron count for drive-in theatres, Electronic Signal Co., Inc. of Williston Park, N. Y., has developed a new electronic data recording control system. The checker consists of a detector installed in the vehicle lane and a recorder in the box-office. As the patron drives up, the system is automatically counted and the count recorded on a tape. Prints showing the operation are exchanged for a $1 charge and the tape is returned to the box-office. These results are fed into the computer to keep the box-office employee up-to-date as to the number of patrons in the car and therefore the "pass" vehicles. Visual signals, lights and sound are indications for both patron and manager to check, and all transaction details are written in daily in a code that is "locked in" the equipment.

Theodore R. Combs has been promoted to sales service manager by the American Colour Co., of Grand Rapids, Mich., according to announcement by Vermeul, vice-president and sales manager of the company. Combs succeeds Elmer L. Poel, who has been transferred to the firm's church products division. Combs will supervise the nationwide installation and renting for theatres, churches, institutions and other structures.

A new design for Dixie cups, developed especially for serving "Snow Cones" (flavored, crushed ice), has been marketed by the Dixie Cup Co., Easton, Pa. The new design is called "Ice Crystal" and is listed as a stock item for the company's #31, 7 and 12 ounce one-colored cups at no increase in price.

Valve-covered guide ropes with a special "break-away" feature are now available from Lawrence Metal Products of New York City. Used on restricted areas where unexpected pressure might be applied, the ropes are designed to open at a weight of five pounds. It is explained, thus meeting the pressure with safe "give." Guide ropes are offered in one and one-half inch diameters.
"20th CENTURY-FO
INAUGURATES
A POLICY
THAT SPELLS
CONFIDENCE"

— Editorial, CHESTER B. BAHN,
Film Daily, January 13, 1953
...and here’s how we start!

THE SNOWS OF KILIMANJARO Technicolor
STARS AND STRIPES FOREVER Technicolor
MY COUSIN RACHEL · RUBY GENTRY
THE I DON’T CARE GIRL Technicolor · THE STAR
TAXI · TREASURE OF THE GOLDEN CONDOR Technicolor
NIAGARA Technicolor · THE THIEF OF VENICE · TITANIC
DESTINATION GOBI Technicolor · THE PRESIDENT’S LADY
TONIGHT WE SING Technicolor (SOON . . . WORLD PREMIERE) · THE SILVER WHIP
MAN ON A TIGHTROPE · CALL ME MADAM Technicolor
INVADERS FROM MARS Color · POWDER RIVER Technicolor
PICKUP ON SOUTH STREET · SAILOR OF THE KING
THE DESERT RATS · WHITE WITCH DOCTOR Technicolor
THE GIRL NEXT DOOR Technicolor · BAPTISM OF FIRE
DOWN AMONG THE SHELTERING PALMS Technicolor
GENTLEMEN PREFER BLONDES Technicolor

and watch for THE ROBE Technicolor

...and more to come!

There’s No Business Like 20th Century-Fox Business!
Sees Withdrawal of RKO Minority Suit
All signs point to the withdrawal of the RKO Pictures minority application seeking to put the company into receivership. It was learned here yesterday from Louis Kipnis, attorney representing the three minority stockholders, that the suit will be dropped.

Kipnis said he intended to fully explain his position Monday at a hearing in New York Supreme Court. Weighing in favor of withdrawal of the suit is the filling of all vacancies on the RKO board of directors from which it was explained. Kipnis stated, however, that the suit for damages in the same court against Howard Hughes, chairman of RKO Pictures board, would be continued.

Life Magazine Is Promoting 'Peter'
Life Magazine has sent a special mailing piece to exhibitors throughout the country announcing RKO's "Peter Pan" and calling attention to a four-color ad on the Technicolor picture that will sell it to the 23,950,000 readers.

"Peter Pan," an all-cartoon feature, distributed by RKO Radio, will have its world premiere at the State Lake Theatre in Chicago on Feb. 5. Pre-release openings in other key cities throughout the country will begin on Feb. 11.

Herald American in Tribute to Columbia
CHICAGO, Jan. 19.—The Herald American repeated its front page on Saturday to run news of the Columbia Pictures convention, held at the Drake Hotel. The entire front page carried Columbia company news. A four-column picture of Rina Hayworth taken on the set of "Salome" appeared close to two streamer headlines. Pictures of Harry and Jack Conlan, Abe Montague and Joseph McConville were used. Copies of the edition were distributed at the convention. Motion picture department heads of Pictorial Review and American Weekly were responsible for the special section.

"Gambler" Scoring Opening Week Marks
In the wake of the three-city premiere of Universal-International's "The Gambler," which is said to have set new house records, the picture reportedly topped marks in more than 40 situations. In the trio of premieres the first week, grossed $3,100 at the Joy Theatre in New Orleans, $17,000 at the Malco in Memphis and $25,000 at the Fox in St. Louis.

Propose Study of Overlapping Taxes
Washington, Jan. 19.—Senator Hendrickson (R., N. J.) and 10 other Republican Senators have produced a resolution to set up a government commission to study overlapping state, Federal and local taxes.

The measure would set up a temporary national commission on inter-governmental relations. A similar bill passed the Senate in the last Congress, but did not pass the House.

It was reported that President-elect Eisenhow were planning to set up a committee of his own. The effort was to work with the Treasury Department on the same subject.

Television--Radio
with Pinky Herman

AN interesting, behind-the-scenes sidelight of the TV coverage (NBC's version) of the Inauguration today of Dwight D. Eisenhower in Washington, D. C., is the fact that Wm. R. McAndrew, director of the NBC-TV festivities coverage, is a local boy who also made good. Before being promoted and transferred to Radio City in New York, McAndrew was manager for NBC's Washington station.

. . . Joseph Currin and Alcest Frost, the lovable CBS Sleuths of "Mr. & Mrs. North," are now on their eleventh consecutive year on that radio show which has been produced by Hal Price. They produce several films especially for TV among which are two George Bernard Shaw classics, namely "Androcles" and "The Devil's Disciple," a feature film based on the life of Mahatma Ghandi and Gene Fowler's "Rip Van Winkle." . . . Helen Schlick of NBC Press Dept. (N. Y.) was chosen one of the 100 most distinguished women by the National Press Foundation.

. . . Sig Michelson, CBS Director of News and Public Affairs estimates that more than 70,000,000 people will TView today's Inauguration. George Washington's Inauguration was witnessed by three thousand and it was realized.

Following his second appearance Sunday on Ed Sullivan's "Toast of the Town," Ed Wynn returns to Hollywood where he will resume filming a new half-hour TV series, "The Ed Wynn Show," which the zany comic is writing, producing and packeting. . . . Seymour H. Malamed, formerly U.S. Internat'l Revenue agent has joined the Charles Wink Co., as specialist in business management.

. . . The"Ziegfeld Follies of the Air" CBSeries back in 1935. . . Lakeside Television Co., Inc. has signed to distribute 100 TV films, including animal shorts, documentary and educational Library films. Richard Buehler, Sanfod, radio and TV exec, has resigned from MCA and will open his own agency.

Low Theatre's presented Walter Framen, producer of "Strike It Rich," an American prototype for "Queen of Song," starring Frank Craven, on Saturday, since his hospitalization, will have as guests, Sophie Tucker, Dorothy Kirsten and Nat King Cole. . . . Gary Stevens and Walter Framen are preparing to co-produce a new TV vehicle based on outstanding performances in the past and present, utilizing wherever possible the great re-living memorable scenes . . . A six-state radio-TV coverage has been effected by Paramount to carry the world premiere at Maysville, Ky., Jan. 28, of "The Stars Are Singing," starring local gal who made good, Rosemary Clooney. States include Kentucky, West Virginia, Ohio, Indiana, Illinois and Michigan. In a special ceremony the Governor of Kentucky will crown the song star "Queen of Song." . . . TV execs are showing keen interest in the Ken Parker series "Matinee for Moppets," held every Saturday at the Jan Hus House on East 74th St.

. . . Collier's Weekly has undertaken an analysis of the 8,000 letters received weekly by Bishop Fulton J. Sheen, whose Tuesday night at 8:00 series is TViewed by an audience estimated to total about seven million. Program is carried via DuMont.

Old Theatre To Close
HARRISON, Pa., Jan. 19.—After 48 years of operation, the Pastime Theatre, Lewistown, Pa., will be closed.

. . . 'The Whales of August,' with the original actor, director and producer for his fight against Communist infiltration of the motion picture and radio fields.
Unions Seek To Regulate O'seas Filming

AFL Film Council Passes A Resolution

Hollywood, Jan. 20.—American producers intending to produce a picture or pictures outside this country will be expected hereafter to make arrangements with studio unions concerning the number of men to be taken along and other conditions, according to a resolution adopted unanimously today by 26 unions comprising membership in the Hollywood AFL Film Council.

The resolution is the first official step by unions in a long planned effort to prevent American production abroad from cutting into local employment.

The resolution reads in part, “No members of unions affiliated with the Film Council should accept assignments for pictures to be made outside the United States unless and until an understanding has been reached between representatives of the unions and the producer as to the conditions under which such work is to be performed.”

Rhoden Tells MPAA Meet Industry Starting New Era

The dark clouds of adverse publicity that beset the film industry 18 months ago have been dissipated by a series of events that have placed the films’ public relations in a healthy state, Elmer C. Rhoden, president of Fox Midwest Theatres, told the community relations conference of the Motion Picture Association of America at the Museum of Modern Art here last night. Rhoden pointed to the “Red” probes, the invasion of television, anti-trust cases and the slump of picture securities on the stock market as some of the troubles that once faced the industry.

Today, Rhoden said, the situation (Continued on page 4)

Republic Concludes Chicago Meeting

CHICAGO, Jan. 20.—A reception in honor of Paul Wahl was held here today at the Blackstone Hotel, following the con- clusion of a regional sales meeting.

Among the exhibitors attending the reception were Dave Wallenstein and Duncan Kennedy of Bahamian and Katz; Alex Halperin of Warner Brothers, and John Dromey of the Great States Circuit. President Her- (Continued on page 6)

Snaper Thinks Gov’t Will Act On Practices

Sees Decree Violations Leading to Litigation

Distributors’ sales policies in regard to pre-releases, demands for advanced admission prices and percentage terms are contributing to the ultimate entrance of the government into a move to correct the alleged abuses, according to Wilbur Snaper, national Allied president. And Allied already is preparing a formal protest to the Department of Justice, he added.

Snaper, at a trade press conference yesterday, called for the purpose of clarifying Allied’s position the announcement of a decree (Continued on page 4)

John Joseph Joins Cinerama Prod.

John Joseph will become field exploitation and publicity director for Cinerama Productions Corp., announced Joseph Kaufman, director of exploitation for the corporation, Joseph’s initial assignment will be on playdates in the Midwest, the first of which was (Continued on page 4)

Wolff Is Reelected Head of NY Bookers

Louis Wolff of Brandt Theatres has been reelected president of the Motion Picture Bookers Club of New York.

Others elected were: Sam Einhorn, Rosenblatt & Walt Theatres, first vice-president; Louis Soloff, Bell Pictures, second vice-president; Myron Starr, United Artists, treasurer; Harvey Reinstein, Universal, financial secretary; Shirley Levy, Warner, recording secretary; Ben (Continued on page 6)

Mrs. McGinn Urges Better Films Support

Huldra McGinn, director of legislation and public relations of the California Theatres Association, yesterday urged film council representatives to step up their support of better motion pictures in theatres throughout the nation.

Speaking at the opening session of a three-day national conference of film (Continued on page 6)

John Joseph Joins Cinerama Prod.

John Joseph will become field exploitation and publicity director for Cinerama Productions Corp., announced Joseph Kaufman, director of exploitation for the corporation, Joseph’s initial assignment will be on playdates in the Midwest, the first of which was (Continued on page 4)

Coast Heads to Run RKO Ad-Publicity

Hollywood, Jan. 20.—RKO Radio announced here today the transfer of responsibility for the company’s public- ity, exploitation and advertising to the Coast, with Perry Lieber in charge of publicity and exploitation nationally, and with Elliston Vincent, (Continued on page 4)

Sales Managers to Attend TOA Board Session Jan. 27

NASHVILLE, Jan. 20.—Invitations to attend the morning session of the Theatre Owners of America’s mid-winter board of directors meeting in New York on Tuesday have been accepted by almost all sales managers of the distributing companies, TOA president Alfred Starr reported here. The sessions will be held at the Pierre Hotel.

Starr recalled that at the board meeting in Los Angeles last year, major production heads were present to discuss the problems of production. It was agreed by all that that confer- ence was a fruitful one, and it appears that the meeting this year with sales managers will be equally beneficial, he said.

“We of TOA are very happy,” Starr said, “that we shall have the sales managers as our guests. We feel that conferences of this kind, approached sincerely by men of good will, cannot help but accomplish

German Guarantees Of $4,900,000 Set

WASHINGTON, Jan. 20.—Under the information media guarantee program that was operated first by the Eco- nomic Cooperation Administration and now by the State Department, American film companies have managed to convert to dollars close to $4,900,000 of what otherwise would have been blocked earnings in Ger- many, it was learned here today.

Another $1,200,000 of earnings on films distributed in Germany (Continued on page 4)

Early N.Y. Booking For Tri-Opticon

Both Tri-Opticon and Natural Vision will open their respective three-dimensional subjects on Broad- way shortly at the Warner and Loew’s State theatres, but it was in- definite yesterday which house would get which process. If Natural Vision’s “Pyauna Devii” goes into the
Personal Mention

CHARLES M. REAGAN, M-G-M general sales manager, has returned to New York from the Coast.

Ted O'Shea, Jr., son of the vice-president of Paramount Distributing Corp., E. K. O'Shea, has passed his bar examination in Rochester and has been admitted to active practice.

Mac Greenberg, Warner Brothers International attorney, announces the birth of a daughter to Mrs. Greenberg, Miss Ruth, daughter of the Jewish Memorial Hospital here.

Samuel Rosen of Fabian Theatres and Mrs. Rosen have become grandparents, their daughter, Mrs. Jacob Yellin, having given birth to a girl, Rachel.

Arthur Mann, M-G-M Canada press representative, will arrive here from Toronto at the weekend to get married.

Norman Panama and Melvin Frank, producers, directors and writers, will arrive here from the Coast tomorrow.

Edward L. Harrison, United Paramount Theatres vice-president, and his assistant Bernard Levy are in Salt Lake City.

W. Parkman Rankin, manager of motion picture advertising for This Week magazine, is spending two weeks in Hollywood from New York.

Nat Levy, RKO Radio Eastern division sales manager, left New York last night for Chicago and Detroit.


Joseph Ehrlich, RKO Radio short subjects publicity manager, will leave here today for Philadelphia.

Jay Eisenberg of M-G-M’s legal department is due back here Monday from a tour of Southern exchanges.

Cleve. Theatre Group Reflects Schwartz

CLEVELAND, Jan. 20.—Ernest Schwartz today was reelected president, secretary and general manager of the Cleveland Motion Picture Exhibitors Association, for his 30th term. Also reelected were Albert E. Patalas, vice-president, and Ted Verme, treasurer.

Saville - Spillane Films for UA Release

United Artists will release the films which Victor Saville will produce from Richard M. Spillane’s stories. It was announced here yesterday by UA president Arthur B. Krim.

Films in the two Spillane stories Saville will make are “I, the Jury” and “Kiss Me Deadly.”

MPAA-NETTC to Kick-Off Resumed FCC Hearings

WASHINGTON, Jan. 20.—The Motion Picture Association of America and the National Exhibitors Theatre Committee will call on the Federal Communications Commission for hearings on its proposed regulations to control technical and cost accounting practices of theatre owners.

Brotherhood Group To Meet Here Today

Phil Hodes, New York City distributor chairman for “Brotherhood Week” (Feb. 15-22), has called a meeting of executives and branch managers of this area for tomorrow at 2:30 P.M. in the office of Syron, Skouras, Jr. Among those scheduled to attend are Sam Rimer, Edward Melendez, John A. Cassidy, Skouras, Jr. and Hodes.

The industry’s campaign kits for “Brotherhood Week” are current to all offices of National Screen Service from which they will be distributed to exhibitors. Each kit contains a campaign book, one-sheet handers, 35 membership cards, a display card, a letter from S. N. Seidlin, national chairman for the committee.

Si Seidlin, advertising-publicity chairman for the industry’s participation, said that most exhibitors should have the campaign kits by the end of this week.

Industry Cited for Efforts In Promoting ‘Brotherhood’

ALBANY, N. Y., Jan. 20.—The industry for demonstrating the practical things that can be done to promote the idea of brotherhood was voiced by Carl C. Williams, re- ligious editor of the Albany Times Union, in an address before the Vari- ety Club last night. A dinner marked the launching of the campaign in this exchange district for observance of “Brotherhood Week,” Feb. 15-22.

Para. to Distribute Danny Kaye Starrer

A deal to finance and distribute Danny Kaye’s new picture “Knock on Wood,” a production of The American-Atlantic Pictures Corp., was announced by the New York owners of the Kaye in the produc- tion, which will be filmed in Eng- land this spring in color by Techni-color.

Kaye will star with Panama and Frank producing and directing from their original screenplay. Sylvia Fine, sister of Kaye, will do the original musical numbers for the picture.

Mass ‘Condor’ Openings

A series of mass, regional openings has been set by 20th Century-Fox for “Treasure of the Golden Condor” beginning in the South and New England states will be first, followed by the Central and Midwest territories and then the South.

Meanwhile, advertising and exploitation campaigns have been set for each of the regional openings.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin and brother, by Quigley Publishing Co., Inc., 120 South LaSalle Street, Chicago, Illinois, Telephone: QUigley 2-3900, Cable address: "Quigleyco, London." Other Quigley Publications: Motion Picture Herald, Motion Picture and Television Almanac; Publisher, the Jr., March 25-26. 11th AA Films to Go Into Production

Hollywood, Jan. 20.—Eleven films, five in color, will be placed in production by Allied Artists between the resumption of production, on the completion of the first plant alterations now in progress, and June, executive producer Walter Mirisch told the convention of exhibitors at a blue-printing session today.

Mirisch also announced the promo- tion of associate producer Edward Morcom to full producer, and assigned him “Green Hills of Idaho,” newly acquired property, to produce in color.

Two among the 11 named—“Black Knight,” which Mirisch will produce personally, and “A Valley Has Risen,” by Mr. Kaye’s Earp biography arc to be in color in Technicolor.

Top Brass’ at Premiere

An audience of distinguished personalities from the entertainment, military and social fields, including the Army and Air Force officers and officials of the Air Force Association will be invited guests at Metro-Goldwyn-Mayer’s premiere of “Above and Beyond” at Brandt’s Mayfair Theatre here on Thursday evening, Jan. 29.
LANA AND KIRK HAVE GONE TO WORK!
Beautiful Business Everywhere For M-G-M's Sensational Hit!
(Press Time Flash!) Music Hall topping terrific engagement of "Million Dollar Mermaid"!
"THE BAD AND THE BEAUTIFUL"

M-G-M presents Lana Turner • Kirk Douglas • Walter Pidgeon • Dick Powell in "THE BAD AND THE BEAUTIFUL" • co-starring Barry Sullivan • Gloria Grahame • Gilbert Roland • with Leo G. Carroll • Vanessa Brown • Screen Play by Charles Schnee • Based on a story by George Bradshaw • Directed by Vincente Minnelli • Produced by John Houseman

(A date to remember, Brotherhood Week's Silver Anniversary Feb. 15-22)
Snaper Thinks $4,900,000 in Guarantees

(Continued from page 1)

“Salome” as an example of what he described as abusive trade practices in general, Snaper analyzed Columbia’s current trade press advertising which set forth the company’s selling plans for the picture, especially critical of Columbia’s decision to “limit the pre-sale engagements to qualified houses in cities of 75,000 population or more.” Such a policy, he said, was a “rank discrimination” against most of the exhibitors of the country.

First Time, Says Snaper

In addition, Snaper continued, and via the trade press ads, is “suggesting” that the admission prices to “Salome” and, in effect, if the exhibitors don’t raise the prices, they can reject the offers. So far, this is the first time that “price-setting” has been recognized as a practice, Snaper said.

Such a policy, Snaper asserted, would cut into sales plans on 20 or more pictures by other companies. Exhibitors cannot compete in business, Snaper tells them how to play their product, he stated. The effect on theatres is that important pictures come along but the exhibitors can’t play them because of the terms and the necessity for raising the admission prices; and by pre-releasing them in larger situations, the films lose their value as a delay in their availability to the balance of exhibitors, Snaper pointed out.

Protesting the current trade practices to the distributor will do no good, said Snaper, adding that “there must be a bigger power.” Columbia’s policy on “Salome” has laid the basis for “direct action,” which conceivably could bring on more litigation,” he said.

Snaper emphasized the importance of talking on arbitration until the distributors agree to the reforms demanded by the association, the Allied president concluded.

Arbitration should be designed to help the 86 per cent of exhibitors who do not have first-run privileges, Snaper said, pointing out that Allied was not opposed to the establishment of an arbitration system but to the abuses that were not covered by the distributors’ draft. Asked whether an arbitration system could be set up without Allied’s participation, Snaper said that any plan would have to get the approval of the court and that no one could expect full exhibitor cooperation.

If the distributors want arbitration, Snaper said, they must express themselves on the abuses alleged by Allied. He indicated that the issue would remain open in court until the final adjudication showed a willingness to initiate reforms.

Coast RKO Heads

(Continued from page 1)

Foote, Cone and Belding advertising agency, an account executive, handling the company’s advertising.

Richard Condon will have charge of the studio’s publicity and advertising under Coast supervision, and Lieber will meet with Condon later this week to outline operations.

and Yugoslavia may still be converted later under outstanding contracts.

So far, ECA and State have made contracts with the Motion Picture Export Association and with individual films guaranteeing them a minimum guarantee of $1,120,000 in earnings, almost entirely in Germany and Yugoslavia.

The Yugoslav contracts, never before announced, were negotiated during the last one to four months by the State Department, and the first contracts written for that country, with the MPEA getting one contract for 15 major distributors and two smaller contracts written by independents. So far, no payments have been made under the Yugoslav contracts, which involve about $200,800 in guarantees.

All other contracts were written by ECA before it turned the program over to the State Department last summer. With the exception of one small contract for 12 features with Columbia Films in Norway, all the earlier contracts were for distribution in Germany.

The State Department officials said they had received no requests for German contracts.

Columbia’s information media guarantors program was set up by Congress as part of the foreign aid program, and was designed to keep U.S. films, magazines, books and other information media circulating in Europe. The program guarantees distributors the correct percentage of their earnings as needed to cover all of their out-of-pocket expenses in connection with distribution guaranteed by the contract in the particular country involved, plus a portion of the original film cost.

Here is a summary of the film contracts written so far:

COLUMBIA: Features Guaranteed for $384,549 in distribution of 11 features and four documentaries in Germany. 
So far, $8,457.27 has been paid. 

EAGLE-LION: Guaranteed and paid $57,485 in earnings on two features distributed in Germany. 

ENCYCLOPEDIA BRITANNICA: Guaranteed for $27,464 earned on showing film strips and educational pictures in Norway, and so far actual paid $19,374.

H. AND C. ENTERPRISES: Guaranteed for $35,464 earned in Germany.

John Joseph

(Continued from page 1)

recently announced for Detroit.

Most recently, Joseph had been Eastern publicity manager for M-G-M. Before that, he was advertising and publicity director for Universal. He has had theatre experience in the Central States, with Balaban and Katz and RKO Midwest Theatre.

Joseph arrives here today for meetings with Lynn Farnol, Cinerama publicity relations consultant, before going to Detroit.

Cinerama Gets 2 Year Detroit Lease

DETROIT, Jan. 20.—Cinerama has been granted a two-year lease on the Music Hall here, with a seven-year option. M. G. Gaskin, president of Music Hall, Inc., disclosed.

The initial capacity for projection booths on the main floor will be expanded in mid-February. The final capacity for the Grand Ballroom is expected to be reached in late Spring, with full improvements to be completed early 1953, with the performance of “This Is Cinerama” scheduled to open on Easter Sunday.

Critics Honor Pascal

Gabriel Pascal, producer of George Bernard Shaw’s "Androcles and the Lion," was presented with a scroll for "artistic merit" by the board of directors of the Motion Picture Industry Film Critics Society here in a ceremony at the Hotel Plaza.

Better Films Support

(Continued from page 1)

Better Films support.

(Continued from page 1)

Better Films support.

(Continued from page 1)

Better Films support.
Presenting THE MOST LUXURIOUS TRANSCONTINENTAL AIR SERVICE EVER OFFERED

TWA's New SUPER CONSTELLATIONS

The Ambassadors

Nightly between Los Angeles and New York via Chicago.
Full-length sleeping berths available at additional cost.

Now TWA offers transcontinental "Ambassador" service... providing all of the luxurious features that have distinguished TWA "Ambassador" flights to Europe, and more!

You're in important, exciting company from the moment you set foot on the rich red carpet that leads to your flight. Your plane is a giant new Super Constellation, expressly built by Lockheed for TWA, and one of the most powerful airliners in the skies today. Your accommodations are the finest: restful lean-back club chairs or luxurious full-length sleeping berths. And you can enjoy delicious between-meal refreshments and friendly conversation with your fellow passengers in the gaily decorated lounge.

On your next cross-country trip plan to go on the "Ambassador"... truly the most luxurious transcontinental flights ever offered. For reservations, see your travel agent or call Trans World Airlines, LExington 2-7100.
**Starr to Meet With Trade Press Daily**

Industry trade press representatives will meet with Alfred Starr, president of the Theatre Owners of America, at the conclusion of each day's meetings to report to the board of directors next week at the Hotel Pierre here. The board meets Monday and Tuesday, with a tentative committee-parley scheduled for Sunday.

**Review**

**"Treasure of the Golden Condor"**

HIGH ADVENTURE, plus color by Technicolor, is offered in "Treasure of the Golden Condor" and film audiences who wish to escape from the cares of daily life should find it very enjoyable. Wrapped up in this tale is the desire of a young man to regain his rightful title, fisticuffs, a treasure hunt into Guatemala, a picturesque, philosophical Scotsman and added ingredients which lift this film above others of its genre.

Featuring are Cornel Wilde, as the son seeking to redeem his name and title; Constance Smith, the beautiful woman he finally teams up with, and Finlay Carrie, adventurous Scotsman who turns in an excellent characterization. This realistic story is depicted against the ancient city of the Mojos, the Marquis de St. Malo, played by George Macready, seeking a hidden treasure in the far-off Mayan hills of Guatemala. The background for this tale is that little town of Cobata in Guatemala where Wilde, against the wishes of his father, the philosophical Scotsman who has found peace away from civilization.

Others in the cast are Walter Hampden, Anne Bancroft, Fay Wray, Leo G. Carroll, Konstantin Shayne, and Louis Hemminger. Delmer Daves directed and wrote the screenplay, which was based on a novel by Edison Marshall. Running time, 90 minutes. General audience classification. For February release.

**MURRAY HOBORITZ**

**Remove French Film On Cleric's Protest**

TORONTO, Jan. 20.—The Ontario Board of Moving Picture Censors ordered withdrawal of the French film "Clochemerle" from exhibition here on the complaint of Most Rev. Alexandre Vachon, Archbishop of Ottawa, that the film is vulgar and discredits the Church and clergy.

The prelate demanded that the Canadian Senate committee investigating obscene literature broaden its scope to study such imported films as "Clochemerle.

The French picture was showing at the Elgin Theatre, Ottawa, when the protest came from the Archbishop and the engagement was terminated. But the Ontario censors could review the film which had previously been approved in the classification of adult entertainment.

**Stars' Parties Set For Exhibitors**

Luncheons and cocktail parties for exhibitors in six Eastern seashore cities will accompany screenings of "The Stars Are Singing," whose star, Rosemary Clooney, will attend, following the Jan. 28 world premiere of the picture in her home town, Maysville, Ky.

Paramount has scheduled the affairs for Boston, Feb. 2; New York, Feb. 6; Philadelphia, Feb. 4; Washington, Feb. 5; Atlanta, Feb. 6, and Nashville, Feb. 7 and 8, where a reception for Miss Clooney will be given by Gov. Frank Clement of Tennessee.

**Wolf Is Reelected**

Levine, Realart, sergeant-at-arms; Fred Mayer, Universal, and Kitty Flynn, Paramount, trustees; and the "Clochemerle" on the cover of RKO Theatres; Alex Arnswarder, 20th Century-Fox; George Trelling, Howard Kleine, and Harry Margolis, M-G-M; Lilian Sedlan of Harris Theatres.

Formal installation will be held on Feb. 2 at New York's Hotel Facts.

**National Pre-Selling**

MR. WALT DISNEY has written a six-page story called "I Like Living," for the February issue of "McCall's" magazine. The story is illustrated with pictures made by Walt Disney Camera, copied at home, and at play and with six full-color stills from Disney's "Peter Pan." Also in this issue is a full-page ad on "Peter Pan" featuring Shirley Booth and Burt Lancaster.

Scenes filmed of Ava Gardner and Clark Gable on the set of M-G-M's "Mogambo" in East Africa will appear in the Jan. 24 issue of "Life." Mem sticks in M-G-M's "The Bad and the Beautiful" are to be shown in an outside stockade while Gable looks on. A still of Jean Harlow and Clark Gable in "Red Dust" in a similar setting is shown as a contrast to the new M-G-M picture now being produced. A full-color ad on "Peter Pan" appeared in the Jan. 17 issue of "Life."

**To Hold Series Of Press Luncheons**

Hollywood, Jan. 20.—The Screen Producers Guild announces the first of a series of round table luncheons on Jan. 28 at which members of the Guild will meet informally with members of the press for a general discussion of industry problems. The luncheon will take place at the Brown Derby, with a dozen producers and an equal number of press representatives present. Leave for the luncheon-meetings emanated in the Guild's public relations committee, chairman by Samuel G. Engel.

**To Release ‘Dimes’ Trailer on Friday**

The 1953 March of Dimes film trailer, "Through the Years," starring Howard Keel, will be shown nationally, Friday, through Jan. 31, in theaters from Coast to Coast and in the U.S. territories.

The film, running five minutes, was made at Rancho Los Amigos Hospital in Los Angeles with almost 100 iron lung and rocking bed polio patients. The picture was made by M-G-M under the direction of Harry Leonard. Distribution is handled by National Screen.

**Unions Seek**

(Continued from page 1)

formed, number of men to be taken on by company, and any other matter pertinent to the employment of union members.

Although implementation was not fully outlined today, it is believed the council will establish a committee to present other body for producers to consult with more conveniently than union by union.

**Edelman Joins Elgar**

Julius Edelman has been appointed by the board of directors to serve as mustar corporate secretary of Peter Elgar Productions, according to president Peter Elgar. Both have received lock in the firm.

**Republic**

(Continued from page 1)

bert Yates, addressing the meet, highlighted forthcoming product. In commenting on Webster's promotion from within the ranks of the organization, he stated his belief that opportunities in the industry are as great as ever for qualified and enthusiastic manpower.

James Grainger, executive vice-president and director of sales, presided over the business sessions, which were attended by branch managers Abe Fischer, Chicago; Jack G. Frack-

man, Milwaukee; J. E. Loefler, Minneapolis; R. F. Whitney, Kansas City; Harry L. Mays, Omaha; Nat C. Steinberg, St. Louis; as well as Richard G. Yates, executive assistant to Grainger, and Jack Alexander, contract department manager.
Currently advertised in the COMPANION

Come Back, Little Sheba
Paramount Pictures

Jeopardy.......................................MGM

Hans Christian Andersen
Goldwyn—RKO

The Bad and the Beautiful...........MGM

"We make it up in Volume... there's a COMPANION-approved movie next door!"

Talk about volume and the mind of many a movie maker turns lovingly to thoughts of COMPANION Approval. Why? For one simple, sound-as-a-dollar reason: more than 4,300,000 women count on the COMPANION for movie news and guidance. By a delightful coincidence, they form the most intensely loyal movie audience in America today.

Not for nothing has Hollywood invested more money in the COMPANION during the past seven years than in any other monthly magazine. *

*Except, of course, the fan magazines.
All over the country “Against All Flags” is taking its place with U-I’s top grossers of 1952.

“BEND OF THE RIVER”
“THE WORLD IN HIS ARMS”
“BECAUSE OF YOU”

AGAINST ALL FLAGS

EARLIEST OPENINGS:
Topped “Bend”, “World”, “Because of You” at Spreckles Theatre, San Diego... Bigger than “Bend” and “World”, Astor Theatre, Reading, Pa.; DeAnza Theatre, Riverside, Calif.; Paramount Theatre, Waterloo, Iowa. Out-grossed “World” and “Because of You”, Esquire, Tower, Del Paso Theatres, Sacramento... Playing to absolutely top grosses, Crawford Theatre, Wichita; Florida Theatre, Pensacola; Broadway Theatre, Portland; Palace Theatre, Akron; Esquire Theatre, Stockton.

BLOCK OUT PLENTY OF PLAYING TIME!

BACK BROTHERHOOD WEEK,
FEB. 15-22.

AGAINST ALL FLAGS
COLOR BY Technicolor

ERROL FLYNN
MAUREEN O' HARA

ANTHONY QUINN - ALICE KELLEY - MILDRED NATWICK

Directed by GEORGE SHERMAN • Screenplay by AENEAS MACKENZIE and JOSEPH HOFFMAN • Produced by HOWARD CHRISTIE
A UNIVERSAL-INTERNATIONAL PICTURE
Vote 'Show of Shows' Best in 1952 TV Poll

'Love Lucy' Also Strong In Fame Poll vs Critics

For the third consecutive year "Your Show of Shows" was voted the Best Network Television Program by television editors, critics and columnists of American newspapers and magazines, voting in the fourth annual Morton Picture Daily Fame Poll to pick the best on TV in 1952. The NBC-TV Saturday night champion, produced by Max Liebman and starring Sid Caesar and Imogene Coca, also was voted the Best Variety Program of 1952 on TV, and was third in the Best Comedy Show class.

Additional Honors

Further adding to the critical acclaim, Caesar was voted TV's Best Comedian of 1952, and took second place in the voting for Best Television Performer (Champion of Champions). Miss Coca was tied with NBC-TV's Jiminy Durante for third place in the Best Television Performer category, and took second place in the Best Comedian division.

The top CBS-TV contender, in the critics' opinion, was "I Love Lucy," starring Lucille Ball and her husband, Desi Arnaz. It finished second in the Best Network Program class, and first in the Best Comedy division. In Complete Results of TV Poll on Page 5

Coronation to Be Britain's First on Theatre TV Screens

By Peter Burnup

London, Jan. 21.—British Broadcasting Company's television program of the Coronation ceremony in June will give Britain its first public demonstration of large screen theatre television, and the first to a paying audience.

The government announced in the House of Commons today that special licensing arrangements have been made to enable the screening of BBC's Coronation coverage in theatres and other public places, whether to paying or non-paying audiences. The government will make no charges.

(Continued on page 6)

Bloch Says Pictures Now in 2 Categories

Emphasis on film spectacles in the "super-production" class and the selection of stories of broad appeal which lend themselves to production on modest budgets is the Hollywood trend, Bertram Bloch, head of 20th Century-Fox's Eastern story department, said here yesterday at the community relations conference of national film council delegates at the Gotham.

(Continued on page 6)

Subscription TV Cited As Necessity

Boston, Jan. 21.—Unless "pay-as-you-see" television is established to help finance small town TV stations, more than 20,000,000 Americans will have virtually no TV service or will be without a nearby television station, according to H. C. Bonfig, vice-president of sales of Zenith Radio Corp.

Speaking before the Advertising

(Continued on page 6)

Fabian to Pay $7,498,994 For WB Theatres Stock

Fabian Enterprises, Inc., will pay the Brothers Warners and members of their family $7,498,994 for an approximate 27 per cent interest in the new Warner theatre company, slated to be formed Feb. 28, it was revealed here yesterday in a proxy statement sent to Warner Brothers stockholders.

The price per share, according to the proxy, is $111.2 for 674,370 shares of the projected new theatre company stock, which will be capitalized at 2,475,100 shares. The majority of the 674,370 shares, it was disclosed, is owned either directly or beneficially by Harry M., Albert, and Jack L. Warner, with the remainder owned by their immediate families.

On the consummation of the trans-

(Continued on page 6)

5-Man Board For New WB Theatre Firm

A five-man board of directors for the new Warner theatre company, headed by Simon H. Fabian, president of Fabian Enterprises, will be designated by the directors of the parent company. Warner Brothers Pictures, Inc., it was revealed here yesterday in the company's annual proxy statement to stockholders.

Other board members of the new theatre company, slated to be called the Stanley Warner Corp., to be designated are: Samuel Rosen, vice-president and treasurer of Fabian En-

(Continued on page 6)

Grainger to Presidency of RKO on Feb. 9

Will Wind Up Duties at Republic, Meanwhile

While no official announcement has been made yet, confirmation was obtained yesterday that James R. Grainger will assume the presidency of RKO Radio on Feb. 9. Grainger will spend the remainder of this month and the first week of February winding up his duties as executive vice-president of Republic Pictures before officially taking over his new post.

Among Grainger's uncompleted assignments for Republic is

(Continued on page 7)

Yates to Address Republic Meeting

The third meeting of Republic's current series of sales sessions will open here today at the home office, and will continue tomorrow, when Herbert J. Yates, company president, will address the session.

James R. Grainger, executive vice-president and director of sales, will

(Continued on page 7)

MGM to Produce Film in NV '3-D'

Hollywood, Jan. 21.—M-G-M will enter the three-dimension field with "Arena," in the Natural Vision process, and using Anseco color, with shooting starting in approximately a month.

The film is a rodeo story by Arthur Loew, Jr., and will be shot principally in Arizona. Richard Fleischer will direct.

(Continued on page 7)
Producers, Brewer, Walsh Meet Today

Hollywood, Jan. 21.—AFI Film Council chairman Roy Brewer, LATSE president Richard Walsh, and representatives of several other major unions in the entertainment industry will meet late tomorrow afternoon with representatives of the organization of Motion Picture Producers headquarters for a conference on problems raised by the resolution the council passed yesterday which seeks to dissuade American producers from making films outside the country.

Condon to Coast on New RKO Set-Up

Richard Condon, currently operating as Eastern director of public relations and exploitation for RKO Pictures, will leave here tomorrow for the Coast for conferences with Perry Lichner, newly designated national publicity and exploitation director.

Brandt and Golding Touring for ‘Hans’

Leon Brandt, exploitation manager for RKO Radio, will leave here for Dallas today where he will join David Golding, director of advertising and publicity for Samuel Goldwyn Films, to set campaigns for openings of ‘Hans Christian Andersen.’

Field Meetings on RKO Anniversary

RKO Radio branch managers throughout the country are currently holding preliminary meetings with salesmen and bookers, in preparation for the company’s “25th Anniversary Drive” which gets under way March 6. Division meetings will be held in mid-February at which final plans for the drive will be set.

Peterson Heads Canadian Group

OTTAWA, Jan. 21.—The annual meeting here of the Association of Motion Picture Producers and Laboratory Directors of Canada elected the following officers: Dean Peterson, Toronto, president; W. J. Singleton, Montreal, vice-president; and Frank Manylo, Toronto, secretary-treasurer. It also named the following directors: James Campbell, Montreal; and T. S. Lees, Toronto; Lew Parry, Vancouver, and Graeme Fraser, Ottawa.

Variety Banquet to Honor C. Carpenter

CHICAGO, Jan. 21.—The local Variety Club’s installation of officers will be held Feb. 18 at the Congress Hotel, the club having recently elected Charles F. Carpenter, Illinois exhibitor who was recently appointed Secretary of State, state government headed by Gov. Stratton.

George Murphy will be master of ceremonies of the event.

O'Connor Home Office NCCI Chairman

Thomas O’Connor, treasurer of RKO Theatres, has been appointed home office chairman of the amusement industry’s campaign under the National Conference of Christians and Jews “Brotherhood Week,” Feb. 15-22, according to the announcement of John M. Goldwyn, national chairman, and A. Schwartz, head of RKO Theatres.

Name ‘Brotherhood’ Group for Albany

ALBANY, Jan. 21.—Exhibitors of the Albany exchange area will attend a meeting in the Delaware Theatre Monday to arrange for industry observance of “Brotherhood Week,” according to an announcement by the motion picture exhibitor co-chairman Charles A. Smakowitz, who also disclosed that he had appointed an exhibitor committee.

Skouras Report on Global Trip Today

Spyros P. Skouras’ report on his recent global tour is expected to occupy the principal portion of the meeting of company president and his foreign department managers. It is expected that aspects of the international film situation will be reviewed at length at another session of foreign heads next Wednesday.

Services Here Today For CBS’ Nilla Mack

Funeral services for Nilla Mack, 62, president of CBS Radio’s children’s program, “Let’s Pretend,” on CBS for the past 23 years, will be held today at Campbell’s Memorial Church here, with interment in Arkansas City, Kan.

Business Too Slow, Oregon Censors Quit

Portland, Ore., Jan. 21.—The Portland Motion Picture Censor Board will be abolished, reports its members, who said that in the past two years they found objectionable scenes in only 12 of 1853 features that had been reviewed. The cost in time and money is too great for the results obtained, board members have concluded.

FCC Is Asked To Grant WU Petition

WASHINGTON, Jan. 21.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee today urged the Federal Communications Commission to grant the petition to include the question of inter-connection in the coming theatre television hearings.

Western Union last week asked the Commission to add to the hearing agenda the question of requiring common carriers like the American Telephone and Telegraph Co. to permit other carriers to tie into their systems.

MPA and the NETTC told the Commission today they were prepared to meet the issue of requiring common carriers like the American telephone and Telegraph Co. to permit other carriers to tie into their systems.

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Mack died on Tuesday.
SOON THE RELENTLESS SUSPENSE OF ALFRED HITCHCOCK'S

"I Confess"

STARRING

MONTGOMERY CLIFT

ANNE BAXTER

WITH

KARL MALDEN · BRIAN AHERNE

ROGER DANN

DOLLY HAAS

CHARLES ANDRE

MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

Enroll 25 members for the 25th Anniversary of Brotherhood Week, Feb. 15 to 22

A love story with the brand of Hitchcock burned in!

Filmed in Canada's colorful Quebec by WARNER BROS.
## 1952 TV Poll

(Continued from page 1)

addition, Miss Ball was voted Best Television Performer (Champion of Champions) and TV’s Best Comedi- 

cine of 1952. The single program thus accounted for three first places in the poll for CBS-TV; equaling the first 

top spot results rung up for NBC-TV by “Your Show of Shows” and its stars. Miss Ball obviously fulfilled in 

1952 the expectations of the critics, who had voted her Television’s Most 

Promising Female Star in the 1951 poll.

While other programs and perform- 

ers also maintained their popularity, 
with the critics for another year, there 
were some notable TV names miss-

ing from the voters’ list of favorites. 
For instance, Herb Shriner, who was 

voted Television’s Most Promising 
Male Star of 1951, did not finish 
among the leaders of 1952, as the 
voting critics named them. Other toppers of earlier polls who dropped in 
the critics’ favor included Milton 
Berle, Jimmy Powers and his Sports 
Show, and Red Skelton.

‘Studio One’ Repeats

Among those continuing in voters’ favor are CBS-TV’s “Studio One,” 

which was voted Best Dramatic Pro-

gram on TV for the third consecu-
tive year; Groucho Marx’s NBC-TV 
Show, “You Bet Your Life;” again 

voted Best Audience Participation 
Program; the NBC-TV Kate Smith 
Show, Best Daytime Program; 

NBC-TV’s Kukla, Fran & Ollie, Best Chil-
dren’s Program; NBC-TV’s “Voice 
of Firestone,” Best Classical Musical 

Program; NBC-TV’s John Cameron 
Swayze, Best News Commentator; 

CBS-TV’s John Daly, Best Master 
of Ceremonies, and NBC-TV’s “Meet 

the Press,” Best Panel Discussion 
Program.

Hit Parade Picked

Among newcomers to critical favor in the 1952 poll are NBC-TV’s “Your 

Hit Parade,” presided over by Ray-

mond Scott, which supplanted the Fred 

Waring Show as Best Popular Mu-

sical Show; NBC-TV’s Dinah Shore, 
voted Best Female Vocalist; CBS-

TV’s Perry Como, Best Male Vocal-

ist; NBC-TV’s “Dragnet,” with Jack 

Webb, Best Mystery Program, replac-
ing 1951’s “Man Against Crime,” 

CBS-TV’s Mel Allen (also freelance), 

Best Sportscaster, and Dennis James 
(NBC-TV, ABC-TV), Best An-

nouncer.

In classifications newly added 
to the poll, CBS-TV’s “What’s My 

Line?” with John Daly, was voted 
Best Panel Show, and “Midwestern 
Hayride” was voted Best Rural Musi-
cal Show.

Wally Cox Liked

NBC-TV’s Wally Cox (“Mr. Peep-
ers”) won out over CBS-TV’s Red 

Lunters in the critics’ balloting for 

Most Promising Male Star in TV 
in 1952. CBS-TV’s Maria Riva 
copped the vote in the Female cate-
gory of that division, with Joan Davis 

and Rosemary Clooney finishing in 
that order in a closely contested race 
for the runner-up positions.

Dr. Roy Marshall’s announcements 
for Ford Motors were designated 
TV’s Best Commercial Presentations 
of 1952.

Voting in the 1952 poll continued to 
increase, as it has in each of the four 
years that the poll has been conducted. 

The trend reflects the steadily expand-

ing national TV coverage and the at-

ention given to it by newspapers and 
magazines.

However, even as those periodic 

audience survey reports reveal that 
the average TV viewer after shutting 
himself up in his home with his new 
television set for six months to a year, 

eventually becomes sated and occa-

sionally ventures outdoors again for 
his entertainment, even so is it with 
the critics.

Those who have been at their jobs 
four years, in the older, well 
saturated-with-TV areas, display an 

impatience with what some describe 
as the sameness of TV programming 
that is absent from comments made 
by professional viewers who have been 
it at their jobs for shorter periods. The 
former are tolerant and hopeful; the 

latter are intolerant and critical. The 

former, sometimes sharply critical and 
advise, when they encounter a rare program 
that holds more interest than sponsored.

Commercials Irk

Television’s commercials irk the 
critics even more, if that is possible 

than radio’s. There are too many of 
them, they say, too long, are 

blatant and obvious, for the most 

part. 

Other criticisms are of shoddy and 

inadequate productions; too many 
filmed programs and too many of in-

terior quality and entertainment value, 
and too little new talent and program 
ideas.

On the plus side, the critics, or some of 
them, feel that television does a 
good job, when it has the opportunity 
to do so, on special events and local 
spot news. Many commended the 
thorough job done in covering the 
national political conventions in Chi-

cago last summer and lauded much of 
TV’s sports coverage.

### Television’s Best of 1952

<table>
<thead>
<tr>
<th>Category</th>
<th>Award Winner</th>
<th>Network</th>
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<tbody>
<tr>
<td>Best Television Performer</td>
<td>Miss Ball</td>
<td>NBC-TV</td>
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<tr>
<td>Best Comedienne of 1952</td>
<td>Maria Riva</td>
<td>CBS-TV</td>
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<tr>
<td>Best Dramatic Program</td>
<td>“Studio One”</td>
<td>CBS-TV</td>
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<tr>
<td>Best Audience Participation Program</td>
<td>NBC-TV’s “Voice of Firestone”</td>
<td>NBC-TV</td>
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<td>Best Daytime Program</td>
<td>NBC-TV’s Kukla, Fran &amp; Ollie</td>
<td>NBC-TV</td>
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<tr>
<td>Best Children’s Program</td>
<td>NBC-TV’s “Dragnet”</td>
<td>NBC-TV</td>
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<tr>
<td>Best Classical Musical Program</td>
<td>NBC-TV’s “Voice of Firestone”</td>
<td>NBC-TV</td>
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<tr>
<td>Best News Commentator</td>
<td>CBS-TV’s John Cameron Swayze</td>
<td>CBS-TV</td>
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<tr>
<td>Best Master of Ceremonies</td>
<td>CBS-TV’s John Daly</td>
<td>CBS-TV</td>
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<tr>
<td>Best Panel Discussion Program</td>
<td>“Meet the Press”</td>
<td>NBC-TV</td>
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<tr>
<td>Best Hit Parade Program</td>
<td>NBC-TV’s “Your Hit Parade”</td>
<td>NBC-TV</td>
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<tr>
<td>Best Female Vocalist</td>
<td>Dinah Shore</td>
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<tr>
<td>Best Male Vocalist</td>
<td>Perry Como</td>
<td>CBS-TV</td>
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<tr>
<td>Best Sportscaster</td>
<td>Mel Allen</td>
<td>NBC-TV</td>
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<tr>
<td>Best Commercial Presentations</td>
<td>Dr. Roy K. Marshall</td>
<td>Ford Theatre</td>
</tr>
</tbody>
</table>
COMPLETE results of the voting by American newspaper and magazine television editors, critics and columnists in Motion Picture Daily's fourth annual television poll for Fame appear below. Sponsors, agencies networks and telecast time (E. S. T.) are given with first place winners; network only for others.

BEST NETWORK PROGRAM
1. Your Show or Shows (Multiple sponsors; NBC-TV, Saturdays, 9:00-10:30 P.M.).
2. I Love Lucy (CBS-TV).

BEST TELEVISION PERFORMER
1. Lucille Ball (I Love Lucy, Philip Morris & Co., Inc.—The Bow Co.—CBS-TV, Mondays, 9:00-9:30 P.M.).
2. Sid Caesar (NBC-TV).
3. Imogene Coca (NBC-TV).

MOST PROMISING FEMALE STAR
1. Maria Riva (Guest)
2. Joan Davis (NBC-TV).
3. Rosemary Clooney (Guest).

MOST PROMISING MALE STAR
1. Wally Cox (Reynolds Metals Co.—Russell M. Seeds Co.—NBC-TV, Sundays, 7:30-8:00 P.M.).
2. Red Buttons (CBS-TV).

BEST DRAMATIC PROGRAM
1. Studio One (Westinghouse Electric—McCann-Erickson, Inc.; CBS-TV, Mondays, 10:00-11:00 P.M.).
2. Robert Montgomery Presents (NBC-TV).
3. Television Playhouse (NBC-TV).

BEST MYSTERY PROGRAM
1. Dragnet (Liggett & Myers Tobacco Co.—Cunningham & Walsh, Inc.—NBC-TV, Thursdays, 9:00-9:30 P.M.).
2. Forensic 911 (Regional).
3. Racket Squad (CBS-TV).

BEST VARIETY PROGRAM
1. Your Show or Shows (NBC-TV, See Best Network Program).
2. Toast of the Town (CBS-TV).
3. All Star Revue (NBC-TV).

BEST COMEDY SHOW
1. I Love Lucy (CBS-TV). See Best Television Performer.
2. Colgate Comedy Hour (NBC-TV).
3. Your Show or Shows (NBC-TV).

BEST COMEDICNE
1. Lucille Ball (I Love Lucy—CBS-TV. See Best Television Performer).
2. Imogene Coca (NBC-TV).
3. Martha Raye (NBC-TV).

NBC-TV Captures 15 of 25 Firsts, Sweeps Three Complete Groups, in 1952 TV Poll

National Broadcasting Company's television programs and performers had an edge over the competition in top places (first, second and third) won in the Motion Picture Daily—Fame fourth annual television poll of American newspaper and magazine TV editors and columnists.

NBC-TV captured 15 of the first places in the poll. Columbia Broadcasting System's TV programs and performers accounted for eight first places. American Broadcasting Co.-TV captured one first, Maria Riva, who was voted TV's Most Promising Female Star of 1952, was seen and heard during the year on guest spots of several networks, hence her first is not credited exclusively to any of them.

NBC-TV led in second place winners with 11, to CBS-TV's eight, and ABC-TV's one. NBC-TV also led with third place winners, having 12, one a tie, to CBS-TV's seven, one a tie, and the Dumont Network's two. Some of the second and third place winners were in guest spots on several networks, and regional programs not exclusive with any network, won in others and thus were not credited to a particular network.

Clean sweeps of the top positions in three classifications—Best Comedian, Best Classical Musical Show and Best Children's Program—were scored by NBC-TV. The Best Master of Ceremonies class was swept by CBS-TV.

BEST COMEDIAN
1. Sid Caesar (Your Show of Shows—NBC-TV. See Best Network Program).
2. Jimmy Durante (NBC-TV).
3. Red Skelton (NBC-TV).

BEST FEMALE VOCALIST
1. Dinah Shore (Chevrolet Motor Div., General Motors Corp., and Chevrolet Dealers—Campbell-Ewald Co.—NBC-TV, Tuesdays and Thursdays, 7:30-7:45 P.M.).
2. Pattie Page (NBC-TV).
3. Rosemary Clooney (Guest).

BEST MALE VOCALIST
1. Perry Como (Liggett & Myers Tobacco Co.—Cunningham & Walsh, Inc.—CBS-TV, Mondays, Wednesdays and Fridays, 7:45-8:15 P.M., repeat 9:45-10:15 P.M.).
2. Tony Martin (Guest).

BEST CLASSICAL MUSICAL SHOW
1. Voice of Firestone (Firestone Tire & Rubber Co.—Sweeney & James Co.—NBC-TV, Mondays, 8:30-9:00 P.M.).
2. NBC Symphony Orchestra (NBC-TV).

BEST POPULAR MUSICAL SHOW
1. Your Hit Parade (The American Tobacco Co.—Batten, Barton, Durstine & Osborn, Inc.—NBC-TV, Saturdays, 10:30-11:00 P.M.).
2. The Fred Waring Show (CBS-TV).
3. The Perry Como Show (CBS-TV).
4. Dinah Shore Show (NBC-TV) (Tied).

BEST AUDEIENCE PARTICIPATION QUIZ SHOW
1. Groucho Marx Show (DeSoto Motor Corp.—Batten, Barton, Durstine & Osborn, Inc.—NBC-TV, Thursdays, 8:00-8:30 P.M.).
2. The Bank (CBS-TV).

BEST PANEL QUIZ SHOW
2. The Name's the Same (CBS-TV).
3. Twenty Questions (DuMont).

BEST MASTER OF CEREMONIES
1. John Daly (What's My Line?—Jules Montier, Inc.—Earle Ludwig & Co., Inc.—CBS-TV, Sundays, 10:30-11:00 P.M., and It's News to Me—Summons Co.—Young & Rubicam Co., Inc.—CBS-TV, Saturdays, 6:30-7:00 P.M., alternating weeks).
2. Ed Sullivan (CBS-TV).
3. Best Parks (CBS-TV).

BEST ANNOUNCER
1. Dennis James (Voice of a Lifetime—P. Lorillard Co.—Lehm. & Newell, Inc.—ABC-TV, Thursdays, 2:00-2:30 P.M.).
2. Dick Sarge (Guest).
3. George Fenennan (NBC-TV).

BEST NEW'S COMMENTATOR
1. John Cameron Swayze (Came News Caravan—R. J. Reynolds Tobacco Co.—William Eddy Agency—NBC-TV, Mondays through Fridays, 7:45-8:00).
2. William Hursey (CBS-TV).

BEST SPORTSCASTER
1. Mel Allen (Sports Spot—General Cigar Company—Young & Rubicam, Inc.—CBS-TV, Wednesdays, 10:45-11:00 P.M.).
2. Red Barber (CBS-TV).
3. Bill Stern (NBC-TV).

BEST DAYTIME PROGRAM
1. Kate Smith Hour (Multiple sponsors; NBC-TV, weekdays, 4:00-5:00 P.M.).
2. Jack Paar with Dave Garroway (NBC-TV).
3. The Garry Moore Show (CBS-TV).

'Bane' Radio Poll Results Tomorrow

Complete results of the 17th annual Motion Picture Daily—Fame radio poll will be published tomorrow. The winning performers and programs represent the best in radio during 1952 in the estimation of a majority of the radio editors and columnists of American newspapers and magazines who participated in the poll.

Cites Screen Gems' Expansion Program

An expansion program, highlighting the search for new television story properties and program presentations, was outlined here by Ralph Cohn, vice-president and general manager of Screen Gems. Columbia Pictures' wholly-owned TV subsidiary.

Screen Gems' Ford Theatre commercial won first prize in Motion Picture Daily—Fame's fourth annual poll as the best commercial presentation on television. Screen Gems also produces the Ford Theatre program.

Cohn said, "We are keenly interested in suitable material which we can offer to film for the television screen."

UCP Telethon Funds Go Over the Top

United Cerebral Palsy has disclosed that the Dec. 7-18 hour telethon conducted in its behalf by station WJZ-TV has gone far over the top of the previously announced total and resulted in $631,826 to date in pledges and cash.

BEST CHILDREN'S PROGRAM
1. Keuka, Fran & Ollie (Radio Corp. of America—J. Walter Thompson & Co.—NBC-TV, Mondays, 9:00-9:30 P.M.).
2. Zoo Parade (NBC-TV).
3. Howdy Doody (NBC-TV).

BEST RURAL MUSICAL SHOW
1. Midwestern Barn Raisers (NBC-TV; now regional).

BEST PANEL DISCUSSION SHOW
1. Meet the Press (Revere Copper & Brass, Inc.—St. Georges & Keys, Inc.—NBC-TV, Sundays, 6:00-6:30 P.M.).
3. The Author Meets the Critics (Dumont TV).

BEST COMMERCIAL PRESENTATION
1. Ford (Dr. Roy Marshall—Ford Theatricals; Walter Thompson; NBC-TV).
2. Lucky Strike (all networks).
3. Gillette (all networks).
West Virginia OK's Allied's Policies

Cincinnati, Jan. 21.—A mail poll of the Allied of West Virginia, covering the motion picture industry in that state, resulted in a unanimous vote approving the entire policy program of national Allied, especially the proposed reorganization plan for a system of national arbitration, it is reported by Ralph C. Volkman, the chief executive, who is a director of the West Virginia unit.

TOA Poll

(Continued from page 1)

directors meeting here next week. While Levy has not indicated the official attitudes of the various units, it is reported that the poll shows a variety of opinions, with some favoring interest by States, and others advocating a "hands off" policy.

While the U. S. Attorney General has yet to examine the merits of the anti-trust action, there appears to be a feeling among TOA leaders that the suit will be dropped before it comes to trial.

Walter Reade, Jr., chairman of the TOA executive committee, said here yesterday that he expected to report the opinions of the few TOA units that had not yet expressed themselves on the subject. It is expected that all units will be reported by the time the executive committee goes into session at New York's Pierre Hotel this Monday.

Previously Revealed

As previously revealed, research, including the latest developments in television, will occupy a top spot on the agenda of the board meeting, which will be attended by approximately 60 TOA leaders. The sessions will end Tuesday evening.

Myron N. Blank, chairman of the TOA research committee, reported that a study was made of the theatre equipment section of RCA, and seven other RCA engineers and producers were invited to join board members at a session devoted exclusively to research Tuesday afternoon.

Other RCA leaders who will attend are: R. B. Allen, manager of the theatre and industrial marketing division; M. C. Barsky, chief engineer of the engineering-products department; G. L. Dinnick, manager of the optics, sound and special engineering section; J. E. Vollman, manager of the theatre equipment engineering section; R. V. Little, Jr., design engineer of theatre television equipment; A. J. Platt, sales manager of theatre equipment section, and R. H. Hencock, product manager of the theatre equipment section.

Board members will attend a showing of Cinerama Monday night. They will be joined by RCA leaders at luncheon Tuesday. Representatives of Cinerama and Natural Vision also are expected to take part in the research discussions.

Clooney Benefit
Will Aid ‘Dimes’

The world premiere of Rosemary Clooney’s first motion picture, "The Stars Are Singing," will be kicked off Jan. 28 in Maysville, Ky., with the Maysville Junior Chamber of Commerce’s annual tobacco auction for the benefit of the March of Dimes.

5-Man Warner Board

(Continued from page 1)

of the directors of the parent company will also designate the board of the new picture company, slated to be called Warner Bros.-Reorganized. According to the proxy, the designees for a two-year term will be Harry M. Albert and Jack L. Warner, Waddill Catchings and Robert W. Perkins, while the designees for a one-year term will be Samuel Carlisle, Stanleigh P. Friedman, Charles S. Guggenheimer and Samuel Schneider. All nine designees are present members of the board. Vacating their board posts with the new picture company will be Morris Wolf and John E. Bierwirth.

The Feb. 17 annual meeting of stockholders, to be held in Wilmington, Del., will not elect directors since the corporation will be dissolved shortly after the meeting, it was stated. However, stockholders will be called upon to approve the amended plan of reorganization and to authorize the reduction of the capital of the corporation by canceling 609,609 shares of preferred stock previously acquired by the corporation. The recent New York Statutory Court order providing for the divestiture of all of Warner’s old theatres will also be up for stockholders’ ratification.

According to the new theatre company would be $85,720,851, compared to the restatement of the company’s capital of $31,731,022. Current assets were listed at $11,750,576, compared to current liabilities of $9,561,555. The total number of theatres to be operated will be 306, following divestiture, it was stated.

According to the pro forma statement, the total assets of the parent company for the year ended Aug. 31, 1952, was put at $145,775,460, compared to the year’s earnings of $2,160,016. Film rentals paid by WB theatres to the parent company for the picture in 1952 was 36.4 per cent of the total film rentals paid by WB theatres to all distributing companies.

The pro forma summary of earnings for the new picture company stated that the net profit for 1952 was $7,684,570, compared to $7,258,579 for 1951.

It is expected that the two new companies, which will be organized in Delaware, will each have an authorized capital stock consisting of 5,000,000 shares of common stock of a par value of $5 per share.

Fabian to Pay

(Continued from page 1)

action, the proxy stated, the entire consideration will be paid in cash against the preferred stock. It was also revealed that Fabian Enterprises, Inc., will obtain a portion of the stock and the proceeds from the sale of the plants in the New York brokerage firm of Baird & Co., from its own resources and from a big bank loan. The sale was not identified but it is understood to be the First National Bank of Boston.

It was stated that Fabian Enterprises has no present intention to merge or consolidate presently or in the future with the parent company. The proxy added that the Warner brothers and members of their families are not involved in the financing of the deal.

Subscription TV

(Continued from page 1)

Club of Boston, Bonfig said that although television channels have been allocated to 657 areas, populations below 25,000, there have been applications for television grants in only 83 of these cities.

Bonfig asserted that because of the high costs of television, national advertisers will not be able to use more

U.K. Theatre TV

(Continued from page 1)

Hotel. Block was the moderator of a symposium on "Motion Pictures for Tomorrow.”

In several years of rather uncertain trends,” Block said, “there is now a marked tendency to buy stories that fall in two categories: those that are highly exploitable, spectacular pictures, and those with generally intriguing qualities, such as those of great artists. A-quality treatment at low production cost.”

Block added that this would mean closer cooperation at all times on the purchase of stories which might make good pictures but whose appeal is narrow and limited. He also pointed out that producers are giving greater consideration to stories of wider appeal to overseas audiences—particularly in the area of musicals whose locale heretofore has been almost exclusively confined to Broadway or Hollywood.

Block then discussed "The Robe.” "Solomon and the Queen of Sheba,” “The King of the Kyber Rifles” and several other low-budget film spectaculars in production or being "radied” by 20th Century-Fox.

"President’s Lady,” as a case-history in describing for the group the steps and considerations involved in the study and analysis of a project, was recommended and finally purchased.

Assisting Block in the symposium were Harry Block, director of publicity, and Beth O’Shea, reader, of 20th-Fox’s story department.

Also speaking on yesterday’s program was Carl Schilling, director of the Museum of Modern Art film library.

Mr. Schilling’s program for today includes a screening of Paramount’s "Come Back, Little Sheba,” an address by Daniel Mann, director of the stage version of the picture; discussions of the production and advertising codes by Arthur Delbra and Gordon, and of TVA, and a paper by a reader, at which Nell Depinet will be chairman and MPAA president Eric Johnston the principal speaker.

Skouras Urges World Leadership Via Films

It is the direct responsibility of Filmo production dealing with the motion picture industry to play an active part in carrying on the task of providing world leadership through the medium of films, Syrosos, P. Skouras, president of 20th Century-Fox, told the community relations conference of the Motion Picture Association of America, here last night. In welcoming the delegates at a special screening of "We Sing,” P. Skouras said: "Filmo’s office house, Skouras discussed the direct relationship between motion picture exhibition and the raising of world cultural and educational standards.

Greatly impressed by what he saw during his recent tour of the Far East, Skouras said there must be an immediate expansion of film outlets so that more people can learn to appreciate the meaning of democracy and see for themselves the many aspects of the American way of life.

Viewing a screening of "We Sing," the delegates saw "Light in the Window," 20th-Fox. — Art Linkletter talking with the work of Vermeer, which won a prize as the best picture in its category at the Venice Film Festival.
Grainger
(Continued from page 1)

the conduct of a two-day sales meeting at the home office starting today, and a two-day sales meeting in Miami next week. It will also reported that Herbert J. Yates, Republic president, has agreed to the release of Grainger from a Republic contract which has three years to run, has asked the latter to remain for the interval to Feb. 9 to permit the selection of a successor as head of Republic’s sales and distribution and to facilitate the transition to the new executive’s regime.

Yates and Grainger arrived here yesterday from Chicago, where the company concluded a two-day sales meeting Tuesday night.

According to unconfirmed reports, Grainger has been given a long-term employment contract by Howard Hughes, RKO Pictures board chairman, which is said to have been guaranteed either personally by Hughes or by the Hughes Tool Co.

Yates to Address
(Continued from page 1)

preside at the meeting, which will be attended by sales managers James V. O’Gara and John Curtis, and branch managers William Murphy, New York; Norman Silverman, Philadelphia; Jake Flax, Washington; George H. Kirby, Cincinnati; Bernard Brager, Indianapolis; I. T. Sweeney, Pittsburgh; Arthur Newman, Albany; Leon A. Herzon, Buffalo; Frank Dervin, Boston; Jules Livingston, New Haven; I. H. Pollock, Cleveland; Sam Sepolchin, Detroit.

Titus, Webster Present

Sales managers Walter L. Titus, Jr. and Paul Webster will also be present, as well other company executives, including Richard G. Yates, executive assistant to Grainger; Jack Alexander, contract department manager; A. E. Schiller, branch operations manager; and Steve Edwards, director of advertising and publicity.

The fourth and final sales meeting will be held at the Columbus Hotel in Miami next Wednesday and Thursday when Yates, Grainger, and the South Florida district group in session will be joined by all Republic sales managers and other company executives for the world premiere of “Fair Wind to Java,” in Tricolor, starring Fred MacMurray and Vera Ralston, on Jan. 29 at Miami's Paramount Theatre. It will also open at the Beach in Miami Beach.

To Aircast Premiere Of MGM’s ‘Beyond’

World premiere activities for M-G-M’s “Above and Beyond,” starring Robert Taylor and Eleanor Parker, next Thursday evening at Brandt’s Mayfair Theatre here, will be carried over WJZ-TV and ABC’s radio outlet, WJZ. Highlights and festivities will be described and “conceded” by Tex and Jinx McCrary during the telecast portion of the event from 8:00 to 8:30 P.M. M-G-M has also purchased 38 radio and TV spots announcements to be heard on WJZ-TV and WJZ starting Tuesday morning and running through Thursday’s opening. The deal was negotiated through Donahue & Co.

Allied Milwaukee
Board Meet Mar. 27

MILWAUKEE, Jan. 21—The Allied national board will meet here directly following the National Drive-In convention at the Schroeder Hotel, March 24-26. The board will meet March 25-26.

An “education” on how to promote better relations and increase box-office receipts will feature the drive-in convention, according to R. C. Peck, publicity chairman of the event. He also notes that several promotional stunts new to the drive-in field will be introduced. Suggestions and ideas on what and how to buy, build, save and produce will be part of the program.

Allied of Indiana Switches
Plans for Two Unit Meetings

INDIANAPOLIS, Jan. 21—Allied of Indiana has changed the date of the regional film clinic and workshop at Fort Wayne from Jan. 27 to Jan. 28, to avoid a conflict with other meetings.

William A. Carroll, ATOF secretary, announced here. The session will be held in the Van Orman Hotel, with Al Bokkenstein as chairman.

Plans for the New Albany regional get-together March 24 also have been changed, Carroll said. This event will be moved to Louisville on the same date, to meet with the Kentucky Allied Theatre Owners’ convention here.

Deny Towne Review;
To Go to High Court

CHICAGO, Jan. 21—Attorney Thomas C. McConnell’s appeal for a review of the recent decision by the Appeals Court which gave distributors the right to ask the Towne Theatre, Milwaukee, to bid for pictures or to sell pictures to the Towne under any other system that would enable the Towne to buy films at a “fair and reasonable rental,” has been turned down.

McConnell, who is leaving for Arizona at the end of the week, will file for a writ of certiorari in the Supreme Court as the next move in his efforts to get a clear-cut ruling on how distributors must sell film to the Towne.

‘U’ Asks Dismissal Of Hellinger Suit

Universal Pictures Co. yesterday called for the dismissal of an action for $650,000 damages filed in Federal Court here by Gladys Glad Hellinger, widow of Mark Hellinger, over returns on three Mark Hellinger productions, “The Killers,” “Naked City,” and “Brute Force.”

Universal claimed that Hellinger authorized the distribution charges contested by the plaintiff.

The suit calls for an accounting of funds on the distribution of the films.

Permit Sunday Films

ATLANTIC, Jan. 21—The City Commission of Cedartown, Ga., has issued a permit to the Lam Amusement Co. to show motion pictures in its theatres in that town on Sundays. Last summer the commission rejected the company's bid, but granting a permit became mandatory when the company fulfilled the terms of a law allowing Sunday films if the company secures the names of 25 per cent of the registered voters in favor of it.

and how they love us!
Watch ‘em come flocking (with family and friends) to see US.

DEAN MARTIN JERRY LEWIS
in Hal Wallis’ Production

THE STOOGE

Co-starring
EDDIE MAYHEFF
MARION MARSHALL
POLLY BERGEN

Directed by Norman Taurog
A Paramount Picture

February Picture-of-the-Month in

seventeen
The best moonlight is the light of the noonday sun...

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation... in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining this service, the Eastman Kodak Company has branches at strategic centers... invites inquiry on all phases of film use from all members of the industry.

Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
Critics Vote Benny Radio's Best of 1952

John Benny, who lost out as radio's Champion of Champions in the 17th annual Motion Picture Daily-Fame poll a year ago after capturing the honor for four successive years previously, was returned to the championship spot by American newspaper and magazine radio editors, critics and columnists who voted in the 17th annual poll to pick radio's bests of 1952. In addition to being voted Champion of Champions, Benny was voted radio's Best Comedian of 1952, making the fifth consecutive year he has held that title.

TOA Board to Hear Research Advances

Leaders in the theatre equipment and supply fields have been invited to bring the Theatre Owners of America directors up to date on the latest developments here when the TOA meets here next week. TOA president Alfred Starr said that all phases of the mechanical side of theatre operation would be discussed by the equipment manufacturers and others who are associated with it.

Hollywood, Jan. 22—Organized labor won its first concession from major companies today in connection with its attempt to control foreign production, when the labor committee of the majors agreed to keep unions informed in detail regarding their intentions to produce films outside the U. S. The American Legion is backing the unions in their fight.

Red' Probe to De-Emphasize Hollywood

General Coast Hearings Set by House Committee

Washington, Jan. 22.—The House Un-American Activities Committee decided today to de-emphasize—for the time being, at least—its perennial investigation of the motion picture industry.

The committee had its first meeting of the new Congress and laid plans for the months ahead. It voted unanimously to resume 76 subpoenas left over from the previous Congress, among which there are several film industry witnesses. The committee members also agreed to hold hearings on the West Coast late in February or early in March, but according to present plans the film industry will be only minor. The hearings will also cover radio and television labor in defense plants, education and other subjects.

Rep. Donald Jackson, California (Continued on page 3)

Trust Past Would Bar TV Licenses To Film Companies

Washington, Jan. 22.—Motion picture companies convicted of anti-trust violations would be barred from receiving television station licenses under a bill introduced by Senate Interstate Commerce Committee chairman Tobey. Although Tobey's bill stems from his opposition to the United Paramount Theatres-American Broadcasting Co. merger, industry attorneys feel that if the Federal Communications Commission approved the merger, it would not have the same effect on the industry.

Legion Sponsorship Of 'Hoaxsters' Urged

The M-G-M home office has received a resolution passed by the American Legion of the State of Texas commending M-G-M for producing "The Hoaxsters," the documentary exposing Communist propaganda, and also recommending that the national Commander of the American Legion investigate the possibilities of the

(Continued on page 3)

Complete Radio Poll Results on Page 7

The complete results of the 17th annual Motion Picture Daily-Fame Radio Poll are published on Page 7 of this issue.

In addition, photos of winners of the 1952 poll, as voted by the radio editors, critics and columnists of American newspapers and magazines, are published on Page 6 of this issue.

Hold Equity's Theatre TV Scale Is 'Unfeasible'

The new Actors Equity pay scale for theatre television is considered economically unfeasible at this stage by theatre TV interests, it was learned yesterday.

The pay proposals were submitted to Leo Rosen, TV director for Fabian Theatres. Although Equity and Rosen refused to divulge the terms of the proposal, it was learned that the scale was based on a percentage of the actor's salary multiplied by the number of theatres in the TV net. That is, if an actor in the cast receives $100 per week and the hypothetical percentage was eight per cent, 50 theatres were in the TV net, that actor would get $400 for his performances.

Theatre TV interests contended that a percentage basis would be ruinous to the medium, opening the floodgates to other talent and craft unions.

Hurok May Produce Theatre TV Shows

Sol Hurok, veteran impresario, disclosed here that he has discussed theatre television production with Syros P. Strovas, 20th Century-Fox president.

Hurok said he saw great possibilities in the 20th-Fox Edidorphon theatre TV system, commending its color values, which he said are vital for theatre TV entertainment shows.

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Personal Mention

H. ALL WALLIS will arrive in New York this week for a week at the Technicolor Studio after a trip to Hollywood for a one-week visit.

Mort Krueger, United Artists exploitation manager, will leave this weekend on a cross-country tour to set preliminary promotion plans for "Moulin Rouge.

Irving Asher, Paramount producer; Dana Andrews, and dancer Mylee Hallant left here by plane for London to make "Elephant Walk.

Joseph Walsh, head of Paramount branch operations, has arrived in Sioux Falls from Omaha, and will head for Minneapolis over the weekend.

Dan S. Terrell, M-G-M publicity and exploitation manager, flew to Washington yesterday from New York.

Ralph Banghart, Walt Disney Productions exploitation representative, is in Boston from here.

John P. Byrne, Eastern M-G-M sales manager, will leave Albany Sunday for Boston.

Emmy Austin, M-G-M exploitation head, is in Atlanta and will return here Monday.

Kurt Neumann, director, will leave here today for Munich.

Industry to Join Cannes Film Festival

Presidents of member companies of the Motion Picture Association of America voted yesterday to participate as a unit in the Cannes Film Festival this year. Previously, there had been some discussion as to whether or not each company would participate individually.

The vote was made here following a report by Spyros P. Skouras, president of 20th Century-Fox, on his recent global trip. He stressed the need for more theatres in the Far East, especially India, and outlined the demand for American pictures abroad.

It is expected that a committee will be named to explore recommendations on how more theatres may be built in such countries as India, where, in a city over 1,000,000 people, there are only 3,000 theatres. It was suggested that international financing organizations may be approached to make loans to foreign governments to build new theatres.

MPAA president Eric Johnston will meet today with the foreign department managers to discuss various film problems in Argentina, Brazil, France, Norway and Japan.

Cites 4,026 New Theatres in 3 Years

Knoxville, Tenn., Jan. 22 — Willis J. Davis, Atlanta, public relations counselor for William B. M. Kanesky, Knoxville Kiwanis Club here that "television isn't hurting the movie business," claiming that 4,026 new theatres were opened in operation in the past three years, 2,850 of them drive-ins. Davis estimated attendance last year at American film theatres at 50,000,000,000, with the new theatres representing 2,000,000 additional seats.

Nowe and Stanisich QP Award Winners

Vic Nowe, manager of the Odeon Edward Theatre in Kentucky Theatre, was the winner in the large situations, and Art Stanisich, manager of Sam Swig's State in New York, was the winner in small situations, in the fourth quarter balloting for awards in the Motion Picture Herald's "Ground Round Table" showmanship contest.

Winners of Honor Scrolls, in alphabetical order under categories Orpheum Theatre, Vancouver, B. C.; G. C. Dittey, Ritz Theatre, Edgware, England; Al Jenkins, Vogue Theatre, Chicago; George Peters, Loew's Richmond, Va.; Boyd Sparrow, Warfield, San Francisco; Rosby Tongs, St. Louis; New Orleans Municipal Theatre, Bondi Junction, Sydney, Australia. Nowe, top honors for the fourth quarter went to Harry Gent, of the Royal Hippodrome, Liverpool, for his 50th anniversary campaign.

The judges included Samuel Cohen, overseas publicity manager for United Artists, in New York; Edgar Goth, advertising and publicity director at Fabian Theatres, New York, and Charles Hacker, manager of operations for Radio City Music Hall.

Name McWilliams to Screen Gems Post

The appointment of Harry K. McWilliams, exploitation manager of Columbia Pictures as director of advertising and public relations for Screen Gems, was disclosed here yesterday by Ralph Cohn, vice-president and general manager of Screen Gems, which is a completely owned subsidiary of Columbia, devoted to the production and distribution of home TV shows.

Cohn said the appointment of McWilliams was another step in Screen Gems' expansion program, McWilliams had been with Columbia as exploitation manager since 1944.

Tri-Optic Feb. Date

The Globe Theatre on Broadway has booked the Tri-Optic third-dimensional short subjects program to make their February appearance.

TOA Board

Alistair G. Morris, motion picture editor; and Roy Taylor, motion picture editor, were elected to membership on the TOA Board, in its annual meeting.

Florida Drive-in Theaters Organize

St. Petersburg, Jan. 22 — C. C. Sutton, owner of the Skyvue-Drive-in, St. Petersburg, has been elected temporary president of the new Independent Drive-in Theatre Association of Florida. Mrs. Sara L. Higgensham of the Indian Rock Drive-in has been named temporary secretary-treasurer.

Name A Board to Guide Coast Group

San Francisco, Jan. 22 — The Northern California Theatre Owners, at a meeting here (vice-president Honer Teegtmeyer presiding), voted to abolish the office of president and change the format of future meetings when this association will be guided by a board of directors, headed by a board chairman.

Rutn Harvey, who resigned as president of the NCTO last August, was elected a director of the board along with David Bolton, Lee Dibble, George Baker, and Ben Levin. August Panero, Ed Rowden, Ray Sytay, Tegtmeyer and Harry J. Cowan, and representatives of other companies, will be on the new setup will be appointed by a special committee sometime late this month.

Other discussion centered around theatre owners becoming more militant in their attitude towards the producer publicizing and standing firmly with the association in bringing about this.

NEW YORK THEATRES

TOA Board

Hunt, Cincinnati; Tom Jones, St. Louis; R. H. M. Kanesky, Knoxville; H. F. Kinney, Charlotte; Arthur Lockwood, Boston; Morris Lowen- ston, Oklahoma City; M. Levy, New Haven; F. H. Rickerson, Denver; David Wallerstein, Chicago; Joseph Piro, Philadelphia; Albert Lewitzki, Chattanooga; R. K. Living- ston, Lincoln; Tom Ribble, Albuquerque; Carlton Duffus, Richmond; B. Caton, Raleigh; Jack Mann, Oklahoma City; Mack Johnson, Alexander, Ala.; Ed Fay, Providence, and Dick Dickson, Los Angeles.

Research Advances

(Continued from page 1)

ment men who will outline current and future research activities at the Tuesday sessions.

Expected to attend are W. J. Turn- bath, and Herbert Burnett, National Theatre Supply; Larry Davis, Century Projector; Leonard Satz, Ray- Turner; C. S. Pidcock, Sec-Spec; and representatives from Motograph, Trad Television and RCA.

"Whatever he may have the dire need for research in the motion picture industry been so highlighted," Starr declared. Events of the past few years, particularly in the motion picture theatre television and of dimensional film, are proof conclusively that the public still has a keen interest in going to motion picture theatres, and also that it is hungry for new ideas and for new methods of entertainment in these theatres.

"I am certain that I speak for the entire board and for TOA when I say that we are prepared to go forward and to sponsor all proper research with all of our energy, time, and funds at our command," he said.

200 at Laurie Party

More than 200 representatives of the New York press, TV, radio, national fan and magazine and the trade press participated in a special tribute to Piper Laurie at a Club yesterday afternoon to mark her 21st birthday. Mrs. Laurie is in New York to help promote "Mississippi Gambler," which opens here Thursday at the Loew's State.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher: Sherwood Kane, Editor; Terry Harrvay, Consulting Editor. Published daily, except Saturdays. Sunday and holidays, by Quigley Publishing Company, Inc., 1270 Ninth Avenue, Rockefeller Center, New York 30, N. Y. Telephone Circle 7-2300. Cable address: "Quigphos." New York District Manager, J. O. Johnson, J. J. J. Brown, Manager; Secretary: James P. Cunningham, News Editor; Herbert V. Feke, Advertising Manager; Gus H. Fanuel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Los Angeles. William R. Weaver, Editor: Chicago Bureau, 127 South LaSalle Street, Chicago; Turner, Advertising Representative, FI 8-1055; Bruce Trice, Editorial Representative, 11 North Fourth Street, Philadelphia; Al Sturgis, Manager: Peter Bumitt, Detroit; cable address, "Quigquio, London." Other Quigley Publications: Motion Picture New York; Screen Features; Theatrical Almanac; Farm. Entered as second-class matter, Sept. 25, 1928, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
Johnston

(Continued from page 1)

for forecasting the end for motion pictures, pointing to television, night baseball, inflation and the effects of new fields, and they can cite pages of statistics to prove it.

The statisticians have made almost scientific studies of the business, the heart, the ingenuity and the spirit that have always made the motion picture industry the great growth it has been and are still growing, said Johnston. "Perhaps the prophets of disaster need a little looking to the history of the motion picture industry for a lesson."

And still the film industry has never been afraid of change in any of its fields. "The industry has been very first it has been dynamic and expanding—flexible and adaptable to the entertainment needs of all of the people."

This industry moves fast and its most exciting days of technological developments are yet to come, said Johnston, adding that all the new developments are "in coming so fast it sometimes seems like they are taking a sleep with the latest of them."

In thanking the film council delegates for all the help that had been given, Johnston, mentioned the relations movement the industry is taking from the screen. He said complete victory over political censorship was not yet at hand, but that every day we fight and every inch of the way can be made up from the screen. He was of the opinion that censorship was not going to die off, and the full freedom of the screen is firmly protected under our Constitution.

"Isn't it a mockery that in six states a motion picture picture must be censored before it can be shown in theatres, but the very same picture may be shown on television without censorship?" Johnston asked. "In the name of democracy—in the name of common sense—will we hope that all of us who do not choose to surrender to the dictum of the master race, that all of us will endeavor to maintain and preserve the freedom of the screen?"

The film council sessions were concluded last night with a visit to "This Is Cinerama." In the morning, the delegates saw Paramount's "Come Back, Little Sheba," and later were addressed by Daniel Mann who directed both the stage and film versions of the story. Arthur DeBra, director of the community and public relations division of the MPAA, and Gordon White, advertising code administrator, discussed the codes at the late afternoon session.

Rev. N. B. DeP tm was chairman of the dinner last night at which Johnston was the principal speaker.

Johnston (Continued from page 1)

Motion Picture Daily

Reviews

"She's Back on Broadway"

(Warner Brothers)

Hollywood, Jan. 22

VIRGINIA MAYO, Gene Nelson, Frank Lovejoy, Steve Cochran and Patrice Wymore are the top names and the principal players in this Hollywood-to-Broadway musical in WarnerColor which perpetuates the traditions of the great 1920's musicals of Ziegfeld and Kern. This is a nostalgic about it. In this picture, as in all others that back there when the Warner musical was the surest box-office bet in show business, the production of a show is of most interest to the audience in which story about some of the people engaged in that production is told. Now as then, this arrangement requires that the actors in the cast portray actors, a circumstance that makes it possible for the plot to be one that can stand instead for songs, dances and so on. The arrangement also calls for extensive and frequent display of feminine figures, faces, skills and graces, and for production numbers, songs, dances, specialties of all kinds, all of these being prime picture materials and subjects for any worldling like Henry Blanke and directed by Gordon Douglas, which is to say superbly, the picture figures to gross up to its billing and beyond.

In the story by Marc Connelly and with the Hollywood star, out of studio demand due to three full flicks, which accepts the lead in an upcoming Broadway musical whose director, Cochran, was responsible for her first stage success and with whom she has been in love since then although he has ignored her. This is the broken romance that gets repaired in the course of the picture, and it is given more a emotional and meaningful treatment than is common practice in film musicals. Miss Wymore plays the second woman, a cabaret singer, both doing very well with little. Nelson turns in two splendid dance numbers but has nothing whatever to do with the story proper.

With dependable Ray Heindorf, with musical numbers staged and directed by LeRoy Prinz. Vocal arrangements are by Charles Henderson, and the half dozen or so original songs (many oldies are used in part) are by Bob Hilliard and Carl Sigman.


William R. Weaver

"Confidentially Connie"

(Metro-Goldwyn-Mayer)

THE PLIGHT of a small college professor attempting to support his family in middle class decency without the proper salary is the theme of "Confidentially Connie," a comedy by a successful team of writers, including Edward Buzzell. Van Johnson is the instructor who makes noble efforts to resist the blandishments of his father, Louis Calhern, a wealthy Texas cattle breeder, who wants his son to quit his college post and return to Texas as head of the cattle barony.

There are some amusing touches, such as Jean Leigh's need for good red, meat because of her pregnancy and her inability to get it on Johnson's salary. Then there is Calhern's arrival from Texas, intent on getting his son to go back there and see to it that Janet gets plenty of meat. His scheme with butcher Walter Slezer causes a price war and not only ruins Slezer's clout, but becomes precedent of the butchers association but also directed opportunity to receive a promotion by college president Gene Lockhart. Some amusing bits concern the juggling of dinner invitations by Lockhart and his wife, the Matthews, because they're not very hot.

Director Buzzell has kept the production simple, like the people involved. The comedy moments are properly spaced and the picture measures up to good entertainment and so it may be of interest to a few people. For those who are a slighty mean portrait of the expressive and insulated wealthy type from Texas. The story is by Max Shulman who collaborated with Herman Wouk on the screenplay.

Cash payments in December were put at $4,440, compared with $6,751,000 for December, 1951.

Great States Circuit

Honors John Dromey

CHICAGO, Jan. 22—John Dromey, head buyer and booker for Great States Theatres, was honored at a luncheon in the Blackstone Hotel attended by over 100 members of the Chicago trade. Dromey has been with the organization for 30 years, was introduced by Dave Wald, Great States' national manager at Balaban and Katz and of Great States.

Other speakers were Duncan Ken- nel, division manager for Great States, "Doc" Bassford, Western division manager of M-G-M.

The luncheon climax the "John Dromey Drive," which saw all Great States managers in spirit in Chicago to increase December business, normally way below the rest of the year.

Dromey, who was Mayor of North Chicago for 14 years, Illinois American Legion commander, and chairman of the Lake County "March of Dimes," also was presented with a gift from Great States Theatres.

Legion

(Continued from page 1)

American Legion working out an arrangement whereby it can sponsor the film, "The Hoaxers," nationally as a determinant of "The American Way," by W. E. Hellums, Interstate Theatres manager in Austin, who showed the film in Texas there effect and the resolution asked that the film "be given the widest possible distribution as a means of educating the American people."

The resolution was signed by Al bert D. Brown, department commander from Texas, Verne Ward Moody, department adjutant.

Texas Coop Spansors 'Hoaxers' As No. 1 'P.R.' Activity of 1953

DALLAS, Jan. 22—The Texas Council of Motion Picture Organizations has elected to sponsor as its number one public relations project for 1953 M-G-M's 36-minute documentary on Communism, "The Hoaxers," according to Kyle Rogers, executive director of the organization.

The COPO unit has made a special effort to pre-sell the film in the form of a 15-minute radio public service program, to which it has appeared in several special announcements. It has also prepared a special trailer. Exhibitors of the state have been urged to sponsor the film "to better relations in your community; "to better your box-office;" and "to better relations for your industry." Among several public relations ideas broached by Texas Coop, there is the suggested placing in the press of a story about Dore Schary, who personally produced the film, describing its origin and purpose.

"Red" Probe

(Continued from page 1)

Republincan, said that the one-time film investigation was now changed into a general study of the entertainment field. He said that any of the people who were attacking in Hollywood had now left the film industry for radio and television jobs.

"I don't anticipate any more big formal Hollywood hearings," Jackson said. He said he did not think "any new leads would develop the committee might have to change its mind."

Committee chairman Harold Veide and other members have indicated previously their belief that the committee last year put too much emphasis in the Hollywood investigation and that it was time to go into richer fields.

No staff changes were discussed at today's meetings, and none are planned in the near future, Veide declared.

Film Dividends Off; U. S. Ticket Tax On

WASHINGTON, Jan. 22—Film industry dividend payments in 1952 slumped to the lowest total since 1932, the Commerce Department reported today.

The Department made a preliminary report that publicly reported cash dividends of Warner Bros. picture companies amounted to $27,257,000 last year, compared with $35,122,000 in 1951. J. A. T. C.'s, payments amounted to $23,665,000. They rose sharply the following year, to $46,714,000, and in 1950, to $47,511,000. In 1948, they dropped very slightly to $34,205,000, but in 1949 fell to $34,084,000 and in 1950 to $36,641,000.

Cash payments in December were put at $4,440, compared with $6,751,000 for December, 1951.
“Sure-fire comedy! Well-done... well-played!... well-made! Every promise of being heavy money maker!”

“Looks like one of the company’s top grossers! Sure-fire entertainment! Rosalind Russell back in top form!”

“Loaded with laughs! First-class escapist entertainment for general market!”

“High overall entertainment! Overflows with stimulating exploitation suggestions!”

“Chockful of laughs! Rollicking fun for any type of audience!”

“Real hilarity... designed for all audiences! Worthy of fine promotion and fine grosses!”

“The sort of entertainment the public wants... for a generous boxoffice take!”
FREDERICK BRISON presents

Rosalind Russell
Paul Douglas
Marie Wilson

in

"NEVER WAVE AT A WAC"

with WILLIAM CHING - ARLEEN WHELAN - LEIF ERICKSON - HILLARY BROOKE
Produced by FREDERICK BRISON • Directed by NORMAN Z. McLEOD • Screenplay by KEN ENGLUND

Back
BROTHERHOOD WEEK,
Feb. 15-22
17th Radio Poll

(Continued from page 1)

Bob Elliott and Ray Goulding) finishing in that order, NBC swept the Best Comedy Team classification. It also swept the Best Classical Musical Show division with The Telephone Hour, first; The Voice of Firestone, second, and the NBC Symphony Orchestra in third place. By virtue of their frequent guest appearances on NBC's Monday night musical program, Rise Stevens, Dorothy Kirsten, Marian Anderson and Eleanor Steber also provided a sweep of the Best Classical Female Vocalist division to NBC. Miss Stevens was voted first place; Miss Kirsten, second, and Miss Anderson and Miss Steber tied for third.

Lanza Leads

Guest stars Mario Lanza (after his own NBC show was terminated in consequence of his rebellion against MGM), Erko Piusa and Jerome Hines, gave the network a sweep of the Best Classical Male Vocalist division, while its Grand Ole Opry and Duke of Padua were the only two contenders in the Best Rural Musical Show class.

CBS, on the other hand, had a clean sweep of the Best Variety Program and Best Master of Ceremonies divisions. In the former, the Bing Crosby Show, Arthur Godfrey's Talent Scouts and Edgar Bergen-Charlie McCarthy finished in that order. In the latter, Crosby took first with Don Wilson and Godfrey second and third, respectively.

CBS also had a clean sweep in the Best Announcer division, with Don Wilson first and Del Sharbutt and Tony Marvin following.

Eve Arden Again

With 1951's Champion of Champions, Tallullah Bankhead's "Big Show," going off the air in 1952, the critics appeared satisfied with the older radio favorites. Many of the perennial winners showed up again in first places. Eve Arden of CBS's "Our Miss Brooks," was voted radio's Best Comic. Edward R. Murrow of the popular CBS news commentator, remained the favorite in that classification. Theatre Guild on the NBC Air held its place as Best Dramatic Program in a typically closely contested race with CBS's Lax Radio Theatre.

Guy Lombardo, maestro of the NBC Lucky Strike Hit Parade, with dance music interludes also on Mutual and CBS stations, kept his standing as Best Popular Orchestra, while the Hit Parade program itself was voted Best Popular Musical Show. The Groucho Marx Show, "You Bet Your Life," was returned as Best Quiz Show; Jack Webb's Dragnet as Best Mystery Show and Arthur Godfrey as Best Daytime Program.

Few Upsets

Upsets in the polling were few. Cavalcade of America, directed by Jack Zoller, was a Best Commercial Program over last year's winner, America's Town Meeting, which finished third in the 1952 balloting. However, Town Meeting was voted Best Public Service Program, replacing 1951's "This I Believe." Doris Day upset Dinah Shore and Jo Stafford as Best Popular Female Vocalist. In a newly added division of the poll, Best Rural Musical Show, Grand Ole Opry finished ahead of the contender, Duke of Padua.

The NBC Symphony took Best Classical Orchestra honors over the New York Philharmonic, Arturo Toscanini probably representing the difference with the critics. The late Nils Mack's "Let's Pretend," a frequent winner in earlier polls, was returned to top place in the Best Children's Program division. Mel Allen won out again as Best Sportscaster.

The critics' interest in the radio poll, as evidenced by heavy balloting, showed no diminution from last year despite their unmistakable attention to the newer medium, TV.

Most of the comments of the critics indicated that they feel radio is as good as it ever was, still subject to the same failings and still offering the same advantages.

Lacks Innovations

Many pointed out that while television has borrowed freely of radio's programs and performers, there have been few, if any, instances of television returning the favor in any substantial or beneficial way.

Others expressed regret that radio has attempted nothing new in the past year to overcome the defections to television or to earn itself a unique place apart from and independent of the new medium. It had better get to stirring, they say, if it hopes to be anything more than an accompaniment to reading or homework.
Complete Results of 1952 Fame Radio Poll

CBS, Y & R Publicity Services Again Voted Best By Radio Editors in '52 Poll

Columbia Broadcasting System's radio publicity service, under George Crandall, director, again was voted the Best Network Publicity Service for 1952 by newspaper and magazine radio editors, critics and columnists participating in the 17th annual MOTION PICTURE DAILY—Fame Radio Poll.

The editors and columnists also voted Young & Rubicam's Bureau of Industrial Service the Best Individual Publicity Service for the year. Harry Ranch heads the Y & R department.

The vote marked the fourth successive year the CBS press department has won in this special category of the annual radio poll, and the third consecutive year for the Y & R department.

National Broadcasting Company's press department was in second place for 1952 and Mutual Broadcasting System's department in third in the Network Publicity Service classification. In the Individual Publicity Service classification, David O. Alber Associates placed second, and J. Walter Thompson's publicists were third.

The voting in both classifications of 1952, as in earlier polls, was closely contested, only a few votes separating the leaders.

CBS, NBC Contest Top Honors in Poll

Top honors in the 17th annual MOTION PICTURE DAILY-Fame radio poll for 1952 were about as evenly divided between National Broadcasting Co. and Columbia Broadcasting System as they have been in any year since the poll was started.

NBC accounted for 12, CBS 11 first place wins. American Broadcasting Co. won one first and Mutual Broadcasting System by virtue of sharing Guy Lombardo and his orchestra with NBC, is also credited with the first place won by Lombardo in the Best Popular Orchestra division. The radio editors and columnists voting in the poll did not specify which of Lombardo's networks programs they had in mind when voting for the most popular orchestra, so both are permitted to share his first in that division.

However, Lombardo (NBC) won the Hit Parade on NBC, on which Lombardo and his orchestra had, was specifically voted Best Popular Musical Program.

The voting for Best Publicity Service, a special, non-program award, is not counted in tabulating the winning network places.

In the second place standing, CBS led with 12; NBC had 10; ABC two, and MBS one. NBC captured Hi third places, to CBS's nine, while ABC had two and MBS none.

BEST COMEDIAN
1. Jack Benny (Jack Benny Show; see, Champion of Champions; CBS).
2. Bob Hope (NBC).
3. Red Skelton (NBC).

BEST COMEDY TEAM
1. Martin & Lewis (Liggett & Myers Tobacco Co.—Columbia, Durstine & Osborne, Inc.; CBS, Sundays, 9:00-9:30 P.M.).
2. Fibber McGee and Molly (NBC).
3. Bob (Elliott) and Ray (Goulding) (NBC).

BEST MASTER OF CEREMONIES
1. Bing Crosby (Bing Crosby Show—General Electric Co.—Young & Rubicam, Inc.; CBS, Thursdays, 9:30-10:00 P.M.).
2. Don Wilson (CBS).

BEST POPULAR FEMALE VOCALIST
1. Doris Day (Doris Day Show—CBS Columbia, Inc.; CBS, Tuesdays, 10:05-10:30 P.M.).
2. Dinah Shore (CBS).

BEST POPULAR MALE VOCALIST
1. Bing Crosby (Bing Crosby Show; see, Best Master of Ceremonies, CBS).
2. Gordon MacRae (NBC).

BEST CLASSICAL FEMALE VOCALIST
1. Rise Stevens (Guest NBC and ABC).
2. Dorothy Kirsten (Guest NBC).
3. Marian Anderson (Guest NBC).
4. Eleanor Steber (Guest NBC) (Tie).

BEST CLASSICAL MALE VOCALIST
1. Mario Lanza (Guest NBC).
2. Ezio Pinza (Guest NBC).
3. Jerome Hines (Guest NBC).

BEST ANNOUNCER
1. Don Wilson (Jack Benny Show; see, Champion of Champions and Doris Day Show; see Best Popular Female Vocalist, CBS).
2. Del Shannon (CBS).
3. Tony Martin (CBS).

BEST NEWSPAPER COLUMNIST
2. Lowell Thomas (CBS).
3. H. V. Kaltenborn (NBC).

BEST SPORTSCASTER
1. Mel Allen (special sport events all networks).
2. Willard Scott (NBC).

BEST CHILDREN'S PROGRAM
1. Peter Pan (Cream of Wheat Corp.—Batten Barton Durstine & Osborne, Inc.; CBS Saturdays 7:05-7:30 A.M.).
2. Cowboy and Squirt (ABC).
3. Lone Ranger (ABC).

BEST CLASSICAL ORCHESTRA
1. NBC Symphony (sustaining NBC).
3. Firestone (NBC).

BEST POPULAR ORCHESTRA
1. Guy Lombardo (Lombardo Land—sustaining NBC, Tuesdays 9:30-10:00 P.M. also (Your Hit Parade—American Tobacco Co. Batten, Barton, Durstine & Osborne, Inc. Friday 8:00-8:30 P.M.).
2. Vaughn Monroe (CBS).
3. Ralph Flanagan (all networks).

BEST VARIETY PROGRAM
1. Bing Crosby Show (see Best Master of Ceremonies, CBS).

BEST DRAMATIC PROGRAM
1. Theater Guild on the Air (U.S. Steel Corp., Batten, Barton, Durstine & Osborne, Inc.; NBC Sundays 8:30-9:30 P.M.).
2. Lux Theatre (CBS).

BEST EDUCATIONAL PROGRAM
1. Cavalcade of America (E. I. DuPont de Nemours & Co. & Batten, Barton, Durstine & Osborne, Inc.; NBC Tuesdays 8:00-8:30 P.M.).
2. Invitation to Learning (CBS).
3. America's Town Meeting (ABC).

BEST CLASSICAL MUSICAL PROGRAM
1. Telephone Hour (The Bell Telephone System—N. W. Ayer & Son, Inc.; NBC Monday 9:00-9:30 P.M.).
2. Voice of Firestone (NBC).
3. NBC Symphony (NBC).

BEST POPULAR MUSICAL PROGRAM
1. Your Hit Parade (see Best Popular Orchestras, NBC).
2. The Roadshow Hour (NBC).
3. Vaughn Monroe Show (CBS).

BEST MYSTERY PROGRAM
1. Dragnet (Liggett & Myers Tobacco Co.—Cunningham & Walsh; NBC Sundays 9:30-10:00 P.M.).
2. Suspense (CBS).
Trust Past

(Continued from page 1)

...ger it would do so before the Tobey bill could possibly become law.

They also point out that UPT has never been convicted of anti-trust violation and questions whether the company would fall under the anti-trust ban of the New Hampshire Republican's bill in any event.

The Tobey bill directs the Commission to refuse a license to anyone engaged in the business of producing distributing or exhibiting entertainment (Continued from page 1)
Tradewise...
By SHERWIN KANE

CAMPAIGN kits for the 25th anniversary observation of Brother-
hood Week, Feb. 15-22, have been sent to every exhibitor in the United States. As Sol Schwartz, national chairman of the Amuse-
ments Division, states in an accom-
panying letter: "This kit tells you in general terms what we want you to do. How you do it depends upon your own enthusiasm and your own ingenuity."
The kits contain all the basic in-
formation and materials needed to conduct a successful campaign in any theatre. The degree of success which the theatre attains will be in direct proportion to the effort expanded by the owner or manager. A lucky campaign will produce equally indifferent results. A determined, enthusiastic campaign will achieve its full share in helping the industry to realize its goal of 250,000 new members of the spon-
sorship organization, the National Conference of Christians and Jews.
Correctly, the emphasis of the campaign and the accessories be-
ing provided exhibitors is upon Americanism. Brotherhood is unity, and unity is America.

President Dwight Eisenhower, honorary chairman of Brother-
hood Week, in a quotation for use in the theatre's campaign, declared that "... without understanding of each other or without a spirit of

Home TV Seen for Marciano Bout

The upcoming Rocky Marciano heavyweight title match, set for Chi-
cago's indoor Chicago Stadium, on April 10, is expected to go to home television rather than theatre TV.
Boxing officials point out that thea-
tre TV at its present stage of develop-
ment cannot meet the price offered by home TV for an indoor bout. It was also explained that the Interna-
tional Boxing Club, promoter of the bout, is not worried about filling an indoor arena with a limited seating capacity, but would be prone to bar

RKO Receivership
Suit Withdrawn

A stipulation calling for the withdrawal of the application for receivership filed by three RKO Pictures minority stock-
holders has been signed, Louis Kipnis, attorney for the plain-
tiffs, reported here at the weekend.
The disclosure came on the eve of today's scheduled hear-
ning in the New York Supreme Court. Kipnis said he would in-
form the court of the stipu-
lation, which withdraws the receivership bid without prej-
udice. Kipnis added that the complaint for damages against
Howard Hughes, chairman of
RKO Pictures board of direc-
tors, would be continued.

Schwalberg Opens Week of Paramount
N.Y. Sales Meetings

A. W. Schwalberg, president of
Paramount Film Distributing Corp.,
will open a week-long meeting of
the company's division and branch man-
gers at the Hotel Plaza, New York,
today.
Barney Balaban, president, will ad-
dress the opening morning session.
On the agenda are talks by home office executives, discussions of new product, a screening of "Shane," discus-
sions of sales and promotion prob-
lems, and other matters. The dele-
gates also will attend a preview to
morning evening of "Off Limits."
Speakers, in addition to Schwalberg
will include: E. K. (Tod) O'Shea,
(Continued on page 4)

Report Newbery in
High Republic Spot

Republic president Herbert J. Yates
could not be reached at the weekend
could not be reached at the weekend
for comment on reports that Bruce
Newbery, the company's managing di-
rctor in England, was in line for a
top domestic post, possibly as general
sales manager. Newbery was called
in New York Thursday from London
in on what was described as "urgent"
business. Newbery, an Australian by
birth, began his industry career with
the Hoyt circuit in Australia, later
selling 20th Century-Fox in the Far
East for several years. He joined
(Continued on page 2)

Reiner in Foreign
Post for Goldwyn

Manny Reiner has been named for-
.eign manager for Samuel Goldwyn
Productions; he was announced her-
ere at the weekend by
James A. Mul-
vrey, Goldwyn
president. Rei-
ner will assume his new duties on
Feb. 2 when his resignation as vice-presi-
dent in charge of sales of PSI-
TV, Inc., televi-
sion producing-distributing
company, becomes effective.
Reiner has had experience in mo-
(Continued on page 3)

Brandt Named
N.Y. Fete for Zukor

Harry Brandt, president of Inde-
pendent Theatre Owners Association
of New York, has been appointed
chairman of the testimonial dinner
to be held here March 4 in Observation
of Adolph Zukor's golden jubilee
celebrations. The appointment was made
by Robert J. O'Donnell, international
chairman of the Zukor 50th anniver-
sary celebrations which are being
sponsored by Variety Clubs Inter-
national.
In accepting the appointment Brandt
said: "I feel that this dinner offers
(Continued on page 4)

Williamson Named
WB District Head

Ed Williamson, Warner Brothers
branch manager in Dallas, has been
promoted to Southwestern district
manager by Ben Kalminson, distribu-
tion vice-president. The district em-
braces Dallas, Memphis and Okla-
ahoma City. Williamson will have
headquarters in Dallas.
Other promotions announced by
(Continued on page 3)
Personal Mention

NED E. DEPNET, RKO Pictures, columnist, returned here from the Coast at the weekend.

DR. EDELMOS MONACO, president of the National Association of the Motion Picture and Allied Industries of Italy and of Italian Films Export, was awarded the Great Cross of Great Officer of the Italian Order of Merit by president Luigi Einaudi.

William B. Zeoller, head of M-G-M's short subject and newreel sales, will arrive in Los Angeles to accompany William R. Warner on his Western Tour. He is due back here Feb. 12.

SAM ROSEN, partner in Lockwood-Gordon-Rosen Theatres in Connecticut, is vacationing in Florida from Hartfort.

J. S. DUNCAN, a member of the board of Odeon Theatres (Canada) Ltd., has gone to South America on a government trade mission.

J MILLER WALKER, RKO Pictures vice-president, is due here early this week from conferences with Howard Hughes in Las Vegas, Nev.

JESSE L. LASKEY arrived in New York from the Coast over the weekend and will leave for St. Paul, Minn., shortly.

HARRY H. GOLSTEIN, Allied Artists Eastern advertisement publicity director, has returned here from a three-week New England tour.

JOSEPH WALSH, head of Paramount's branch operations, will return to New York today following a two-month tour of exchanges.

ELMER C. WINTERGAR, treasurer of the projectionists union in Buffalo, will be director general of the 1953 Shrine Circus in the spring.

SID RACHETNICK, Warner Brothers home office press contact, celebrated a birthday on Friday.

ARTHUR CANTOR, Eastern M-G-M division press representative, will return here today from Boston.

KAY NORTON, publicity manager for RKO Radio, will leave here today for Washington.

ARTHUR ISRAEL, Paramount assistant secretary, will leave here today for Omaha and Des Moines.

IVAN PULDAR, M-G-M division press representative in the Midwest, is here from Des Moines.

SAM THOMPSON, manager of the Lyric Theatre, Guthrie, Ky., announced the birth of a daughter.

LOYD LIND, Allied Artists supervisor of exchanges, will return here today from the Coast.

Another Ike Eisenhower Precedent: Newsreel at D.C. Press ConFB.

James C. Hagerty, President Eisenhower's press officer, appears in current newreels and announces that newreel and television correspondents, and radio newsmen will be invited to a regular Presidential press conference. This will establish a precedent for both the newreels and TV.

Said Hagerty: "We want to bring the President and his words and deeds as closely as we can to the people in the home and the people in the theater, so what we are planning at the present time -- and we will work out the details later -- is to have an informal talk at least once a month for the newreels, television and radio. In that way, the President is going to give the news of how he's trying to promote directly to the people in theaters and homes throughout the country."

Circus Premiere Proceeds to Palsy

Prominent personalities and representatives from the press and advertising fields heard Leonard H. Goldenson, president of United Paramount Theatres and United Cerebral Palsy Associations, reveal that the proceeds of the 1953 premier performance of the Ringling Brothers-Barnum and Bailey Circus, set for April 1 at Madison Square Garden, will go to United Cerebral Palsy of New York City, at a meeting held here at the "21" Club.

The meeting, co-hosted by Robert M. Weitman, vice-president of United Paramount Theatres, and Louis Sobol, columnist, formulated the establishment of special circuses to assist in the sale of the premium priced tickets and those which will be sold at general admission.

Cinema Lodge to See Israel Film Tuesday


According to Martin Levine, president of Cinema Lodge, the meeting is open not only to Lodge members but their guests, but to all in the industry.

Stage Shows for Drive-In

MIAMI, Jan. 25 -- Stage shows are seen as the Boulevard Drive-In Theatre here beginning today, with six circus acts booked by Wometco Theatres, owners. shows go on at 2:30 P.M. and include aerialists, trapeze artists and trampolines.

L. W. McCINTOCK, 49

MEMPHIS, Jan. 25 -- L. W. McCintock, who was widow of Drive-In Theatre owner for 25 years until his retirement in 1951 to manage a tourist court in Memphis, died Wednesday. He was 49. Death came from a heart attack. McCintock had been branch manager for Paramount in Memphis.

Whitney an Aid to Cinematog's Roberts

C. V. Whitney was elected a member of the board of directors of Cinema Productions Corp., at a meeting held here on Friday.

Inxter Roberts, jr., president, said that Whitney will also become special assistant to the president, and in that capacity he will make his headquarters temporarily in Hollywood where there he will work with chairman of the board Louis B. Mayer, and with other officers, with the charge of production, in developing the corporation's program of new films.

Whitney is chairman of the board of Hudson Bay Mining and Smelting Co. He has been identified with many American industrial enterprises, including Pan-American Airways, which he helped to found and for which he was chairman of the board from 1928 to 1941. Whitney is also with the H. B. Whitman, his cousin, Whitney was a founder and director of Selznick International Pictures, which sponsored "Gone with the Wind" and many other pictures.

11-Man Loew's Board Up for Relection

The 11-man board of Loew's, Inc., has been nominated for reelection by management, according to a group of proxy statement issued at the weekend.


Gardner-MGM Branch Manager in Frisco

S. J. Gardner, assistant to George A. Hickey, M-G-M's West Coast sales manager, has been named manager of M-G-M's San Francisco office by Charles M. Reagan, general sales manager. Gardner started with M-G-M in 1931 as a salesman in Philadelphia, subsequently becoming branch manager in Salt Lake City and Los Angeles.

Drawing Disposes Of 6 Jap Permits

Six Japanese import permits that had not been allocated to member companies of the Motion Picture Export Association were disposed of by drawing lots at a meeting of the MPEA here Friday. The winning companies were Columbia, M-G-M, Paramount, RKO, 20th Century-Fox and Warner Brothers. As the deadline for the allocations was March 1, it was decided to settle the issue by lot.

Under the plan, the four losing companies, Universal, Republic and Allied Artists--will get the first four allocations from next year's permits and the balance will be split among the other companies.

Robert Corkrey, head of the Latin America desk of the MPEA, gave a report on film conditions in Brazil and Argentina, most of which had been covered by president Eric Johnstone's report on the latter's recent South American tour.

Carl York started on a report on the film situation in Norway, but he was unable to continue because of time limitations and he will complete his remarks at a meeting of the MPEA here tomorrow.

Elev Ralph Hetzel

MPEA Vice-president

Ralph Hetzel, jr., vice-president of the Motion Picture Association of America and vice-president of the Motion Picture Export Association at a meeting of the MPEA here Friday, was elected as member of the MPEA here Friday, was elected as member of the New York office of the MPEA.

(Continued from page 1)

Brotherhood, we would soon cease to exist as a great nation."

It is, indeed, as the campaign material asserts, "of the utmost importance this year that the purpose of this campaign is important to all of us. It is in the theaters where the people of every race, creed and color gather in peace and friendship."

And as Schwartz adds: "No high pressure methods are needed to impress you to support Brotherhood Week. The work of the NCC is important to all of us. It is in the theaters where the people of every race, creed and color gather in peace and friendship."

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Davide Schine Heads Probe Consultants

Washington, Jan. 25.—David Schine of Miami Beach, Florida, and Gloversville, New York, has been named head consultant to the Senate Investigating sub-committee on its proposed investigation of Communist activities. Schine is the son of Schine circuit head Meyer Schine.

The Senate Investigating group is a sub-committee of the Senate Committee on Government Operations, headed by Senator McCarthy.

'Brotherhood Week' Aided by Circuits

Heads of top circuits are pledging support for the amusement industry's participation in "Brotherhood Week," Feb. 15-22, on behalf of the silver anniversary of the National Conference of Christians and Jews. It was announced here by Harry Mandel, coordinator for the amusement division.

Sol A. Schwartz, national chairman for the committee, and Walter Reade, Jr., national exhibitor chairman, have received from circuit heads, many promises of cooperation, among them, F. H. Rickerson, Jr., Fox Interstate; Leonard H. Goldenson, United Paramount; Myron N. Blank, Central States; Robert J. O'Donnell, Interstate; John Balaban, Balaban and Katz; Gerald Shea, Janestown Amusement; Joseph Vogel, Loew's.

Review

"Tonight We Sing"

(20th Century-Fox)

A LAVISH, richly colored production, filled with many beautiful popular classical scores and arias, is offered in this 20th Century-Fox release. It should find wide audience with the growing acceptance by the American public of what is called "good music." Heightening entertainment values are a number of excellently performed ballets.

The musical and ballet sequences are built around the life of that well-known impresario, Sol Hurok, played by David Wayne. Although there is much that is gratifying in the story line, the running time of 109 minutes appears overlong. In consequence, many of the operatic and dance scenes are woven in the story become static. However, these faults are minor in comparison with the over-all production values, the merit of Ezio Pinza as a marquee attraction, and the exciting music. This George Jessel production, in color by Technicolor, is a good film and should win the mass audience.

Pinza, as the great Russian opera star, Feodor Chaliapin, turns in a top performance and his singing is one of the high points of the film. The voice of Jan Peerce is also featured in the romantic role played by Byron Palmer. With these two talented voices, the operatic arias from "Madame Butterfly," "Boris Godunov," "La Traviata" and "Faust" are a delight.

The story finds David Wayne as Hurok emigrating to America to make his fortune as an impresario. Intent upon winning a wide audience for talented artists, he tries his hand at picturing him to come to this country. In order to win a bet, Pinza asks Wayne to come to Paris only to disappointing the frustrated impresario.

Meanwhile, Wayne has left his newly-married wife, Anne Bancroft, in the U.S., uncertain over his future. On the trip back, picking up Palmer and a chorus, gifted violinist on the boat, he hits pay dirt by signing them up. From there on in it's one top artist after another, including Pinza and the talented ballerina, Anna Pavlova, played by Tamara Toumanova. As a result of a busy life, his marriage has its ups and downs, adding human interest to the story.

Others in the cast include Roberta Peters, Isaac Stern, Byron Palmer, Oscar Karweis, Mikhail Rasumyn and Steven Geray. Mitchell Leisen directs from a screenplay by Harry Kurnitz and George Oppenheimer, based on a book by Hurok and Ruth Goode.

Running time, 109 minutes. General audience classification. For April release.

Murray Horowitz

Award Citations to Jimmy Fund Leaders

Boscom, Jan. 25—Citations were awarded to state chairman and co-chairman of the 1952 Jimmy Fund Drive at a luncheon of the Children's Cancer Research Foundation.

Among the recipients were: Walter A. Brown, president of the Boston Garden and chief banker of the Variety Club of New England; James Mahoney, general manager of Interstate Theatres; Michael Redstone, Redstone Drive-In Theatres; Ben Rosenwald, Boston M-G-M branch manager; Halton Taylor, Boston RKO Pictures branch manager; Theodore Fleisher, president of Interstate Theatres; Hy Fine, Boston manager for New England Theatres Corp.; Michael Kavaugh, general manager for Shubert Theatres.

Also, Cornelius Russell, Sr., Bangor, Me.; Ralph Tully, Portland, Me.; Lloyd Bridgham, John Fagan, Dover, N. H.; Frank Bennett, Rutland, and Ernest Fitzgerald, St. Johnsbury, Vt.; Harry Feinstein, general manager for Warner Theatres in New England; Edward Fay and Meyer Stauder.

Set Chakeres Drive-in

Hollywood, Jan. 25—The Federal Theatre Co. operating a string of houses in Ohio and Kentucky, will build a 500-car drive-in near Morehead, Ky. Ellis Johnson, Morehead State College football coach, said to be financially interested in the project, will manage the house, which is scheduled for opening in the spring.

On behalf of our sponsors—

Swanson

and

Johnson's Wax

and the whole gang on

"The Name's the Same"

THANKS!

—Robert Q. Lewis
UA Gets ‘Bwana’
(Continued from page 1)

Oboler and his associates, paid out from company funds. The balance is to be paid from revenue accruing from the play-offs.

All exhibition contracts made to date for “Bwana Devil” have been terminated. The one which will hang the picture on a worldwide basis. In announcing the conclusion of the deal, UA said the picture has “racked up the highest grosses in theatrical history” in its initial engagements in Los Angeles, Hollywood, San Francisco, Detroit, Cleveland, New York, Boston, San Antonio and Pittsburgh.

Arrangements have been made for Altec and RCA Sound Service to offer their service for surveys, new equipment recommendations and supervision of equipment installation to theatres which had contracted for or which will contract to exhibit the new tri-dimensional film. In addition to the proposed $5.000,000 film stock in which “Bwana Devil” has been released—a form requiring 23-inch magazines on motion picture projectors—prims will be made available on special 17^-inch reels, holding approximately 2,000 feet of film, adaptable to the standard 20-inch projector magazine.

“Bwana Devil,” which was written, produced and directed by Oboler, is an adventure story starring Robert Stack, Barbara Britton and Nigel Bruce. Joseph Biroc directed the photography which was composed and conducted the music.

Milton Ganzburg, who has the Natural Vision patent, supervised the use of the process for “Bwana Devil.”

Brandt Chairman
(Continued from page 1)

the industry the opportunity for the most important event of our lifetime, to salute our greatest pioneer whose unbribable qualities be a target and goal for everyone for many years to come. Certainly no one approaches him either in his period of years or of great service.”

Brandt revealed that the anniversary dinner which will be held at the Waldorf-Astoria Hotel, will be a golden affair from all standpoints, with distinguished guests from other pictures and from public life in attendance.

Meanwhile, the anniversary dinner which will be held for Zukor, which will be held at the Waldorf-Astoria Hotel, will be a golden affair from all standpoints, with distinguished guests from other pictures and from public life in attendance.

-TOABelieves-

Rhoden Sees More Top Films in ’53

A recent survey by Fox Midwest Theatres disclosed that there were 47 pictures that can be classed as top-quality product on this year’s release schedule compared with 31 films in that category a year ago. This was revealed here at the weekend by Elmer Rhoden, head of Fox Midwest, in pointing up the improved quality of product.

Albany TOA Meet
On Legislation

Albany, N. Y., Jan. 25—A discussion of legislation pending at the Capitol here and the establishment of a drive-in section within the Albany Theatre Owners of America are among the topics to be considered at an Albany TOA meeting tomorrow.

Among the bills slated for consideration is one to be opposed, are two for hourly minimum wages and $1.25 in the state, and another raising workers’ compensation coverage for drive-ins.

Objectives of the drive-in group would include collective advertising, consolidation of data from separate newspaper for outdoor theatres.

Reiner in Post
(Continued from page 1)

tion pictures, television, radio and pub-
lic relations over a 20-year period. He
joined PSTI-TV last summer after 15 years as sales manager for Lou-
G. Cowan, Inc.

Reiner entered motion pictures in 1933 with Warner Brothers and sub-
sequently was associated with M-G-M, Monogram and Paramount. From
1940 to 1946 he was film officer in Europe for the Office of Censorship and
from 1946 to 1950 was general manager in Latin America and the
Arabia for the Dov O. Zelenski Organization.

Reiner’s first assignment for Gold-
wyn will be to launch foreign sales of
“Beverly Hills Anarchist,” a film to be released on the New York market after a series of conferences with Mulvey on the world situation as it affects dis-
tribution. Reiner will go to war with a

Uphold Silverman
On Woods Purchase

CHICAGO, Jan. 25.—The Illinois Su-
preme Court last Thursday upheld the
legality of the purchase of the Woods Theatre Building here from the
American Edwards by Elmer Wu-

Turned down was the appeal by
plaintiffs Emil Stern, Minnie Stern, and other interested parties of the
decision of the Appeals Court, which ruled in favor of Silvertman. The plaintiffs alleged that Silverman, head of Essances
Theatres, who had a management
contract to operate the Woods for the plaintiffs, had bought the building and
invoked a clause terminating the lease without giving the plaintiffs an
opportunity to participate in the pur-

In the THEATRE Equipment World...

with RAY GALLO

A N agreement providing for an expanded program of joint re-
search and development of equipment in the field of industrial and broadcast television cameras and studio equipment has been signed by General Precision Labora-
In addition to work on cameras the companies will extend efforts on theatre television. GPL is the de-

Canadian patents for “Perma-screen,” which consists of steel plates with a paper coating fused to it, is being considered for mounting on existing or new drive-
in theatres, have been applied for by a company in Canada. The company making the announcement was the C. B. Pappenheimer, president, listed the current Canadian distributors of his company’s products. They include the following branches of General Theatre Supply Co. Ltd.: 271 Edmonton St., Toronto; 80 Charlotte St., John, N. B.; 916 Davie St., Vancouver, B. C.; 861 Bay St., Toronto, Alta., D. McDaniels, c/o Mr. R. B. Manton, 142 Dalhousie St., Montreal, N. B.

S. Ernest Kulp, a member of the board of directors and of the execu-
tive committee of the Madison Dura-

Extra assurance of carbon stub alignment when coming into burning position is provided in a new development of the Hanover per-
machining type carbon saver distributed by Norlap Sales, New York. This is a device, the principle component is a spring about two inches wide and half an inch high, that is attached to the pivot screw, with the spring so adjusted as to exert tension on both the resting carbon jaws and those holding the incoming stub, against the stub tail, without side play. The positive alignment device may be attached, according to the distributor, to carbon savers for all Suprex trimers, including one-kilo-

motion. That the board is scheduled to go into its initial session this morning.
Players to Promote Industry Abroad

Loew's International, on Feb. 5, will sponsor a predeadline promotion of the picture "Winning of the West," a troupe of M-G-M players by North- east Airlines to the Far East for a six-weeks tour to stimulate community activity and expand foreign markets.

In the troupe will be Marjorie and Gower Champion and Richard Mont- talban, among the many big names seen by the film-going public. They will make radio and stage appearances and give interviews at all times holidays will be declared to coincide with their arrival.

The U. S. State Department, recognizing the value of the films, has, it is understood, endorsed the tour.

Celebrities Set for 'Above Premiere'

Approximately 100 personalities from the entertainment field, in addition to a number of prominent news- men, will be present at the premiere of "Above and Beyond," to be held at the Roxy Theatre in New York, Thursday, Feb. 5. The event will be broadcast on radio via WJZ-TV and ABC's radio outlets, WJZ, with Tex and Jinx McCrary handling the video part of the broad- cast.


N. Y. Variety Tent Enrolls Twenty-Two

Twenty-two have been enrolled in the first few days of the membership drive which will be handled on hand for M-G-M's invitational preview of "Above and Beyond," to be held at a Roxy Theatre in New York, Thursday, Feb. 5. Tent No. 35, membership chair- man William J. Gersten and Martin Kornbluth, disclosed at the week- end.


Reviews

"Winning of the West"
(Columbia Pictures)

T HE LATEST GENE AUTRY FILM follows standard Western lines, highlighting enough shooting and fighting to please action fans.

Autry, a Ranger, pits himself against an outlaw group who use Indian raids as a cover for their villainy. Evidently for Gene, his brother is a member of the gang. During a holdup Gene deliberately avoids shooting his wayward brother and as a result Gene is fired from the Rangers. Others in the cast are Smiley Burnette, who provides the laughs, as usual, Gail Davis, who runs the local newspaper after the murder of her publisher, and Richard Crane, Robert Livingston, House Peters, Jr., and Greg Toms.

There is a lot of shooting and fighting before Gene unmasks the outlaws and has himself reinstated in the Rangers. His brother meets his death at the hands of one of the gang.

Armand Schaefer produced and George Archainbaud directed, from the screenplay by Norman S. Hall.


"Star of Texas"
(Allied Artists)

Hollywood, Jan. 25

T HIS STORY of Texas Ranger operations in 1879 is a Grade "A" Western, deftly directed and produced with a solid story that holds the interest throughout. It concerns a method by which the Rangers detected and finally coped with a robber band which specialized in effecting the escape of prisoners from the jail, bailing them out on the prices they had set and running them in for reward money. In addition to such activity, the band had a sideline of bank robbing and stagecoach racketing. There is nothing commonplace about which the band gets its income and loot today.

Wayne Morris is the star of the picture, receiving excellent support from Paul Fix, Jack Larson, Frank Ferguson and Rick Vallin. There are no women in the cast, but there are women in the film, for there was a woman in the story. The film could have failed dismally with a formula plot, but this one is as fresh as its handling.

"Star of Texas" is a Westwood production, produced by Vincent M. Fennelly and directed by Thomas Carr, from a story by Dan Ullman. Others in the cast are James Flavin, William Fawcett, Robert Beice, Mickey Simpson, George Wallace, John Crawford, Stanley Price and Lyle Talbot.


"Savage Mutiny"
(Columbia)

T he task of clearing an island of its natives so that an atom bomb can be tested is Johnny Weissmuller's choose in this latest of the "Jungle Jim" series. Agents of an enemy power are bent on sabotaging the plan by con- spiracy to mislead the natives into remaining on the island so that when the bomb goes off, the consequent human slaughter can be exploited as propa- ganda.

There is a great amount of action, including fights between animals, between Weissmuller and wild beasts, and between man. By way of comment, the chimp who chooses the adventures with Weissmuller in the heart of Africa. Various struggles and close calls beset the star before he blots out the subgroup. Comedy touches are included.

San Katzman produced and Spencer Bennet directed, from a screenplay by Sol Ohr. Others in the cast are Lester Matthews, Nelson Leigh, George Robotham, Paul Mardon, Gregory Gay, Leonard Penn, Ted Thorpe, Charles Stevens.

Running time, 73 minutes. General audience classification. For March release.

Stage Shows Help Portland Business

PORTLAND, Ore., Jan. 25.—Stage productions did extra well in Portland during the week ending Jan. 25, and good money taken by Sammy Kaye, grossing $80,000 at Portland's Paramount. Also a half dozen shows did Ever- green Theatre well, with some good business.

With Betty Hutton billed for February at both Paramount and Evergreen, Portland audiences may also cut a large deficit from screen productions at first-run houses.

Big-screen television and third- dimension shows are doing well in the big surprises here during 1953, advise theatre executives. Wiring for big screen TV programs is now being in- stalled at John Hamrick's Liberty Theatre, reports city manager Marvin Fox.

Evergreen theatres, including the Paramount, Orpheum, Mayfair, and Portland, hold preliminary to have Natural Vision and possible new Ediphor in at least one of the houses during 1953.

Schwalberg

(Collected from page 1)

distribution vice-president; Jerry Pick- man, vice-president in charge of ad- vertising-publicity; Oscar Morgan, short subjects sales manager, and Robert Deary, executive managers' vice-president, will be among the contingent of 45 key field executives at the meeting.

Other Executives

Among other home office executives who will attend the trip to Boston, executive assistant to Schwal- berg; Joseph Walsh, head of branch operations; Martin Friedman, head of the playdate department; Artur Danne, head of the contract depart- ment; Harold Becerro, head of the booking department; Charles Hollis, Statistical department head, and Rob- ert J. Rubin, assistant to Barney Schwalberg, will be present.

Division managers who will be present include: D. O'Neill, Dodwell, Howard Minsky; Midwest; A. Kimmel, Central; Hugh Owen, East-Southern, and George Kornbluth, Middle East and division managers' assistant: H. D. Cohen, Robert Isaacs, William Kalmenson, Robert Beice, Lester Coleman, Western. Also, Henry Kiger, New York Metropolitan Manager.

Branch Managers present will be: Mike Simon; Detroit; Harry Hamburg, Kansas City; C. W. Stevens, Chicago; Bill Anderson, Oklahoma City; Bill Holliday, New Orleans; Phil Isaacs, Washington; Jesse Mc- Reedy, Minneapolis; Milford Smith, Milwaukee; Bill Meier, Cincinnati; Andy Anderson, Phoenix; M. A. Albee, Harry Ritschel, Cleveland; Dave Kinkel, Pittsburgh; Frank Smith, Salt Lake City; Dick Frank, Indianapolis.

Kalmenson, also representing the Northern division, will be in New York, Tennessee, and Wayne Ticktock; Portland; John Moore, Boston; John Swoboda; Bill Anderson; Jim Ricketts Denver; Ed Delbert, Buffalo; Ed Clumey, Portland; Hubert Scharf, Denver; East; San Francisco; Gordon Bradley, Atlantic; Tom Blaire, Dallas; Howard Nicholson, A. Mompel, Harry Elwood, New Haven; Henry Hays, St. Louis; Henry Hamblin, Los Angeles; and Myron Saltier, New York.

Censor Cuban 'Reels'

Havana, Jan. 25.—Local newsreelists will have to pay more attention to the approval of authorities, according to Ramon Herrada, Minister of the Interior. Herrada recently abol- ished the exhibition in island theatres of newsreels showing rooting uni- versity students.
Takes 'Jazz' Chi. Bid Under Advisement

Chicago, Jan. 25.—The Warner Brothers' petition for an extended first run on "The Jazz Singer" has been taken 'under advisement' by the Federal judge because of a rash of 'munity' and 'Lansome,' and a rush of the film to theaters. The sale of the film in this country has been extended for an agreement on "Mollie Rouge," a United Artists release.

New Manuevers in 'Love Moods' Case

Baltimore, Jan. 25.—An appeal seeking to change a Maryland Board of Censors' refusal to license "Love Moods" was withdrawn by the petitioner, John Rose a Washington distributor. A City Court judge granted the request, filed by Rose's lawyer after the Attorney General had said there was no evidence to support the dismissal of the appeal on grounds that the film in its present form differs from that acted upon by the censor board.

NBC-TV Is Utilizing Vistascope Units

The National Broadcasting Company's television network is now experimentally experimenting with Vistascope, the new frame-per-second live-action film, owned jointly by Paramount Pictures and Sol Lesser. For the next four or five weeks, the Vistascope units will be made available exclusively to NBC-TV and the program will be offered to other television networks.

NTFC Hosts TV Editors

The first National Television Film Council luncheon-meeting of the year, Thursday, will have as guest TV editors from trade papers and magazines, Arche A. Meyers, new NTFC president announced. Included in the program will be the inaguration of new officers and board of directors. The luncheon-meeting will be held at New York's Hotel Warwick.

TOA Confident Of TV Allocations

Despite some opinions to the contrary, the Theatre Owners of America believes that the Federal Communications Commission is inclined to the "rightousness" of granting exclusive channels for theatre television, Si Fauber, president of the National Exhibitors Theatre Television Committee and head of Faubert Enterprises, said here at the weekend. Commenting on the FCC hearings which will get under way in Washington at a trade press conference that the industry "feels it is entitled to the allocations" and that all segments of the industry were behind the application 100 per cent.

Television--Radio

with Pinky Herman

WE NEED MORE OF people like William Rainey, a private in the Canadian Army, who last week, on the "Take A Number" program over Mutual, asked enceee Red Benson to turn over to the Traveler's Aid Society more than $1,000 worth of gifts which he had won on the program. Rainey balls from Vancouver, B. C., is a Korean War vet who is now at Camp Borden, Ont. Next Friday marks the "Lone Ranger's" 20th anniversary on the air. Hivo, Silver! With the premiere Thursday, Feb. 5, of "Ding Dong School," a TV series featuring school mam Frances Horwich originating from NBCChicago, 9:00 a.m., E. S. T.), Scott Peck (a which, as NBC-TV project, will become one of this medium's biggest sponsors. It currently sponsors "Scott Music Hall," starring Patti Paige, Frank Fontaine and Mary Ellen Terry on NBC-TV, and also started a participating sponsorship of "Omnibus," telecast CBS-Sundays, Richard de Rochemont, producer of the "Mr. Lincoln" series of "Omnibus," will return over the weekend from Champion, Ill., where he took part in a Seminar at the U. of Ill., dealing with the role films will play in education via TV.

Five years ago, Barbara Jo Allen placed her alter ego, Vera Vogue, in the family trunk and retired to her house and association as Mayor of Woodland Hills, Cal. However, when she was called to the phone one evening by Walt Frazer, producer of "Strike 11 Rich," the "Big Payoff," and "Double or Nothing," and offered the vice role of playing the new character "Plan on Earth," ABC-TV-vehicle, she received the Vero Vogue character, caue East and is rapidly acquiring a rep., as the female "Groucho Marx." Program is telecast Thursdays, 8:00-8:30 P.M. This is the only disk jockey in the cast with an M.A. degree, Brad Phillips, whose daily WINS-piloting about recorded music and philosophy is easy on the ears, did a four-hour stint yesterday to help raise funds for the March of Dimes. Visitors to the show, including Perry Como, Peggy Lee, Gary Mitchell and other top notch recording stars, aided no little in the successful results of the pitch.

CBS is busily experimenting with and testing Hollywood's latest optical matting device for possible use in the next future. Trade name of this new development is Vistascope. March of Time execs are elated over the fact that last week its documentary series hit a new high, more stations showing them than any other documentary flickers, and are tossing a cocktail party tomorrow and preview of the latest M. of T. subject . . . Bur-Mil Cameo Hosery, MBStarting Feb. 23, will sponsor an across the board series of five-minute modules with nothing of interest to bludgeon and not bludgeon by Helen Hall. Gregory Ratoff may sign Jack Lescluse for his next flick, the lad currently doing a swell announcing job on Dave Gar- roway's NBC-TV vehicle, "Today." . . . NBC Film Syndication has sold "The Douglas Fairbanks Presents TV series to the NBC-TV network for the balance of last year. The films, produced in England, have that quality which only an experienced motion picture personality like Doug can guarantee . . . Fred Waring and his Pennsyl- vanians, preparing to leave today on an 8-week tour of 59 cities, have been ordered to collect an additional $2,000 for the concerts as those instruments are too bulky for the chartered plane. Hugh Fleming, a slightly more than chubby member of the Club, spent an anxious few moments at the airfield till the maestro assured him that he could accompany the troupe on the tour.

Says Stars Demand Overseas Filming

Hollywood, Jan. 25.—The assertion that 32 picture personalities now refuse to accept picture assignments unless fees are to be paid outside the United States, so that they can avail themselves of the 18-month look-back point in the tax law, was made by AYL Film Council chairman Roy M. Brewer in a letter to Gun- ner Lessing, chairman of the board of the Society of Independent Motion Picture Producers Over the weekend. The Brewer letter, which did not name any of the stars, added that the council would criticize the tax laws, was in the nature of a reply to statements by Lessing to the effect he would not be disposed to agree to any arrangement made by AYL Film Council with the Association of Motion Pictures relief to sign that the Thursday day night meeting on foreign production. Lessing today told Moroun Pic- tures Daily he believes the decision on where a picture shall be made is strictly management's prerogative.

Marciano Boat

(Continued from page 1)

home television for an outdoor title book a million seats to fill. The BIC, it was learned, expects to get from $250,000 to $300,000 for home television rights for the April 10 event, which will pit Marciano against ex-heavyweight champion Jer- sey Joe Walcott, if present plans materialize. Marciano-Walcott bout was a theatre TV sell-out, Theatre Network Television guaranteed $100,000 to the BIC. It was done in Philadelphia's outdoor Municipal stadium.

An ABC spokesman, commenting on Walcott's refusal to sign, said that another contender would be selected if the ex-champion is not available. The other contenders, he added, could be Eugene Charles, Ray Layne, or the land La Starras.

SMPTF Adopts Plan For New Expansion

A program of expanded motion picture and television technical services, adopted by the Society of Motion Picture and Television Engineers' board of governors, was disclosed here at the weekend by Herbert Barnett, president.

The program encompasses the formation of new SMPTF units in other cities, conforming assistance to colleges and universities, aid to technical publishing firms, encouragement of theatre television for education and increased society's public relations activi- ties.

'Journal' Winners at Party Here Thursday

 Winners of the New York Journal-American film contest will be the guests of the Organization of the Motion Picture Industry at a reception to be held here at the Rock Club Thursday evening, an announce- ment by Fred J. Schwertz, OMPi chairman.

The contest awards, based on the results of the Associated Press "best players" poll, will be presented to the 18 winners by film stars in the presence of industry executives.
TOA Will Seek
Allied Meeting
On Arbitration

Board Thinks Rentals
Should Be Conciliated

A committee of Theatre Owners of America members will be appointed shortly by president Alfred Starr to discuss the matter of arbitration rentals in distress cases. The committee will be a meeting with important Allied leaders to discuss the entire matter of arbitration from the point of view of exhibitors.

Starr said that TOA believes the problem of film rentals is one that cannot be handled or solved through arbitration, but that it can be handled effectively through a policy of conciliation. The principle of which already has been agreed upon by the various segments of the arbitration conference.

Mitchell Wolfson, former TOA
(Continued on page 3)

TOA Tables Action
On 16mm. Suit

Theatre Owners of America will take no formal action in defining an official stand on the government's 16mm. anti-trust suit until there is an expression of attitude by the new Attorney General. It was decided yesterday at the TOA board meeting here. A poll of units to determine what
(Continued on page 3)

SEE 3¢ A SEAT COST
FOR THEATRE TV

M-G-M to Begin '3-D'
'Arena' Next Month

Production of the first M-G-M three-dimensional film, "Arena" will start in February, the company disclosed yesterday. The new An-sco color will be used in the film and Arthur Loew, jr., will produce.

According to a Coast report last week, the National Vision process was slated for "Ar-ena," but yesterday's home office statement disclosed that M-G-M would use its own process.

Edward Muhl
(Continued on page 3)

Pine-Thomas Set
'3-D' Film in Color

Hollywood, Jan. 26.—Pine-Thomas' "Sangaree," will be the first three-dimension feature in color by Technicolor, co-producer William C. Thomas disclosed today, and will be the first to utilize the new Paramount-designed camera mount, which accommodates the two cameras necessary for obtaining the required three-dimension prints.

The cast is headed by Arlene Dahl, Fernando Lamas and Patricia Medina, with Tom Drake and Charles Korvin in support.

Thomas said present plans provide for the picture to be offered exhibitors either in three-dimension or flat, according to theatre location and/or
(Continued on page 3)

4,000 at Communion
Breakfasts Sunday

Over 4,000 Catholic members of the motion picture industry in the United States and Canada will give a practical demonstration of their faith next Sunday, Feb. 1, when they attend Mass and Communion breakfasts in New York, Los Angeles, New Orleans, and Toronto.

In New York Most Reverend Joseph F. Flannery, Auxiliary Bishop of New York, will celebrate Mass at six o'clock in St. Patrick's Cathed-ral. At the breakfast which will follow the Mass at the Waldorf-Astoria Hotel, the principal speaker
(Continued on page 3)

Loeb's State Books
'Bwana Devil' Here

"Bwana Devil," the Natural Vision third-dimensional film, will have its New York premiere on Feb. 18 at Loew's State, William J. Heineman, United Artists vicepresident in charge of distribution, disclosed here yesterday. UA has acquired world-wide dis-tribution rights to the picture.
Personal Mention

Mitchell Leisen, 20th Century-Fox director, has arrived in New York from Hollywood.

H. Shiotatsu, president of the Elga Hakuyo Co., distributor of Allied Artists Pictures to Japan, arrived in Hollywood by plane yesterday from Tokyo. He will leave shortly for a two-week visit here.

Len Spinrad, who recently resigned as news and feature editor of the Warners Bros. home office publicity department, is issuing a weekly motion picture newsletter and offers consultant services on industry matters.

Edward L. Hyman, vice-president of United Paramount Theatres, and his assistant, Bernard Levy, are in Los Angeles. They will leave for Phoenix at the end of the week.

J. Miller Walker, vice-president of RKO Pictures, returned here yesterday from a conference with Howard Hughes, board chairman, at Las Vegas.

Hilda Lesser, secretary to E. M. Saunders, M-G-M assistant general sales manager, has returned here from a vacation in Dallas, Mexico and Acapulco.

Norman McLane, National Film Board of Canada producer, has won a top prize for the "best creative films" in the Festival of Experimental and Art Films at Caracas, Venezuela.

Dan S. Terrell, M-G-M exploitation-publicity manager, plans to leave for the East at the weekend for a 10-day visit.

Jimmy Gaylord, owner of the Stellite Drive-in at Troy, Ala., has been named chairman of the annual Red Cross campaign for Pike County.

Capt. Robert Anderson has left the Air Force and rejoined the John Hancock theatre organization in Portland, Ore.

Jeff Livingston, Universal Eastern advertising manager, left New York last night for Detroit and Toledo.

Al Vaughan, head of advertising-publicity for Sol Lesser, is here from the Coast.

Roy Williams, Walt Disney animator, has left New York for Chicago.

Harry Arthur, theatre operator, is in New York from St. Louis.

To Publish Elkoff Story

Merwin Elkoff of the Morton Picture Daily editorial staff will have a story published in a forthcoming issue of the National Radio Bureau. The piece will be published midway through a novel with an anti-Communist background which will be handled on completion by the literary agent, Morris McIntosh.

Branch Cities Hold Rallies For 'Brotherhood Week'

Philadelphia, Jan. 26.—A mass meeting at the Elmhurst Theatre today, attended by more than 1,000 persons, marked the opening of the local film and theatre industry Brotherhood Week effort.

Speakers included Dr. Andrew W. Gotschall, Philadelphia area director for the National Conference of Christians and Jews; and Dr. Martin P. Chworsky, director of the Albert N. Lasker Center for Human Relations from the University of Pennsylvania. William Goldman is local exhibitor chairman; Joseph G. Leon, Universal theatre chairman; William K. Hague, Warners’ chairman; and Everett C. Gallow of Warners is publicity chairman.

Pledges Fabian Circuit To 'Brotherhood' Drive

Auburn, Jan. 26.—An expression of confidence that Fabian theatres will “surpass” last year’s record for memberships in the National Conference of Christians and Jews, during ‘Brotherhood Week’ Feb. 15-22, was sounded by Saul J. Ullman, Fabian division manager.

In a brief address in an industry meeting in the Delaware Theatre, he explained that the “increase in charities collections for 1952 over 1951” was a good omen for the success of the campaign.

Dr. Carlyle Adams, lecturer in philosophy and religion at Temple College, stated that the film industry had “a very great deal to do with the success of last year’s Brotherhood Week observance.” Rev. Richard N. Hughes, secretary of the Albany Federation of Churches, pictured the ideals and practice of Brotherhood as a “necessary” counterforce to “the new idolatries” of movements like Communist, Jack Goldberg, M-G-M branch manager and distributor chairman, presided. About 100 theatre attenders attended.

Cleveland Industry in 'Brotherhood' Meet

CLEVELAND, Jan. 26.—A general industry ‘Brotherhood’ meeting was held here today in the WHK auditorium with distributor chairman Paramount, Eric Weil; studio chairman, Jack Warner; exhibitor chairman Frank Murphy of Loew’s and Max Bink of RKO presiding.

Buffalo ‘Brotherhood’ Meet Set for Monday

BUFFALO, Jan. 26.—The first big “Brotherhood Week” meeting in the Buffalo area will be held Monday in the headquarters of the Young Club of Buffalo, at which time employees of theatres and exchanges will gather to hear about the purposes of the campaign.

Arthur Krolick, exhibitor chairman and Mannie A. Brown, distributor chairman, will preside. Guest speakers will be Elmer F. Lux, common council president; Rabbi Joseph L. Low, president of the New Fabian circuit; Philip F. McCrory, George Wannaker and Edward H. Letchworth. Edward F. Meade of the Shea theatres is publicity chairman of the Buffalo exchange.

Reintroduce Bill on Trust Limitations

WASHINGTON, Jan. 26.—Rep. Keating (R., N. Y.) said he expected the House Judiciary Committee to take some action this year on a bill to set up a uniform Federal statute of limitations in private anti-trust suits.

The legislation was introduced in the last Congress and became highly controversial when the Motion Picture Association of America made it a three-year statute, while Allied States Association urged one of six years or more.

Rep. Keating has reintroduced the legislation this session, it was learned, and may head the subcommittee which will handle the bill. He said he favored the idea of a uniform Federal statute, in place of the present system where different state laws govern.

However: added, he has not yet decided just how long the statute should be.

Film Firms Mull ‘Oscar’ Theatre TV

The proposal to televise the annual Academy ceremonies of the Academy of Motion Picture Arts and Sciences has been submitted to all the major companies by the Motion Picture Television Association of America, including Columbia, Universal and Warner Brothers, the three companies which control the studio financial support of the Academy.

The Theatre Network television proposal was submitted by Eric John- ston, MPAA president, at a recent board meeting attended by representatives of the three non-participating companies.

The official reaction of MPAA member firms is expected shortly due to the closeness of the March Academy awards date.

Nathan Halpern, TNT president, forwarded his suggestion to the MPAA which put other companies in touch with MPAA officials who, he said, informed him that clearance would first have to be obtained in New York before the Academy could consider the proposal. Film companies, it was explained, would have to lift contract provisions barring the appearance of stars on television.

Equip's for Three-D

LOUISVILLE, Jan. 26.—Three dimensional films, employing two inter-changeable processes, will be shown at the Mary Anderson Theatre here, April 23, C. R. Buechel, manager, said equipment will be installed for both Natural-Vision and Tri-Op- tion films. Both processes require the polarized camera and two projectors locked together and synchronized. "Wax Musements" is scheduled as the first three-dimensional film at the Mary Anderson theatre.

'Encounter' Dropped From UA Schedule

United Artists has dropped "Encounter" from its release schedule. The picture, produced abroad by a Hollywood group that had been accused of Communist activities, had been slated tentatively for release in July. The film has been the object of attack by the A.F. of L. Film Council and other organizations.

Pulls 'Limelight' on Protest by Legion

BUFFALO, Jan. 26.—The Manusco Theatre, Batavia, N. Y., has pulled Charles Chaplin’s “Limelight” because of protests from American Legion officials.

Thaddeus Corbin, commander of the Glenn S. Loomis Post, visited the theatre yesterday and filed a protest with Calvin Gaeta, the manager. Gaeta said that the protest was being put into writing and that the picture would not be shown to Buffalo U. A. exchange. The film had been booked into the Manusco for four days.

Testimonial Lunch For Sugar Tomorrow

Joe Sugar, newly-appointed branch manager of United Artists’ New York exchange, will be the guest of honor at a luncheon tomorrow at the Tots Shотer’s, tendered by the New York Film Buyers to welcome Sugar to the organization.

Harry Brandt will serve as toastmaster at the luncheon, which was arranged by Larry Morris of the B. S. Moss circuit and Joe Inger of the Brandt circuit.

‘Gambler’ On Desk Strong

CINCINNATI, Jan. 26.—“Mississippi Gambler” grossed an estimated $3,300 for its opening day last Thursday at the State-Lake Theatre here, its first play outside the pre-release, territorial, world premiere area.

Equips for Three-D
Muhl

(Continued from page 1)

joined the company in 1946 when their International Pictures was acquired by Universal, would not return to the studio. Spitz has been ill for the past eight or nine months and is residing now in Palm Springs. His contract with Universal expires this year.

The studio, however, made no reference to Spitz in its announcement, Raskin saying mostly that the changes are designed to meet expanding studio activities and to give it "greater elasticity in facing the rapidly changing conditions within the industry."

Muhl, it was stated, will retain responsibility for over-all studio operation, while assuming additional production authority under Goetz.

James Pratt, former production manager, becomes executive manager and will assume some of the functions hitherto handled by Muhl, including the chairmanship of the plant operations committee. Gilbert Kurland replaces Pratt as production manager, with George Goldin as his assistant.

Ernest Nims, former head of the editorial department, was made editor-

ial manager. Richard Cahoon be-

comes manager of the editorial department.

Muhl, Pratt and Nims will make up the executive production committee, headed by Goetz. David A. Lipton, vice-president in charge of advertising-publicity, will serve as consultant to the executive committee on selling and marketing.

M. R. Davis, business manager; Morris Weinrau, studio manager; Robert Palmer, casting director; Ray

wood Crockett, head of the story and writing department; Percy Guth, head of budgeting and cost control, and George Bobonis, studio manager, complete the executive production roster.

Lober Named

(Continued from page 1)

was assistant to the vice-president of Warners in the studio and acquired, in 1911, the studio which became the Warners Brothers Pictures Corporation. In 1917 he became general manager of the studio, and prior to that he was with MGM as regional director for Europe and the Middle East. From 1917-1918, he was general manager of Warner Bros. In 1919, he opened the studio in Hollywood, which was to become the Warners studio.

Rio Hearing April 6

CHICAGO. Jan. 26—Federal Judge Barnes has set the hearing of the Rio Theatre (Chicago) anti-trust suit for April 6.

FINANCING

Large Industrial Enterprises

L. N. ROSENBAUM & SON

525 Fifth Ave., N. Y., 17

Cost for Theatre TV

(Continued from page 1)

ure a little more than eight cents—

which would incur if only 10 theaters

were quoting the same service on the same terms.

Marcus Cohn, attorney for the Na-
tional Broadcasting Committee, and Vincent Welch, attorney for the Motion Picture Association of America—attorneys who are handling the FCC investigation—called the FCC in this case to the FCC—pointed out that no matter how many times a day "theatres would be paid only $1 per seat cost per seat still remained the same.

Toeppen gave as the total capital investment of the program, to get up a six-

program system which would transmit to the 1,938 theaters $58,272,500. The average capital investment per theatre, he said, would be $41,683, and the average investment per seat $36.56. He pointed out that an average of about 85 per cent of the total cost of setting up the theatre television transmission system went into supplying individual theatre receivers and antennas. He gave the Commis-
nion similar figures for one, two and three programs simultaneously on the theatres, showing that as the number of theatres and the number of programs increased, the capital costs dec-

increased. The same ratio was true, he told the Commission, for annual op-

erating costs.

Questioned by FCC general counsel Benedict Cottone as to the relevancy of Toeppen's testi-

mony, he declared that Toep-

pen's figures—which were based on specifications drawn up by indus-
try engineers—were meant to prove that a theatre television transmis-

sion system is "economically possible." Cost figures for such a service which had been previously given to the industry by the American Telephone and Telegraph Co., Welch contended, indicated that the cost of such a system was "too high to make it economically feasible."

Welch estimated that testimony on costs will occupy the hearing until March, when industry witnesses on programming testimony will come.

Paul A. Walker announced that the Com-

mission would hold both sessions of tomorrow night, since it has limited the hearing days to Monday and Tuesday of each week.

Breakfasts

(Continued from page 1)

will be the Most Reverend James H. Griffith, Auxiliary of the Militia Vicar, Clare Brooke Luce, playwright, actress and former Congresswoman, Louis A. Silverman, principal of local high schools, and George Dowlath, Louella Parsons, Jane Wyatt, Kate Cameron and Uma O'Conner. Over 1,200 members of the industry attended.

The industry Communion breakfast movement started in New York three years ago, with the thirty-eight commis-

sions held in Los Angeles and Toronto last year. New Orleans is planned for this year and the industry is now looking toward similar Communion breakfasts to be held in Boston, Chicago and Vancouver.

Pine-Thomas

(Continued from page 1)

other conditions and considerations. The process in use requires Polaroid glasses for viewing. Decision to go three-dimensional followed test shots made during the early shooting, flat, which will be re-shot in the new medium.

Waive Trusteeship For ABC-UPC Holder

WASHINGTON. Jan. 26.—In the recently liquidated Paramount Theatre American Broadcasting Co. merger is approved, a recent amendment to the Paramount-U. S. consent decree pro-

vides that stock which is being issued to ABC stockholders need not be placed in a voting trust in the event it is sold. haired owning Paramount Pictures stock.

The trust procedure was required of Paramount and Department of Justice who were owners of more than a minimum permissible percentage, fol-

lowing the theatre divestment and

action TOA should take resulted in a diversity of opinion, it was said. Some members advocated an out-and-

out fight against the suit, while others favored sitting on the sidelines for the time being.

In an official statement, TOA said: "TOA has always felt that the so-

called 10mnu, suit was an unwarranted invasion of government into a field in which TOA has no interest. We shall answer the expression of attitude of the new Department of Justice before making the required statement as to whether TOA will move to intervene as a party defen-

dent."

The organization of the new two-

nays. The amendment was approved by Paramount and Department of Justice following a study which showed that ABC stockholders are not heavy owners of Paramount Pictures stock.

Tables Suit Action

(Continued from page 1)

other complexities. "It is vital," he added, "that we be equipped with knowledge and the capacity for hard work to meet these challenges. Once upon a time this business of selling motion pictures was simple. It is now quite simply no longer that."%-

Schwaberg pointed out that the present laws are not adequate to protect the consumer and the public interest. He said that the new law would be of great importance to Bal-

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Allied Meet

(Continued from page 1)

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(Continued from page 1)

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Balaban

(Continued from page 1)
Rosemary Clooney,

PARAMOUNT'S SENSATIONAL NEW BOXOFFICE PERSONALITY,

Breaks thru to Stardom!

YOU DON'T HAVE TO BUILD HER — SHE'S TOPS RIGHT NOW!

COVER GIRL OF THE YEAR on Collier's — on Look — on other important national magazines soon!

WOMAN OF THE YEAR IN MUSIC in Associated Press Poll because she's today's biggest selling recording star!

HOME-TOWN GIRL OF THE YEAR as the news wires headline her return home to attend her first picture's

WORLD PREMIERE TOMORROW AT RUSSELL THEATRE, MAYSVILLE, KY.
...and all this too:

ROMANTIC DANCING TALENT OF TOM MORTON—

GLORIOUS YOUNG VOICE OF ANNA MARIA ALBERGETTI—

GRAND OPERA'S GRANDEST GUY, LAURITZ MELCHIOR—

WORLD'S FUNNIEST AND LAZIEST DOG—RED DUST

Songs!
“Haven't Got A Worry”
“My Kind O’ Day” “Because”
“Lovely Weather For Ducks”
“My Heart Is Home”
“I Do! I Do! I Do!”
“Come On-A My House”
“Vesti La Giubba”
and many others!

SINGING

LAURITZ MELCHIOR

ANNA MARIA ALBERGETTI

COLOR BY TECHNICOLOR

with

BOB WILLIAMS • TOM MORTON • FRED CLARK
JOHN ARCHER and RED DUST

Produced by			Directed by		Screenplay by
IRVING ASHER • NORMAN TAUROG • LIAM O'BRIEN

Based on a story by Paul Hervey Fox

HUNDREDS OF SHOWMEN ARE PLAYING IT WASHINGTON'S BIRTHDAY

'Way Ahead of Playdate, Play The Sparkling 7-Minute Musical Short
"MEET ROSEMARY CLOONEY"
Color by Technicolor
Contact Your Paramount Branch Now For This Free Short.
**Reviews**

**"The Stars Are Singing" (Paramount)**

PARAMOUNT PICTURES proclaims "The Stars Are Singing" to be an important event, by virtue of its introduction of the pretty blonde Air Spy, Kim Mason, pictured here. Paramount does all right for herself, for Paramount and for the paying customers, aided and abetted, most enjoyably, by the awesome coloratura tenor, Anna Maria Alberghetti, and that lovely hunk of man, Laurence Melchior. They sing and they swing some more individually.

Ninety-nine minutes were spent in unreealing this production of Irving Asher's, and every one of them was enjoyed by this reviewer and the audience. This "stars preview" preview is not untypical of this downtown New York, thanks, largely, to the fast-moving direction of Norman Taurog, who took full advantage of Liam O'Brien's screenplay, O'Brien having based his yarn on a story by Paul Hervey Farnham. There has been a lot of chatter of late about the need of stressed showmanship. Sometimes, a production really needs showmanship stressed; sometimes the stressing is distressing. It will not be so with "The Stars Are Singing."

All too frequently singers in a screenplay are just singers; here, they are fine performers. Rosemary is just plain pretty; Anna Maria must have on that Pacific Coast a terrifically capable pair, 'cause the histories of the youngsters are superb. Melchior is Melchior; nuff said. They are given splendid support by Bob Williams, Tom Morton, Fred Clark, John Archer, Miltiall Rasnnuy, Lloyd Corrigan, Don Wilson and Red Dustin. The latter is a cocker spaniel, and worth the price of admission. The package is pretty packed in color by Technicolor.

The story starts with the arrival in the U.S. of Anna Maria, 15-year-old penguin who has been "purged" of every manner of experiences on through some delightful experiences. Anna Maria is the operatic associate of Anna Maria's parents in Poland, who was requested to care for the child, in a note she carried to him. Melchior's New York greenbean is a Village housewife of many years, the late Rosemary Clooney, overheard Anna Maria singing, and the upthrust from there on in, the while Immigration Department officers seek the little, illegal immigrant, through unabjecting concert hookers, stage managers and operatic impresarios, provides the fastest, easiest, and at times heartbreaking series of events. Finally, Anna Maria achieves a star spot in a star telecast for herself and her boarding house protectors, and a Presidential okay to the operation.

Running time, 99 minutes. General audience classification. For March release.

**"Battle Circus" (M-G-M)**

PRODUCER Pandro S. Berman herein sets before the world an orderly, candid, manifestly authenticated representation of the nature and activities of the Mobile Ambulance Surgical Hospital units now operating so perilously and with such astoundingly successful results a virtual stone-wall of defense in the South Pacific. The German representation is set down without ostentation, heroes, special pleading or protest, and would have outranked most of the great documentaries if documentation had been the principal objective. But wasn't. "Battle Circus" is primarily an entertaining picture. Against a background of Rivers, Wynn and Robert Keth in leading roles, all of these and a great many others turning in pat performances in the personal story that foregrounds the greater story of the MASH, the unit with the most adaptable facilities and a big money's-worth for the public it will draw.

The background story concerns the function and operation of a field hospital in today's war. Most striking of the activities shown is the picking up and transporting of the wounded from the line to the tent hospital by helicopter. Attack by a jet plane, with a U.N. jet in hot pursuit, is another. On the broader scale the swift lowering and packing of the tents, with their body removal and setting up at a new location, is immensely interesting (the resemblance between this and the similar operation performed by commercial circuses furnishing the title of the picture). These and the whole of the background story are of universal interest and import.

Against that background Bogart, as an army nurse, and Miss Allsion, as an army nurse, act out a personal love story not essentially unlike the basic boy-meets-girl story, and not related especially to the background story, but worked out with some dialogue lines that are better, directly and obviously than common. Wynn's warm portrayal of a versatile sergeant is a solid counter-weight.

Bogart, who directed Bogart in "Deadline U.S.A." for another company, directed the 1951 Academy Award winner in this instance using a script by himself based on a story by Allen Rivkin and Laura Kerr. The U.S. Army cooperated fully.

Running time, 89 minutes. General audience classification. Release date, April 3.

**500 Prints of 'The Sea'**

Advance interest reported by RKO Radio in "The Sea Around Us" has prompted the motion picture company to order 300 Technicolor prints of the Academy Award contender documentary. This is an increase of 20 per cent over the usual order.

**Columbia Pictures**

**Sets 30 Films in Technicolor in 1953**

Hollywood, Jan. 26 — Columbia Pictures, for Technicolor for 1953, the greatest number in its history, company president Harry Cohn.

Criteria For Pre-Releases Sought by TOA

Distributors Willing to Discuss Definitions

Sales heads of the various film companies listened to the “grippers” of Theatre Owners of America board members here yesterday on such subjects as pre-releases and national sales policies and, while no decisions were reached, the sales chiefs explained the pros and cons of the exhibits in an attempt to establish criteria as to what constitutes a pre-release picture.

There appeared to be some divergence of opinion as to what constituted a pre-release, the question being whether it could be determined by a test run. Then, if it were found that the sales department had set a standard too high, the question (Continued on page 7)

3-D’Holts Spotlight At TOA’s Meeting

Theatre Owners of America board of directors was given a summary of what to expect in technical developments yesterday at the concluding sessions of the board’s mid-winter meeting here at the Pierre Hotel. And the developments, described by technical experts, convinced the TOA leaders that the industry was on the threshold of a new era.

The initial of the three-dimensional (Continued on page 7)

‘Interceding Runs’ New Allied Gripe

“Interceding runs,” an offshoot of the pre-release problem, are becoming a new source of complaint by subsequent run theatre operators. An “interceding run” is described as one in which a first run house plays a picture and then, before it is put into general release, is brought back to (Continued on page 2)

Foreign Market Excited About ‘3-D’: Daff Reports

Exhibitors throughout the world are excited at the progress being made in the three-dimensional field in this country and look forward to the day when they will be able to show third-dimensional films. Alfred E. Daff, executive vice-president of Universal Pictures, disclosed here yesterday upon his return from a five-week trip around the world.

A major portion of his efforts while abroad, he emphasized, was spent attempting to dispel fear among exhibitors that the U.S. film industry was on the decline. He said it was unfortunate that American news and film industry reports made such an impression. (Continued on page 7)

Industry Problems Temporary: Dietz

Boston, Jan. 27.—Howard Dietz, M-G-M vice-president in charge of advertising-publicity, told the Boston Advertising Club today that his firm believes that the motion picture industry will survive the inroads of television.

Addressing a luncheon meeting at the Hotel Bradford, Dietz said: (Continued on page 7)

‘U’ to Make ‘3-D’ Film With Secret System

Hollywood, Jan. 27.—Universal-International will join the three-dimensional parade, using a secret system, when the studio begins shooting “It Came From Outer Space” next Monday. A science-fiction subject, it will be produced with the tricked-to-finish secrets to start from scratch, workers bound to secrecy regarding operations and procedures. Although no information of any kind is being vouchsafed, it is believed some variant of the two-camera method, requiring Polaroid glasses for viewing, will be utilized. (Continued on page 7)

Trust Limitations Bill Report Asked

Washington, Jan. 27.—The House judiciary committee, having completed an investigation of “The Limelight,” by John D. Home, chairman of the committee (Continued on page 2)

Theatre TV Hearing Off Till Monday

Cost Testimony in; Next Witnesses Not Ready

WASHINGTON, Jan. 27.—The theatre television hearing before the Federal Communications Commission recessed unexpectedly this morning until next Monday.

At that time American Telephone and Telegraph Co. witnesses will begin their testimony on A. T. and T. cost figures for a New York to Washington theatre television transmission system. Testimony on such a system, based on specifications drawn up by industry engineers, was completed this morning by industry cost expert Manfred K. Toepken.

Toepken’s testimony took less than (Continued on page 7)

Cancel ‘Limelight,’ Hughes Asks RKO

Hollywood, Jan. 27.—Howard Hughes, RKO Pictures board chairman, said he has been making a “most concerted effort” since last Friday to persuade the management of RKO Theatre, Inc., into setting aside the legal measures to cancel all bookings of “The Limelight.”

Hughes’ statement was made in a letter to John D. Home, chairman of the House judiciary committee (Continued on page 2)

Sees Variety Heart Fund Topping Mark

A prediction that the $3,000,000 mark set last year for Variety International’s heart fund will be exceeded this year was made yesterday by international chief banker Jack Berson, whose recorded address was one of the highlights of the induction ceremonies of Variety Club Tent No. 35 of New York. Over 200 members attended the in-
New Jersey Allied Calls Pre-releases 'Criminal' Contempt of U.S. Decree

The practice of pre-releasing pictures in key run theatres and then withdrawing them only a few months before making them available to subsequent houses has been condemned in a resolution passed by Allied Theatre Owners of New Jersey. The resolution, which was approved at a membership meeting in Trenton, "calls upon the Department of Justice to make a thorough investigation and to take appropriate action to obtain an injunction against this discriminatory and destructive sales policy which, in our opinion, is a delinquency which violates Supreme Court and constitutes criminal contempt thereof."

The resolution, in effect, reiterates the stand taken by the Allied board at its recent meeting in New York. While condemning the practice in general, New Jersey Allied repeated to that organization at a meeting tonight include a unique formula for writer participation in the revenue from the sale of the picture. The formula is based on a survey to be made by producers revealing the percentage of picture costs during the past 30 years has represented writing the percentage. When that percentage has been determined, SWG could demand writers to be paid 60 per cent of that percentage of whatever revenue producers receive from television and other products of the pictures. It also includes increased minimums.

Funeral Rites for A. P. Blumenthal

Hollywood, Jan. 27.—Funeral services for Alexander Pan Blumenthal, 48, who died unexpectedly yesterday, will be held in New York. Blumenthal, former chairman of the board of Circoreal and Film Classics, was believed to have had a heart attack during which he died at his home in New York. Blumenthal was a prominent figure in the motion picture industry. He was founder of the Blumenthal Pictures Corporation, a company that produced and distributed films throughout the world, including Canada, the United States, and Europe. The company's films were known for their high-quality production and were widely distributed in theaters around the world.

Giesseman Joins Cinerama Prods.

Cliff Giesseman will join Cinerama Productions in an executive managerial capacity, handling regional exhibition plans, the company announced yesterday. He will work under Joseph Kaufman, head of the exhibition department, beginning at the Broadway Theatre here in New York. Giesseman has been active in the theater industry for many years, having served in various capacities at major studios and exhibition companies. His appointment is seen as a step forward in the company's efforts to expand its reach and influence in the industry.

Hughes Asks

(Royal Alicen, continued from page 1)

the Hollywood Post American Legion un-American activities committee.

While pointing out that since the divestiture of RKO Pictures and RKO Theatres, even though Hughes has relinquished his controlling interest in the stock interest in the new theatre company, he is "prevented from having even the slightest connection with or influence over the theatre corporation," Hughes nevertheless states in the letter that "it is my strongest hope and sincere belief" that RKO Theatres will cancel the Charles Chaplin picture.
Launching a Big Technicolor Attraction with nationwide publicity where the picture was filmed. Gala Denver premiere night of Feb. 6th. Stars of the production in Person! Civic events in Tri-State (Colorado, Wyoming, New Mexico) promotion. State officials cooperate in memorable celebration as bands, parades, press and public acclaim a new hit!

YOU’LL AGREE WITH TRADE PRESS!

"The exhibitor who can’t make money with this picture should seek other means of a livelihood. Chills, thrills and suspense. High octane acting." — SHOWMEN’S TRADE REVIEW

"It’s a money picture for just about anywhere. Excellent." — MOTION PICTURE HERALD

"Entertainment ingredients, action, suspense, Technicolor." — MOTION PICTURE DAILY

"A taut, rough, tough outdoor melodrama made to order for the western action addict... Technicolor and a group of stars headed by James Stewart insure ticket sale." — VARIETY

"Absorbing tale. Performances outstanding. Should attract lusty grosses." — HOLLYWOOD REPORTER

"Drama topped with action, intrigue, and suspense." — EXHIBITOR

"Actionful, suspense laden on every count. Super western. Substantial grosses wherever booked." — BOXOFFICE

"Absorbing manhunt in the wilds of Colorado. Outdoor scenery spectacular." — FILM DAILY

"Hefty money-getter in all spots. A lulu for action houses. All-star picture in every sense of the word." — FILM BULLETIN
Republic Pictures takes great pride in presenting the World Premiere Engagement at the Paramount and Beach Theatres... Miami and Miami Beach, Florida, January 29
HERBERT J. YATES presents

FRED MACMURRAY
VERA RALSTON

in

FAIR WIND TO JAVA

Screen Play by RICHARD TREGASKIS
Based on the Novel by GARLAND ROARK
Author of "Wake of the Red Witch"
Associate Producer-Director JOSEPH KANE

A REPUBLIC PICTURE
Republic Pictures Corporation
<table>
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<tr>
<th>WEEK</th>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>M-G-M</th>
<th>PARAMOUNT</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
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<td>HIAWATHA</td>
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<td>CLAUDETTE COLBERT</td>
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<td>Jan. 11</td>
<td>THE STAR OF TEXAS</td>
<td>Wayne Morris 0–12 min. (522)</td>
<td>JAMES CROMWELL</td>
<td>(Color)</td>
<td>COLBERT</td>
<td>(Color)</td>
<td>STARS AND STRIPES FOREVER</td>
<td>(Color)</td>
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<td>FLEET</td>
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<td>Jan. 18</td>
<td>THE FOUR POSTER</td>
<td>(Color)</td>
<td>HUNTER &amp; HUNTER</td>
<td>(Color)</td>
<td>NADELL</td>
<td>(Color)</td>
<td>Wives of the West</td>
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<td>CAPTAIN KIDD</td>
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<td>Jan. 25</td>
<td>THE PATRIOT</td>
<td>(Color)</td>
<td>JACOB GREEN</td>
<td>(Color)</td>
<td>NADELL</td>
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<td>RIDE THE MAN DOWN</td>
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<td>RABBAD ANG COSTELLO MEET</td>
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<td>Feb. 1</td>
<td>TANGERINE INCIDENT</td>
<td>(Color)</td>
<td>GEORGE AVERY</td>
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<td>NADELL</td>
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<td>KIDD</td>
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<td>Feb. 8</td>
<td>THE TALL TEXAN</td>
<td>Lloyd Bridges</td>
<td>JAMES ROBINSON</td>
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<td>NADELL</td>
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<td>I'LL GET YOU</td>
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<td>Feb. 15</td>
<td>HONG KONG</td>
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<td>J. A. HUMPHREYS</td>
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<td>NADELL</td>
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<td>Feb. 22</td>
<td>KANSAS PACIFIC</td>
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<td>ROBERT CLARK</td>
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<td>NADELL</td>
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(Dates are based on national release schedules and are subject to change. Letters denote the following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production numbers are in parentheses. (Rev.) Motion Picture Daily Review Date.)
Theatre TV

(Continued from page 1)

and yet the order figures the 12 TOA salesmen to return Schwalberg, to first. To aid in the motion picture industry's recovery, the FCC general counsel Benedict Cottone was Governor to govern the greater Lon-pro. The Commission's purpose is to be a stimulus to the industry, to provide assurance that the FCC would not become a roadblock. In this regard, the FCC's authority is to be either reined in or the industry's chances of survival would be greatly diminished.

The FCC's authority is to be reined in or the industry's chances of survival would be greatly diminished.

Industry Problems

(Continued from page 1)

"There is only a temporary dislocation of the motion picture industry at the present time and that dislocation will very soon be overcome," Cottone stated.

"The Hoaxers," the M-G-M documentary on Communism, was screened at the luncheon.

Among those attending were: Frank Lydon of Allied Theatres of New England; Ralph Iamo, Warner branch manager; Herman Rikfin of Allied Artists; Walter Brown, president of Century-Fox; Robert Meigel, film editor, and chief banker of the Variety Club of New England; James Connolly, 20th Century-Fox Boston branch manager; Charles Loomis, Century-Fox; and Donald O'Brien, Columbia Pictures Boston manager; Meyer Felman, Universal International Boston manager; Frank Dervin, One World Boston manager; John Kane, representing Paramount; and Ray Feday of Independent Exhibitors of New England.

$33,000 for 'Miss'

Chicago, Jan. 27—A robust $33,000 for the first week of "The Missis- sippi Mud," starring Ann Blyth at the Lake Theatre here is forecast, topping the sturdy business done by "Bend of the River." This is the first date of the picture outside the pre-release terri-

Criteria for Pre-releases

(Continued from page 1)

was, how quickly could a sales

Avoid any repetition of the mistakes made by the salesmen..."  

In an open forum session between the TOA board members and the salesmen, the exhibitors declared that working with the TOA branch managers had more latitude in determining terms and license fees. This, they said, would get away from the "callaneous policies," a cur-  

expression optimism about the industry, Daff predicted that Universal would return to the top and possibly rise it in the current fiscal year. Universal foreign rev-

Daff Reports

(Continued from page 1)

ving of theatres in this country since the advent of television.

The Universal executive vice-presi-

dent challenged such reports, claiming that there are more theatres in the U. S. today than anytime heretofore.

New theatres, both conventional and drive-in, have replaced theatres which have closed due to shifting population, obsolescence and com-  

of technical developments within the industry.

picture title hold the spotlight at the meeting. The fact that the "3-D" pictures are a novelty was em-  

Sponorable Due Back

"From 'D'-Confab"  

Earl I. Sponoble, 20th Century-Fox research director, is due to return here at the weekend from the Coast where he is currently conferring with 20th-Fox studio technicians on the company's third-dimensional process. Sponoble declared that tests are being made in two dimensions, having been in work about 10 days. Twen-

3-D' Spotlight

(Continued from page 1)

3-D" pictures on the screen. However, it was pointed out that the experiments were under way whereby three dimension films might be seen without glasses. It was stated by some of the industry's leaders that the "3-D" pictures were not as successful as expected.

Trust Limitations

(Continued from page 1)

until March 1 to make recommendations on all bills on which it held hearings but never acted.

For the rest of its short life, the special subcommittee will be headed by Rep. Reed (R., Ill.). Members said they thought the group would act on many pending and some future bills.

After March 1, anti-trust bills will be handled by a regular subcommittee which also handles other legislation. This subcommittee will be headed by Rep. Krueger (R., N. Y.), who is sponsoring the bill calling for the uniform form of statute.
Coronation Color Film to W.B. Here

London, Jan. 27.—Associated British-Pathe will produce a Coronation film, "Elizabeth Is Queen," in Warner-color.

It will be released throughout Britain on June 8, and the world television audience is being given the opportunity to see the events in London by the Abbotsford Press office.

Sees Trust Angles

To ABC-UPT Merger

Washington, Jan. 27.—Senator Kilgore (D. W. Va.) asserted yesterday there are some serious anti-trust considerations involved in the proposed merger of United Paramount Theatres and American Broadcasting Co.

Kilgore made the statement during Senate judiciary committee hearings on the merger of William P. Rogers to be deputy attorney general.

He asked Rogers whether he had done anything to merge the antitrust application, and on being assured he had not, the senator had raised the point because of the anti-trust aspects of the proposal.

Rogers said he had several all-conference lunches with his antitrust law practice.

He was in the New York firm of Dwight, Royall, Harris, Koegel and Company of the Twenty-Century-Fox is one of the firm's clients.

The Senate today approved the merger of Rogers.

8-Man Unit to Survey Information Program

Washington, Jan. 27.—President Eisenhower has appointed an eight-man committee to "survey and evaluate the government's overseas information policies."

Executive William H. Jackson of New York will head the group.

Seek New Life for Information Program

Washington, Jan. 27.—Senate Foreign Relations sub-committee, which has been studying the operations of the State Department's overseas information program will soon ask the Senate to extend its life.

The sub-committee is presently required to have its work wound up by the end of the week. How it will be heard, whether it will be extended, was an issue announced by company treasurer Stanley P. Cohn.

Losoe recently became an important stockholder in the firm when the L. Hafner acquired the motion picture, television and radio rights to the Mark Hallenga story properties.

Motion Picture Daily

Wednesday, January 28, 1953

National
Pre-Selling

A TWO-PAGE story of how "The Bad and the Beautiful" starring Lana Turner and Kirk Douglas, was previewed "to the man in the street" is today's Feb. 2, 1953, issue. The sneak preview was run in a theatre located near Hollywood. The first preview cards fill out by patrons at the preview are reproduced. The author of the story said a majority of the previewers were that the scenes not reduced in running time. Therefore, 12 minutes were cut out of the picture after it was previewed.

Hal Wallis' "The Stooge," starring Dean Martin and Jerry Lewis, was selected by Edwin Miller as the picture he liked best for the Feb.

issue of Seventeen. Also in this issue is a full-color ad on page 47 to the NBC's "Jeopardy," and on "Jeopardy," starring Barbara Stanwyck, on the table of contents page.

A four-color front cover photo of starlet Joan Taylor appears on the Feb. 1 issue of This Week magazine.

"Jeopardy," starring Martin and Jerry Lewis, was selected by the NBC's "Jeopardy," and on "Jeopardy," starring Barbara Stanwyck, on the table of contents page.

Avon Gardner was interviewed for the "The Stooge," starring Dean Martin and Jerry Lewis, as a contrast to pictures of early movie star Theda Bara, Barbara La Marr, Gloria Swanson, Clara Bow, Jean Harlow and Carole Lombard. Also in this issue is a two-page ad of 20th Century-Fox's "The Thief of Venice." This ad lists some of the leading theatres in the United States which will play "The Thief" starting Jan. 31.


issue of Woman's Home Companion.

Flower Sowers picked Stanley Kramer's "Hiroshima Mon Amour," with Julie Harris and Ethel Waters, in the February issue of Redbook as her selection for the best picture of the month. Also in this issue of Redbook are a full-color ad on "Peter Pan" and a full-page ad on "Come Back, Little Sheba."

Gabriel Pascal, producer of RKO's "The Stooge" reviewed the two recent releases he likes best for the February issue of Coronet, Pascal selected "The Jazz Singer," with Al Jolson, and "The Stooge," starring Dean Martin and Jerry Lewis.

WALTER HAAS

Senate Confirms Folsom

Washington, Jan. 27.—The Senate today confirmed the nomination of Marion B. Folsom, former treasurer of Eastman Kodak Co., to be Undersecretary of the Treasury.
Industry Sees Arbitration In ‘State of Flux’

Enthusiasm of Sales Heads Has Diminished

The arbitration situation was described here yesterday by a major company executive as being in a "state of flux," despite the efforts of the Theatre Owners of America to stimulate action in the launching of a workable plan. The enthusiasm which the sales managers expressed for an arbitration formula last fall has dwindled to a point where they see little hope of establishing it in the near future, if at all, he said.

The slump in interest, it was stated, stems from Allied’s refusal to go along on a plan until certain alleged abuses have been eliminated from the trade practices. And TOA’s projected bid to Allied for a meeting to discuss differences is not expected to get any immediate action. Alfred Starr, TOA president, said at the

Exhibitor Group to Finance TV Plays

A new company which will finance the production of plays to be telecast to motion picture theatres is being formed by a group of exhibitors and financial interests, it was revealed here by Sun Pinanski, one of the principals in the syndicate and president of Pathe News, scheduled for tomorrow, and will likely affect next week’s issue also.

The strike followed the union’s refusal to recognize the promotion of a joint assistant manager at Pathe because he does not hold a union card. Attempts at a settlement between the union and the Film Laboratories Association have been abortive thus far.

FCC Approval of ABC-UPT Merger Is Expected Within Week; 1 Dissent Seen

Washington, Jan. 28.—The Federal Communications Commission has decided to approve the proposed merger of American Broadcasting Co. and United Paramount Theatres, according to persistent reports leaking from the Commission.

It is understood that only Commissioner Hennock will dissent, and that the delay in announcing the Commission’s decision is to give her time to prepare her dissent. The present plan is for the Commission to announce its action sometime next week, probably Wednesday or Thursday.

According to the reports, the Commission has also voted—with one or two dissenters—to find that Paramount Pictures does not control Allen B. Dumont Laboratories, and that each company is therefore free to apply for the five television station maximum allowed by FCC rules.

Meanwhile, there was no further word from Senate commerce committee chairman Tohey (R., N. H.) as to when he would hold committee hearings on the merger proposal or on his bill to bar television licenses to film companies convicted in government anti-trust suits.

Hollywood Doing Better Job Abroad, Congress Told

WASHINGTON, Jan. 28.—A top State Department official has told Congress that Hollywood is doing a better and better job of "telling the proper story about America" in foreign countries.

The statement came from Reed Harris, assistant administrator of the State Department’s International Information Administration. He charged the Foreign Information Program. He testified last week before a Senate foreign relations subcommittee studying the information program, and his testimony was made public only today.

Mr. Harris said: "That is always a question we are unhappy to answer because, of course, in some parts of the world they have done us a great deal of harm. But I think in recent years, and particularly in recent months, the motion picture industry has shown a thorough realization of the importance of telling the proper story about America." (Continued on page 7)

Initial Heavy WB Proxies Favor New Organization Plan

Initial heavy returns of Warner Brothers’ proxies indicate a very favorable response to management’s proposed reorganization plan changes, which pays the way for S. H. F. Colan, president of Fabian Enterprises, to assume control of the near Warner theatre company.

Proxy returns came rolling into the home office beginning Monday, it was learned, and the response was heartening to management. The reorganization plan—(Continued on page 7)

Skouras on Coast to View ‘3-D’ Process

Three-dimensional developments and "Anamorphoscope," the 3-D screen process, are among topics under discussion on the Coast among 20th-Fox executives, headed by Sporos P. Skouras, president.

Skouras, who left here for the Coast with Al Lichtman, distribution director, on Tuesday, will join research director Earl L. Sporbale, who has been in Hollywood the past eight days. Sporbale left to view tests of 20th-

Skouras’ tour includes meetings with major theatre managers and with the main exhibition companies. He is expected to be in Hollywood about 10 days.

86% Ask for Newsreels in Phila. Survey

Para. Meet Told Free TV News Doesn’t Satisfy

Eighty-six per cent of theatre patrons interviewed by the Sunliner Co., national research analysts, in a 1,000,000 population section of the Philadelphia exchange area demanded newsreels in theatres, notwithstanding television news presentations on home receivers.

This facet of the survey, being made by the Sunliner company for four newsreel companies, was revealed by Oscar Morgan, Paramount short subjects and newsreel sales manager, at the company’s division and branch managers meeting at the Hotel Plaza here yesterday. Results of the survey are expected to be published in

RKO Theatres Plan To Play ‘Limelight’

The RKO Theatres circuit in New York is going ahead as scheduled to open “Limelight” on Wednesday in neighborhood houses, it was learned yesterday. The Milwaukee theatre firm, planned by Howard Hughes, whose RKO Theatres controlling stock in

Towne Takes Interest Plea to High Court

Washington, Jan. 28. — Milwaukee Towne Corp. today asked the Supreme Court to award it five per cent interest on the $1,000,000 anti-trust claim it collected from major distributors two years ago.

The Milwaukee theatre firm was awarded $914,574 in treble damages plus $75,350 in attorney fees and $4,573 in costs.

But the distributors refused to pay interest and a District court and the Seventh Circuit court upheld this decision.

There was no indication in the Milwaukee Towne brief as to exactly how long the period for which it is claiming interest.
Personal Mention

ARCH OBOLE, writer-producer-director of "Ivwa Devil," will arrive in New York from Hollywood over the weekend.

Max Blackman, Warner Brothers house office executive, became a grandfather Saturday when his daughter, Mrs. Herbert R. Pogoda, gave birth to a girl, Linda Joan, at Flower Fifth Avenue Hospital here.

Burt Reinhardt, news editor of Movietone News and Movietone Variety, has purchased the birth of a daughter, Cheryl Suzanne, to Mrs. Reinhardt.

Joseph Borenstein, manager of the Warner Strand, New Britain, Conn., is recuperating at home following surgery at Hartford Hospital.

John P. Evans, M-G-M Eastern sales manager, is in New Haven for two days following an earlier visit this week to Boston.

James B. McClellan has been named the president of Local 439, IATSE, New Haven, Conn., for his right term.

Steve Justus, Columbia sales representative, has been transferred to the New York branch.

Roy Williams, Walt Disney animator, will be a guest on the NBC TV "Zoo Parade" on Sunday.

A. B. McCoy, manager of the East Drive-in Theatre, Louisville, is vacationing at Fort Lauderdale, Fla.

Norman Panama and Melvin Frank, production team, will leave here Sunday for the Coast.

Kay Norton, RKO Radio publicity manager, will return to New York today from Washington.

Al Schuman, general manager of the Hartford Theatre Circuit, is in Florida on a vacation.

Robert Benjamin, United Artists board chairman, will return here on Sunday from Mexico.

Leonard Allen has resigned as Southern publicity head for Paramount in Atlanta.

Joseph L. Rotiss, vice-president of Sport Films, is in Havana from New York.

Bernard Goffin has been named manager of the Crown Theatre, New Haven.

 Drops Ticket Tax

DEFiance, O., Jan. 28.—Repeal of this city’s admission tax will become effective Saturday, following action by the City Council. Elmer De Witt, city manager of the Malleys Brothers circuit, was a leader in the fight to have the tax repealed.

‘3-D’ or No ‘3-D’, Story Is Still Central, SPG Hears

Hollywood, Jan. 28.—No matter how many physical dimensions the motion picture takes on, the story will still be the final determinant of film success, financial or artistic, members of the Screen Producers Guild and representatives of the lay and trade press agreed unanimously at SPG’s first producer-press roundtable at the Brown Derby today. That was approximately the only unanimity displayed during the unrestricted discussion of three-dimension pictures and the press-writer attitude toward the producer’s contribution to the finished product.

Sol Leiser, referred to in an introduction as a “man who owns one,” led the discussion on the three-direction process, stating his belief that experience throughout the country already shows public interest in 3-D is deeper than novelty appeal, and that the public is not antagonistic toward viewing wearers.

Louis F. Edelman, now preparing unnamed second Warner picture in 3-D, told the group the trend in 3-D production will be away from stunt or trick subjects and toward solid subjects equally suitable for exhibition flat. Leiser also said the new media has no limitations as to subject matter. Producers and press people were divided, separately and collectively, on whether 3-D will prove a flash in the pan or bring about a complete revolution as sound did.

OMPI Tenders Party For Hearst Winners

The 14 winners of the New York Journal-American motion picture contest will be honored today at a reception at the Stork Club, to be attended by more than 100 industry and Hearst newspaper executives. The reception is being tended by the Organization of Motion Picture Industry of the City of New York.

Presentation of the awards totaling $2,000 will be made by a London-based Hearst newspaper by leading star personalities including Shirley Booth, Danny Kaye, Gypsy Rose Lee, Eleanor Parker, Piper Laurie and Elaine Stewart, Fred J. Schwartz, OMPI chairman, announced.

Producer-press discussions of the producer’s importance and press attitude toward same became highly colloquial, although cordial in whole. Samuel G. Engel president in the absence of SPG president Sol C. Siegel. Other producers present were Julian Blau, Albert Cohn, Mel Epstein, Lewis J. Rachmil, Frank Rosenberg and William H. Wright.

The editors of Motion Picture Herald and Better Theatres will present—

The Facts About 3-D

—an up-to-date, comprehensive summary of information on the most significant development in the business of motion pictures since the advent of sound. You will find a practical perspective of the Three-Dimension situation—

in this week’s issue of

MOTION PICTURE HERALD

MGM Makes Trailer For ‘Brotherhood’

A short trailer to help exploit Brotherhood Week Feb. 18-22, a campaign made by Metro-Goldwyn-Mayer under the supervision of Dore Schary. The trailer will be included in the newswass releases for Feb. 6 and 13.

A 20-foot clip trailer, urging viewers to be at the showing of the “Brotherhood,” will be placed in the participating theatre’s lobby, is also in work, it was reported. The trailer will be screened through National Screen Service.

Set ‘Brotherhood’ New Orleans Plans

NEW ORLEANS, Jan. 28.—Distribution and exhibition will coordinate the activities to publicize National Brotherhood Week, Feb. 12-22, in the New Orleans area under plans outlined at the recent kick-off “Brotherhood” meeting held at the Orpheum Theatre here.

The outline was presented by Henry Pitt, regional exhibitor chairman, and Lucas Comor, regional distributor chairman.

Prime Minister Heads Brotherhood in Can.

OTTAWA, Jan. 28.—Rt. Hon. Louis St. Laurent, Prime Minister of Canada, accepted the honorary chairmanship of the Canadian Council of Christians and Jews for the observance of Brother Week at a ceremony in Ottawa today in the presence of the Brotherhood Week committee at which the council was conducted in the Parliament Buildings by Gerald Godsoe, of Toronto, national chairman.

The celebration will be held the week of Feb. 15.

‘Stars’ in Sell-out On Premiere Night

MAYSVILLE, Ky., Jan. 28.—A sell-out was scored at the world premiere of Paramount’s “The Stars Are Singing” here at Schine’s Russell Theatre, which featured the personal appearance of Rosamund of Stoy, who stars in the film.

The star attended the premiere showings, following a series of festivities marking “Rosemary Clooney Day,” highlighted by her coronation as “Queen of Song.”

Aids M-G-M’s ‘Bad’

HARTFORD, Jan. 28.—Editors Elaine Stewart, who co-stars in M-G-M’s “The Bad and the Beautiful,” met the Connecticut press today at a luncheon in New Haven. The host was Harry F. Sharon, division manager for Loew’s Poli-New England Theatres.

Salesmen Elect

BUFFALO, Jan. 28.—Herbert Gaines, John J. Anthony, and Michael Jusko have been elected president, vice-president, and treasurer, respectively of the Cobbers of Motion Picture Salesmen of America.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramey, Consulting Editor. Published daily, except Saturdays, Sundays and holidays. Published by Quigley Publishing Company, Inc., 120 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circles 7-2058. Cable address: "Quigkey, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Issy, Vice-President; Lee J. Brandon, Secretary; William R. Weaver, Editor, Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Manager; Gus H. Fadell, Production Manager; Hollywood Bureau, Yancey-Vine Building, 742 Hollywood Bldg., Los Angeles; New York Bureau, 110 E. 42d St.; Chicago Bureau, 120 S. LaSalle St., Chicago 3, Ill.; Los Angeles Bureau, 600 Wilshire Blvd., Los Angeles 17, Calif.; San Francisco Bureau, 120 California St., San Francisco 11, Calif.; Toronto, Ont., 10 Adelaide St., E.; Montreal, Que., 353 Sherbrooke Street, W.; London, England, 1 South Audley Street, W.1; Madrid, Spain, 10 Paseo de la Castilla, S. 8. London Office, 190 Strand, London, England. London News. William R. Weaver, Editor, 742 Hollywood Building, Los Angeles 17, Calif. Entered as second-class matter, Sept. 21, 1918, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
A story of love and man-woman danger that climbs from a shadowed corner of Quebec to a stunning new summit in Hitchcock suspense!

IF YOU KNEW WHAT HE KNEW
-- WHAT WOULD YOU DO?

All its excitement filmed in Canada’s colorful Quebec by Warner Bros.

STARRING
MONTGOMERY CLIFT • ANNE BAXTER

KARL MALDEN • BRIAN AHERNE

ROGER DANN
DOLLY HAAS
CHARLES AMORE

SCREEN PLAY BY
GEORGE TABORI AND WILLIAM ARCHIBALD
MUSIC COMPOSED AND CONDUCTED BY DIMITRI TONKIN

ALFRED HITCHCOCK’S
DAY STORY DOWN

BROTHERHOOD WEEK, Feb. 15-22

BARBARA CHILL
RITTON - WILLS

by LUKE SHORT - Associate Producer-Director JOSEPH KANE

Republic Pictures Corporation
Reviews

“Prince of Pirates” (Columbia Pictures)

ACKED with exciting swordplay and varied combat, this Sam Katzman color by Technicolor production for Columbia is fashioned along solid lines and effective. With a broad cast of characters, the film realizing the leader of a band of volunteers who are out to free their native country from Spanish conquest during the 16th Century, “Prince of Pirates” will satisfy all lovers of escape entertainment.

Dietrich, during which Derek’s own brother, Whitfield Connor, ascends to the throne and schemes ambitiously with the Spanish, the John O’Dea–Sannell Newman screenplay, from a story by William Copley, Robert Kline, ultimately has right triumphed over wrong. But en route there are some pictorial striking battles on land and sea and a number of romantic detours. One romantic angle with Derek is provided by Barbara Rush, who joins his band of volunteers when her father is killed. This plot is interrupted at a later point when Derek woos Carla Balenda, a princess.

Others in supporting roles in this Sidney Salkoff-directed film are Edgar Barrier, Robert Shayne and Harry Lauter.

Running time, 80 minutes. General audience classification. Release date, March.

“Monsoon” (United Artists)

HIS is a picture which introduces in color by Technicolor the exotic Ursula Thiess and the fascinating ugliness of the Indian jungle best by moments, and has an unexpected result. The characters are brought down by a script which makes them so truly beautiful which is so deep even for themselves and leaves the audience as suddenly as the rainstorms break in.

The story has George Nader engaged to marry a young European girl, Diane Douglas, he has met in Bombay. Before they return to his native America, Nader, his mother, and his brother decide to visit the girl’s home to explain their family’s situation. The next day he has one disastrous situation, and Miss Thiess, the younger sister.

Nader is hypnotized by the beauty of the sister and she is attracted to him. By the time they meet, his family are family’s situation. He finally decides to give up Miss Douglass and run away with her untrained sister. Miss Douglass attempts suicide and Nader returns to save her.

At the time in this time is a wondrous Indian jungle. The alternately ugly and lovely tropics, the effect of the constant rain, and some weird native music are attractive highlights. The performances and production are adequate. Rodney Ameateau directed and Forest Judd produced from a screenplay by Judd, David Robinson and Leonora Bercovich.


Festivities Mark ‘Java’ Premiers

MIAMI, Jan. 28—Republic’s “Fair Wind to Java” will be ushered in its pre-release world premiere tomorrow night of the Florida State Theater, a civic ceremonies, a lawn buffet and a mammoth parade. The film opens to­morrow night at the Paramount, Miami, and the Miami Beach.

Company president Herbert J. Yates and Vera Kalstan, who stars in the film, are here to participate in the activities.

‘Art’ in Louisville

LOUISVILLE, Jan. 28.—The downtown Brown Theatre here, managed by John C. Phelps, is inaugurating its annual semi-art picture policy. Leading off is Charles Chaplin’s “Limelight,” Scheduled to follow are “Third of Venus,” “Breaking the Sound Barrier,” “Androcles and the Lion” and “Cleopatra.”

Herefore, art film policies were utilized by John H. Crescent. Both are closed.

ABPC Votes Dividend

LODZ, Jan. 28.—Associated British Pictures Corp., today declared an interim ordinary dividend of 7½ per cent, thereby maintaining last year’s level.

AA to Have at Least 21 at High Budgets

Allied Artists will have at least 21 high caliber features for release during the current year, it was announced at the New York convention last night.

In addition, AA will produce 20 “broad-and-butte butters.” These include four in the “Rowdy Boys” series, four historical westerns starring Wild Bill Elliot, four Wayne Morris action films, and two each in the “Bonda,” James Oliver Curwood, Stanley Clements and suspence series.

Lepinsky to Filmmak

CHICAGO, Jan. 28.—Phillip Lepinsky, animator, formerly associated with Van Buren, Fleischer Studios and Jam Handy, has been appointed director of Filmmak’s animation department here by Irving Mack. The appointment coincides with Filmmak’s current expansion in both the theatre and television business and production of television material.

Protest French Film

OTTAWA, Jan. 28.—Twelve major Roman Catholic groups, including the Canadian Catholic Conference, a group, and Chretien, have filed protest with the Canadian Motion Picture Censor Board against showing of the French film, “Cloude,” on grounds of immorality.

Md. Censors Request ‘Modern’ Statute

BALTIMORE, Jan. 28.—The Maryland Board of Motion Picture Censors has requested Attorney General Rollins to submit to his office a statute providing for a more modern and definite censorship statute during the current session of the Maryland General Assembly. Attorney General Rollins has taken the proposal under consideration but not yet made any formal response.

The present censorship law is regarded as somewhat withering in its definite provisions through last year’s unprecedented equating of Maryland and the censor’s authority.

The present censorship law is regarded as somewhat withering in its definite provisions through last year’s unprecedented equating of Maryland and the censor’s authority. The implication of the ruling amounted to an all-around challenge of the censors’ powers.

Federal Judge George B. Harris has ordered the order for secession and a separate trial for Blumenfeld Theatres sought by the victim’s attorneys, McNab, Schumilowitz, Sommer and Weinman, to file complaints charging that over a period of years defendants monopolized free run exhibition in San Francisco.

Seek to Form New Foreign Film Unit

Another round of exploratory talks among independent distributors of foreign films looking to formation of a new organization to replace the defunct International Motion Picture Organization is slated for the near future.

The projected new organization, it was explained, would consist exclusively of foreign film distributors unlike the old organization which also had exhibitor members. Among the groups interested in the formation of the new group are the Edward Kingsman, Ameripak, Italian Film Export and Joseph Bursten.

‘Niagara’ Openings Set in 38 Theatres

Openings in 38 domestic and Can­adian situations this week and in February are slated for 20th Century-Fox. The company disclosed here yesterday the next premieres of the color in Technicolor opened for Thursday at the Cataraq Theatre, Niagara Falls, N. Y.; the Sueca Theatre, Niagara Falls, Ont.; and the Century, Buffalo.
TV Plays

(Continued from page 1)

dent of American Theatres Corp. of New England.

Finanski said the new company was in the process of formation and that definite plans had not been completed. However, it is understood that the new group includes several of those who were associated with him in the financing of “Main Street to Broadway,” which was produced by Lester Cowen in collabora-
tion with the Council for the Living Theatre. In the latter project are Si Fabbri, A. Lightman and Fred Schwartz.

Arthur Schwartz, president of the Council, recently stated that he and other Transcendentalists would finance additional pictures under Council sponsorship along the lines of “Main Street to Broadway.”

WB Proxies

(Continued from page 1)

ization plan changes, according to the by-laws, must receive the approval of two-thirds of the 495,000 shares out-
standing. The 27 per cent of the company stock owned by the Brothers Warner presumably will be voted in favor of the proposal, since it will be on the new theatre com-
pany, to be formed March 1. Conclu-
sion of the deal, however, is expected within two weeks of the March 1 date.

Limelight

(Continued from page 1)

Interest is currently held in trust.

Hughes made his sentiments known on the Coast in a letter to John D. Home, chairman of the Hollywood Post American Legion un-American activities committee. Hughes, board chair-
man of RKO Pictures, informed the Legion that he has been making a concerted effort to have RKO Thea-
tres cancel its bookings for “Limelight,” the Charles Chaplin film, released through United Artists.

Although RKO Theatres officials declined comment on the Hughes statement, no steps have been taken to cancel the booking. The film has also been booked to play in local theatres of the Skouras, Randorf and Century circuits.

3-D’ Quality

(Continued from page 1)

competition setting in, with the public more prone to shop around for entertain-
ment’s more expensive in three-dimen-
sional photography. The 2-D pictures of 1953 are slated already to be shot in three-dimensional processes, according to a survey of announced studio plans.

Add Omaha First Runs

OMAHA, Jan. 28.—Since there are only four major first-run downtown theatres in the city, several minor and current repertory houses have been growing frequent, several neighborhood runs have adopted first-
run policies. Two of them, the Admiral and Chief, had turn-away crowds with “Hiawatha.”

Name Tri-Opticon

‘Stereo-Techniques’

Tri-Opticon as a trade name for the tri-dimensional photographic process controlled by Sol Lesser and Raphael Wolff has been dropped and the new company hereafter will be known as Stereo-Techniques. Wolff, who has been associated with Pan-American for many years, was formerly with the National Park Service for the “3-D” subjects, returned to Hollywood yesterday.

Meanwhile, the Stereo-Technics program has been set to play 47 key situations during the month of Feb-
rur 200 to 2,000,000, a week. The show will be at 3 at the Globe Theatre here. The program currently is in its fifth run at the Telenews Theatre in Chicago.

Hollywood, Jan. 28.—Counsel for Stereo-Technics, Ltd., British com-
paign that made shorts being shown in this country under the “Tri-Opti-


cion” label, announced that Raymond Spottiswoode, who produced and di-
rected them, will establish an office here and offer that process for lease to American producers.

Job Abroad

(Continued from page 1)

story about America overseas. We are making great gains there.”

The Senators were told that in many parts of the Philippines, State Department documentary and propaganda films were the most effec-
tive of all media for telling the U. S. story.

State Department film chief Herbert T. Edwards testified that many of the State Department films are being used on foreign television pro-
grams. He said the Department has cleared almost 200 of its films for TV use, and that in many areas the Depart-
ment’s film library had been used over and over by local TV stations.

As well as Edwards added, the Depart-
ment has not yet made any films specifically for television.

State of Flux

(Continued from page 1)

close of the TOA board meetings here Tuesday that he had not pre-
pared a formal invitation to Allied as yet, but that he expected to do so when he returned to his home in

in the near future.

The Sindlinger survey excluded Philadelphia, proper, but included all types of theatres—first, second, sub-
sequent and sub-subsequent runs. The survey concerns newswires were "sandwiched" among many other questions relating to announcement habits in general. The researchers, upon completion of their query, "weeded out" the newest answers and devoted their analysis exclusively to them.

Morgan said another aspect of the survey relating to exhibitor attitudes toward newsreels in the light of TV newsreels has proved heartening. It showed, he said, that exhibitor "hys-
teria," directed toward eliminating newsreels from programs because of TV’s having vanished.

Skouras to Coast

(Continued from page 1)

Fosc’s own three-dimensional process. The Coast agenda also calls for prod-
uct conferences, it was stated.

Expect to Drop SWG Suit vs. MPA Soon

Hollywood, Jan. 28.—Although the Screen Writers Guild meeting last night locked the quorum necessary to finalize action on the proposed drop-
ping of the Thurman Arnold “black-
list” case against the Motion Picture Association of America, the executive committee expects a mail referendum to support its position that the suit should be dropped in view of Eric Johnston’s assurance that major com-
paigns never intended to act in concert with respect to denying employment to any individual and do not so intend now.

The MPAA’s head’s letter to SWG representatives was written following a meeting with SWG president Richard Breen and Leonard Spiegelgass on Sunday and clarified the meaning of the Johnston speech made in 1947 which later became known as the "Waldorf policy statement.”

Invitation Premiere Of ‘Above and Beyond’ Tonight

M-G-M’s “Above and Beyond” will have an invitational premiere tonight at the Mayfair Theatre here, highlighted by a parade featuring Air Force personnel and with ceremonies coordinated by the Air Force Association.

Closing the showing of the film, Eleanor Parker, who co-stars with Robert Taylor in the picture, will re-
ceive a citation commending her per-
formance from the National Ladies Auxiliary of the Air Force Associa-
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Tors Names Kamber

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When a star like BETTE DAVIS takes you behind the scenes to show what happens when a top glamour gal falls, you've got a novelty that can't miss! That's why Bette, in THE STAR is a smash at the RIVOLI, N. Y. and in its 6th week in Los Angeles!

Bert E. Friedlob presents BETTE DAVIS in "THE STAR" co-starring STERLING HAYDEN • Produced by BERT E. FRIEDLOB • Directed by STUART HEISLER • Original Story and Screenplay by KATHERINE ALBERT and DALE EUNSON • A Bert E. Friedlob Production • Released by 20th Century-Fox
Utah House Defeats Sun. Closing Law

Bill in Senate Would Hit Every Theatre There

SALT LAKE CITY, Jan. 29.—Utah legislators have refused to go along with a Sunday closing law which would have closed all theatres and other places of recreation in the state to close on Sundays.

A law which would ban the sale of groceries, beer and all excepting fresh milk and medicines on Sundays has been introduced in both Houses of the Legislature. One lawmaker proposed that rather than discriminate against one type of business all businesses, including all recreation, be closed on Sundays. He proposed an amendment to the original bill to that effect, but the amendment was defeated in the House.

The Sunday closing bill, specifically excluding recreation from its provisions, then passed the House. (Continued on page 3)

N. Y. Communion Breakfast Sunday

Rev. Edwin B. Broderick, Clare Booth Luce, Irene Dunne and Joe E. Brown will be the speakers at the third annual film industry Communion Breakfast Sunday at the Waldorf Astoria here. The breakfast will follow 9 o'clock Mass at St. Patrick's Cathedral, to be celebrated by Bishop Joseph F. Flannelly.

Guests on the dais in addition to the speakers will include: MacDonald. (Continued on page 3)

Estimate 300 Houses To Be Equipped for ‘3-D’ by Spring

It is estimated that 300 U. S. theatres will be equipped for the showing of three dimensional pictures by early spring, but some trade observers believe that a “bottleneck” in the production of Polaroid glasses may retard the openings in some areas. The demand is said to be exceeding the supply.

Some confusion appears to exist over the glasses that are necessary for the viewing of the three dimensional pictures. Natural Vision, under whose process “Bwana Devil” was made, has (Continued on page 3)

3-D’ Bandwagon on Coast Rolling Along

HOLLYWOOD, Jan. 29.—Convincing evidence that Hollywood figures three-dimension is here to stay rolled up today as three major studios already on the “3-D” bandwagon began preparing second pictures in the new medium. Paramount, already represented by Pine-Thomas’ “Sangaree” in three-dimensional, (Continued on page 3)

First ’53 Censor Repeal Bill Is Introduced in Kansas

TOPEKA, Jan. 29.—First of a number of bills calling for the repeal of state censorship statutes which the motion picture industry indicated would be filed during the 1953 sessions of state legislatures, has been introduced here.

The measure, sponsored by Rep. Milo Sutton of Emporia, would abolish the Kansas state censor board by March 1 and transferring its funds to the state general fund, and its equipment to the state reformatory.

The Motion Picture Association of America indicated last year that it would carry its effort to eliminate film censorship into the state legislatures this year with the introduction of bills to repeal existing statutes or otherwise invalidate the state bodies. Such measures, it was said, would be introduced in this state, Ohio, Maryland, Massachusetts, Virginia, Pennsylvania and perhaps elsewhere.

State Gets $400,000 From 1952 Film Tax

Albany, N. Y., Jan. 29.—Gov. Thomas E. Dewey, in his annual budget message to the Legislature today, estimated that revenue from the motion picture tax would reach $100,000 for the current fiscal year, based on collections of $54,000 in fiscal 1951 and $45,000 in fiscal 1952.

He pointed out that the yield from the licensing tax on films registered for exhibition in the state has ranged between $550,000 and $750,000 in recent years.

Seek 3-Year Delay On Met. Playhouses

A three-year extension for the disposition of RKO Theatres’ stock interest in Metropolitan Playhouses, Inc., was requested here yesterday by George Alger, trustee of the stock, in his report to the New York Statutory Court.

The report cited the difficulties in

NPA Docket Clear Of Building Bids

WASHINGTON, Jan. 29.—National Production Authority officials said that apparently all would-be theatre builders are being taken care of under the new self-authorization procedure and that there are no cases pending asking for larger amounts of materials.

On Jan. 1, NPA’s theatre building ban ended, and builders were given (Continued on page 3)

‘U’ Net Profit In 1952 Up to $2,307,701

Earnings $40,000 Over ’51; Equal to $2.15

Consolidated net earnings of Universal Pictures for the fiscal year ended Nov. 1, 1952, amounted to $2,307,701 after provision of $4,290,000 for federal income and excess profit taxes and $600,000 for contingent liabilities. This compares with a net of $2,267,784 for the preceding fiscal year of 51 weeks, after tax provisions of $3,125,000 and $500,000 for contingent liabilities, representing an increase in net earnings of $39,917 in 1952 over 1951.

After deducting dividends on the preferred stock, the 1952 net was equivalent to $2.10 per share on 914,003 shares of common stock, compared with $2.10 per share on the 1,016,289 common shares outstanding in the 1951 fiscal year.

The company’s annual report. (Continued on page 3)

Four ‘U’ Officers Get Income Advances

Four top executives of Universal Pictures received remuneration increases ranging from $5,750 to $11,750 in 1952, according to the proxy statement which accompanied the company’s financial report to stockholders yesterday.

Mr. Vice-president Edward Muhle of


HARRISBURG, Jan. 29.—Introduction of a bill providing a 25 per cent tax on leased wires, including television (such as those operated by television cable firms), was offered in the Pennsylvania legislature this week following Gov. John S. Fine’s budget message indicating a need of $175-million in new revenue for the 1953-55 biennium.
Sees Shifts Shortly in RKO Radio Ad-Publicity Dep’t

Boasberg to Aid Boy Scout Campaign

GEORGE SCHUTZ, TERRY RAMSAYE, WILLIAM R. WEAVER, and the Herald’s editorial staff take a searching look at—

The Facts About 3-D

The result is an up-to-date, comprehensive summary of information on the most significant development in the business of motion pictures since the advent of sound. You will find a practical perspective of the Three-Dimension situation.

in this week’s issue of MOTION PICTURE HERALD

'Veliver Moon' Mo to Open at Music Hall

‘By the Light of the Silvery Moon,’ Warner production in color by Technicolor starring Doris Day and Gordon MacRae, has been booked by the Radio City Music Hall. The opening here will be the premiere engagement for the musical.

Canadian Exports Drop

OTTAWA, Jan. 29.—The Canadian government reports exports of films in the first 11 months of 1952 dropped to $521,000 from $856,000 in the same period of 1951.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

Lana TURNER • KIRK DOUGLAS

Walter PIDGEON • Dick POWELL

‘THE BAD AND THE BEAUTIFUL’

An M-G-M Feature

plus Spectacular STAGE PRESENTATION

THE JAZZ SINGER

Conducted by TERENCE DUNNE

THOMAS • LEE

DARAMOUNT

FILLMACK

SPEED! QUALITY! SHOWMANSHIP!

SPECIAL TRAILERS CAN’T BE BEAT!

TOOTS WONDERS

NEW YORK, N.Y.

Friday, January 30, 1953

MOTION PICTURE DAILY
Breakfast

(Continued from page 1)

Carey, Frederic Brisson, Guy Kibbee, Eddie Dowling, Jane Wyatt, Louella Parsons, Kan Israel, and Uma O'Connor, Della Rigal and Andy Raffa of the Metropolitan Opera Company will sing.

Similarly, breakfasts will be held the same day for members of the industry in Los Angeles, Toronto, Montreal, and Detroit.

Hollywood Breakfast Sold Out

Hollywood, Jan. 29.—The second annual Hollywood Breakfast sold out fast, at which the principal address will be made by His Eminence James Francis Cardinal McIntyre, who has been sold out for days, with not even standing room now available, according to George A. Smith, general chairman.

The breakfast, in the Pacific Room of the New Stater Hotel, will follow a 9 o'clock Mass, celebrated by Cardinal McIntyre at St. Valentine's Cathedral, with His Excellency, Bishop Timothy Manning, delivering the sermon.

Irene Dunne and Loretta Young will speak at the breakfast, with Ann Blyth and Erie Goszcz as vocalists, and Jack Haley as master of ceremonies.

Brotherhood Meeting Held in Milwaukee

Milwaukee, Jan. 29.—All of Film Row here plus local exhibitors at- tended the "Brotherhood" meeting this week at the Fox Varsity Theatre. Leo Elman of RKO Radio, distributor chairman, presided.

Harold Fitzgerald of Wisconsin Amusement Corp. and Al Kvoid of Warner Theatres are ex-co-chairmen of the effort. Miss Hor- tense Brunner of Fox Wisconsin is publicity chairman.

K. C. Ready for Drive

Kansas City, Jan. 29.—More than 300 of the city's exhibitors at- tended the mass-meeting at the Up- town Theatre here preliminary to the "Brotherhood Week" campaign in the area, under the aegis of the campaign promotion committee, pres- ided.

The Rev. J. Allan Watson, one of the speakers, announced, that the Council of Churches will provide young Catholic groups here to attend the "Catholic Industry" mass-meeting at the Up-town Theatre in Kansas City, where the deputy chairman of the film industry's campaign here, said that kits for theatres of the area have been sent out and that 200 more are being sent to many theatres.

NTFC Luncheon

The new officers of the National Television Council, headed by Archie A. Mayers, president, were introduced to the group's members yester- day at a luncheon meeting at the Warwick Hotel. In addition, there was a panel discussion by TV trade- paper editors on "The Future of TV Films."

Use TV for 'Bali'

A heavy two-day television spot campaign over New York WCBS TV, purchased by Paramount Pic- tures, began yesterday on the opening of "Road to Bali" at the Astor.

'U' Net Profit Rises

(Continued from page 1)

united to stockholders yesterday, dis- closed that film rentals and sales for the first five months of 1952, to May 7, 719, as compared with $65,172,580 for the previous fiscal year. The report notes, that this collection operation for the two continuous week-ends in the period covered second weeks as the fiscal 1951 included 32 weeks. It is further noted that the company is continuing its practice of reflecting in accounts the operat- ing results of subsidiaries in foreign countries, for information only, to the extent that net earnings resulting therefrom have been and will be controllable regardless of the period in which such revenue may have accrued.

As pointed out by president Mit- ton R. Mackrell and board chairman N. J. Blumberg that during the last year the company negotiated a new bank credit agreement for periodic principal payments with a fiscal maturity of Sept. 15, 1956, it provided for maximum borrowings in the amount of $6,300,000 of which $5,000,000 is in the form of a revolving credit. As of Jan. 22, 1953, the company had borrowed $3,625,000 of the amount of $6,300,000 which represents borrowings under the revolving credit.

The report notes that the company, during the past fiscal year, accrued $56,000 principal amount of its 3½ per cent sinking fund debentures, requir- ing conversion in the hands of the public on Nov. 1, 1952, to $2,645,000.

The company also acquired 650 shares of its preferred stock during the last fiscal year at an average cost of $95.61, reducing the amount outstand- ing at the fiscal year-end to $6,360 shares at the fiscal year-end.

During the calendar year of 1952, two semi-annual dividends of 50 cents each were paid on the common stock, outstanding, making the annual rate $1 per share.

NPA Docket

(Continued from page 1)

authority to write their own priorities for up to five tons of steel and 500 pounds of copper. NPA officials said that Jan. 1, they had about "six or seven" appli- cations pending for permission to build theatres, and that all of these involved small enough amounts of materials that they could be handled under the new rules by themselves.

The builders were so noticed, and NPA files cleared. Since then, no new applications have been received, it was added, indicating that builders are finding the self-authorization also limit high enough to fill their needs. Builders now would have to come to NPA only if they needed more steel, copper or alumi- nium, which is allowed under the self-authorization procedure.

Prolong Para. Meet Through Sunday

The meeting in New York this week of Paramount's division and its managers, which was scheduled to include another day, Sunday, A. W. Schwaberg, president of Para- mount Film Distributing Corp., reports following the fourth day's ses- sion yesterday.

The additional day, as well as to- morrow, will be devoted to individual meetings of division managers and their respective branch managers with Schwaberg and E. K. (Ted) O'Shea, distribution vice-president.

A principal speaker at today's ses- sion will be Russell Holman, exhibition vice-president. Schwaberg, O'Shea and Jerry Pickman, vice- president in charge of advertising, will also be in attendance to address the meeting, as they have done in past days.

500 Luminaries to See 'Rogue' Premiere

Five hundred notables from the entertainment industry, and the arts already have accepted invitations to the pre- miere in New York of "Rogue" at Loew's State Theatre Feb. 18, coincident with its opening at Loew's State Theatre on Broadway. William J. Heinerman, vice-president of United Artists, is in charge of distribution, disclosed here yesterday.

'Burand' to Have 2 New York Premiers

"Burand Devil" will have its Brook- lyn premiere at Fabian's Fox Theatre on Feb. 18, coincident with its open- ing at Loew's State Theatre on Broadway. William J. Heinerman, vice-president of United Artists, is in charge of distribution, disclosed here yesterday.

3-D' Opens at Telegune

San Francisco, Jan. 29.—SoL Les- ser of Allied Artists has announced that his "3-D' cinematography and the equipment of a third di- mensional process, was leaving town toward the possible en- trance of RKO Pictures in the third-dimensional field.

Currently, RKO Pictures, Republic and Allied Artists are the only companies which have announced plans to produce third-dimensional films in 1953. Meanwhile, 20th Century-Fox is contemplating the filming of two pictures in 1953 in its new wide-screen technique, "Anamorphoscope."

'3-D' Bandwagon

(Continued from page 1)

RKO Pictures executives here are sending two directors and the equipment of a third di- mensional process, was leaving town toward the possible en- trance of RKO Pictures in the third-dimensional field.

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300 '3-D' Houses

(Continued from page 1)

the exclusive rights to the glasses made by the Polaroid Corp. of Amer- ica. The name is a brand name. On the other hand, the Sol Lesser- Raphael Wolf Stereo-Techniques subjects are seen through "polarized" glasses which come from a different source and are not made by the Po- laroid Corp.

The glasses used in the showing of Stereo-Techniques are permanent pieces and can be used over and over each pair of glasses for each use. The Natural Vision glasses are disposable, having cardboard frames. Oliver said the reason for the impending shortage is that ex- hibitors under-estimate their needs, believing that 100,000 pairs will be a sufficient number, although some instances 100,000 of the disposable glasses are not enough for a two- week engagement.
Mr. Exhibitor

350 pre-release engagements of THE MISSISSIPPI GAMBLER are playing during these two weeks. Among your exhibitor friends there must be some who will have had experience with the picture. Call them on the telephone and get their opinion. Then set the picture in when you can give it all the playing time it deserves!

TYRONE POWER • PIPER LAURIE • JULIA ADAMS in
GAMBLER is outgrossing every U-I picture in the 41 year history of this company in more than half of its first 40 engagements; topping THE EGG AND I in 23 out of these 40 situations; topping BEND OF THE RIVER in 33 out of the 40 situations!

BREAKING ALL-TIME OPENING DAY HOUSE RECORDS IN DOZENS OF THEATRES, ALL SIZES OF TOWNS!

THIRD PICTURE IN 2 YEARS TO HOLD OVER AT MAMMOTH 5000-SEAT FOX THEATRE, ST. LOUIS!
UNUSUAL-DIFFERENT
THE BOX-OFFICE ANSWER TO
THE PUBLIC'S DEMAND FOR
OFF-THE-BEATEN-PATH
ENTERTAINMENT!

Edward L. Alperson presents

INVADERS FROM MARS
in COLOR

An Edward L. Alperson production • Released by 20th Century-Fox

(Back Brotherhood Week's Silver Anniversary — Feb. 15-22, 1953)
All 20th-Fox Production in ‘3-D’ Process

New Cinemascope Device Simple and Inexpensive

Twentieth Century-Fox will convert its entire production output beginning Feb. 16 to a new photographic and sound system known as Cinemascope, it was announced jointly yesterday by Spyros P. Skouras, president, and Darryl F. Zanuck, vice-president in charge of production. Zanuck said that it was Skouras’ and his conviction that “next Oct. 1 the motion picture industry will enter a new era as far-reaching as the transfer from silent pictures to sound in 1927.” The Cinemascope is a device which employs a distortion and rectification principle to permit filming in color and projection on a screen two-and-a-half times as large as a 35 mm screen. It is based on the principle of the parallax camera, but the distortion is used not to create a stereoscopic effect but to permit projection on a large screen. The projection screen is 80 ft. 4 in. by 110 ft. 4 in. wide. The camera has a lens with a focal length of 17.25 in., and the film is exposed at 8,700 ft. per minute.

Macao Files Counter Suit in Minn. Case

MINNEAPOLIS, Feb. 1.—The Minneapolis Amusement Co. has filed counter-claims totaling $2,790,000 against the 145 in two conspiracy damage suits pending before Federal

Economy Program For MGM Studio

Hollywood, Feb. 1.—Definite economies, including the possibility of a reduction in the number of pictures originally planned for production by MGM this year, will be effected at the studio, it was decided during the visit here of Nicholas M. Schenck, president. Nevertheless, a steady production schedule will be maintained, Dore Schary, studio head, said. Within the next three months 15 important productions will start. Schenck left here for Florida over the weekend.

The studio also announced the signing of Lucille Ball and Desi Arnaz, TV’s top attractions, for “The Long, Long Trailer,” a domestic comedy with an automobile trailer background.

FCC Hits Industry’s Bid For Theatre TV Channels

Charges ‘Apparent Inconsistencies’ in Application; Questions Usefulness of Continuing Hearings As Now Constituted

By J. A. OTTEN

WASHINGTON, Feb. 1.—The Federal Communications Commission has accused the motion picture industry of ‘apparent inconsistencies’ in its application for exclusive theatre television frequencies and expressed doubts whether ‘any useful purpose’ would be served by continuing the theatre television hearings as presently constituted.

The Commission, in an unusual statement issued Friday, listed what it felt were “inconsistencies” in the application of the Motion Picture Association and National Exhibitors Theatre Television Committee, andoutlined eight questions which it wants MPAA and NFTTC attorneys to answer. On the basis of the answers, the Commission will presumably decide whether to go ahead with the hearings as now set up, whether to change their scope or whether to abandon them altogether.

Most of the Commission’s questions dealt with exactly

Cite $25-Million Tie-in ‘Pan’ Drive

A $25,000,000 merchandising and advertising tie-in campaign for Walt Disney’s “Peter Pan,” released through RKO Pictures, was outlined here at the weekend.

Charles Beasberg, general sales

THEATRES’ PLIGHT UNDER TAX TOLD


WASHINGTON, Feb. 1.—Rep. Hale Boggs of Louisiana, a Democratic member of the House Ways and Means committee, warned Congress that removal of the 20 per cent Federal admission tax “may well be the difference between survival and collapse for many motion picture exhibitors.”

Boggs, who has sponsored a bill to exempt motion picture theatres from the tax, said that while many industries are operating under burdensome taxes, “few have suffered to the extent of the motion picture exhibitor.” He said that more than 3,000 out of less than 17,000 theatres had been forced to close during the past five years.

While bad management, population shifts, television competition and other factors are responsible in some cases, he declared, “one of the principal reasons for the plight of theatres is the Federal admission tax.”

The New Orleans Congressman put in the Congressional Record a long statement outlining “the extent of the hardship” the tax works on theatres. He said the tax leaves the theatre owner only four-dimes of his income with which to meet increased operat-

Republic Planning Grainger Testimonial

A testimonial dinner to James R. Grainger is being planned by his associates at Republic Pictures, to be held just prior to his departure from the company to become president of RKO Pictures. Grainger is scheduled to make over his new post next Monday and to meet with Howard Hughes in Hollywood a week later.

Grainger completed the last of a series of Republic regional sales meetings in Miami last week and is due back in New York today.
Personal Mention

BEN KALMENSON, Warner Brothers vice-president in charge of distribution and Jeanne Blumenstock, advertising-publicity vice-president, arrived in New York from the Coast over the weekend.

HERMAN FINKELSTEIN, general attorney of ASCAP; Edward A. Sedor, former ASCAP executive secretary, the American Bar Association's copyright committee, and Morris Eisenstein of Warner Brothers, will be among the 12 copyright specialists who will take part in a new graduate seminar on copyright law during the spring semester at New York University's Law Center.

BARNEY BALABAN, Paramount president, and Mrs. Balaban, announce the engagement of their daughter, Judith Rose, to Jay Ika Kantor. An April wedding is planned.

G. S. EVSSELL, president of Rockefeller Center, Inc., accompanied by Maxwell M. Gluck, founder and architect, are in Hollywood for a week's stay.

WILLIAM F. ROGERS, M-G-M vice-president and sales consultant, has returned to Florida from home office conferences.

ARTHUR KRM, United Artists president, has arrived in Hollywood from New York.

MAXWELL QUIGLEY will leave here by plane today for Hollywood for a visit of several weeks.

HAROLD RIVER, president of Cinerama, Inc., left here over the weekend for Hollywood.

Breakfast (Continued from page 1)

Similarly featured were attendants by motion picture people in Los Angeles, Detroit, Chicago, St. John, Halifax and London, Ont.

Rev. Edwin B. Broderick, New York archdiocesan director of radio and television, and Presbyter James W. Head of the New York breakfast, pointed out how Catholics in the amusement industries by being loyal both to their faith and to their employment can be the leading influence which will improve the whole tenor of modern life. Other speakers were Brother Joseph Luie, Irene Dunne, and Joe E. Brown, Martin Quigley was toastmaster. Singers were Debra Lug, lyric soprano, and Andy Raffe, baritone, both of the Metropolitan Opera Company. Day speakers were Alida Valli, Kate Cameron, Macdonald Carey, Eddie Dowling, Guy Kibbee, Una O'Connor, Leila Latshaw and June Foray. The next step in the nation-wide negotiations will be decided.

The Commission said these different approaches to the same questions which the industry had not yet answered and did not seem to answer, in view of the foregoing questions, the statement, "the Commission is unable to determine this question and the continuation of this proceeding as presently constituted would serve any useful purpose.

Before deciding whether to go ahead with the hearing, the FCC has wanted to hear more definitely from the industry in a planning. Counsel for motion picture and NETC and SCA representatives addressed themselves to the apparent inconsistency in the record, to date as also in the new FCC and to answer the following questions:

1. Assuming a common carrier, offering services to theatre television, is it not feasible for them to provide services to theatre television equipment to the carriers already allocated to common carrier service?

2. Why should common carrier frequencies be allocated to a theatre television service on an exclusive or partial basis? What is the benefit to theatre television, if there is no displacing of other users of those frequencies? What would be the basis for the "special common carrier" to which reference has been made?

3. Why is it deemed feasible to share frequencies in the iid services but not in the common carrier services?

4. Under what concept would a theatre television service be established as an industrial service? What standards of eligibility (not qualifications of particular service) would it apply to applicants for licenses in such a service? What limitations, if any, would be placed on the persons or customers to whom such a service would be supplied?

5. What evidence will the FCC conduct of the extent to which radio and television services use common frequencies, the FCC will determine the availability of such a service.

6. In addition to the cost evidence and NEI is to be used for purposes of the FCC to a theatre television service will be applied for and the testing of applications will be filed, and when?

7. In the cost evidence for your program will be shown by theatre television on a day-to-day basis, and if necessary it will be possible to determine the magnitude of ultimate hearing. What percentage of the FCC do you estimate programs would be shown by theatre television on a day-to-day basis?

8. Is it proposed that a theatre television service will provide programs and that there is no intention on the part of the FCC to discontinue such service during the transition. Equipment will be ready for delivery to exhibitors in about eight weeks, it was stated.

Will Be Made Available

The device will be made available to all studios, producers and theatres in the U.S. and elsewhere around the world. The equipment, when manufactured, will be available to the market.

Decision to switch 20th-Fox production to Cinespace was made at executive meetings at the studio attended by Skouras, Zamack, W. C. Michel, executive vice-president; Al Lichtman, distribution head, and other home office executives who witnessed production facilities.

Name Barnett 'V-P' Of Cinera, Inc.

Herbert Barnett, projection and equipment engineer, was named executive vice-president of Cinera, Inc., the company which holds the license to manufacture equipment for Cine Digital Sound equipment, effective immediately.

20th-Fox '3-D' (Continued from page 1)

the ordinary size so as to give almost life-like animation to the players, creating the same feeling of audience participation as if one were seated in the theatre, with a performance by living players on the speaking stage, the statement asserted.

The device, the company said, is capable of reproducing almost any movement, including sound, in a direction of space sound, and any angle from any point on the screen. It will be a combination of stereo, surround, and natural sound effects, it will be in all manner projection, it will be in one and standard projection machine in the booth. No extra manpower is required for projection. In addition, the company said, there is no distortion on the screen from any part of the theatre, making the entire unit equally attractive in any position.

The basis of the system, it was said, is a special camera lens which condenses a lot of information onto the film, and a companion compensating lens on the projector. Installation of the optical system and possible requirements of the devices are the only expenditures that will be required, the company said.

Inventor Is Prof. Christen

Rights to Cinespace were acquired by Skouras from its inventor, Prof. Henri Christen, honorary professor at the Sorbonne and the Paris Optical Institute. It was technically developed by Stom, Earl E. Sampson and Sol Halprin, the company's technical director and executive director of photography, respectively.

"The Robe" will be the first 20th-Fox picture to be produced with the device, it will be followed by 10 other top productions in color at rapid intervals. First release will be Oct. 1, the company said, and date, 20th-Fox's backlog of already completed pictures will be released in regular series, so that there is no time lost in the transition. Equipment will be ready for delivery to exhibitors in about eight weeks, it was stated.
"FINE ENTERTAINMENT!... UNUSUAL AND FASCINATING."

— N. Y. HERALD-TRIBUNE

"Recommended as unusual and fascinating screen fare. It is encouraging to see such fine screen entertainment... simple yet so well done."

— N. Y. HERALD-TRIBUNE

("The Bride Comes to Yellow Sky")
"A gem of its kind...Barbed pungency...suggesting a Rabelaisian 'High Noon'!"

— N. Y. TIMES

"A highly entertaining picture that boasts excellent handling on every count!"

— N. Y. JOURNAL-AMERICAN

"A thoroughly satisfactory picture! Unusual venture!"

— N. Y. WORLD-TELEGRAM & SUN

"Engrossing film. Unusual and fascinating!"

— N. Y. MIRROR MAGAZINE

("The Secret Sharer")
"James Mason gives an impressive performance...The brooding mood of the film is well sustained."

— N. Y. DAILY NEWS

ONE OF THE NEWSPAPER ADS FROM THE CURRENT, SUCCESSFUL NEW YORK ENGAGEMENT.
Television--Radio

with Pinky Herman

WALT FRAMER PRODUCTIONS are setting up plans to produce several filmed TV series, including "The Best of Morgan," starring Henry Morgan in a series of 15 minute programs and another series starring the zaniest novelty band in the country, The Krup Kabblers, currently in Japan, to play on NBC's "A Date with Dempsey's on Broadway". Two DuMont programs were named in the recent M. P. DAILY-Fame TV Editors' Poll, "Twenty Questions" and "Author Meets The Critic", both of which are directed by Harry Coyle. "Sotto voce to H. C.;" this reporter's personal H. C. (heartfelt congratulatory public message) to grab himself a Hit Parade contender in "My Love and I", penned by Clay Warnick and Mel Pahl on Max Liebman's "Your Show of Shows" staff. Ralph Paul, whose smooth announcing is featured on "Strike It Rich" and "The Alldrich Family" is going to Haiti for some swimming and fishing. "BM1 has made a deal with United Artists and will give a Number One plug to "Where Is Your Heart," featured in U. A.'s giant flicker, "Moulin Rouge," based on the life of the French Artist, Toulouse-Lautrec, portrayed by Jose Ferrer.

The Hollywood influence, a proven success in the presentation to John Q. Public, of new stars, pictures, theatres and special events, via the glamorous, colorful and well-attended "world premieres," had been adopted and utilized with equal success by the television industry. For examples we cite the opening of Mutual's TV Centre last year and also the recent festivities during the opening of the new TV City CBStudios in Hollywood. The first large industrial firm to emulate this "world premiere technique" is the R. J. Reynolds Tobacco Co. which next Thursday will televise the opening of its new research center at Winston-Salem, N. C. The event will be described by John Cameron Swayze at 5:30 P.M. on TV for NBC's "Cameran Cigars." A full camera and sound crew will accompany producer Francis McCall of the "Camel News Caravan," and films of the proceedings will be flown to Washington and shown the same night on the NBC news telecast. Last week M. P. DAILY carried lots of info on the results of the FAME TV Poll and there seemed to be some confusion as to standings of the nets' publicity services. This is to confirm that M.B.S. was voted in third place with A.B.C. in fourth position.

Larry Storch, who is currently conducting the audiences at the New York Paramount, is ready for his own TV show. And insiders are whispering that two nets feel the same way and are bidding for the new comic's television efforts: the Kevin Kennedy (he's WPVI's ace news reporter and announced he had welcomed Sir Stork's printer, careful now, NOT Storch) fifth visit. We'll report more later.

San Francisco, Feb. 1, 1953. -- Herbert Lubin, a pioneer in the film industry who, as president of the Associated Pictures Corp. built the Roxy Theatre in New York in 1926, died here on Thursday at Cedars of Lebanon Hospital. Associated with the Metro organization in 1916 and later with First National Pictures, he retired from the industry in 1927 after selling the Roxy to Fox Theatres Corp. He is survived by the widow and four sons.

Robert Ellsworth, 58

Robert J. Ellsworth, 58, M-G-M salesman in the New York exchange, died Friday at Physicians Hospital in Jackson Heights, N. Y. He had contracted pneumonia after undergoing a reducing diet. Ellsworth had been with M-G-M since 1919 when he became a broker. He is survived by his widow, a son and two daughters.

Heavy Star-Mortning Plans Set by Para.

Paramount has launched a star-making program "that exceeds any undertaken in this company's history," Russell Holman, Eastern production manager, disclosed at the Paramount division and branch managers sales meeting which ended yesterday after a full week of sessions. Paramount president Barney Balaban and distribution head A. W. Schwalbarg expressed their approval of the program.

New television personalists "on whose development as big boxoffice names Paramount will concentrate" were named by the company's Western division Clay Warnick, Andrey Hepburn, Pat Crowley, Joanne Gilbert, Joan Taylor, Brian Keith, Vul Brynner, Gene Barry, Audrey Dalton, Joan Elan, Dorothy Bromley, Tom Morton, Mylee Hauan, and others.

Rose Tees Off First Of Program in April

David E. Rose will start the first picture of his 1953 production in which the independent producer said he upon his arrival from London at the weekend. Titled "African Rifles," the feature will be shot on location in Kenya.

Rose, whose "Sea Devils," will be released by RKO Radio, will discuss distribution of the three pictures on this year's slate during his current visit. He expects to get under way with "Lawrence of Arabia" in the fall, when he will send a company to the Middle East. This third picture, as yet untitled, will be produced in England and France by Raoul Walsh. Rose leaves tomorrow for conferences with Walsh in Hollywood.

Lubin, Roxy Builder, Dies on the Coast

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20th Names Bond

The appointment of Clayton Bond, Jr., as national TV sales representative for 20th Century-Fox was disclosed at the weekend by Len Jones, short subjects sales manager. He replaces Phil Williams, who resigned to join Ziv Television Productions in Texas.

Extended Run for 'Rouge' in Chicago

Chicago, Feb. 1. - Federal Judge Michael L. Igoe at the weekend granted an extended first run to United Artists' "Moulin Rouge," but made the proviso that it would have to be withheld from release until the film was finished. its Chicago showing, inasmuch as he feels that "the pictures getting extended runs." Judge Igoe also said today that he will not permit any more "Moulin Rouge" bookings to play extended first runs in Chicago at any one time. He was referring to terms to Warner Brothers for the "Jazz Singer," but they have indicated that they will not suffer with such an arrangement.

Pan Drive

(Continued from page 1)

manager, in commenting on the scope of the campaign, pointed to the picture's potential to exhibitors. H. T. Heiser, manager of the character merchandising phase of the campaign for the manufacturers comprising 58 per cent of all retail licencees were making "Peter Pan" merchandise, while an additional 12 to 15 per cent of dealers were expected to be added before the end of 1953.

Vincent Jeffers, film merchandising manager, estimated that advertising tie-ins represented a total expenditure of more than $5,000,000 in commercial advertising.

Bobosky, at the trade press luncheon at Toots Shors, said that the picture would be pre-released, opening simultaneously on Feb. 11 at the Roxy here and the State Lake, Chicago. Later in February, the picture would open in Boston, other New England cities, Washington, Cincinnati and Cleveland, he said. Other releases were held up until March on the East and West Coasts and in Canada, to catch the Easter trade.

AA Negotiating for "3-D" Commitment

Hollywood, Feb. 1.--The three-dimensional bandwagon rolled along steadily at the weekend with the Pipe-Thomas production team disclosing that a second film for Paravision will star "Three Sisters from Seattle," which will be submitted for "3-D" production by Allen Payne and Rhonda Fleming.

Allied Artists executives are negotiating for a three-dimensional equipment commitment, but no subject has been chosen for "3-D" production so far.

$78,000 for 'Bwana' in 1st Week in Chicago

CHICAGO, Feb. 1. -- "Bwana" Devil hit a gross of $78,000 at the B and K Chicago in its first week, the best session since the week between Christmas and New Year when the ice show on stage did $87,000. The good weather produced the favorable weather opening day, is very good and B and K execs are looking forward to doing close to $60,000 (considered very good, ordinarily, for a first week) during the coming week.
The $3,075,000 triple damage antitrust suit brought by J. J. Theatres, Inc. and Luxor Group, Inc., against 20th Century-Fox and Skouras Theatres will go to trial here today in Federal District Court.

The trial date was set Friday by Federal Judge Edward Weinfield. Damages are claimed from 20th-Fox and Skouras Theatres since March 15, 1941. The complaint alleges failure to get the entire dressing room at the plaintiff’s Luxor Theatre in the Bronx. 20th-Fox, Warner Brothers and Universal are named co-conspirators in the case only because they have offered first-run neighborhood bookings to the plaintiff’s theatres since February 1949.

Meanwhile, a counter-claim by Skouras Theatres against the plaintiff, naming Warner Brothers, RKO Pictures, RKO Theatres and Universal also as defendants has been discontinued.

Maco Files

(Continued from page 1)

Judge Gunnar Nordby here. Maco is asking $2,250,000 from the St. Louis Park Theatre and its owners, Harold Field and Harold Kaplan, and $541,000 from the suburban Hollywood Theatre, owned by Charles Rubenstein and Abe Kaplan. The counter-claims were contained in the answers to the original conspiracy cases filed last November. General rentals were filed by the eight major companies which were also named in the suit. Maco charged that the defendants in the counter-claims had monopolized product to the detriment of Minneapolis Amusement.

New Production Company

The organization of a new motion picture production company, C-Productions Corp., was announced here at the weekend by Mrs. Marlo Claudell, president.

"Even-prosperous theatres are menaced by this tax," Boggs concluded. "Studios cannot maintain the quality and number of their productions if their customers, the theatres, continue to close. A drop in quality or the number of new films will inevitably be reflected in the business of existing theatres."

Meanwhile, another Democratic member of the committee, Rep. King of California, also introduced a bill to exempt theatres from the admission tax.

The statement pointed out that television competes with theatres but is not taxed. Moreover, Boggs said, the admission tax threatens other small businesses, because "experience has shown that when a theatre closes, other business values in the neighborhood decline." The Congressman also cited unemployment resulting from the atre closing and the effect on firms supplying theatre equipment and other items used in theatres.

New Production Company (Continued from page 1)

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"Light housekeeping . . . a necessity"

Obvious to everyone may be the fact that not enough light is getting to the screen; or that the sound system is not functioning properly. The reasons, however, may be varied—equipment failure, inadequate housekeeping, or a drop in power output. Aid in this type of trouble-shooting may be obtained from the Eastman Technical Service for Motion Picture Film which Kodak maintains at strategic centers to cooperate with producers, processors, and exchanges and exhibitors.
A T & T Cost Figures Are Useless: FCC

Transmission System Cost Over $7,000,000

By J. A. OTTEN

WASHINGTON, Feb. 2—Federal Communications Commission attorneys today removed the “limelight” figures on television transmission given in the television hearing by the American Telephone and Telegraph Co.

F. A. Cowan, engineering staff manager of A T and T’s long lines division, told the Commission that the company estimated the cost of setting up a Washington to New York television transmission system to be over $7,000,000. The system would supply three simultaneously transmitted programs.

(Continued on page 5)

High Court Upholds FTC on Ad Films

WASHINGTON, Feb. 2—The Supreme Court today upheld a Federal Commission order that barred advertising film producers from making long-term, exclusive screening contracts with theatre owners. By a seven to two vote, the high court reversed a decision of the Fifth Circuit Court of Appeals that the FTC was wrong when it found that

(Continued on page 4)

Legion in D. C. to Picket ‘Limelight’

WASHINGTON, Feb. 2—The District Department of the American Legion and other Washington veterans’ groups have announced a decision to picket at the “Limelight” if it opens here as scheduled. The film is to be shown by RKO Theatres. The veterans said they would not picket the film if Chaplin “cleared himself.”

Meanwhile, the Washington Post

(Continued on page 4)

FCC Decision Gives Contested Denver Channel to Aladdin

WASHINGTON, Feb. 2.—Federal Communications Commission hearing examiner James D. Cunningham today recommended that Aladdin Radio and Television, Inc., rather than Denver Telev for the Motion Picture Association, build and operate a Denver television station on Channel 7. General Corporation stockholders in Aladdin are Frank H. Ricketson, Jr., head of Fox Intermountain Theatres; Harry Huffman, former Fox Intercontinental.

(Continued on page 5)

McCarthy in SIMPP Unlikely: Arnall

Members of the Society of Independent Motion Picture Producers look “favor” on John McCarthy as an executive to handle foreign distribution problems, but the big question is whether the society can afford to engage the former head of the international division of the Motion Pic.

(Continued on page 4)

Tax Structure Changes Necessary: Eisenhower

WASHINGTON, Feb. 2.—President Eisenhower told Congress today the tax structure to find changes which would aid industrial expansion, and especially aid small businesses.

Many readjustments in existing taxes will be necessary to serve these objectives and also to remove existing inequities,” he said. “Clarification and simplification in the tax laws as well as the regulations will be undertaken.”

Fly Resigns as MPA Theatre TV Counsel

James T. Fly has resigned as at attorney for the Treasury Department was studying which would aid industrial expansion.

The President, in his state-of-the Union message, said reduction of taxes would be justified “only as we show we can succeed in bringing the budget under control.” While the message thus gave budget-balancing priority over tax cuts, it did not do so in such hard and fast terms that tax cuts could not be voted as soon as a start was made toward budget-balancing. There was no indication that the President meant that the budget must actually be in balance before taxes could be reduced.

(Continued on page 1)

Grainger Reports To RKO Radio Here

James R. Grainger terminated his 15-year term at Republic yesterday and reported to the RKO Pictures home office.

An RKO Radio announcement stated that Grainger would spend this week in getting acquainted with management and operations in New York and then would go to the Coast for executive conferences on production plans.

Although it is widely anticipated in the industry that Grainger will be named RKO Radio president, the company’s announcement yesterday made no mention of his election to that post or to the company’s board of directors. Under company bylaws, the president must be a member of the board.

(Continued on page 5)

CIRCUIT TOPPERS

HAIL 20TH’S ‘3-D’

Describe It as Stimulant To Industry; Cohn Issues Call for ‘3-D’ Uniformity

Top exhibition leaders here yesterday called 20th Century-Fox’s “3-D” process “new,” “exciting,” “as fresh third-dimensional news broke on various fronts.

Leonard Goldenson, president of United Paramount Theatres, Sol Schwartz, president of RKO Theatres, and Richard Dickson, personal representatives of National Theatres’ president Charles P. Sloarars, welcomed 20th’s “announcement that it will convert its entire production output beginning Feb. 16 to the new photographic and sound system. They noted that the process has not as yet been publicly shown, but endorsed

(Continued on page 4)

MGM’s Schenck Calls For ‘3-D’ Uniformity

M-G-M technicians have been working on a system similar to Cinecolor, the three-dimensional system announced yesterday by 20th Century-Fox, Nicholas M. Schenck, president of Loew’s, Inc., disclosed here upon his return from conferences on the Coast.

To make uniform the future presentation of pictures in theatres throughout the world, it is Loew’s intention to join with 20th-Fox in making available one system for production and exhibition, Schenck said.

Condon Resigns RKO Ad-Publicity Post

Richard Condon resigned yesterday as RKO Pictures Eastern director of advertising, publicity and exploitation. His resignation came as Perry Lieber, newly-designated national publicity and exploitation director, arrived here for conferences on the Coast.

Condon joined the company last October as director of advertising

(Continued on page 4)
Personal Mention

CHASLES C. MOSKOWITZ, Loew's vice-president and treasurer, returned here yesterday from the Coast.

PAUL RAIBOURN, Paramount vice-president, is in Tampa, Fla., attending a meeting of the Association of Radio and Television Broadcasters. He is due back here on Monday.


HERB STEINBERG, Paramount home office publicity manager, returns here today from Boston by tax collection trip to Texas.

JEFF LIVINGTON, Universal Eastern advertising manager, is in Boston from New York today.

Pilott Promoted at 20th Century-Fox

Announcement of the promotion of Earl Pilott to the post of 20th Century-Fox special events director was announced here yesterday by Edward E. Small, the studio's president.

Pilott, who joined the company 21 months ago, following his nationwide tour handling the “David and Bathsheba” Goliath, Walter Tahn, served initially as wire syndicate representative. Last year he was named assistant exploitation manager.

Legion Puts Italian Film in Class C

This week’s National Legion of De-
er film report places one film, Italian Films Export’s “Oi Love and Bandit,” in Class C (condemned), five films in Class B and two in Class A.


January Tax Take Down in Chicago

CHICAGO, Feb. 2—City of Chicago three per cent amusement tax collections on theatre receipts for January (November receipts) were down reported one per cent from January of 1952, at $86,448.86 against $87,744.90 last year. Total receipts for 1952, at $22,272,299, were $1,041,183.84 against $1,252,119.69 for 1951, a drop of slightly over seven per cent.

All AMPJ Officers Are Relected

Hollywood, Feb. 2—The American Motion Picture Producers today re-elected all officers for another year and seated C. J. Teflin on the radio committee. Teflin replaces Representative replacing Ernest Scanlon, who was the AMPJ meeting Central Casting Corp. re-elected all officers.

Senate Group Eyes Films Sent Abroad

WASHINGTON, Feb. 2—A Senate committee studying the government’s Overseas Information program suggested that the subcommittee’s future program should include finding out whether the U.S. film industry is reducing the number of films sent abroad which might harm U.S. national interests.

The suggestion was contained in an investigation report on foreign film relations committee headed by Sen. Fulbright (D., Ark.). The subcommittee is asking the Senate to extend the government’s film relations plan to give it another $25,000 to finish its work and submit a final report.

Details of the 32 questions which the subcommittee felt it should study in the future in connection with motion pictures:

“1.—Is the trend of official American film production being strengthened by increasing the number of (State Department-sanctioned) films to be made each year?

“2.—Is the technical quality of American films as good as should be the case?

“3.—Is the motion picture industry in the U.S. doing all it can to reduce to a minimum the number of films shown abroad which might harm the national interests of the U.S.?”

The means can be devised for improved liaison between government agencies and motion picture companies in order to assure better understanding of the problems of each.”

The last week’s subcommittee released secret hearings which contained testimony from a top State Department official and Mr. Reke, Advertising Manager.

Talks Recessed on SAG-TV Negotiation

A temporary recess in negotiations for a new Screen Actors Guild pact covering the production of television film commercials has been called following material progress by both sides toward reaching an agreement. Negotiations are being handled by SAG representatives and Eastern and Western television producers taking part in the talks will reconvene in their respective metropolis.

Meanwhile, the SAG strike against TV film commercial producers will continue.

Industrial Leaders Aid Variety Clubs

Zukor Jubilee Plans

Leaders in all phases of American life were joining with Variety in an international in plans for the celebration of Adolph Zukor’s “Golden Jubilee” dinner at the Hotel Waldorf Astoria, held Thursday, January 31, with O’Donnell, international chairman of the national tributes, and Harry Brandt, chairman of the New York dinner committee.

Member of the sponsoring committee named yesterday were:

Ben Herbert, L. I. Hohman, S. Senator from New York; Henry Ford II, president, Ford Motor Co., Detroit; Paul Gallico, president of Rockefeller Center; John M. S. Martin, president of American Eagle; Lord John Hamilton, Sir William Joseph Hammerstein II; William S. Paley, chairman of CBS; John M. Quigley Jr., president of MCA; Walter Hoving, president of Ben- son Thaler, Gardner Cawthra, publisher of Look; John Hay Whitney, industrialist and finan-
cier.

Also, Jack Frye, president of General Anheuser & Film; Peter Grzman, president of Willian A. White & Sons; Saul Schiff, president of A. S. Beek; Coast. Edward Suckling, president of Metro’s M-G-M, Otto Harfich, president of ASCAP; W. R. Marshall, president of Western Union Telegraph Corp.; Frank D. Schregh, president of Warner Bros. Pictures; and Richard Randolph Hearst, president of Hearst Publications.

Alfred Steele, president of Pepsi-Cola Co.; Carmelina Vandelad, Franciscan of the Monastery; Monimia; Mrs. Thomas E. Bellflower, president of IATSE; Albert Johnston, president of IATSE; Joseph F. Cullman, president of Manufacturers Mutual Insurance Co.; Walter Hilton, president of Hilton Hotels; John A. Coleman, attorney, and motion picture representative of the Motion Picture Association; Herbert Baywood, Sonya, industrialist; Joseph F. Cullman, president of Benson & Heiders; Albert Winger, chairman of the 20th Century-Fox Co.; J. T. Mitchell, chairman of the Foulmouth Street Association; and the California Association of Motion Picture Directors.

MPAA Studying Industry Television Show

Plans for the Motion Picture Association of America’s projected industry institutional television show are being formulated and a draft of a format may be ready for submission to industry representatives in three to four weeks. The MPAA, it was reported here, is trying to assemble the proper elements of a show that would receive the approval of MPAA member companies.

Industry reaction to the TV show idea also will be polled. They will be informed that the telecasts will be designed as a business-builder for the industry and not as a form of competition.

Screen Directors Award to John Ford

Hollywood, Feb. 2—John Ford was given the Screen Directors Guild’s highest award for directing television film commercials. Ford accepted the award in a recent episode of the TV show “Jazz Singer.”

HST to SIMPP Post? It’s News to Arnall

Ellis Arnall, president of the highly independent Motion Picture Producers, said here yesterday that he had received a phone call from President Eisenhower’s Service asking for comment on a report that Ex-President Harry S. Truman may take an executive post with SIMPP.

“It was news to me,” Arnall said.

Transport Tiejip Averted in Canada

TORONTO, Feb. 2—The Canadian film industry was all set for the second country-wide railway strike in nearly three years today when the dispute was settled through intervention of the Dominion government. Development of considerable importance to the network, however, in making arrangements for emergency distribution of films.

When the Canadian Railway Association and the two express companies announced an early embargo on a number of freight cars involving film shipments to the Motion Picture Theatre Association of Ontario set up 16 regional depots throughout Ontario for the cooperative handling of prints which were to be rushed by road transports of the Mavety Film Delivery Service. This plan was organized for all theatres whether or not they were regular customers of the Mavety company, and was endorsed out here by Arch H. Jolley, executive secretary of the association, with George Altman of Mavety’s.

‘A’ Board to Meet

A meeting of the general executive board of the IATSE will be held March 2 in Las Vegas, Nevada, at the Last Frontier Hotel. Richard F. Winters, I.A. president, has returned here from the Coast.
The story of the fighting chief Osceola

COLOR BY
TECHNICOLOR

SEMINOLE

Co-Starring

ROCK HUDSON

BARBARA HALE

ANTHONY QUINN • RICHARD CARLSON

with HUGH O'BRIAN • RUSSELL JOHNSON

DIRECTED BY BUD BOETTCHER STORY AND SCREENPLAY BY CHARLES H. PECK, JR. PRODUCED BY HOWARD CHRISTIE

A UNIVERSAL-INTERNATIONAL PICTURE

BACK BROTHERHOOD WEEK’S SILVER ANNIVERSARY, FEB. 15-22, 1953
such contracts constituted an "unfair method of competition" and so were in violation of the anti-trust provisions of the Clayton Act. At Justice Douglas' insistence that the FTC had not done a good enough job of proving its case against the ad film companies and that the Circuit court should have sent the case back to the Commission for further proceedings.

The Motion Picture Trade Commission originally brought proceedings against four ad film companies—Motion Picture Advertising Service Co., Inc., Red H. Bay Film Industries, Alexander Film Co., and United Film Ad. Service, Inc. with Commissioner Mason dissenting, the Commission then found that these companies had used exclusive screening contracts to limit the number of producers, and so to restrain competition and promote monopoly. It said all exclusive screening contracts of more than one year were to be considered illegal. Contracts of less than a year were legitimate, the Commission said.

The four companies went to court, and the Fifth Circuit court, acting in the case of the Motion Picture Advertising Service Co. ruled against the FTC. The Commission then appealed to the Supreme Court. While the case the court decided today involved only the one company, the decision will undoubtedly be used as a pattern for other advertising film companies, the Commission has been holding off action on another more recent complaint against A. V. Cramer Service, Inc., of Independence, Mo.

**Tax Structure**

President would not ask to continue wage price and controls beyond April 30. Congress was told that material and product controls should be ended on schedule on June 1, 1953, as the result of thorough study of defense priorities and scarce and critical items essential for our defense.

The National Production Authority's theatre controls are based on this priority-allocation policy. It was impossible to tell from the message just how the theatre controls might fit in the Eisenhower plan, and this will have to wait on subsequent messages.

Congress should extend of reciprocal trade agreements should also review and simplify U. S. Customs regulations, the President said.

**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

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**Ad Pacts**

(Continued from page 1)

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**Hail 20th-Fox's '3-D'**

(Continued from page 1)

20th-Fox's third-dimensional move as a stimulant to the industry. Exhibitor Howard Cohen, president and head of production of Columbia Pictures Corp., issued a call for a uniform third-dimensional process, much of the work of the "Amusementscope," said which Symons P. Skouras, president, described before leaving for the Coast, Skouras is due back here today.

Cohen said that Columbia has considered the exhibition, if the several companies came out with varied processes requiring different equipment and the theatre a choice of different kinds and sizes.

"It seems to me an effort should be made to develop a uniform process and screen so that all productions can be shown to all theatres, and I hope that the industry will coordinate its efforts and cooperate to this end," he continued.

Cohen added that Columbia is currently experimenting in the third-dimensional field and producing "Fort Ticonderoga" in third dimension, in addition to planning other third-dimensional features.

The other companies, whose companies have stepped into the third-dimensional field with planned pictures, could not be reached for comment on reported plans to increase the scope of their third-dimensional program.

Samuel Goldwyn Studio announced that they had reached an "hearty agreement" with Cohen's plea for third-dimensional uniformity. He declared comment on the 20th-Fox development, explaining that he had not seen the process. The need for uniformity was also underscored by RKO Theatres president Schwartz. Snaper said that the third-dimensional problem was an industry-wide one and must be met on the levels of production, distribution and exhibition.

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**Triorama to Make Bow Broadway**

Triorama, a three-dimensional film project developed by the Boley Co., under the name of Boley Stereo, is due to be introduced into the Kiltai Theatre on Broadway here in mid-February, it was announced yesterday.

The process requires polaroid glasses, and color subjects are being provided for the initial program.

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**Condon Resigns**

(Continued from page 1)

publicity and exploitation, when the Ralph Stollkamp group held the management reins. In January, after Howard Hughes' busy courts had lost control, management control, national advertising, publicity, and exploitation headquarters were transferred to the Coast and Condon's post was taken over by Lieber and Ellison Vinson, national advertising director. Condon remains for a short time as Eastern district after his resignation. Kay Norton, at present, is functioning as Eastern publicity head.

Philadelphia's 20th-Century-Fox and Walt Disney.

**Alan Curtis Dies**

Alan Curtis, 43, motion picture actor, died here Sunday at St. Clare's Hospital.

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**Legion in D.C.**

(Continued from page 1)

editorially attacked the Legion and RKO Pictures head Howard Hughes for their opposition to showings of "The King and I," the stretched and uncoiled management control, national advertising, publicity and exploitation headquarters, were transferred to the Coast and Condon's post was taken over by Lieber and Ellison Vinson, national advertising director. Condon remains for a short time as Eastern district after his resignation. Kay Norton, at present, is functioning as Eastern publicity head.

Philadelphia's 20th-Century-Fox and Walt Disney.

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**Financing**

Large Industrial Enterprises

L. N. ROSENBAUM & SON

565 FIFTH AVE., N. Y. 37
Cost Figures

(Continued from page 1)

10 cities. Cowan estimated the annual operating costs of the operation at somewhat less than $82,000,000.

FCC attorneys said the cost figures were "useless" unless they were compared with "other methods of operation." The figures they were broken down to the "ultimate charge to the user."

Cost figures given to the Commission last week by the industry were broken down to a point that showed that in most cases the entire transmission set-up would cost as little as three cents a seat. FCC attorneys said today they would like to see a more breakdown for the A T and T figures.

Both A T and T and industry spokesmen, however, point out that the two sets of figures—the industry's and the A T and T's—are not comparable. Factors which have been included in the A T and T figures are not in the industry figures—such as a "protective service" which would take care of anything that goes wrong along the transmission line. On the other hand, the A T and T figures do not include some items which are presumably accounted for in the industry's figures.

Cowan told the FCC that A T and T can meet the technical requirements for theatre television transmission as specified by the industry, including 10 mc bandwidth transmission. He pointed out A T and T's "considerable experience" in the transmission of theatre television programs with "surplus" bandwidth.

Cowan declared that A T and T's TD-2 type radio relay system, which is now used to provide four mc bandwidth television service in Chicago, can provide a 10 mc bandwidth up to distances of several hundred miles.

The TD-2 system will be able to transmit over long distances, Cowan went on, possibly as a long as a cross-country haul.

Cowan contended that the use of A T and T's TD-2 type radio relay system would permit the development of theatre television networks which, in effect, would be a "slightly cheaper" service than that of the TD-2 system. He said it would also be possible for entire theatre television programs would permit the development of theatre television networks which, in effect, would be a "slightly cheaper" service than that of the TD-2 system. He said it would also be possible for entire theatre television programs to be transmitted without charge to the user.

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That’s where your “JACK” is going!...Up-Up-UP...on the beanstalk of rising living costs...and Up-Up-UP...in the cost of operating your theatre. The Bureau of Labor Statistics records an increase of 90.8% in basic living costs since 1939... and Exhibitors Digest shows an average increase of 98.9% in the cost of theatre equipment and supplies since 1940.

We’ve been hit the same way, so we know how you feel about it...BUT...just for the record... Compare these costs with the negligible increase, IF ANY, you’ve given NSS during these years of soaring prices... and observe the real “break” your “JACK” has received from the Prize Baby!
First Phase of Theatre TV Hearings Ends

Conclude Testimony on Engineering, Accounting

By J. A. OTTEN
WASHINGTON, Feb. 3.—The first phase of the Federal Communications Commission’s theatre television hearings ended today with the completion of direct testimony on engineering and accounting phases.

They are expected to resume next Monday, when Motion Picture Association of America attorney Vincent Welch and National Exhibitors Theatre Television Committee attorney Marcus Cohn will probably answer questions asked last week by the Commission in an effort to clear up what the FCC has called “apparent inconsistencies” in the record.

When Cohn and Welch have supplied the answers to the eight detailed

(Continued on page 3)

SIMPP to Press Detroit Trust Suit

Attorneys for the Society of Independent Motion Picture Producers have filed a motion for a pre-trial conference in connection with SIMPP’s anti-trust suit against United Detroit Theatres and Co-operative Theatres of Michigan and the society is confident that the litigation will come to trial this year, Ellis Ar

(Continued on page 3)

New Bill to Exempt Theatres From Tax

Washington, Feb. 3. — Senator Butler (R., Neb.), a member of the Senate Finance Committee, has introduced legislation to exempt motion picture theatres from the 20 per cent Federal admissions tax.

This was the second Senate bill to propose such an exemption. Another similar bill was introduced in the House by Rep. Davis (D., Ga.). Altogether, 17 bills have now been introduced in the House to repeal or reduce the tax or exempt theatres.

Standardization of ‘3-D’ Systems Is Urged By Oboler

By AL STEEN

Hopes that the film industry would not kill the “golden goose” of tri-di-mensional motion pictures by ignoring the necessity of standardization were expressed here yesterday by Arch Oboler, producer of Natural Vision’s “Bwana Devil.” At the same time, Oboler warned the industry against processes that are not “true three di-
mension,” stressing the danger of developing depth-less media in order to “make a fast dollar.”

“The public is smarter than Holly-

wood,” Oboler said at a trade press conference in the United Artists home office. “There is no way to get three dimensional pictures with large curved screens, special lenses or even clever advertising. After the public has seen

(Continued on page 4)

Alperson Reported In Claim on ‘Bwana’

A possible legal controversy involving Edward Alperson, Arch Oboler and United Artists over the sale of Oboler’s “Bwana Devil” to UA was indicated here yesterday. It was re-

ported that Alperson claims that the

three-dimensional picture had been committed to him and that he formally had agreed to perform certain duties in connection with the distribu-
tion of the film. Oboler, on the other

(Continued on page 5)

Cinerama Calls New ‘3-D’ Methods ‘Hasty Imitations’

Cinerama, which would be vitally affected if the claims made by 20th-Century-Fox for its Cinemascope “three-dimension” system are borne out, issued a statement yesterday commenting on recent Hollywood announce-

ments including the plans of one of the major studios to con-
centrate on films of this type.”

Dudley Roberts, Jr., president of Cinerama Prod. Corp., said:

“Imitation is the sincerest form of flattery. But we are convinced that no hastily thrown together process can possibly even approach the dramatic power of Cinerama, which is the result of fifteen years painstaking work and the expenditure of more than eight and one half million dollars.”

“We of Cinerama are delighted that we have precipitated a revolution in the motion picture industry, but we think the public is entitled to know that there is only one Cinerama,”

(Continued on page 4)

Standardization of ‘3-D’ Uniformity Meet Tomorrow

Loew’s Gets 1 More Months To Divest

Washington, Feb. 3. — The Justice Department has agreed to extend for four months, until June 6, the deadline for Loew’s to dis-
pose of one-half the theatres required to be sold under its consent decree. Justice offi-
cials said there were 25 the-

(Continued on page 4)

See Grainger’s RKO Election Next Week

Formal election of James R. Grai-
ger to the presidency and the board of directors of RKO Pictures is ex-
pected early next week by the board on the Coast. As the board now has its full complement of five members, as prescribed by the by-laws, it will be necessary to either increase the board to six members or elimi-

(Continued on page 4)

To Show 20th-Fox’s Cinemascope Feb. 20

The first press demonstration of 20th Century-Fox’s Cinemascope, the new wide-screen process said to give a third-dimensional effect, will be held here on Feb. 20 at the company’s home office, it was disclosed yesterday.

The setting of a date for a trade and lay press demonstration came as thousands of inquiries on the new process continued to be received at the company’s home office and exchanges from exhibitors as to when equipment might be available.

(Continued on page 4)

Proof That Popcorn Isn’t the Only Draw

Chicago, Feb. 3.—A local indus-
try, being that the Alex Theatre here was giving a Marilyn Monroe calendar to every customer when he ex-
hausted its supply in short order, observed that it proved the truth of the industry say-
ing that “There’s nothing wrong with this business that a good picture won’t cure.”

(Continued on page 4)
personal mention

robert benjamin, united to Australia, has returned to New York from a vacation in Mexico.


ruth subrowicz, advertising manager of the Strand-Capitol, circuit, for the past 10 years, has resigned. jean fraumberger succeeds her.

arthur israel, assistant to paramount president barnes balaban, has returned here from omaha and des moines.

charles B. moss, president of B. S. C. Corporation, is on the coast from New York.


William D. Kelly, head of M-G-M's print department, has returned here from the coast.

Walter reade, jr., president of Walter Reade Theatres, and Mrs. reade have left here for Europe.

IFE Sets TV Film Production Deal

John nasit, American TV producer, and Thetis Film, Italian motion picture company, have signed an agreement to co-produce nine 20-minute films in Italy and France for the new television series "orient express," which is announced today by Ralph serpe, head of Italian Films Export's television division. this is the first major motion picture production deal completed since IFE inaugurated its new department. Several others are now being negotiated, according to serpe.

Delivery of the first three films in New York is expected by March 15.

Cin. Rejects Bid For Tax Repeal

Cincinnati, Feb. 3.—Despite a personal plea before the city council by a group of subsequent run exhibitors headed by frank W. huss, jr., president of the Greater Cincinnati Independent Exhibitors' Assn., who sought repeal of the city three per cent admission tax, "because of seriously declining business, which has forced the closing of one home 12 homes," the plea was denied, on the ground that the city needed the annual revenue of approximately $240,000, of which approximately $100,000 is derived from theatres.

lippert Leases 26 Recent Films to TV

Hollywood, Feb. 3. — Independent television station KTLA has leased 26 features of "RKO Pictures, Inc." and "Paramount Film Distributing Corp." to be carried on the station.

In a brief introductory address for Rosemary cooney, who is featured in Paramount's "The Searchers," "Schwaberg told exhibitors present at a Hotel Astor luncheon for M-G-M's Cool Hand Luke that Paramount now has the arrivals of new personalities of all companies. Such personalities, he believes, are vital to the popularity of films. He said "The Stars Are Singing" opened in 28 engagements last week and the grosses are excellent. Miss cooney left for Philadelphia after the luncheon to continue a personal appearance tour.

Set More 'Moulin' Pre-Release Dates

Six key city, pre-release engagements of "Moulin Rouge," a release by Lippert Productions, have been set to follow the New York premiere of the picture at the Capitol Theatre, Feb. 19, United Artists announced. the full release at KTLA, Feb. 18, the United Artists, San Francisco, and Trans-Lux, Philadelphia, will take place on the 20th, and the Miracle, Carib and Miami, Miami, Feb. 24, and the Orpheum, Boston, Feb. 26.

A series of dates at the New York premiere will be telecast over WJZ-TV, 8 to 8:30 P.M., from the lobby of the Cap. Owners of Western Ponsari mistresses of ceremonies. a campaign of 12 spot announcements on the TV network will precede the premiere.

W. Pa. Allied Backs Arbitration Stand

Pittsburgh, Feb. 3.—Allied the- atres of Western Pennsylvania, a body with full power to settle disputes, at a meeting here last week approved national Allied board action rejecting the arbitration proposal of "Moulin Rouge," and declared that the board's statement depleting Republic's sale of films to TV. The meeting, attended by 100 exhibitors, was held at the board's unit board chairman Morris Finkel.

Sherman Fife of Radio Corporation of America's在这里, offered some advice on the types of equipment and booth changes necessary for the exhibition of three-dimensional pictures.

"U' to Handle Rank Coronation Film

Universal will handle the distribution here of J. Arthur Rank's "A Queen Is Crowned," the color by Technicolor film to be made of the forthcoming coronation of elizabeth, II, it was disclosed here by alfred E. duff, Universal executive vice-president. It will be distributed as a regular, non-theatrical release.

ampas Board Meet Today

The board of directors of the Associated Motion Picture Dealers, will hold a meeting at the Blue Ribbon Restaurant here at 12:45 P.M., today to discuss plans for spring sessions. harry K. ams, AMPA president, will preside.

Para's Schwaberg Bids Industry to Develop New Stars

A call to the industry to develop new stars with wide popular appeal was issued here yesterday by Alfred W. Schwaberg, Jr., President of Paramount Film Distributing Corp.

In a brief introductory address for Rosemary cooney, who is featured in Paramount's "The Searchers," "Schwaberg told exhibitors present at a Hotel Astor luncheon for M-G-M's Cool Hand Luke that Paramount now has the arrivals of new personalities of all companies. Such personalities, he believes, are vital to the popularity of films. He said "The Stars Are Singing" opened in 28 engagements last week and the grosses are excellent. Miss cooney left for Philadelphia after the luncheon to continue a personal appearance tour.

Green to Profit by 20th Stock Rise

Charles Green, financier who has engaged in many proxy battles, stands to profit by the stock market rise experienced following 20th Century-Fox's Canadian rights announcement, trade quarter points on.

"Moulin" owns and controls more than 20,000 shares of 20th-Fox common, acquired before the Cinemascope development. His stock ownership was purchased in the past in conjunction with his probable intentions to challenge the management of Sporos P. Smith, president, in its proxy battle. The company's stock gained two points per share since last Friday. Green is believed to have been buying heavily in preparation for a proxy battle.

Quebec Set for Dual Premiere of 'Confess'

The world premiere of Alfred Hitchcock's "I Confess" has been set for Warner Bros., for the New York film in the Cartier theatres in Quebec, Feb. 12. The premieres will be followed the next day by an opening of the picture in the Montreal, Palace, Montreals and the City Film was shot on location in Quebec.

Plans are being made for the appearance of Hollywood personalities, local civic and industry leaders to attend the premiere.

Submit Bids on Awards Sponsorship

Hollywood, Feb. 3.—The committee appointed by the Academy board of governors to offer national sponsorship of the Academy Awards event March 19, and which has two or three such offers under study, tonight was expected to submit bids to the Academy board of governors within 24 hours. Reportedly, NBC's $100,000 bid has the inside track for acceptance.

'Salome' Set to Open At Rivoli Here

The first date to be set for Columbia's color by Technicolor "Salome" is the Rivoli Theatre here, with it will open in late March or early April. The film, which stars Rita Hayworth, Hume cronyn, and co-stars Charles Laughton, will be given pre-release openings in key areas accordingly, Inc. backed by the company's most extensive advertising and promotion campaign.

Harvey Asks MPAA Field Counselors

San Francisco, Feb. 3.—The appointment by the Motion Picture Association of America of a "trained man" to "Salome" in a city whose business, it would be to call upon and visit, as often as possible, every theatre owner and manager in his district, is advocated by exhibitor leon harvey.

Harvey suggests that the MPAA field counselors "could intelligently discuss present and future pictures from all companies, confer on theatre operation, publicity and listen to exhibitor beefs."

These men, Harvey asserts, should be sympathetic and helpful and, being a representative of MPAA and not from any one company, would be welcomed by every theatre.

Stars to Denver for 'Spur' Premiere

Denver, Feb. 3.—The first of M-G-M's Hollywood contingent to arrive here for the "Hollywood in the Rockies" premiere of "The Naked Spur," is Polly Bergen, accompanied by Bobby Tucker of the studio music department. She will be followed on Friday by James Stewart and Vera- nica and director douglas francis, the Paramount Theatre. Howard Strickling, studio publicity head, and Anthony Mann, director, William william will also arrive Friday.

Norcorp 20th's Ass't Exploitation Head

John norcop has been named assistant exploitation manager of 20th-Fox succeeding leo pillet, named special events director for the company, exploitation manager rodger wilson, who resigned here yesterday. Norcop, who assumes his new duties immediately, was formerly a member of the Western division exploitation staff.

Buys Republic Stock

Douglas T. yates, a director of Republic, purchased 250 shares of common stock of the company in December, bringing his direct holdings to 2,500 shares, the Securities and Exchange Commission reported.
"BATTLEGROUNb"

M-G-M presents HUMPHREY BOGART • JUNE ALLYSON in "BATTLE CIRCUS" • with Keenan Wynn • Robert Keith • Screen Play by Richard Brooks • Based on a Story by Allen Rivkin and Laura Kerr • Directed by Richard Brooks • Produced by Pandro S. Berman

FLASH! M-G-M's "JEOPARDY" TERRIFIC IN FIRST 25 DATES!
Watch for more news of Barbara Stanwyck thriller. Sure-fire exploitation hit!

(All together for Brotherhood Week's Silver Anniversary Feb. 15-22, 1953)
Uniformity

(Continued from page 1)

ica. The Society of Independent Motion Picture Producers may also be represented, if Ellis G. Arnaud, president, is available, it was learned.

The SMPTE, which considers the need for standardization in the mushrooming third-dimensional feature industry, voted to hold members of its newly-formed stereoscopic committee at the meeting. An SMPTE spokesmen said yesterday its slate of committee members who will present tomorrow has not been selected as yet, explaining that many members are out of town. The committee is headed by Jack A. Norling, of the Loucks and Norling Studios.

The tentative agenda, it was learned, calls for a discussion of the various third-dimensional processes now in use, the need for co-ordination on all levels of the industry, production, distribution and exhibition, the importance of standardization and the possibility that SMPTE may act as the liaison group to achieve such standardization.

Locw's president Schenck, in his appeal for unity, re-stated that his company intends to join with 20th Century-Fox in making available one system for production and exhibition. He stressed that Fox's Cinemascope, the wide-screen system said to give a three-dimensional effect, Cohn said, is not certain to be available especially in exhibition, if standardization is not effected.

The following program was adopted at the SMPTE meeting: Willard Snapper, Allied president; Harry Brandt, ITOA president; Manny Frisch and D. John Phillips, MASTPA president and executive-director, respectively, and John B. McCullough of MPA.

Equip Four in Buffalo Area for 3-D Showing

BUFFALO, Feb. 3.—Three dimension equipment is being installed in the state in formerly the Batavia, Batavia a Dipson theatre; the Albion in Batavia, of which Charlie Martina is the owner, and the Bellevue in Niagara Falls, a Shea cinema house.

Evergreen Circuit Installing '3-D' Screens

SEATTLE, Feb. 3.—William H. Thedford, executive vice-president of Evergreen Theatres, reports that Panorama screens will be installed in many of the company's houses in Washington and Oregon, at a total estimated cost of $100,000. They are intended for use with the new '3-D' systems.

Sees No Big Shift In RKO Publicists

There will be no wholesale layoffs in RKO Pictures' publicity and exploitation departments, Perry Lieber, national director of publicity and exploitation, said here yesterday.

Lieber, here from his Coast headquarters to coordinate activities in the home office, added that, in all probability, there will be a few changes in personnel. These changes, he said, should be effected today. He expects to return to the Coast on Friday.

Cinerama

(Continued from page 1)

Roberts stated.

An executive spokesman for 20th Century-Fox, asked to comment upon the Cinerama statement, said: "When a major company such as ours announces a production schedule of 11 features, aggregating an expenditure of at least $25,000,000, will be made for Cineramascope, you can be sure it is a hatchet thrown to the grave. As I have stated, the inventor has worked on it 25 years."

Answered Cohn

The spokesman also said that 20th-Fox answered Columbia president Harry Cohn's appeal for uniform standards of "3-D" equipment in its emergency announcement. "Our announcement said that Cine-

mascope would be made available to all companies, producers and theatres, as rapidly as equipment is available." Columbia will use Cine-

camscope. So will MGM.

Cinerama stock has weakened in the market since the 20th-Fox announcement of Cine-

mascope. The bullish shares were quoted at a fraction over $15 bid yesterday, compared with a price of over $5 last week.

Return Delayed

Spyros Skouras, 20th-Fox president; W. C. Mitchel, executive vice-president, and Al Lomax, head of distribution, were delayed by bad flying conditions in their return here yesterday from the Coast, where demonstra-

tions of Cinecamcope were given. They were scheduled to ar-

rive here late last night.

Earl L. Sponable, technical expert for 20th-Fox, who is credited with contributing development work to Cinecamcope, has flown to Hollywood, presumably on further develop-

ments in connection with the new camera and projector lens.

Oboler on '3-D'

(Continued from page 1)

the real '3-D' they won't accept a substitute.

Oboler, who has spent the last several years in experimenting with three dimensional pictures, said that the industry must suffer through a certain amount of faking in order to achieve the real thing. With-

out a new physical principle, there is no chance, in his opinion, that at least, to achieve true depth in pictures without glasses, he said. There must be a lens for each eye; the left eye must see what the right eye is looking at, and vice versa.

"This is the industry's opportunity to pull itself up by the eyeball," Oboler said, adding that the business "had better hurry up because television will have three dimensions in five years." The company is not set to make any changes this year, Oboler said, pointing out that there is no set amount in-

volved at present in the interlocking of programs. He said it seemed rash to over-locking expense at the Paramount Downtown Theatre in Los Angeles was $20,000 and that he personally had not seen an installation completed for a maximum of $25. He admitted that these were "frack" cases but that the average cost should not be prohibitive.

Exclusive Rights

The distribution of Polaroid glasses, for which Natural Vision has the exclusive rights, also is a problem that eventually will be worked out satisfactorily if the season. Oboler reported that he had been informed that the Boston engagement of another process had resulted in the loss of $30,000 in glasses. He emphasized the need for "good throwaway glasses."

Oboler predicted that within two years per cent of the pictures made in Hollywood would be made for "3-D" presentation and the conversion would be 100 per cent in five years. He said the "3-D" development will be the projection of images on a single mirror, which is an improvement over the previous system. Looking well into the future, perhaps 12 years, Oboler forecast three-di-

msional pictures reared in space electronically, requiring neither screen nor glasses.

The production of "Bwana Devil" is a means of paying the way for other "3-D" producers in overcoming obstacles. The problems encountered by Oboler were met and solved to the benefit of those who will tackle the new medium in the future, he said. Al-

though he has a continuing agreement with Milton Gunberg, who developed the Natural Vision system, Oboler said that he had no immedi-

ate plans for the production of another third-dimensional piece. He said he would work for a while in doing some educational work in connection with "Bwana Devil for United Artists and "Death Valley," would do some writing for the New England. The money realized from the sale of the picture to UA will not be turned over to him for three years, being held in escrow pending determination of the capital gains angle by the Internal Revenue Department.

Max Youngstein, UA vice-president in charge of advertising-publicity, who attended the interview, said "Bwana Devil" had been booked in more than 300 situations to date.

National Pre-Selling

PHOTOPLAY'S GOLD MEDAL AWARD winners are listed in its March issue. The presentation of the awards will be held at the Beverly Hills Hotel on Feb. 9. The readers of Photoplay have voted Susan Hayward as the Most Popular Actress; 20th-Cen-
tury's "With a Song in My Heart," Most Popular Picture, and Gary Cooper, Most Popular Actor. Special mention must also be made to Marilyn Monroe, Dean Martin and Jerry Lewis and William Goetz.

The Feb. 15 issue of Parade will have a full-color picture of Dick Powell and June Allyson, his wife. Also in this issue is a story of Dick Powell's career, including his new job as a director. Dick both sold the story and directed "Splitt Sec-

ond," an RKO Radio, now ready for release.

In the current issue of Redbook "Above and Beyond," "Mississippi Gambler" and "The Stooge" are reviewed by Florence Somers, the magazine's drama critic. Also in this issue is a table of contents-page ad on "Jeopardy" starring Barbara Stanwyck.

Double-page ad publicizing the premiere of Betty Davis in 20th-Cen-
tury's "The Devil and the Daughter. The Rivoli Theatre here were placed in the Journal-American, Post, Times, Herald-Tribune and Mirror, New York papers, by Gimbel Bros. store.

Ruth Harbert in the February issue of Good Housekeeping tells how a set director working on the "Come Back, Little Sheba" set spent an entire day making a five-

room house look slovenly. After he had left the set at the end of the working day, two studio night laborers put the house back in apple pie order. When the set director went the next morning, he got the shock of his life. His hard work was ruined. Wearily he went to work to re-create the havoc painstakingly achieved the day before.

Leo Rosten has written a multi-

page profile on Bob Hope for the Feb. 24 issue of Look. Hope has just completed "Here Come the Girls" for Paramount.

The Walt Disney organization has completed a mammoth national television tie-up, "Pamper Pan" with the Peters Shoe Co., representing 5,000 Weather-Bird shoe dealers in the country. The all-

tooney Technicolor feature will be plugged by the shoe company in national magazines and newspapers and radio and television, with initial ads set to break in the March issues of Ladies' Home Journal, Women's Day, Family Circle, Woman's Home Companion and Seventeen. These same publica-

tions will repeat the ads in their April and May issues. Half-page four-color newspaper ads are sched-

uled for March and April in 80 Sunday comic sections.
Theatre TV

(Continued from page 1)

questions on the industry's concept of theatre television service the FCC will probably decide whether or not to go on with the hearings, and, if so, whether to change their focus.

AT & T Witnesses

At today's session witnesses for the American Telephone and Telegraph Co., Western Union and the American Petroleum Institute declared that a theatre television service need not be confined to the frequencies proposed for it by the industry. During the theatre television hearings held last October the industry proposed three alternate spectrum locations for such a service. Some of the industry-proposed frequencies have already been allocated to common carriers; some to industrial services such as oil companies, A T and T and Western Union declared that they, as common carriers, could provide a theatre television service which would meet the industry specifications for clarity of image.

Another witness today, George L. Beers, Radio Corporation of America engineer, told the Commission that RCA would be able to provide a satisfactory theatre television service in color using an 8 mc channel.

Grainger

(Continued from page 1)

affairs at his former headquarters at Republic, of which he was vice-president and general sales manager.

Review

"Off Limits"

(Paramount)

BOB HOPE is teamed with Mickey Rooney in this racy comedy that has all the tricks of the trade blended into a riotous hour and 30 minutes of slam-bang fun. Rooney is a perfect foil for the flip, brash Hope and it may well be that Paramount has hit upon a combination that will serve as starring material for future vehicles. Rooney, who usually portrays the flip-and-brash roles, plays a more subdued character, that of an Army recruit with aspirations to become a boxing headline under Hope's tutelage. Reviewed at a New York "sneak" preview, the picture registered solidly with the audience.

When fight manager Hope's boxer, Stanley Clements, wins the lightweight title, Hope's ambition has been realized, but his glory is short-lived because Clements is drafted right after the title bout. In order to keep an eye on his meal-ticket, Hope joins the army, too, only to learn that Clements has been rejected and Hope is a permanent fixture in the Armed Forces. He meets Rooney while going through his physical examination and eventually they become a team of Military Police. This leads to a variety of incidents, culminating in Rooney being pitted against Hope's former protege. Needless to say, Rooney wins the bout under Hope's coaching, even though the boxing is done by remote control as Hope is being pursued by the military law for being A.W.O.L.

That, in a very small nutshell, is the framework of the story. But the story really doesn't matter, as the entertainment ingredients lie in the fast-paced situations and dialogue. The romantic angle is supplied by Marilyn Maxwell, Rooney's aunt, who is opposed to fighting in general and Hope in particular—at least at the beginning, but she finally is won over by the persistent Hope. A good performance is turned in by Eddie Mayhew, a career corporal, whose strict adherence to Army rules eventually elevates him to the rank of captain.

Hope is at his best and he is ably aided and abetted by Rooney. The picture should be sure-fire box-office. Produced by Harry Tugend and directed by George Marshall, the story and screenplay were written by Hal Kanter and Jack Sher. Others in the cast are Jack Dempsey, himself, who plays the part of a referee; Marvin Miller, John Ridgely, Tom Harmon, Norman Leavitt, Art Aragon, Kim Spaulding, Jerry Hausner, Mike Mahoney, Joan Taylor, Carolyn Jones, Mary Murphy.

Running time, 87 minutes. General audience classification. For April release.

Al Steen

SIMPP Suit

(Continued from page 1)

mall, SIMPP president, said here yesterday.

The suit charges discrimination against independent product produced by SIMPP members and seeks around $15,000,000 in damages. An early pre-trial parley is expected, Arnall said.

Case Strengthened

Arnall said the society's case had been strengthened by the delay in bringing the suit to trial. He pointed out that the defendants had based their defense on the legal doctrine of pari delict, which, in effect, means coming into court without clean hands. This defense, Arnall said, was related to the attempt by the defendants to tie in the plaintiffs with their distributors who were defendants in the case of U. S. vs. Paramount, et al. On the basis of the so-called tie-in, the defendants claimed that the independent producers were saddled with the illegal acts and conspiracies alleged and condemned by the U. S. Supreme Court.

Alperson

(Continued from page 1)

hand, said here yesterday that he had made no commitment to Alperson.

Arthur Krin, president of UA, flew to the Coast last weekend for the purpose, among other things, of meeting with Alperson on the controversy. There also were some reports that Alperson may be included some way in the UA-"Bwana" setup.
— NEXT —
RADIO CITY MUSIC HALL

20th Century-Fox's Most Glorious Motion Picture Achievement!

TONIGHT WE SING
TECHNICOLOR

THERE'S NO BUSINESS LIKE 20TH CENTURY-FOX BUSINESS!
Industry Is in Turmoil on the Future of ‘3-D’

See Production Slow-Up Until Issue Is Decided

By AL STEEN

The advent of tri-dimensional pictures has created a turmoil within the industry that exceeds, in some observers’ opinions, the turbulence that hit Hollywood in 1927 when producers were in the throes of uncertainty as to whether sound pictures were here to stay. A check-up yesterday among leaders in all branches of the industry revealed a distinct division of opinion as to the permanency of “3-D” and panoramic screens.

One leader predicted a definite curtailment in production until the question of two-dimension or three-dimension is settled—not by the industry but by the public, which, it was said, is the final jury. An independent producer, who had planned to put a picture before the cameras this spring, has abandoned the

Appeal Ohio Film Censorship Ban

COLUMBUS, O., Feb. 4—The constitutionality of film censorship in Ohio was up before the State Supreme Court today following hearings on the decision of the state censor board ban on "M" and "Native Son." Ephraim London, counsel for Classic Pictures, distributors of "Native Son," argued that the state has no power to censor films, citing the recent U. S. Supreme Court decisions. Similar arguments were advanced by John Harlor and Harry Wright, attorneys representing Superior Films, distributor of "M."

MPEA Gives $6,000 For Dutch Relief

Representatives of the 10 film companies that comprise the Motion Picture Export Association yesterday voted to donate $6,000 (approximately $6,500) to Holland for flood relief.

B’way Critics Hope ‘3-D’ Gets Better; Globe B.O. Is

Broadway and the city’s newspaper film critics took their first polaroid gander at the poor-man’s third-dimension effect films—Stereo-Techniques’ program of five short subjects—which opened at the Globe here on Tuesday, and came away with mixed reactions. Apart from Cinerama, for which no tickets are available till next June, the Globe is the only spot on the Main Stem at the moment where Goliathites can watch images jump off the screen into their laps. “Bwana Devil,” however, will be opening at Loew’s State and the Brooklyn Fox on Feb. 13.

The critical fraternity’s reaction to the Stereo-Techniques’ program was not flattering, but, obviously impressed by the stff “3-D” has caused in the industry, the top string reviewers covered the opening at the Globe and gave its published attention comparable to that accorded the most important film openings.

Business? Swell—as it is wherever “3-D” films have opened.

Frank Quinn of the N. Y. Mirror probably was the kindest of the reviews.

2-Day Globe Gross $9,000 For ‘3-D’

First two days of Stereo-Techniques’ engagement at the Globe Theatre here grossed approximately $9,000 for the tri-dimensional subjects, it was reported yesterday by the distributors. Opening day gross Tuesday hit close to $5,000 and it was estimated that the box-office would take in $1,000 by closing time last night.

The opener was reported to have been the largest in 18 months, the previous high for a first day in the house having been $5,200. Average first day’s business is said to be $3,500.

Weltner Heads MPA Foreign Managers

George Weltner, president of Paramount International, yesterday was elected chairman of the foreign managers committee of the Motion Pictures Association of America at a meeting here of the Motion Picture Export Association.

The post is a new one, although John McCarthy served as chairman ex-officio when he headed the MPAA’s international committee.

Kreisler Heads New Foreign Film Firm

International Film Associates Corp., which was formed in 1948 but which has been dormant since that time, has been activated and will serve as a clearing house in the United States for selected foreign films. B. Bernard Kreisler has been elected president of the company of which IFA is a part.

Pre-Fab Booth Is Developed By Cinerama

Cuts Installation Cost Of System Drastically

In an apparent major development in its continuing program of reducing the installation costs of its projection and stereophonic sound system, Cinerama now has pre-fabricated theatre projection booths in production at the Oyster Bay, L. I., plant, it was learned yesterday.

The pre-fabricated booths make it possible to install the Cinerama equipment at a cost several thousand dollars less than formerly, it is claimed.

One example of the savings is believed to be in Detroit, where Cinerama equipment is being installed in the Music Hall Theatre, for a March 23 opening there at a reported cost of $45,000. This compares with estimated installation costs at the Cinerama premiere theatre here, the

8 NV Camera Units In Use by March 1

Hollywood, Feb. 4.—Natural Vision Corp., will have eight three-dimensional cameras completed and in use by March 1, it was revealed here today. It has 19 feature film commitments to fulfill in the next six months. Two completed camera units are now in use, one at Warner Brothers studio and the other at Columbia.

Slate Cantor for Brandt’s RKO Post; Norton, Others Out

David Cantor, former assistant to RKO Pictures’ exploitation director, will replace Leon Brandt as exploitation manager, it was learned here yesterday. Merle Hauser, now at RKO’s advertising, publicity and exploitation headquarters on the Coast, is slated to replace Kay Norton for an interim period as Eastern publicity director.

Other resignations, in addition to Brandt’s and Miss Norton’s, disclosed yesterday, were Ruth Cosgrove, radio contact, Betty Folker, fan magazine contact, and Jack Lewis, writer. Cosgrove will be replaced by Walter Wood of the publicity department, it was learned.

The changes in the publicity and exploitation departments came following a semi-secret conference held here.

SIMPPP Plans Budget For Foreign Market

Ways and means of improving the Society of Independent Motion Picture Producers so that it may expend its activities in the foreign market were discussed here yesterday by the SIMPPP’s distribution committee in a session with president Ellis Arnall. Arnall will prepare a proposed budget for the pro-

20th Begins Talks On ‘3-D’ Equipment

Negotiations for the manufacture of equipment for Cinemascope, 20th Century-Fox’s “third - dimensional” system, are underway, Spyros P. Skouras, president, disclosed here yesterday on his arrival from the Coast.

He declined to elaborate at this time, explaining that it was too early for any detailed exposition of equipment plans. Skouras said that no definite date has been set for the press demonstration of Cinemascope in New York, previously reported to be Feb. 20.
Calls U.S. Films in Japan

Hollywood, Feb. 4—Declaring powerful influence at work in behalf of Japan, President of the Isuzu Haikyo Co., Ltd., Tokyo, told Allied Artists president Steve Broidy and other studio executives that a film to be given today had done a tremendous amount of good in our country. More than anything else, the film contributed to our new national life which is based on the concepts of American freedom.

By the film, Shogun, who leaves Friday for New York conferences with Norton V. Ritchey, the Japanese film industry is experiencing great interest, with five producing companies now producing about 250 pictures annually.

Local ‘Brotherhood’ Drive Advanced

Plans for “Brotherhood Week” in the New York exchange area moved ahead at the annual luncheon yesterday at which a series of “Exchange of Ideas” bulletins to all circuit heads in the area, by Edelstein and Lieber, was exhibited. The luncheon is expected to increase the various groups of the five boroughs have signed the “Brotherhood” honor roll and given contributions.

In another facet of the campaign, all new reeels being shipped from New York this weekend to first run houses will carry the “Brotherhood” week appeal trailer made by M-G-M.

Coronation Trip Prize in UA Contest

A trip to London for the Coronation of Queen Elizabeth in June is offered as a first prize to the United Artists branch manager or salesman with the best record of sales, bookings and collections on “Royal Journey” in the next four months.

The trip is sponsored by U. A. and the National Film Board of Canada, which produced the picture of the young queen and her wedding, is on the island of Canada last year. Second prize is a week’s vacation at Banff, and third, a wrist watch.

Form Executives’ Club

Gus S. Eysself, president of Rockefeller Center, Inc. and Russell V. Downey, president of Radio City Music Hall were participants in the organization of the “Harfari Club,” composed of some of New York’s most prominent business and corporate executives. The club grew out of a small informal luncheon group.

U.A. Names Cleve. Mang

David Rosenthal, sales veteran, has been appointed Cleveland branch manager for United Artists, B. G. Kranz, general manager, said yesterday. Rosenthal in the past has been associated with National Screen Service, PRC, Columbia, Eagle Lion and RKO Pictures.

SIMPP Budget

(Continued from page 1)

that American films are the most of establishing democratic principles it is led, to television the industry’s Academy Awards ceremo-

nies on March 19, as reports from the Coast tell of NBC’s $100,000 offer for the rights to radio rights having the inside track.

Theatre Network Television, which will go to the networks, has not received an official reply from the Motion Picture Association of America, but the sentiment of the industry is reported to be unfavorable to the project. A number of member company representatives have asked the box-office pull, the problem of timing for each zone and whether the cere-

mony would make a good offer. Three companies, Universal, Warner Brothers and Universal, have withdrawn financial support of the Awards ceremony.

TNT submitted its proposal to MPAA, explaining that it required approval from the companies before Academy could act on its suggested theatre telecast. TNT stated that Academy clearance was barred because it had not contracted for a program which forbid their appearance on television. However, if the Academy is not satisfied with the Coast reports, presumably the TV show would be lifted by certain companies.

Slate Censor

(Continued from page 1)

by the newly-designated national pub-

licity and exploitation director, Percy Lieber. He is due to return to his Coast headquarters tomorrow. Censor, the newly-appointed exploitation manager, was hired by Terry Turner before he resigned his post as exploitation director to be re- placed by Brandt. Censor was formerly national advertising manager in advertising, publicity and exploitation department. Miss Norton, long associated in the public relations field, joined RKO in the fall.

Settle Bendsnell Suit

Boston, Feb. 4—The $50,000,000 suit by B. S. Bendsnell, owner and operator of the Community Playhouse in Wellesley, Massachusetts against the eight majors and several theatre circuits has been set-

ded out of court, according to George Ryan, attorney for the plaintiff. The amount of damages obtained was not divulged.

Wilders’ Phantom to UA

Hollywood, Feb. 4—United Artists has released ‘Phantom from Space,” science-fiction movie, produced and directed by W. Lee Wilder, Arthur Kuhn, U.A. president, and released under arrangement with UA.

See Theatre Video

Losing Out to

Home TV on ‘Oscar’

Present indications point to theatre TV’s losing out to home TV on television show of the Academy Awards ceremonies on March 19, as reports from the Coast tell of NBC’s $100,000 offer for the rights to radio rights having the inside track.

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Name Committees

For Boy Scout Drive

Major company and group chairmen for the 1953 campaign of the Boy Scout Council of Greater New York have been named by Charles Bonsberg and Leon Bamberger of RKO Radio, who are heading the campaign within the industry with Spyros S. Skouras of Skouras Theatres, chair-

man.

Named to the committee which held its first meeting at COMPO offices here this week were: Allied Arts, J. O. B. A.; Columbia, William A. Kauffman; MGM, Mike Si-

mens; National Screen Service, Bur-

nell; and Universal, Arthur Is-

rael; RKO Radio, Charles Drayton; 20th Century-Fox, Edward L. Sul-

ivan; United Artists, Norman A. Unick; United Artists, Petri; Warners, Stuart McDonald; MPAA and COMPO, Taylor Mills; inde-

pendent distributors, producers and producers’ representatives, David Weshner; importers and exporters, Phil Lewis.

Impellitteri Zukor

Fete Honorary Head

Mayor Vincent R. Impellitteri of New York has accepted the honorary chairmanship of the “Adolph Zukor Golden Service” which will be held March 4, at the Waldorf-Astoria Hotel here, it was announced by Harry Brandt, chairman of the din-

ing. N. Y. N. J. O. B. A. three;

earling, international chairman of the year-long series of tributes being paid Adolph Zukor for his lifetime contributions to the motion picture industry.

‘City Premiere in

Cleveland Today

Cleveland, Feb. 4—“City Be-


neted the Sergeant” will premiere at the Palace Theatre here tomorrow with Suzan Ball, one of the stars of the film, Lt. Harry E. Riesberg, author of the original story, and Frank West-


more, Universal studio make-up ex-


pert, making appearances at the the-


atre. George W. Belser, publicity manager for Universal, who left for this city from New York today, will handle the arrangements.

See Theatre Video

Losing Out to

Home TV on ‘Oscar’

Present indications point to theatre TV’s losing out to home TV on television show of the Academy Awards ceremonies on March 19, as reports from the Coast tell of NBC’s $100,000 offer for the rights to radio rights having the inside track.

Theatre Network Television, which will go to the networks, has not received an official reply from the Motion Picture Association of America, but the sentiment of the industry is reported to be unfavorable to the project. A number of member company representatives have asked the box-office pull, the problem of timing for each zone and whether the cere-


ceremony would make a good offer. Three companies, Universal, Warner Brothers and Universal, have withdrawn financial support of the Awards ceremony.

TNT submitted its proposal to MPAA, explaining that it required approval from the companies before Academy could act on its suggested theatre telecast. TNT stated that Academy clearance was barred because it had not contracted for a program which forbid their appearance on television. However, if the Academy is not satisfied with the Coast reports, presumably the TV show would be lifted by certain companies.

Name Committees

For Boy Scout Drive

Major company and group chairmen for the 1953 campaign of the Boy Scout Council of Greater New York have been named by Charles Bonsberg and Leon Bamberger of RKO Radio, who are heading the campaign within the industry with Spyros S. Skouras of Skouras Theatres, chair-

man.

Named to the committee which held its first meeting at COMPO offices here this week were: Allied Arts, J. O. B. A.; Columbia, William A. Kauffman; MGM, Mike Si-

mens; National Screen Service, Bur-

nell; and Universal, Arthur Is-

rael; RKO Radio, Charles Drayton; 20th Century-Fox, Edward L. Sul-

ivan; United Artists, Norman A. Unick; United Artists, Petri; Warners, Stuart McDonald; MPAA and COMPO, Taylor Mills; inde-

pendent distributors, producers and producers’ representatives, David Weshner; importers and exporters, Phil Lewis.

Impellitteri Zukor

Fete Honorary Head

Mayor Vincent R. Impellitteri of New York has accepted the honorary chairmanship of the “Adolph Zukor Golden Service” which will be held March 4, at the Waldorf-Astoria Hotel here, it was announced by Harry Brandt, chairman of the din-

ning. N. Y. N. J. O. B. A. three;

earling, international chairman of the year-long series of tributes being paid Adolph Zukor for his lifetime contributions to the motion picture industry.
ALFRED HITCHCOCK'S

"I Confess"

Filmed in Canada's colorful Quebec, starring

MONTGOMERY CLIFT - ANNE BAXTER - KARL MALDEN - BRIAN AHERNE

Roger Dann - Dolly Haas - Charles Andre - Screen play by George Tabo and William Archibald - Music composed and conducted by Dimitri Tiomkin

Enroll 25 members for the 25th Anniversary of Brotherhood Week, Feb. 15 to 22

This is the most powerful suspense story ever presented by Warner Bros.
IN VARIETY'S 20 ALL-TIME TOP GROSSERS
PARAMOUNT SCORES TWICE AS MANY HITS
AS ITS NEAREST COMPETITOR:

Paramount . . . . . 6 out of 20
Company B . . . . . 3 out of 20
Company C . . . . . 3 out of 20
Company D . . . . . 3 out of 20
Company E . . . . . 2 out of 20
Company F . . . . . 1 out of 20
Company G . . . . . 1 out of 20
Company H . . . . . 1 out of 20

For names of companies, titles of pictures and estimated grosses, see page 4, Variety, January 21

IF IT'S A PARAMOUNT PICTURE,
IT'S THE BEST GROSS IN TOWN!
**The Money-Makers**

**AND FOR THE FIRST 5 MONTHS OF 1953**

**PARAMOUNT HAS MORE TOP GROSSING PRODUCT THAN ANY COMPANY:**

<table>
<thead>
<tr>
<th>Movie Title</th>
<th>Cast</th>
<th>Color</th>
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</thead>
<tbody>
<tr>
<td>Cecil B. DeMille's <em>The Greatest Show on Earth</em></td>
<td><strong>Technicolor</strong></td>
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<tr>
<td><em>Road to Bali</em></td>
<td><strong>Technicolor, Bing Crosby, Bob Hope, Dorothy Lamour</strong></td>
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<tr>
<td><em>Thunder in the East</em></td>
<td><strong>Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet</strong></td>
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<td><em>Tropic Zone</em></td>
<td><strong>Technicolor, Ronald Reagan, Rhonda Fleming, Estelita</strong></td>
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<td><em>Hal Wallis’ _The Stooge</em>_</td>
<td><strong>Dean Martin and Jerry Lewis</strong></td>
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<td><em>Hal Wallis’ _Come Back, Little Sheba</em>_</td>
<td><strong>Burt Lancaster, Shirley Booth</strong></td>
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<tr>
<td><em>The Stars Are Singing</em></td>
<td><strong>Technicolor, Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior</strong></td>
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<tr>
<td><em>Off Limits</em></td>
<td><strong>Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff</strong></td>
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<tr>
<td><em>The Girls of Pleasure Island</em></td>
<td><strong>Technicolor, Don Taylor, New Glamor-Stars and 1,500 Marines</strong></td>
<td></td>
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<tr>
<td><em>Pony Express</em></td>
<td><strong>Technicolor, Charlton Heston, Rhonda Fleming, Forrest Tucker, Jan Sterling</strong></td>
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<tr>
<td><em>The War of the Worlds</em></td>
<td><strong>Technicolor, Based on the novel by H. G. Wells</strong></td>
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</table>
'3-D' Inspires First Newspaper Editorial

The '3-D' stir in the industry, and among the ticket buyers, was reflected on the editorial page of the New York Herald-Tribune yesterday, perhaps the first editorial on the subject to appear in a metropolitan newspaper since the current interest developed.

"Now that Cinerama and Cinemaphase have made three-dimensional projection possible without the use of glasses," the editorial observed, "it is only a question of installation. Most first-run houses in the old theaters and watching the new era come to birth. What wonders may now be expected of a medium which out-engulfs all its predecessors and makes every man a voyageer to a brave new world!"

TOA-Names Pinanski For '3-D' Meet Today

Sam Pinanski, member of the Theatre Owners of America executive committee, will represent TOA at today's all-industry third-dimensional meeting here, held under the auspices of the National Motion Picture and Television Engineers.

The meeting, aimed at effecting standardization of equipment in the third-dimensional field will be attended by representatives of other exhibitor organizations and the Motion Picture Association of America.

Cinerama

(Broadcast from page 1)

Broadway, which ranged as high as $75,000, and none of which were over $80,000. Cinerama officials, nevertheless, disclaim any immediate ambition to contest the mass theatre market with the delicate and expensive system they stick by their original statement that they envision approximately 250 theatres in principal cities only as outlets for their pictures. Their principal interest in installation costs which may be realized as advances are made are incidental to such a program and not an effort to compete for mass installation with other processes, they assert.

Weltner Heads

(Broadcast from page 1)

national division.

The meeting yesterday was the first in a new plan set up by president Eric Johnston whereby he will meet with foreign managers on the first of every month.

Set 21-Year Lease On Brooklyn House

A 21-year lease at an aggregate rental of $400,000 has been set by Berk & Krumgold, brokers, for the 1,400-seat Ruby Theatre, Brooklyn, to a new corporation headed by Robert Scherzer. The Ruby, formerly operated by Century Circuit, was sold recently to Dave Rosenzweig.

The same brokers recently leased the Little Neck Theatre, Little Neck.

B'way Critics

(Continued from page 1)

Two-thirds of the excess going to the Stereotech-techniques program, "New Yorkers," he observed, "are getting their first view of the film as a three-dimensional phenomenon; the lure of the new is attracting them to the film in thongs. The appearance of so many people interested in the new medium is particularly interesting in itself nor well calculated to show off the gadget.

"There is no perceptible eyestrain in watching Stereotech systems, but there are plenty of other drawbacks. In the case of these shorts it seems to me that the effect of the three-dimensional process is lost if one is in the foreground and the other in the background. . . .3-D will have to use its device more cleverly, . . . I haven't yet seen one that could rival some of the good movies off the local screens.

"Dimly Suggested"

Said Bosley Crowther, N. Y. Times: "Whatever prospects of improvement and development in the projection of movies remain in the new three-dimensional processes that are now being hobbled, one may and erratically suggest in the demonstration put on yesterday at the Cinerama Theatre. For the demonstration imparted by this 45-minute program of assorted shorts, . . . one is of indifferent achievement in the optical illusion line and technicolor, because . . . the pictures presented are not better pictures— and are not as entertaining as the average pictures projected in the conventional and familiar flat way.

"The necessity of wearing Polaroid glasses, . . . is an incidental inconvenience that may prove discouraging to a great many. This reviewer feels that glasses not only oppressive but unpleasantly odorous—due, it appeared, to the plastic composition of which they are made.

"Justify the Noise"

"With all due respect for innovations, this reviewer cannot see that any marked improvements in stereoscopic projection have been made in these latest films. Something more exciting will have to come forth to justify the noise being made about '3-D.'"

Kate Cameron of the News: "Some of the effects of this third-dimensional process are interestingly similar to those who have never seen a third-dimensional film. But 10 or 12 years ago, they were seen in shorts made which produced the same effect as we now see on the Globe screen. . . . Yet, there are still these new devices——

"Color in this picture—technicolor and some are in black and white. The former are more interesting. . . . 10,000 people now are developing films with depth have their products ready for the screen, we are promised some startling sights and sensations.

Irene Thuter, Post: The films are not sensational; they are not as exciting as Cinerama. . . . Now and again, the magic of leaping fish or leaping ballet dancers, makes the audience gasp, if not leap. Mostly, rather a tame program, which were not for the goggles, would be just another assortment of shorts, accepted by very few audiences who may never get what one's taste for things is to come, for instance, Arch Oboler's feature length film, "Death of a Gun"

Alton Cook, World Telegram & the Sun: "The demonstration is impressive, and as various forms of 3-D movies always have been over the past three decades or so. The nature of the medium does not take its stage. . . . Something livelier in the way of entertainment medium would be a bigger help.

Guinzburg to Confer On '3-D' Distribution

Hollywood, Feb. 4.—Two-thirteenth Century-Fox, among its products in Cinerama, will also produce two films—"Inferno," in color, and "Villa Sidon," in black and white, in Natural Vision, the company reports.

Also, Allied Artists will enter the '3-D' area, according to "The Maze," presented by Harry Schrader on an English mystery novel by Maurice Sandoz.

Executive producer Walter Mirisch, announcing the project, said it will be filmed in the Cinerama process in black and white.

20th-Fox to Make 2 Films in NV

Hollywood, Feb. 4.—Twenty-thirteenth Century-Fox, among its productions in Cinerama, will also produce two films—"Inferno," in color, and "Villa Sidon," in black and white, in Natural Vision, the company reports.

Future of '3-D'

(Continued from page 1)

project for fear that it would be antiquated before it was finished.

While some segments believe that the new medium definitely has taken its place in the entertainment world forever, others are highly skeptical. Wanting not to subject to the "ribboning" experienced by a top executive in a medium that pictures as no more than a passing fancy, those interviewed declined to be quoted. But if anything is clear, this issue appears to be evenly divided.

Some companies are rushing into the true three-dimensional pictures for fear that not a single medium catches on. This action is being criticized by the skeptics who are merely buying up new screens at the moment and it is anybody's guess which way the wind will blow, and for how long.

First Week of 'Bwana Devil' In Boston Grosses $5,000

Bwana Devil" ended its first week of a two-week run at the Metropolitan Theatre here tonight with a gross of $4,500. The house was sold out Friday, Saturday, and bad weather during the week was blamed for the drop.

Stereo-Techniques Opens Feb. 11 At Kansas City's Missouri

Kansas City, Feb. 4.—The Stereo-Techniques three-reel show will bow in at the RKO Missouri Theatre here next Wednesday. It will be backed with a regular feature, "Sword of Vengeance.

Carolina Houses Re-Tooling For '3-D' Campaign

Charlottesville, N. C., Feb. 4.—The Center, Manor, new Fox, Carolina and Imperial theatres here have announced plans to install "3-D" equipment, North Carolina Theatres Corp., parent Paramount Theatres, said equipment would be installed in all of the larger communities in the Carolinas.

From the Shores of Maine to—

Portland, Ore., Feb. 4.—Portland will get its first polaroid film-gazing tomorrow when Stereo-Techniques' 45-minute short feature program, "Liberty'sHint," will be projected.

Hannick's Orpheum in Seattle also will open with the program tomorrow.

Fire Destroys Theatre

Brantford, Conn., Feb. 4.—The 800-seat Brantford Theatre here was destroyed by a fire of undetermined origin last week.
SGT. JAY HALL
WOUNDED IN KOREA
WANTS 90 SECONDS OF
YOUR SCREEN TIME –

(Please read his trailer narration below)

"How do you do ... ladies and gentlemen ... my name is Jay Hall ... ex-sergeant of the 7th Marines. I'm an ex-sergeant because of this Purple Heart and a piece of shrapnel that got me over in Seoul.

"Korea is pretty rugged ... you learn a lot of things over there besides soldiering ... you learn about your buddies ... and what they are thinking about the war and ... about home. That's what I want to talk to you about ... home ... and something that is happening here.

"It's called Brotherhood Week ... and it was good news to all of us in Korea to learn that President Eisenhower is the honorary chairman. Here's something he said ... I clipped it out of a newspaper ...

'Without tolerance, without understanding of each other, without a spirit of brotherhood, we should soon cease to exist as a nation. Let every American pledge that no taint of religious or racial animosity shall trouble our national unity.'

"Maybe we didn't say it just that way in Korea ... where we had all kinds of buddies ... all races and religions ... and we were all fighting for the same thing ... unity ... peace and brotherhood.

"Fighting for brotherhood here at home can be just as rugged as fighting for peace in Korea ... It's rough for the mothers to say goodbye ... for sweethearts to be parted ... and sometimes never re-united ... for the families that are broken up.

"There is a way that all of us can help ... join with the President ... believe in what he says ... to take an active part in Brotherhood Week by making a contribution to help in the educational work that's being done ... by making this country a better place to live in and giving all of us a better understanding of our neighbors ... no matter who they are. Please help ... thank you. Sign up in the lobby! The Honor Scroll with your name will be sent to the White House."

"OKAY, SGT. JAY HALL" 15,000 American showmen will run your Brotherhood Week Trailer. They will put the Honor Scroll in their lobby and run the 20-foot trailer that says: "This is Brotherhood Week. Join up. Sign the Honor Scroll in our lobby."

BROTHERHOOD WEEK • FEBRUARY 15 - 22 • SILVER ANNIVERSARY
Solon Hopes for Ticket Tax Repeal

Washington, Feb. 4.—Rep. John J. Dempsey, New Mex-ico Democrat, said he hoped that any tax reduction bill would include a repeal of the 20% admissation tax on mo-tion picture theatres.

"That tax," he declared, "takes one-fifth of the gross receipts of the motion picture houses even if the owner takes a loss. Thus, if the house should make a profit, another 5% can be collected. That is driving many hundreds of the smaller theatres out of business and denying millions of people recreation and en-tertainment. To me that does not make sense."

Film Payrolls Up In Second Quarter

WASHINGTON, Feb. 4.—Total in-dustry payrolls for the second quarter of 1952 jumped over the previous quarter, the Department of Labor reports.

The figure for the second quarter was $167,494,000, compared with $163,101,000 paid out in the first quarter. The second quarter figure was broken down into $79,090,000 paid out by production-distribution; $10,657,000 by service; and $78,357,000 by theatre.

The Department figures cover all industry employees eligible for un-employment compensation. Virtually all industry workers are in that category.

Authors Sue 20th-Fox For Contract Breach

CHARGING breach of contract over novelization rights to "I Was a Male War Bride," Roger and Marie Char-lie have filed a suit for $50,000 against 20th-Fox in New York Federal Court. The plaintiffs wrote the story from which 20th-Fox produced the picture of the same name.

The Charlies charge that the company prepared a version in German in excess of $1,500,000 in the contract, and without credit to the Charlies.

Miss Clooney Aids 'Stars' in Capital

WASHINGTON, Feb. 4.—Twenty-five Washington-Baltimore territory ex-hibitor and circuit heads have been invited to a luncheon today with Rosemary Clooney, star of Para-mount's "The Abominable Snowman.

The luncheon, which will be preceded by a special screening, will be held at the Mayflower Hotel. Miss Clooney arrived here today with Herb Steinberg, Paramount publicity man.

Rob Michaels' Theatre

BUFFALO, Feb. 4.—Safe-riders who robbed the Palace Theatre here, owned by Dewey Michaels, chief backer of Buffalo Variety Tent No. 7, were only partly successful. They obtained several hundred dollars from a safe on the ground floor of the theaatre but dropped and were forced to abandon a 400-pound strong box containing much more.

Reviews

"The Silver Whip"

(20th Century-Fox)

Hollywood, Feb. 4

MEASURING an odd 73 minutes in running time, and shot in black-and-white instead of color, this otherwise big-scale Western may prove something of a programming problem in a majority of situations, but is not particularly on other criteria. Other sequences, and some of the frontier atmosphere, are well managed, but are not nearly as effective as in the more conventional vehicles. The photography of Robert Planck is excellent.

The story is told with precision and some suspense, but the picture lacks the vitality of the earlier version.

"City Beneath the Sea"

(Universal-International)

EXCELLENT underwater shots including an exciting earthquake beneath the South seas. The scenes are well conveyed, and the acting is good. The picture is well produced and directed, and has a good cast.

The story concerns the sinking of a submarine and the resulting disaster at sea. The cast includes Jack Carson, Janet Leigh, and Donald Crisp.

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To Do Disney Story On Sullivan TV Show

The life story of Walt Disney will be the next biographical feature on Ed Sullivan's "Toast of the Town" program, on NBC-TV from 8:00 to 9:00 P.M. (EST).

Disney and many of his cartoon characters, and the performers associated with "Mickey's Party" are expected to partici-pate in the career story, CBS stated. In addition, a special film ti-tled "Mickey's Birthday Party" is be-ing prepared to mark the 25th an-niversary of Mickey Mouse. Sullivan just returned from the Coast, where he sketched out the production with Disney.

Bid Sniper, Myers To Drive-in Meet

MILWAUKEE, Feb. 4.—Willard Myers, president of Allied States As-sociation, and Abram F. Myers, al-lied general counsel, have been invited to attend the National Drive-In Con-vention, slated for February 24-26 at the Schroeder Hotel here.

Among the topics for discussion are drive-in theater laws, and the various types of three-dimensional processes, advertising and promotion. The discussion sessions will be con-ducted by Patricio Sala, Keno Drive-In, Robert Peck, publicity chairman of the convention.

New SWG Award to Be Given in March

HOLLYWOOD, Feb. 4.—A laurel achievement award will be presented by the Screen Writers Guild for the first time at the fifth annual awards dinner to be held in the Hollywood Palladium on March 10.

The achievement award will go to the screenwriter who has contributed the most distinguished and con-sistent fashion to motion pictures over a given number of years. In addition there will be writers' awards for the past year for comedy, drama and musicals.

Registers as Lobbyist

HARRISON, Feb. 4.—Herman M. Levy has registered as a lobbyist with the Connecticut Secretary of State for the present session of the State Leg-islature for the Motion Picture Theatre Owners of Connecticut and the Connecticut Motion Picture Theatre Owners. Levy is general counsel of TOA and executive secretary of the MPTO of Connecticut.
20th Planning Cinemascope
And 3-D Films

To Use Wide Screen for 'Important' Pictures

By AL STEEN

Twentieth Century-Fox will produce its most important pictures in Cinemascope and its "smaller" product in actual three dimensions, president Spyros Skouras said yesterday in clarifying the company's position on the new medium in the film industry. The tri-dimensional system, he said, will be the company's own process and not that of Natural Vision as stated yesterday.

Skouras said that 20th-FOX was "practically abandoning" the product.

(Continued on page 4)

NT Quarter Net in Rise Since Divorce

Hollywood, Feb. 5.—The consolidated net income of National Theatres, Inc., and voting-controlled subsidiaries, after all charges, for the quarter ended last Dec. 31, was $544,097, which amounted to 20 cents per share on 2,769,486 shares of stock outstanding. This was the first quarter following National's separation from United Artists.

Buchman Contempt Trial Postponed

Washington, Feb. 5.—The contempt of Congress trial of Hollywood producer Sidney Buchman has been postponed from Monday.

Court officials said it would probably be at least March before the case is heard. Buchman is charged with contempt for failing to answer a subpoena.

(Continued on page 4)

Brandt Believes Arbitration Now Is a "Dead Duck"

Harry Brandt, head of the Brandt Circuit here and president of the Independent Theatre Owners Association, said yesterday he believed arbitration was a "dead duck" even though the ITOA is willing to launch a system on its own. The fact that the ITOA "fleeced" on initiating an arbitration program was the indication that the film companies have gone cold on the project, Brandt said.

"I'd be willing to sign an exhibition contract that had any kind of an arbitration clause in it," Brandt said, "but I see that the clause is not so essential. After all, the decision as to the merits of a case rests with the arbitrator who would rule on the case.

(Continued on page 4)

Polaroid Glasses Pose UA Problem

The demand for Polaroid glasses, required for the viewing of United Artists' "Bwana Devil," is so great that UA executives here expressed concern over whether the Polaroid Corp. of America will be able to keep up with the orders.

UA officials said they were assured of a supply necessary for the current 35 engagements of the three-dimensional Natural Vision pictures, in addition to 50 to 60 bookings set within the next 45 days. Beyond that period, it was pointed out, UA has not been assured of a supply. UA officials, however, were hopeful that the throw-

(Continued on page 4)

Legion Easy on 'Limelight' Here

Brief picketing by Legionnaires of "Limelight" at the RKO Fordham and Marble Hill theatres was discontinued yesterday. They were the only incidents reported up to last night in connection with the showing of the Charles Chaplin picture in 63 neighborhood houses in the Metropolis area.

RKO Theatres spokesmen said the two picketing incidents while they lasted were orderly and unobtrusive, having little effect on business. At other

(Continued on page 4)

'3-D' UNIFORMITY WORK UNDERWAY

Name Senate Unit Members Today

Washington, Feb. 5.—Senate majority leader Taft (R., O.) promised that the membership of the Senate small business committee would be announced tomorrow.

The committee last year started an investigation of distributor trade practices, and Sen. Tobey (R., N.H.), who is considered the best bet to head the new committee, has said he would push this investigation. However, the committee staff had been marking time for the last month, awaiting appointment of a new committee.

Grainger Election Seen After Feb. 12

The election of James R. Grainger to the presidency and to the board of RKO Pictures, according to trade papers here yesterday, will await the Feb. 12 "token" payment of the Radiation Stolich group to Howard Hughes.

Grainger left here for the Coast last night where he will be on the scene as the developments transpire. According to an informed source, a board meeting is not expected to be called on the Coast until the Stolich committee.

(Continued on page 4)

Goldfarb Resigns RKO Office Post

Robert Goldfarb, director of personnel, office management and purchasing at RKO Pictures, today announced his resignation.

Meanwhile, other resignations in the reorganization of the advertising, publicity and exploitation departments were disclosed. In addition to those listed in yesterday's Motion Picture Daily, they are: Orliville Deffenbaugh, Herbert Haines and Ernest Leffers, artists; Miriam Brandon,

(Continued on page 4)

Film Stocks Still Board's Most Active

While for the most part registering no appreciable gains on the day, motion picture stocks again provided the top interest and activity on the New York Stock Exchange yesterday, for the fifth consecutive trading day.

Shares of film and theatre companies changed only fractionally in price but the heavy volume of sales showed there has been no diminution yet in investors' interest in the amusement shares, engendered largely by the

(Continued on page 4)

TESMA Lauds '3-D' Standardization Bid

Omaha, Feb. 5.—A wire heartily endorsing the three-dimensional standardization efforts of the Society of Motion Picture and Television Engineers was sent out today by J. Robert Hoff, president of the Theatre Equipment and Supply Manufacturers

(Continued on page 4)
Personal Mention

L. OUIS B. MAVER, chairman of the board of Cinemac Productions, will arrive in New York tomorrow from Hollywood.

PETER PEEBES, Jr., office manager of the Perakos Theatre Circuit, New Britain, Conn., and son of the head of the circuit, and his bride have returned here from a honeymoon in Greece.

ANDREW MARON, M-G-M director, who arrived here from the Coast yesterday, will leave for French Morocco today.

JAMES PERKINS, managing director for Paramount International in England, will return to London from here by plane on Sunday.

DICK SMITH, M-G-M cashier in Atlanta, has been transferred to the booking department. Ben Young replaces him.

ARNOLED PICKER, United Artists foreign manager, has left here for a six-week tour of Europe.

LOUIS ASTOR, Columbia sales executive, is in Philadelphia today from New York.

H. M. RICHIE, director of exhibitor relations for M-G-M, is due back here this weekend from a Florida vacation.

JOHN P. BYRN, Eastern M-G-M sales manager, returned here yesterday from Philadelphia.

DAN S. TEREML, M-G-M publicity-exploitation manager, will return here Thursday from 10 days on the Coast.

DOUG AMOS, Hartford division manager of Lockwood and Gordon Theatres, is on a Florida vacation.

CARROLL CLARK has left the Columbia office in Atlanta to join Willy Theatres in the same city.

M. J. DALY of the Blue Hills Drive-in Theatre Corp., Bloomfield, Conn., is vacationing in Florida.

IVING ALLEN, producer, has left Hollywood for London.

ESTELLA and GRANT WITHERS were married this week in Reno, Nev.

Would Show Seating Plan

ALBANY, N. Y., Feb. 5.—A bill requiring theatres and other places of entertainment and exhibition to "consecutively seat and at all times play a diagram of the exact location by number and letter of each reserved seat" has been introduced by Senator Anthony Hubbard and Assemblyman Daniel M. Kelly, New York City Democrats. Posters would be "adhesive to the box office or other place where such reserved seats are sold."

Construction Controls May Be Ended Before June 30

WASHINGTON, Feb. 5.—The government's theatre construction controls will end June 30 at the very latest, according to informed government officials. Moreover, there's a good chance the curbs will be further liberalized or even terminated before then.

The government's present authority for the construction control order expires June 30. President Eisenhower has said he wants the basic allocation authority, from which the construction controls were extended beyond June 30, but has indicated that he will use this only for certain defense-order priorities or for allocations of a few very scarce materials.

Few officials believe that the exact authority will be allowed to expire. They predict that if the curbs aren't ended before, they will end June 30, with the possible exception of some continued controls on very heavy steel shapes. However, they say, there will be no further controls on other types of steel, copper or aluminum, as at present.

The Government's ban on theatre building was relaxed Jan. 31, and基本 theatre projects are being carried on under the new self-authorization procedures. Only the various demands for permits must be satisfied, under these self-authorization limits, government officials claim.

Para. Board Votes 50-Cent Quarterly

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents per share to the common stockholders, March 27 to holders of record March 16.

The payment maintains the company's dividend rate of $2 per year.

Adams, MGM Branch Manager, Resigns

WASHINGTON, Feb. 5—Jerome A. Adams, M-G-M branch manager here, has resigned, effective April 1, to accept a position in the San Francisco Bay area where he was associated with M-G-M before being transferred here in 1947.

Program on Rowleys Set

DALLAS, Feb. 5.—The executive committee of Texas Council of Motion Picture Organizations has arranged for Paul Short to produce and direct a series of public service feature radio programs originating from station WFAA in this city—the first will be heard Sunday—on the careers of Ed and John Rowley, father and son, who operate the largest circuit in the Southwest.

Studio Craft Wages Up

Hollywood, Feb. 5.—Craft union wages in studios averaged $197 weekly in December, which compares with $111.90 in November, and to $102.40 in December a year ago, the California Division of Industrial Relations reported today.

Premiere of 'Spur' Makes Denver Stir

DENVER, Feb. 5.—More than 5,000 Coloradoans turned out today to see the M-G-M troupe arriving from Hollywood for the local premiere of "The Naked Spur" at the Paramount. Tomorrow night an encore engagement was held by James Stewart, star of the picture; Robert Ryan, who appears in support of Stewart; producer William H. Wright and director Anthony Mann; Howard Strickling, Para-Efficial Holly- wood; and J. C. Flippen, who will act as m.c. for the event.

The M-G-M Technicolor picture which opened here today will have 60 day and date opening tomorrow, in this territory, with the local theatre managed by John Woll- son, the center for three personal appearances by the troupe. In addition to the personal appearances the Hollywood personalities will do eight radio shows and two TV shows.

Upon arrival of the Hollywood con- tingen, Gov. Dan Thornton declared Friday "Hollywood in the Rockies and also introduced the members in the Seaweed Special. They will be given the film personalities of the Hollywood troupe will return to Culver City on Saturday.

Clooney's Showmen's Tour Ends in Tenn.

The week-long "meet the exhibitors" Eastern seaboard tour Paramount star Rosemary Clooney has been making, will wind up this weekend in Nash- ville, with a reception in her honor to be given by Gov. Frank G. Clement of Tennessee. The reception will coincide with the opening at the Paramount Theatre, Nashville, of Miss Clooney's first picture, "The Stars Are Singing."

G.P.E. Dividend

General Precision Equipment Corp. has declared a dividend of 25 cents per share on the common stock, payable March 15, to stockholders of record Feb. 25.

I100 Convention Set

COLUMBUS, Ohio, Feb. 5.—The annual convention of Independent Thea- tre Owners of Ohio will be held April 7 and 8 at the Destler-Wallack Hotel here.

SDG Names Ettinger

Hollywood, Feb. 5.—The Ettinger Co. has been retained as public relations counsel for the Screen Directors Guild, George Sidney, Guild president, has announced.

Filming Tax Short in Texas

DALLAS, Feb. 5—Herman Hoffman, M-G-M executive assistant to Dore Schary, is here to confer with R. J. O'Donnell, H. A. Cole, Pat McGee, Bob Coyne, Paul Shert, and Kyle Korex at the Texas Council of Motion Picture Organizations office, to obtain additional information and film footage on local theatres for the production which will be shown to the House Ways and Means committee and other congressmen in Washington, "The case for the repeal of the 20 per cent Federal tax limitation."

Hiring his entire crew of cameramen, sound and lighting equipment, and will make pictures in Ranger and Blooming Grove, Texas, as well as in Oklahoma and Arkansas. He will remain in Texas for 10 days, and when he returns to the Coast, the picture will be completed in 10 more days.

Steve Hennigan Dies In Africa at 53

Well known publicist Steve Hanna- gian died yesterday in Nairobi, Kenya, where he reported. He has had several motion picture action pictures in the past, was 53 years of age. His body will be flown here tomorrow.

New Hayworth Vehicle

The "Galeans," a novel dealing with the life of Mary Magdalene, has been purchased by Columbia as a starring vehicle for Rita Hayworth and will be made in color by Technicolor, the company reports.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Lana TURNER • Kirk DOUGLAS
Walter PIDGEON • Dick POWELL

"THE BAD AND THE BEAUTIFUL"
An M-G-M Picture
Deluxe Technicolor Presentation

MARTIN & LEWIS
HAL WILLS
THERE'S A NEW STOOGE

BECAUSE WE KNOW IT'S SO!

WE KEEP ON SAYING IT BECAUSE YOU KEEP ON SAYING IT.

FULL LIKE THAT OIL DOLLAR FOR DOLLAR AND THE FATTIEST SPECIAL SERVICE TRUCK IN THE WORLD.

FILMACK TRAILERS

AMERICAN TRUCK RENTAL

4611 Flatlands Avenue

"IF YOU WERE TO SAY THAT I fhose my wifes and took them to the movies in the afternoon..."
Hollywood Observations

OPTIMISM, PLUS. No other stop on a brief tour of the studio capital produced more cheer and encouragement than a call at Allied Artists. Broidy, Mirisch, et al., have moulded an organization—in sales as well as production—that, importantly aided by some fine product, is setting records never before achieved by the company.

One of the chief troubles in this industry of ours is the insistence by certain production individuals and groups that every studio turn out motion picture Fords and Cadillacs, even though the automobile industry has clearly established that one plant cannot do both jobs efficiently and economically.

Allied Artists does not attempt to make Cadillacs, though the A-A lot every now and then has come up with a Pontiac that has performed at the box-office like a Caddy. But at that studio they have specialized in making quality product within their own class. And we are here to tell you that there is no other plant in all California better equipped by manpower and experience to do a top job in the classification niche they fill in this business.

If some of the good cheer and optimism so prevalent around A-A were to filter through to the rest of the industry, it would soon bring a restored faith and confidence in our great business.

Exhibitors and circuit heads who have been cooperative must also be chuckling with glee at how things have gone with A-A. Their investment and faith is paying pretty nice dividends. Are you one of them?

CHICK LEWIS

If you are, you've collected dividends on “FLAT TOP” and “BATTLE ZONE”...and you're all set for 3 more ALLIED ARTISTS Boxoffice Champions!

THE KEY TO NEW BOX OFFICE POWER...
20th Planning ‘3-D’ Uniformity Work

(Continued from page 1)

\(\text{motion of the conventional two-dimensional picture to standardize films currently in work. He predicted that between 2000 and 3000 theatres would be equipped by the time "The Robe" is released in October, adding that no exhibitor could afford to refuse installation of the necessary equipment, as the companies start to release their dimensional product.}

The Cinemascope process, which requires eight projectors, will be made available to all companies but whether it will be offered on a royalty basis or some other method of payment is yet to be determined, Skouras said. He stated that a verbal commitment had been made to Loew’s, strictures to a production venture, stressing that Loew’s would not be a participant in the marketing of the medium.

Skouras said that the cost of installation of the panoramic screen and its equipment had not been determined, but he indicated that the most expensive unit of the setup of the stereophonic sound system. As there will be four sound tracks on a single strip of film, there must be a corresponding number of speakers, one on each side of the screen, one in the center and a possible center speaker which may reproduce the sound from all four sound tracks.

Utilize Only Center Part

When the Cinemascope screen is installed, it will be possible to play a conventional film by utilizing only the center part of the screen. If a conventional picture could be exhibited on the conventional screen but on panoramic shots the screen would be cut off on each side. Skouras said a new lens that would permit the showing of pictures for either medium was in the stage of experiments and, if successful, all, however, that a theatre equipped for Cine-rama could not show pictures made for Cinemascope.

Equipment for Cinemascope will be delivered to theatres in a "package," Skouras said, which will include the specially designed stereophonic sound, the camera lenses, the theatres, the sound and screen, the latter measuring approximately two-and-one-half times the width of a normal screen. The lenses, being now made in France, will be manufactured in other parts of the world before a 20th-Fox expects to "turn out" the contracts. Skouras left here yesterday afternoon for Paris to speed up the manufacturing of the lenses and confer there with Earl I. Sponeble, 20th-Fox research director, and with company executives on the expansion of the company’s activities in the 3-D field.

A demonstration of the Cinemascope equipment is expected to be ready by mid-April although efforts will be made to show the system sometime in March.

The first 20th-Fox picture to be made in true three dimension will go before the cameras on Feb. 16. This will be "Infren," and will be made in color. Another, to be made in black-and-white, is titled "Vict." \n
Ga. T.O. Convention

ATLANTA, Feb. 5—Georgia Theatre Owners and Operators have set May 31-June 2 as the date for their annual convention, to be held at the Atlanta Biltmore Hotel here.

3. A change in the height and width ratio of the picture in order to reduce the screen area on the screen using present-day projection equipment.

4. That SMPTE act as a liaison with the Motion Picture Research Council on the Coast.

5. That SMPTE prepare and distribute reports on the technical principles of all third-dimensional and wide-screen systems presently advocated.

Herbert Barnett, SMPTE president, in a statement following the meeting made it clear "that each manufacturer must and shall remain completely free to accept or reject any standard or to determine whether, if standards are adopted, he desires to meet them in his own products.

Furthermore, he added that it will be necessary to scrupulously avoid any attempts at comparative evaluation of systems, as preference of one system or the individual features of one system over the others is emphasized that engineering standardization must originate on the Coast and in this connection the pion-}

or of third-dimensional and wide-screen systems, must dominate. The SMPTE, it was explained, is intended to be the forum of eight major companies belonging to the Motion Picture Association of America.

The SMPTE, functioning in its role, will have its report on the various third-dimensional systems and wide-screen processes real in about another month, it was estimated.

Index to the activity of the companies involved in the standardization project was reported by Skouras, who said that SMPTE headquarters: Wilbur Snaper, executive director; Sammy Sanders, vice-president of the Independent Theatre Owners Association; Manny Frisch, president; D. John Phillips, executive director, of the Metropolitan Motion Picture Theatre Owners of America.

Also, John McCullough, technical director of MPAA; Vincent Gilcher, chief engineer of the Radio City Tamers, R. Horstman, RKO Theatres Inc.; and Frank E. Cahill, director of sound and projection for Warner Brothers Theatres.

RKO Radio to Demonstrate Norling Camera Here

RKO Radio will offer a demonstration of the Norling stereoscopic camera in the house office projection room here, April 4 for a small fee for press representa-

tives and others. The camera is of the type used in the production of the Pete Smith Audioscopes for M-G-M in 1940.

Polaroid Glasses

(Continued from page 1)

away glasses would be forthcoming. In the meantime, it was stated, UA will not book the film after the 45-day period until the supply picture clear.

NT Quarter Net

(Continued from page 1)

20th Century-Fox Film Corp. as a result of the consent decree.

Corresponding figures for the same period the year before were 437,934, an increase of 14 cents per share, on a pro forma basis.

Buchman Trial

(Continued from page 1)

poen of the House Un-American Activities Committee. Reason for the postponement is that Rep. Jackson (R., Calif.), a member of the committee, is now temporarily out of the trial and was prevented by a speaking engagement from being available.

Goldfarb Resigns

(Continued from page 1)

press-boo editor, and Charles Cohen, copywriter, Cohen, it has rejoined the advertising department of 20th Century-Fox.

Grainer

(Continued from page 1)

group makes it clear whether they wish to forfeit their rolling stock interest to Howard Hughes, or continue to hold on to it and be liable to a $6,250,000. The Hughes under the purchase agreement. The $150,000 "token" payment, called for to show the intention of the Stollkin group, is due one week from today, according to reports.

If the payment is not forthcoming, a position out here, one vacancy will be created on the board due to the expected resignation then of Edward Burke, the sole remaining member of the Stollkin group on the RKO Pictures board. If the payment is made, either another board member expected to resign, or the board will be increased from five directors to six, to accommodate Grainer.

Film Stocks

(Continued from page 1)

wide public and trade interest in three-dimensional films and wide screen projection.

Activity in the case of United Pictures, however, was attributed to the market’s anticipation of imminent approval of the Federal Communications Commission of the merger with American Broadcasting Co. The latter’s shares also met some interest when the possibility of the Street in approval of the merger by FCC was demonstrated by the Big Board’s changing the name of UPT to American Broadcasting-Paramount Theatres.

Brandt Believes

(Continued from page 1)

question of whether there has been an injustice.

Brandt said he couldn’t understand why exhibitors and distributors ap-

parently preferred to spend their time in court than any differences by arbitration. At least, he said, partial relief could be obtained under that method.

The projected invitation by Alfred Starr, president of Theatre Owners of America, to Allied leaders for a me-

ting of all theatre associations has not yet been sent.

TESMA Lauds

(Continued from page 1)

Association. Said Hoff, in part, "Protest pro-

duced divergent processes create huge engineering expenses for all man-

ufacturers of sound and projection equipment, plus rental fees and allied lines, and we would welcome a single standard that would enable us to pro-

duce designs at the lowest possible cost to the exhibitor."

He pleaded TESMA’s cooperation in standardization efforts in his written message to Herbert Barnett, SMPTE president.

Legion Easy

(Continued from page 1)

theatres, it was reported, numerous telephone calls, presumably from the membership, were aired regarding why the Chaplin picture was being played. Spokesmen for United Artists, the distributors who picture is doing normal business here, "neither sensational nor poor."
**To Screen 'Sheba' at MPA’s D.C. Theatre**

WASHINGTON, Feb. 5—Members of the Cabinet, Congress, the Washington diplomatic and press corps will attend Thursday evening the screening of Hal Wallis’ “Come Back, Little Sheba” at the MPAA Theatre, here, with Sally Booth, star of the film, as hostess.

Among those expected are: Navy Secretary Robert Anderson and Mrs. Anderson; Jan. 22 in London was the secretary to President Eisenhower; Ambassador Gagianthouri Lathulithi Matha in Kenya; the former Foreign Minister of Tarchiani of Italy; ex-Ambassador Joseph Davies and Mrs. Davies; Senator John McClellan, publisher of the Washington Post; White House correspondents Merrimian Smith of the United Press and Ted Lewis of the Daily News, and others.

**Mexican Showed More Foreign Films in '52**

MEXICO CITY, Feb. 5—More foreign but fewer Mexican pictures were exhibited here during 1952 than in 1951. In 1951, 238 foreign films were shown, of which 222 were American, 18 English, six Italian and one Swedish— but only 6 Mexican. The Mexican theatre owners, however, think those home pictures had a much higher box office and artistic quality than had those of some other countries.

Exhibited here in 1951 were 263 foreign films (210 U.S.) and 111 Mexican; 1950, 139 foreign (188 U.S.) and 102 Mexican, 1949, 259 foreign, (188 U.S.) and 103 Mexican.

**Stiff Control Over Theatre Admissions**

MEXICO CITY, Feb. 5.—Request by local film distributors that exhibitors be allowed to charge 12 cents more for exceptional pictures was rejected by the National Amusements Supervision Department which reiterated that it considers 40 cents ample for all pictures. Exhibitors here charge 20 cents for admission to many feature films. The new admission charge will go into effect on April 1st.

**New Columbus Musical**

"His Master’s Voice," a cavalcade of the record business "from Caruso to Perry Como," has been placed on Columbus schedules where it will be made with RCA Victor, which will place all of its facilities at the studio’s disposal.

**Canadian Film Awards**

OTTAWA, Feb. 5.—The annual Canadian film awards, covering six classes of films, is being presented in Can-

**Reviews**

**“I’ll Get You”**

(Lipsett)

Hollywood, Feb. 5

**“Curtain Up”**

(Noel Meade—J. Arthur Rank Organization)

WITH those two fine actors, Robert Morley and Margaret Rutherford, giving top performances, this J. Arthur Rank Organization production is a thing of incident, comedy, very good acting and a beautiful setting.

Adapted from Philip King’s London play, “On Monday Next,” the film details the birth pangs of a new play as a repertory company rehearses to move to the West End. It is a piece of fine entertainment, but it may be a bit too long for some tastes, even though it is extremely well done. Morley’s performance is the best of the four, and Rutherford’s is equally as excellent. The script was written by Edward Storey, and the setting by Sydney Goldsmith.

运行 time, 92 minutes. General audience classification. Release date, Jan. 16.

**Smith to Conduct Para. Branch Meets**

LOS ANGELES, Feb. 5.—George A. Smith, Paramount Western division manager, held a meeting for branch managers at which he will discuss new product and the plans formulated at the recent trade conference at Las Vegas. Smith told the managers meeting in New York from which he returned last weekend, that there will be four nominations in the Western region: Portland, San Francisco, Des Moines, Omaha, Salt Lake City and Denver. Back here from the New York sessions are R. Taylor, branch manager, and Lester Coleman, assistant to Smith.

**Holtz Buys Colonial**

SAN FRANCISCO, Feb. 5.—California exhibitor Charles Holtz has purchased the 850-seat Colonial at Sacramento from United California for an estimated $250,000. J. Leslie Jacobs, theatre broker, handled the transaction. Holtz owns five houses, and the Colonial house will undergo a complete renovation.

**Crosby Film Set**

Hollywood, Feb. 5.

“White Christmas” will start at Paramount in November. Director Mitchell Leisen is in charge of the picture, and has fine cast, headed by Bing Crosby, the top role, according to a studio announcement. A postponement of the shooting schedule was at the request of Crosby, it was stated.

**New Night Policy**

HARTFORD, Feb. 5.—A new policy of scheduling two complete performances nightly, beginning at 5 P.M., has gone into effect at the Hi-Way and Beverly theatres, first-run houses operated in Bridgeport, operated by Perkasie Theatre Associates, New Britain, Conn.

**Aid to Theatre TV Pledged by Equity**

Assistance and encouragement of theatre television was pledged by Ralph Bellamy, president of Actors Equity, in an appeal to the union’s membership for 1953.

Bellamy, informing members that Equity is establishing a theatre television committee, said that closed-circuit TV can “lead to the development of a legitimate theatre never before experienced.”

The report, reprinted in the current issue of the union’s publication, Equity News, was issued by the Equity Drama Service, a new pay scale for theatre TV performances, which industry spokesman quoted, will be "a civic. "Brotherhood" luncheon in the Hotel Ten Eyck on Monday, exhibitor co-chairman Charles A. Snakowitz announced.

The luncheon is arranged by the motion picture district committee for "Brotherhood Week," will speak at a civic “Brotherhood” over station WPTW this afternoon.

**FCC Issues Eight More TV Licenses**

WASHINGTON, Feb. 5.—The Federal Communications Commission has authorized eight more commercial and three more educational television stations, bringing the post-freeze total to 220 grants, including 14 educational.

The new commercial authorizations went to WJTV, Mobile, Ala.; WSN, Norfolk, Va.; WDS, Fort Worth, Tex.; WOR, New York; WØD, Roswell, N. Mex.; WLLE, Greenville, S. C.; WOR, Rome, Ga.; WPBR, Bridgeport, Conn.; and WVCD, Charlottesville, Va. All three educational grants went to the school Board of Education at stations at Bridgport, Hartford and Norwich.

**Balance Board’s Budget**

OTTAWA, Feb. 5.—The National Film Board has balanced its 1952 budget, it has reported to the Canadian Parliament, income and expenditures both totalling $3,476,080. The receipts, however, included $2,662,133 in grants that were voted by Parliament. Actual revenue consisted of $731,000 from film sales and $117,000 from rentals and royalties, and other items.

**To ‘Confess’ Premiere**

OTTAWA, Feb. 5.—Alfred Hitchcock and Anne Baxter will arrive here from Hollywood Sunday to attend the downtown premiere of Warner Bros. “Confess,” at the Capitol Theatre, Feb. 12, and will be at the Montreal opening at the Palace there the following day.

**First Wyo. TV Station**

WASHINGTON, Feb. 5.—Wyoming has received its first television station license. It has been granted by the Federal Communications Commission to the Frontier Broadcasting Co. at Cheyenne.
# Motion Picture Daily's Booking Chart

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- **Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following:**
  - (D) Drama
  - (M) Musical
  - (C) Comedy
  - (O) Outdoor Action
  - Production Numbers Are Parentheses. (Rev.) Motion Picture Daily Review Date.
Tradewise...
By SHERWIN KANE

THE two foremost concerns of responsible exhibitors pertaining to three-dimensional film processes today appear to be the immediate need for standardization or interchangeability of equipment for the theatre, and the type and quality of product which will be offered at the outset, while the public's appetite for the novelty continues unappeased.

Presumably a good start, at least a serious one, in the direction of obtaining production standards which will permit exhibition to eliminate or, at least, limit the financial risk involved in the purchase of new equipment, was made here last week under the auspices of the Society of Motion Picture and Television Engineers. This necessary work will be fostered further in conjunction with the Motion Picture Research Council in Hollywood, with, it is to be hoped, the full cooperation of the studios with which the Council's members are associated.

Sensible standards must be agreed upon, and the sooner the better. Production's stake in the issue is every bit as big—and as

FCC Theatre TV Challenge up Today

WASHINGTON, Feb. 8.—Attorneys for the Motion Picture Association and National Exhibitors Theatre Television Committee tomorrow will try to answer a Federal Communications Commission challenge to the industry's plea for theatre television frequencies.

The Commission late in January said the industry's case contained "apparent inconsistencies" and that industry lawyers should clear them up. Tomorrow's the time MPAA attorney

Gunzburgs to Reveal '3-D' Plans Today

Future activities of Natural Vision Corp. and information on Polaroid glasses and the general status of three-dimensional pictures will be revealed to the trade tomorrow by M. L. Gunzburg, president of Natural Vision, and his wife, who is executive vice-president of the company.

Gunzburg will meet with the trade press this morning. He was preceded here from the Coast by Bill Blowitz, publicity director for Natural Vision.

Studio Operations, W.B. Confidence at Peak, Jack L. Says

Hollywood, Feb. 8.—With 15 production units engaged in filming nine major pictures, Warners is in the midst of one of the heaviest production schedules in company history, Jack L. Warner announced today. More than 1,000 stars, featured players, singers, dancers and technicians are directly employed by the 15 currently active units, giving the studio a peak program it has not approached since the boom days of World War II, and which is utilizing all of its 21

$1,704 Cost Seen For Cheapest '3-D'

COLUMBUS, O., Feb. 8.—An estimated $1,704 was seen as the conversion cost for the simplest three-dimensional equipment in a bulletin issued by the independent theatre Owners of Ohio.

Ohio ITO members told that in addition to the $1,704 cost, there might be some small additional charges such as housing for oversized reel and test film. The bulletin, signed by Robert A. Wix, executive

RKO Acquires Rights To Norling Camera

The acquisition of rights to use the new three-dimensional Norling camera was disclosed here on Friday by RKO Pictures, which plans to enter the three-dimensional field shortly.

The camera, which eliminates the need for two conventional cameras, was demonstrated with a series of three-dimensional slides by the inventor, John A. Norling, president of Lonck and Norling Studios, on Friday at the RKO-Radio home office projection room.

A spokesman for Loncks and Norling said that while RKO Radio has exclusive rights for an indefinite period currently, the camera is expected to be marketed in the future to other studios. The Norling system, like Natural Vision and Tri-Opticon, re

Myers Calls For 3-D Film Standardizing

War of Giants Could End In Disaster, He Says

WASHINGTON, Feb. 8.—Allied States general counsel Abram F. Myers today urged producers to standardize on one three-dimensional film process rather than engage in a "battle of the giants" between competing systems.

Such a battle, he declared, can only bring ruin to the exhibitors and thus to the entire industry, including the producer who wins the battle. He also warned the film companies to keep an adequate supply of two-dimensional films coming while theatres are going through the process of making

See Delay on Fate Of 16mm. Trust Case

WASHINGTON, Feb. 8.—Attorney General Brownell will make no final decision on whether to continue or drop the 16mm. anti-trust case until a new Assistant Attorney General is appointed to head the anti-trust division and has had a chance to review the case.

While President Eisenhower has named men to fill most of the other Assistant Attorney General positions, he has not named anyone to the anti-trust division post.

The industry has had high hopes

Decision Delayed On Trade Practice Probe

WASHINGTON, Feb. 8.—Senator Thye (R., Minn.), newly elected chairman of the Senate Small Business Committee, said it might be another few weeks before the committee makes a final decision on whether to continue its investigation of distributor trade practices.

Members of the committee were named by Vice-President Nixon on

1952 Federal Admission Tax Collections Were $312,396,860, Almost 10% Below '51

Washington, Feb. 8.—General admission tax collections in 1952, reflecting box-office business from December, 1951, through November, 1952, were almost 10 per cent below those for the 12 months of 1951, the Bureau of Internal Revenue reported.

Collections for the 12 months of 1952 amounted to $312,396,860, compared with $341,635,241 in the 12 months of 1951. Collections have been falling steadily since the 1946 and 1947 peak years. In 1947, collections amounted to $389,867,479.

The general admissions tax figures include taxes on tickets to legitimate theatre, concerts, sports events and other spectator events, as well as motion picture theatres.

Collections in December, 1952, reflecting November business, were $26,966,928, compared to $26,827,781 in December, 1951, the Bureau reported. This was the first December month to top a 1951 month since September. Total admission tax collections in December, including roof garden and cabaret taxes as well as various overcharges, amounted to $31,551,710, compared to $29,663,467 in December a year earlier.

Cinerama, Technicolor's In $10,000,000 Pact

Hollywood, Feb. 8.—Cinerama Productions has signed a $10,000,000 contract with Technicolor Corp., C. V. Whitney, a member of the board of the former company and executive assistant to the president, announced here at the weekend. Whitney recently became an important investor in Cinerama.

The pact was finalized following discussions between Technicolor and president Dr. Herbert T. Kalmus and involves an initial commitment for 11 Cinerama features.


**Personal Mention**

**ELLISS ARNALL,** SIMPP president, left here for Atlanta over the weekend.

**Mervin Houser,** assistant to Perry Lieter at RKO Radio, has arrived here from Hollywood to assume temporarily the duties of publicity director of the New York office.

**Perry Lieter,** RKO Radio national director for publicity and exploitation, left here for the Coast over the weekend.

**Dino De Laurentis,** Italian producer of the Ponti de Laurentis studios, has arrived here yesterday from that city.

**Edward E. Sullivan,** 20th Century-Fox publicity manager, flew to Hollywood from New York over the weekend.

**Wade H. Nichols,** editor of Redbook magazine, will arrive in Hollywood from here today.

**George Jessel,** 20th Century-Fox producer, will arrive here tomorrow from the Coast by plane.

**3-D’ Cost**

*(Continued from page 1)*

secretary, hailed the advent of third-dimensional films as “the panacea which will bring our industry out of the doldrums.”

The opportunity of an intermission in the showing of “Swan Devil” and the Tri-Opticon short subjects was welcomed as a bonanza to the concession business. Members were warned not to sign a National Screen contract unless it has a clause specifying that there will be no weekly charge if three-dimensional trailers are used or unless a per trailer contract or the exact charge for three-dimensional trailers is specified.

**Norling Camera**

*(Continued from page 1)*

quires the use of spectacles. Theatres equipped for other third-dimensional systems will find the Norling system interchangeable, a spokesman claimed. Two conventional interlocked projectors can be used in theatres, it was added.

**Tampa Jury Indicts 2 on Tax Charges**

**Tampa,** Feb. 8—A Federal grand jury here recently indicted Mose L. Wal- ler, Jr., and F. Hugh Thomas, Jr., president and secretary-treasurer, respectively of Waller and Thomas Amusement Co., Tampa, on 10 counts of failing to remit all admission taxes collected in a 10-month period from April, 1951, to January, 1952. The two men are facing Federal charges of willful failure to file tax returns, the result of an investigation following the discovery that the company owed more than $1,200 in Federal taxes.

The indictment accuses the company of failing to remit all admission taxes collected over a 10-month period from April, 1951, to January, 1952. The company is accused of failing to remit all admission taxes collected over a 10-month period from April, 1951, to January, 1952.

**Myers Asks 3-D Standards**

*(Continued from page 1)*

themselves ready for 3-D exhibition.

“Unless a standardized 3-D product can be devised, and unless exhibitors can be supplied with acceptable flat pictures during the transition from 2-D to 3-D,” he said, “the entire industry will consider an agreement that the responsibility will rest on those now striving for mastery.

When made, this is a special bulletin to Allied members, entitled “Ewan Bubble.” The bulletin started by recalling that the major companies tried to use these sound pictures in the late 1920’s as “an opportunity to free out the public to go to the Department of Justice to head off an attempt by the distribution companies to monopolize the 3-D market. 

“Sensing that history may repeat,” Myers continued, Allied’s board at the New Orleans convention appointed a committee to the Department of Justice and Congress with any complaints about the way the producers are handling the 3-D problem.

Myers said it was difficult to tell yet whether there is a genuine stampede to 3-D or “whether some of the bulls are merely piling around the ground which can attract the public. However, he said, with most of the film companies carrying large inventories of flat pictures, and with the great majority of exhibitors lacking equipment to play any other kind, “one may question the terminal practice of the public which is throwing all its eggs on the ‘3-D’ market.”

The novelty appeal of 3-D is tremendous, Myers admitted, and added that it would be hard for “revenue-hungry exhibitors to resist the lure of a swollen grosses.” However, he said, “it may be wise to hide a wee and see what sort of rabbit Para-has for us.”

**New Orleans’ Loew’s State and Saenger Equipped with ‘3-D’**

**New Orleans**, Feb. 8—The Loew’s State and Saenger theatres here have installed three-dimensional equipment. National Theatre Supply Co., the State’s equipment and part of the Saenger’s, the rest of the latter’s being supplied by the Southeastern Theatre Equipment Co. **Services for Porter; Was on Fox Board**

Funeral services for Seton Porter, 70, who had been a member of the board of directors of 20th Century-Fox since 1933, will be held here today at St. Bartholomew’s Church, he died Friday after a long illness.

Porter, a noted industrialist and engineer, was also board chairman of the National Distillers Products Corp. for the time of his death. He served thirteen corporations in the alcohol industry, among them being known as a “trouble-shooter.” He is survived by the widow, Frederica Berwin.

Mrs. Ritter, 80

Funeral services were held Friday for Mrs. Walter Ritter, 80, mother of Marie, secretary to T. Robert Runihan of Loew’s, at Stenger Chapel, on Beverly Circle.

Johnston to Coast On ‘3-D’ Survey

Third dimensional developments will be reviewed by Eric Johnston, president of the Motion Picture Association of America, who is due to leave Washington for the Coast this week.

The date of Johnston’s departure has been fixed, but he is expected to remain on the Coast for a week.

While in Hollywood, he will confer with officials of the Motion Picture Research Council, currently working on the standardization of third-dimensional and wide screen processes.

**Tradewise...**

*(Continued from page 1)*

hazardous—as exhibitions. Any producer would be foolish to play the lone wolf, or to attempt to standardize at this stage of the game. He might well find himself in a backlog of processed 3-D product and a pitifully inadequate potential of theatres for it.

The times call for full cooperation and for reasonable caution, that is true, too, of the type of product he be offered while the market is hot for 3-D.

If the innovation is to be anything more than a transitory shot-in-the-arm for the business, the public’s appetite must be whetted, not dissipated, by what it sees. Curiosity about the novelty will bring them in. What they are shown there will determine whether or not they will return, and how often.

Numerous trade observers pause to point out the similarity between the Allied States’ position today on industry arbitration and that of the National Film Board of Canada, until recently, on the Council of Motion Picture Organizations. TOA was as serious a deterrent to COMPO’s organization and smooth-functioning as Allied is being to the organization of industry arbitration.

The same observers point out that ultimately means were found of bringing COMPO down its throat, inferring, perhaps, that a way may be found of putting an arbitration headlock on Allied some day.

**Harold D. Maloney, 67**

**Worcester, Mass., Feb. 8—Harold D. Maloney, editorial director of Loew’s Poli here died here Friday. Maloney joined Loew’s Theatres in 1927 and became its editor while living in Boston. He is survived by his widow, Ethie, daughter, Ethlyn, and granddaughter Ethlyn.
Review

“1 Confess” (Warner Bros.)

Hollywood, Feb. 9

TE Lawrence Hitchcock's story for sustaining suspense is exercised to the full in behalf of this story about a priest who undergoes trial for murder after violating the sanctity of the confessional to prove his innocence. Director Hitchcock, who has been working on preparation of the picture for two years before shooting it, gave himself the severe handicap of informing his audience of the identity of the murderer in the first scene. That he carried it with consummate skill was indicated unmistakably when a Hollywood newcomer audience, composed in about 50:50 proportions of unprepared public and invited profession, came off of a hilarious laugh-session with the programmed picture to sit in wrap attentiveness through the Hitchcock production. With Montgomery Clift, Anne Baxter, Brian Aherne and Karl Malden topping a powerful cast, the attraction appears solidly qualified for a prosperous box office.

The film was shot principally in Quebec, an extraordinarily picturesque city, and the Robert Burpe photography is strikingly effective. Similarly important to the success of the production is an especially eloquent music score by the always proficient Dimitri Tiomkin.

The script by George Tabo and William Archbold, based on a play by Paul Anthene, presents Clift as a young priest, O. E. Hasse, as a displaced person who has been given odd jobs to do at the rectory and in the neighborhood, and who confesses to Clift in the opening scene that he has committed a murder in the neighborhood, Aherne as the crown prosecutor, and Miss Baxter as a young married woman, a sweetheart of Clift's in his boyhood, who bears the story of her frustrated love for him in an attempt to save him from what appears destined to be conviction of murder. In the central thread of the story, tautly held and culminating in a powerful climax, shows dramatically the stresses under which the priest holds true to his vows and yet is vindicated of the charge brought against him. The story's thread, clothed in the youthful romance between the priest and the woman, and her attempt to provide a saving alibi for him in his extremity, could have been curtained and modified with advantage.

Running time, 95 minutes. Adult audience classification. Release date, Feb. 28.

William R. Weaver

Col. Stockholders' Annual Meet Today

Ratification of employment contracts for Jack Coan and Montague and the election of nine directors are expected to highlight the annual meeting here today of Pictures' stockholders. Coan, vice-president of the company, has been given a new four-year contract beginning Jan. 1, 1953, his last contract having been for a seven-year period beginning Jan. 1, 1947. Montague, vice-president and sales manager, is being given a new contract starting June 10 of this year and running for five years.

The stockholders also will be asked to ratify the issuance of an option for 1,000 shares of common stock at $16 a share to Gerald Rackett, who is in charge of the company's laboratory.

Nominated for election to the board are William Cohn, Jack Coan, A. Schneider, Leo M. Blanche, A. Sperling, A. Montague, Donald Stralman, Alfred Hart and Abraham Sohnmann.

German Named to Pioneers' Board

At a meeting of the board of directors of the Motion Picture Pioneers, Inc., William German of William German, Inc., was elected a director of the Pioneers.

In attendance at the meeting were: Jack Alcott, Barney Balaban, Jack Cohn, Ned Denison, Gus Eysell, William Heineman, John J. O'Connor, Sid Avery, Herman Ross and Harry Takiff. German is the 22nd director on the board.

U.A. Acquires 'Assassin'

United Artists has acquired for release the J. Arthur Rank presentation,
A TIDAL WAVE OF APPLAUSE GREETS WORLD PREMIERE OF "FAIR WIND TO JAVA"

Paramount Theatre, Miami and Beach Theatre, Miami Beach

MIAMI HERALD says:
"Fair Wind to Java' is exciting...escapist film fare...beautiful color...exotic sex and fine performances. Entertainment that satisfies!"

MIAMI DAILY NEWS says:
"Fair Wind to Java' has lusty action...inspired acting...gorgeous Trucolor...hair-raising knock-down action. The rank and file will love it!"
HITS FLORIDA!
Television -- Radio

with Pinky Herman

NBC Board, at a meeting last Friday, added two new vice-presidents. William H. Finesher and David C. Adams, the former to become veepee and gen, mgr, of both nets (radio and TV) starting March 2, when he leaves Mutual. Adams left the FCC to join NBC as exec, gotty direct, at 1942 and is currently director of special projects. ... Vic McLeod, formerly producer of the "James Melton Show," has returned from Hollywood with a new half hour quiz panel TV vehicle, "Guess the Grouch," which has three ad agencies excited. ... Jim Melton Agency is trying to interest Leonard Sullivan in packaging a TV version of his stage hit, "New Faces." ... All-Star Sports Associates with offices in Boston and South Bend (new office soon to be opened in Philly) have completed plans to produce a series of 15-minute telefilms titled, "Classroom for Sports," featuring luminaries of the sports world. Films will have open ends for key, local and regional schedules. Head Football Coach Frank Lealy of Notre Dame is prey of the film with Billy Sullivan, formerly an exec with the Boston Braves, secretary-treasurer. ... Merrill Joels, one of TV's better thespians, will be seen Thursday on the "Martin Kane," NBC-Network.

Sammy Kaye's opening tonic at the Hotel Statler in Gotham will be a packed affair with top name wax artists, celebs, music pubs and songwriters in full force. The swing & sway maestro will introduce "Lighthouse in the Harbor," which he has just recorded for Columbia and with which he feels will duplicate the success of his other tune, "Harbor Lights." Paul Kasander and S. Robert Rowe of Walt Framer Productions have a new comedy-audience participation show which Walt F. is offering as a summer replacement (summer? yep just around that w.k. corner) ... Production coordinator for the new Westinghouse Show, "Freedom Rings," which is produced by George F. Foley, Inc. and which will be over CBS-TV March 3 (2:00 P.M.) is Arnold Fleet, formerly with MCA. ... A real neat tie-up. That's what we call the exclusive star-studded telecast of a special program, "Channel 7 Day at Macys," which will originate on the fifth floor of that dept., store Thursday from 12 noon to 1:00 P.M. Among the stars present will be Ed & Pegeen Fitzgerald, Paul Whiteman, Irene Wicker, Vanessa Brown, Dennis James, Neil Hamilton, Steve Allen, Nancy Craig, Jack Barry, "Mr. Doodle Doodle" and Peggy (Miss Channel 7) O'Hara. Ray Abel will direct the show.

If there is a performer more at ease prior to a program than Mel Allen, we haven't as yet "binned" him to wed. Wednesday Mel, his producer Ina Fiddler Bailey, Toots Shor, Billy Sullivan, Frank Gruber, and hostilities between the V. Y. Y., Journal and the atmosphere might have been likened to "the table" at the Algonquin. (Ah, there, Mr. Fiddlerman). ... Debut Productions TV series, "What's Playing?" produced in cooperation with the motion picture industry (which has a fine rating during the 39 weeks it was seen on WJZ-TV) will be syndicated so that local and regional TV stations may utilize local favorites as me's. Series will feature "scripts and clips" from actual current movies. ... Gerald B. Heuler, ass't. to producer Richard deRochemont, has returned to assist in the writing of the Signal Corps where he's a lieutenant. ... Errec Walker of Masterson, Reddy & Nelson in Chicago huddling with sponsors for three new TV shows, one of them a sports program.

LOTSA DOTS ... Dick Thomas, whose "Sioux City Sue" was the sensation of Tune Pan Alley several seasons ago, may have another hit Paradise, which he's producing now for the perhaps unknown Shelley and which has just been recorded by Patti Page. ... Bamb Linn and Rod Alexander have been signed for nine more weeks for Max Liebman's "Your Show of Shows."
**Effect Merger Of UPT-ABC Immediately**

The consummation of the merger of United Paramount Theatres, Inc., and the American Broadcasting Co. is being effected immediately, the two companies disclosed here today following authorization of the merger by the Federal Communications Commission. Certificates of incorporation for the merged company, known as American Broadcasting-Paramount Theatres, Inc., were filed at 4 P.M. (EDT) in Albany, N. Y. and Dover, Del., shortly after the Washington announcement. The merged company will be headed by Leonard H. Goldenson, UPT president. The merger is being effected through an exchange of common stock of ABC for a combination of preferred and common stock of the respective companies.

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**RECESS HEARINGS ON THEATRE TV**

DuMont Controlled By Paramount, Commission Rules

WASHINGTON, Feb. 9.—The Federal Communications Commission which today authorized the merger between the American Broadcasting Co. and United Paramount Theatres also held that Paramount Pictures Corp. is the controlling licensee of DuMont Laboratories, Inc.

The Commission found that Paramount and UPT were qualified TV licensees without any anti-trust fault.

In terms of the DuMont control finding, the Commission decision means that the DuMont Television Network will be unable to acquire the five television stations it wants and that the two companies—Paramount Pictures and DuMont—will be permitted to license five stations between them. Under a Commission rule, no company may license more than five stations. DuMont is already the licensee of three TV stations, Paramount of one. Commission officials said no.

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**Columbia 'Holders OK New Pacts for Cohn, Montague**

By Al Steen

Stockholders of Columbia Pictures here yesterday approved the various proposals on the agenda of the annual meeting, including new pacts for Jack Cohn and A. Montague but not without opposition from minority stockholder groups. The meeting was punctuated by occasional flareups and some criticism of management, especially by Lester Martin, an investment broker, who, through his attorney...

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**Film Shares Hold Market Interest; TV Stocks Decline**

Motion picture shares continued to show strength for the second consecutive week yesterday on the New York Stock Exchange, despite a generally soft market. By contrast, television and radio shares continued to give ground, more from lack of demand than any fluctuation in the market. Zenith Radio has dipped a couple of points in recent trading and Radio...

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**Nominees for 1953 ‘Oscars’ Are Disclosed**

Ceremonies Will Be Held on March 19

Hollywood, Feb. 9.—Nominations for the Academy of Motion Picture Arts and Sciences’ 1953 “Awards of Merit” were announced here today. The Awards ceremonies disclosig the winners will be held March 19.

Following is a listing of the contenders in the major categories:


**Best Actress:** Shirley Booth for "Come Back, Little Sheba," Hal Wallis-Paramount; Joan Crawford

(Continued on page 2)

**Gunzburg Says NV Can Be Adapted For CinemaScope**

By Murray Horowitz

The combining of the three-dimensional Natural Vision process with wide-screen system such as Cinemascope was forecast here yesterday by Milton L. Gunzburg, president of Natural Vision Corp. He said such a development would represent, "the ultimate in screen entertainment." Gunzburg, here from the West Coast for a three-day visit, said he had talked over the idea of adapting NV to 20th

(Continued on page 2)

**RKO STOCK TO GO BACK TO HUGHES**

Stolkin Syndicate to Forfeit $1,000,000 Deposit; Will Be Relieved of Liabilities

Bq William R. Weaver

Hollywood, Feb. 9.—Negotiations between Howard Hughes and the Ralph Stolkin syndicate will be terminated here on Wednesday with the Stolkin group forfeiting the approximately $1,000,000 deposit it paid to Hughes last fall for his controlling stock interest in RKO Pictures, and possession of the stock, now in escrow, being returned to Hughes.

Members of the Stolkin syndicate will be released from further obligations under their stock purchase contract with Hughes, which called for future payments to him aggregating more than $6,000,000. Interest payments and penalty provisions for defaults also were involved, and pre-emptory rights are being waived by Hughes. The manner in which the deal will be terminated will enable the Chicago syndicate members to take a tax loss on their $1,000,000 deposit and will permit Hughes to earn a capital gain.

Edward G. Burke, Jr., the sole remaining member of the Stolkin syndicate on the RKO Pictures board, will resign, making way for the election to the board of James R. Grainger, who will then be elected RKO Radio president.

The Stolkin group’s tenure in RKO Pictures lasted a little more than four months. In that time it brought about a complete turnover of top executives of the company. Other members of the syndicate resigned following publication in the Wall Street Journal

(Continued on page 6)
British Theatres Aid Flood Victims

London, Feb. 9.—A nationwide film industry appeal for relief of victims of last week’s storm and ensuing flood has been organized under the direction of the Cinematograph Exhibitors’ Association. Contributions, which are being made at every performance in all theatres, which are also serving as depots for clothing contributions.

Newsreels not only give graphic coverage of relief and flood situations but also add a direct appeal to audiences. Many theatres in the stricken area were drenched by flood waters and power failures caused others to close.

Price Heads RKO Jacksonville Branch

Jacksonville, Feb. 9.—Cam Price, veteran RKO Radio producer, has been named branch manager of the company’s new exchange here. It will begin operations at the end of this month.

Price, who worked out of the Atlanta branch, will be joined by salesmen Paul Harrison, also from Atlanta, and James Hudgins, of the Oklahoma City exchange, who will serve as office manager.

Schlanger Holding WB Theatre Meets

Ted Schlanger, Philadelphia zone manager for Warner Bros. Theatres, is conducting a series of meetings this week with the managers, district managers and department heads to plan campaigns on new pictures.

Attending the meetings, in addition to the managers will be Lester Krieg, assistant zone manager; J. Ellis Shipman, contact manager; Ted Min- ley, head film buyer and Booker; Paul Rees, A. J. Vicker, and Gerald Tracz, director of advertising and publicity.

$25,000 at Globe for Stereo-Techniques

Stereo-Techniques’ tri-dimensional sound equipment, exclusive to Globe the chain, was expected to wind up its first week last night with a gross of $25,000, the distributors report. The program is being held over for another week and may stay for a third.

In addition to the Globe opening, Stereo-Techniques opened in six other situations last week. They were in Portland, Ore., Seattle, Canton, O. Columbus, Louisville and Litchfield. Grosses were not disclosed, but management reports “top A” business.

‘Pan’ Record in Chicago

Chicago, Feb. 9.—Walt Disney’s “Peter Pan” grossed a record-breaking $42,000 in its first four days at the State Lake Theatre here, it is understood. The world-wide engagement is expected to shatter the house record for the week. The film is being released in a series of eight shows daily.

MOTION PICTURE DAILY, Martin Orgel, Editor-in-Chief and Publisher; Shernon, Kane, Editor; Terry Remansky, Consulting Editor, Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1250 Sixth Avenue, Rockefeller Center, New York 19, N. Y. Telephone Circle 7-3000. Cable address: “Oquigley” New York. Subscription price: $12 per year; $12 in Canada and Mexico; $15 in other countries. Entered as second class matter, Sept. 28, 1928, at the post office in New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
Gunzburg

(Continued from page 1)

Century-Fox's CinemaScope with Darryl F. Zanuck, 20th-Fox vice-president, is assured of another three-dimensional project. Similar talks on the idea were held with other studio heads, Gunzburg said. The NW president said that film in CinemaScope is necessary to cover four times the ordinary screen, CinemaScope, according to 20th-Fox, is a screen two-and-a-half times the ordinary width.

The NW president said 19 feature films are slated for production in his company's three-dimensional process in 1953. He added that 12 of the 19 set for production in various studios are awaiting set as the new date for delivery. The necessary units, he added, are expected to be ready by April.

Gunzburg expressed assurance that there will be no bottle-neck in the supply of Polaroid spectacles, needed for viewing the three-dimensional 20th-Fox product. The Polaroid Corp, manufacturers of the spectacles, is producing spectacles at the rate of 30,000 pairs a week, which will increase its production schedule to 6,000,000 pairs in March, and 12,000,000 in May. The supply of glasses for "Bwana Devil," now released by United Artists, is assured of future delivery. Gunzburg said that 16,000,000 Polaroid spectacles have been allotted for the 1953 season, while 1,000,000 have been ordered by Sol Lesser for delivery in March. Lesser is distributing the three-dimensional film, and the Technicolor process, for three different titles of short subjects. "Bwana Devil," the first picture involving the 3-D process, has already consumed 3,000,000 viewers, he added.

The Natural Vision Theatre Equipment Corp., a subsidiary of NW, is the sole distributor-agency for the Polaroid Corp, manufacturers of the Polaroid spectacles. A convention is being held this week at the studio to launch the new process. Gunzburg said that all that would be needed would be home TV set adaptors, which the NW president estimated could be sold for $15 to $25 each. However, he expressed doubt that the TV industry is as yet willing to accept the system at once, pointing out the problems of copyright and its relation to the television market.

Gunzburg said that three-dimensional television sets will be introduced this year, and that he would be present at the unveiling of the new product by NBC.

Buchman Trial March 9

WASHINGTON, Feb. 9—March 9 has been set as the trial date for the contempt of Congress trial of Hollywood producer Sidney Buchman.

'They Okay Col. Pacts

(Continued from page 1)

For Jack Cohn was approved by the stockholders by unanimous vote, the pact to run for four years, March 15, 1950, at a time, granting him the right to reduce his activities after Dec. 31, 1954, at half salary. A new employment contract for Montague, to run five years at $2,500 a week and an option to purchase 10,000 shares of common stock, was approved by a vote of 522,375 shares to 31,753. The stockholders also, by a vote of 531,150 shares to 22,671, gave an option to buy 1,000 shares of common stock between July 1 and December 31, 1954, at Gerald Ratterick, in charge of the company's general laboratory.

Both Jack Cohn and Schneider, vice-president and treasurer, brought the stockholders up to date on the developments of three-dimensional and wide screen pictures. They explained that the contract was "buying" 3-D and that Columbia would join the parade of companies that will utilize the new process. It was said no decision had been made as to which process would be adopted, but that all systems would be explored and studied before a decision is made.

The company's contract with producer Stanley Kramer was clarified to the stockholders. The original contract called for five years, but the pact has been amended so that both parties have the right to terminate the agreement at the end of the third year. The contract now is nearing the end of its second year. Kramer will make "The Caine Mutiny" and two others during the third year of the pact.

Kramer's feature films have been selected to serve as the company's auditors for the coming year. Of the 576,697 stock shares outstanding, 556,322 shares were represented at yesterday's meeting.

Offered by Lesser

(Continued from page 1)

British Stableford lentiloid semi-screen which permits a flat picture to "bleed" off a central section of the picture, is marketed by a new equipment, which produces an image one-and-a-half times the normal size, was unveiled at the three-dimensional picture and modernizes "films shot flat.

The Leser organization acquired the U.S. rights from Donford Corp., Chicago, American licensees.

Lesser also announced that the next three-dimensional release will have a more ambitious program than the Big Board last week, will be "The Three Follies," consisting of live 20-minute variety-type shorts, in color, and featuring a comedy star as master of ceremonies.

Pictorial Review Tieup

Representatives of Pictorial Review, the trade publication of the motion picture industry, and sales staffs of United Artists in 10 of the key cities where Pictorial Review is distributed with Sunday Herald newspapers, have asked the financial writer for the World-Telegram & Sun, noted that "Movie stocks have led the parade recently, most of the popularity stemming from all the new three-dimensional types in the works. Radio

Film Shares

(Continued from page 1)

Corp. of America, Columbia Broadcasting, and others showed no resistance to the trend. 'American Broadcasting-Paramount,' now a unit of the company, is expected to be voted today, according to Federal Communications Commission approval of its merger with Paramount is expected to be voted today, according to Federal Communications Commission approval of its merger with Paramount. The popular company, which has been a part of the Para film industry, will be merged with Paramount. The Para film industry, which has been a part of the Para film industry, will be merged with Paramount.

The entire film industry, which has been a part of the Para film industry, will be merged with Paramount. The Para film industry, which has been a part of the Para film industry, will be merged with Paramount.

Houser, Cantor Start New RKO Duties

Mervin Houser and David Cantor yesterday took over their duties at RKO Radio as home office publicity directors for RKO's studio and company, respectively. Both appointments were made last week by Perry W. Lieber, former assistant to Lieber, has been in the industry in various advertising, exploitation and publicity capacities with practically all major companies. He served also as director of advertising and publicity for Cecil B. DeMille and as associate director of advertising for E. F. Schenck, president for David O. Selznick. He was with RKO in 1936-37 and, rejoining the company in 1939.

Cantor's industry experience began 25 years ago with Warner Brothers. He has been with RKO since 1940 as Western field supervisor.
READ THIS ONE FOR TOP BOX OFFICE!

“Unusual dramatic story!” – FILM DAILY

“Plenty of speed... exciting!” – BOX OFFICE

“Finely acted... good marquee names!”
– HOLLYWOOD REPORTER

“Gripping entertainment... will cause turnstile clickers to thank you!”
– SHOWMEN'S TRADE REVIEW

HOWARD HUGHES presents

ROBERT MITCHUM
JEAN SIMMONS

in

ANGEL FACE

BARBARA O'NEIL. Produced and Directed by OTTO PREMINGER. Screenplay by FRANK NUGENT and OSCAR MILLARD.
OMIC to Continue
Film Course Aid

The Board of Superintendents of
the New York City Board of Educa-
tion in cooperation with the Orga-
nization of the Motion Picture Industry
of the City of New York, continues
for the second consecutive year the in-service course on motion pictures for
teachers.

Dr. Jacob Greenberg, associate
superintendent, is directing the pro-
gram and Rita Hochheimer, assistant
director of visual education, is as-
signed as coordinator, in cooperation with Fred J. Schwartz, president of Century
Theater, and chairman of the OMPI.
The course deals with the production,
distribution and exhibition of theatri-
cal motion pictures and their educa-
tional and social implications for
teachers.

Schwartz will conduct the first
lecture on Feb. 10 and will cover the
theater owner's role in the motion
picture industry. Prof. Robert Gess-
ner, chairman of the motion picture
department of Washington Square
College of Arts and Science, of New
York University, will speak at the
second session on Feb. 17, and Walt
Disney's feature film "Peter Pan" will
be shown at the third session on Feb.
24.
The remainder of the series sessions
will be announced later.

Drop 'Limelight' in N. O.

New Orleans, Feb. 9—On orders
from RKO Theatres house office, Char-
les Chaplin's "Limelight" was
withdrawn from the Orpheum Thea-
tre here. The booking had been pro-
tested by the local American Legion.


DuMont, Para.

The decision is effective imme-
diately. All parties to the case,
however, have 30 days in which
to ask for the Commission for a
hearing on the decision.

The decision approved the transfer
of control of Paramount Television
Laboratories, Inc., from the parent
company, Paramount Pictures. PD
is the licensee of KTLA, Los Angeles
station.

In addition the Commission
approved the transfer of control of
WSMB-AM and WSMB-FM, New
Orleans stations, from the parent
company to UPT.

The Commission further granted
the license applications for KTLA,
WKBK, WSMB, and for the three
DuMont television stations. Until now
all of these stations have operated on
temporary licenses, which had to be
renewed periodically. As a result of
today's decision, the licenses are now
permanent.

Commissioners Henmock and Web-
ster disseminated from approval of
the merger, Henmock because it
would not serve the public interest, Webster be-
cause he felt action on the merger
should be withheld "until the record
is clear as to whether United Para-
mount Theatres has engaged in an-
trust violations."

Commissioners Hyde and
Sterling dissented from the
DuMont control finding, uphold-
ning the FCC examiner's initial
decision which found that Para-
mount did not control DuMont.


House to Probe FCC
On Its Policies

Washington, Feb. 9—Members
of the Federal Communica-
tions Commission will go
before the House Commerce
Committee on Thursday and
Friday, Feb. 19 and 20, for
questioning on current FCC
policies. The House Commit-
tee is quizzing all Federal
agencies subject to its juris-
diction. The FCC questionnaire
will probably include theatre
television and the approved
merger between American Broad-
casting and United
Paramount Theatres.

Webster declared that Para-
mount should divest itself of
its stock in DuMont "in a man-
ner to ensure that the com-
sition to be in the public inter-
est."

In approving the merger the Com-
mission decision said that "there is no
reason to believe that the merger
will substantially lessen competition
or tend to monopoly in any section of
the country in any significant manner."

The decision went on to say that it
there was no "substantial lessening of com-
petition" between home and theatre
programming as resulting from the
merger between the two media. The Com-
mission did not consider that the
merger would create any new
barrier to entry into the theatre
business.

In ruling on the question of Para-
mount's control of DuMont the Com-
mision declared that in the case of
the merger it "is shown that as a
matter of basic ownership, Paramount
has been given a dominating position
in DuMont which sets it apart, in terms
of influence, from all of the other
stockholders." This position, the deci-
sion said, "is inconsistent with the
conception of a public interest in
broadcasting that has been the
fundamental policy underlying the
statute and that public interest as
interpreted by the courts."

The decision had this to say about
the anti-trust issue;

"There are impressed by the great
progress that has been made and we
have a reasonable expectation that the
anti-trust activities which the Para-
mount people are abandoning in the
unregulated field of motion picture
distribution will not be imported into
the licensed field of broadcasting.
They have not done so in their broad-
cast operations in the past and we
do not anticipate that they will do so
in the future."

In his dissent on the merger,
Commissioner Webster asked that the
record be reopened "for the purpose of taking full
and complete testimony with
respect to whether Paramount
Theatre, Inc. and United Para-
mount Theatres, Inc. have con-
tinued the monopolistic prac-
tices engaged in by Paramount
Television, Inc."

Both Webster and Commissioner
Henmock dissented from the portion
of the decision which granted licenses
to the stations operated by the Para-
mount companies. Webster called the
parent company's officers "completely
negligent, indifferent and inept" in
their responsibilities under the Com-
misions regulations. Henmock declared
that the officers of Paramount
Pictures and UPT cannot be held "quali-
fi ed from the standpoint of character
and the public interest in radio and
television stations." He asked that
the hearing be reopened and com-
pleted on this issue.

Hughes Gets Stock
(Continued from page 1)

Last November of unfavorable publi-
city surrounding business activities of some and the unsavory
associates of others.

Under the Hughes-Stolkin agree-
ment, a payment of $150,000, designed
to evidence good faith in carrying out
the balance of the stock purchase
agreement, is to come due on Thurs-
day. The syndicate's decision not to
make the payment brings about the termination of the deal.

FINANCING
Large Industrial
Enterprises
L. N. ROSENBAUM & SON
565 Fifth Ave., N. Y. 17

BECAUSE WE KNOW IT'S SO
WE KEEP ON SAYING...

FINANCING IS NOT THE
MONEY DOLLAR AND THE
FASTEST SPECIAL TRAILER SERVICE
IN THE WORLD.

FILMACK TRAILERS
1/4 & 1/2 TON CAPACITY
CHEAP RATES MTD TO CANADA
EAST & WEST EXCLUDED
NEW YORK, N. Y.
Theatre TV Hearings

Continued from page 1

If we license theatre people," Walker asked, "are we building up a perpetual monopoly of news and events heretofore available to the public?" Walker wondered if the FCC was being used "unwittingly as an agency to perpetrate a practice which would take events away from home television.

Cohn declared that the person who owned the rights to a programme would decide whether or not to put it exclusively on theatre television, but assured the FCC that theatre television wouldn't take anything away from home television. "It has been doing it," Walker replied, but asked if theatre television would contribute to public television in the future. Cohn answered that it would happen "only on rare occasions."

Cohn estimated that within 10 years there would be from two to five hours of theatre television programs available to the American public. Within a couple of years, he said, if theatre television moves forward "with rapidity," there would be a second two hours available. He could not say, however, how much the frequencies would be used if the Commission granted allocations of frequencies for theatre television.

Repeated questioning from Commissioners centered on names of individuals or companies that would be applicants for theatre television frequencies. Cohn told the Commissioners that he would produce witnesses who would testify that they would participate in companies that would be applicants for theatre television service. They would be people with "faith in the theatre television art" coming from "every field in the United States," he said.

Cohn told the Commission that the industry was willing to have the Commission write into its rules a provision against the use of film on theatre television programs, "except incidentally." He also told the Commissioners that it would prohibit the use of advertising on theatre television programs. Welch outlined the directive involved if a common carrier should transmit theatre television programs, saying that there would be frequent conflicts, interconnection problems and a poor quality of service. "We want exclusive allocations for theatre television," he said, and "we don't care where you put them."

He told the Commission that witnesses would testify that the American Telephone and Telegraph Co. could only provide for 23 per cent of the theatre television programs planned.

Some lessening of competition might occur as the result of the merger, the Commission decided said, but it would not be "substantial" in view of the "external competition facing UPT theatres and ABC radio and television companies and affiliates throughout the country."

"It has been suggested," the decision went on, "that the Commission decision on the merger will eventually permit the motion picture industry to take over television. This argument ignores the fact, the decisions are that the Commission exercises a continuing supervision over the growth of television and must approve all station licenses, transfers and renewals of license."

RKO Radio Pictures, Inc. TRADE SHOWINGS of "PORT SINISTER"

ALBANY
Fox Ser. Rm., Tues., 2/17 3:50 P.M. 1032 Broadway

ATLANTA
RKO Ser. Rm., Tues. 1/7 10:30 A.M. 59 Lovejoy St., N.W.

BOSTON
RKO Ser. Rm., Tues. 2/17 2:00 P.M. 500 Washington St.

BUFFALO
McKee, Ser. Rm., Tues., 2/17 3:30 P.M.

CHARLOTTE
Fox Ser. Rm., Tues., 2/17 3:30 P.M. 360 Church St.

CHICAGO
RKO Ser. Rm., Tues., 2/17 11:00 A.M. 1300 S. Wabash Ave.

CINCINNATI

CLEVELAND
Fox Ser. Rm., Tues., 2/17 10:30 A.M. 2219 Payne Ave.

DALLAS
Fox Ser. Rm., Tues., 2/17 10:30 A.M. 412 S. Harwood St.

DENVER
Pan Am, Ser. Rm., Tues., 2/17 3:30 P.M. 2100 Stout St.

DETROIT
Benton, Ser. Rm., Tues., 2/17 10:30 A.M. 3011 Eight Mile Rd.

INDIANAPOLIS
Univ. Ser. Rm., Tues., 2/17 2:30 P.M. 517 N. Illinois St.

KANSAS CITY
Para, Ser. Rm., Tues., 2/17 1:00 P.M. 1036 Sec. Rm.

LOS ANGELES
RKO Ser. Rm., Tues., 2/17 10:30 A.M. 1320 Wilshire Blvd.

MEMPHIS
Fox Ser. Rm., Tues., 2/17 2:30 P.M. 151 Vance Ave.

MILWAUKEE

MINNEAPOLIS
Fox Ser. Rm., Tues., 2/17 10:30 A.M. 3035 Carnegie Ave.

NEW ORLEANS
Pan Am, Ser. Rm., Tues., 2/17 3:50 P.M. 400 Canal St.

NEW ORLEANS
Univ. Ser. Rm., Tues., 2/17 2:15 P.M. 200 Liberty St.

NEW YORK
RKO Ser. Rm., Tues., 2/17 6:30 Ninth Ave.

OKLAHOMA CITY
Fox Ser. Rm., Tues., 2/17 10:30 A.M. 10 North Lee St.

OMAHA
Fox Ser. Rm., Tues., 2/17 10:30 A.M. 1500 Dav张sonctt St.

PHILADELPHIA
RKO Ser. Rm., Tues., 2/17 10:30 A.M. 230 N. 13th St.

PITTSBURGH
RKO Ser. Rm., Tues., 2/17 3:30 P.M. 2100 Forbes Ave.

PITTSBURGH
RKO Ser. Rm., Tues., 2/17 3:30 P.M. 2100 Forbes Ave.

PORTLAND
Star Ser., Tues., 2/17 10:30 A.M. 925 N.W. 39th Ave.

ST. LOUIS
RKO Ser. Rm., Tues., 2/17 11:00 A.M. 3143 Olive St.

SALT LAKE CITY
Fox Ser. Rm., Tues., 2/17 2:30 P.M. 216 E. 4th St.

SAN FRANCISCO
Univ. Ser. Rm., Tues., 2/17 10:30 A.M. 2100 Mission St.

SEATTLE

SIoux FALLS
Hoffy's Theda, Tues., 2/17 9:00 A.M. 221 S. Minnesota

WASHINGTON
Film Theatre Ser. Rm., Tues., 2/17 3:30 P.M. 932 New Jersey Ave.
The Biggest Showmen In America Have Booked The Biggest Money-Maker Of The Year!

JOSEPH R. VOGEL
Vice Pres. and Director, Loew's Inc.
says:

"Am looking forward to record business with this fine attraction."

TOMORROW!
WATCH THE CAPITOL THEATRE, NEW YORK.
We predict the same kind of spectacular grosses Charles Skouras is piling up at the Fox-Wilshire, L.A.

ROMULUS presents
JOSE FERRER in JOHN HUSTON'S
MOULIN ROUGE

COLOR BY TECHNICOLOR

ROMULUS presents JOSE FERRER in John Huston's "MOULIN ROUGE" • Color by Technicolor • with ZSA ZSA GABOR
SUZANNE FLON • And Introducing • COLETTE MARCHAND • A ROMULUS Production • Directed by JOHN HUSTON
Screenplay by Anthony Veiller and John Huston • From the Novel "MOULIN ROUGE" by PIERRE LA MURE

THE BIG NEWS TODAY COMES FROM UA
‘3-D’ Impact
Beginning To Hit Exhibitors

Demand Mounting for Equipment Uniformity

Exhibitors of the nation are “in a dither” over the sudden invasion of tri-dimensional and wide screen pictures and the situation almost has reached a state of panic, according to theatre owners and sales executives who have visited the field recently. The big cry, it was said, is the demand for a standardization of equipment as exhibitors are having “nightmares” over the possibility of having to use different systems for each company’s product.

Col. H. A. Cole, Texas Allied leader, said here yesterday that the impact was beginning to hit Texas showmen who are still uncertain as to whether the industry has a new toy of which the public will soon tire or a now permanent fixture.

A sales executive who has just returned from a tour of several territories has reported that exhibitors are asking for uniform equipment, and that some are thinking of installing one type of equipment in all their theatres.

(Continued on page 6)

Cinerama in Warner Theatre, Hollywood

HOLLYWOOD, Feb. 10.—A contract for the installation of Cinerama equipment in the Warner Theatre here has been tentatively scheduled to be signed today following the return to New York of Harry M. Kalmin, head of Warner Theatres. The deal was set here between Kalmin and Joseph Kaufman, director of exhibition for Cinerama.

The deal is the first for a major circuit to be made by Cinerama. The installation is scheduled to be completed by late May and will

(Continued on page 6)

International-United
Plans Two in ‘3-D’

International-United Pictures has arranged to produce two tri-dimensional pictures in Europe this year. Utilizing the Stereoptic process, it was disclosed here yesterday by David Coplan, I-U president. Coplan, who has just returned from a six-week European tour, said that two stories had been tentatively selected, but that he would await the release of 3-D pictures currently in

(Continued on page 6)

Top-Level Turnout
At N. Y. Tribute
To Zukor March 4

President, board chairman and top distributors of every company in the motion picture industry will serve on committees on behalf of Zanuck-Jubilee Dinner which will be held on Wednesday, March 4, at New York’s Waldorf-Astoria, in celebration of the 50th anniversary of the opening of Zanuck’s first penny Arcade on Union Square in New York City, according to an announcement made by Harry Brandt, chairman of the Jubilee dinner, and Robert J. O’Donnell, chairman of the event.

(Continued on page 3)

Arnall Mentioned
For Governorship

ATLANTA, Feb. 10.—Ellis Arnall, president of the Society of Independent Motion Picture Producers and former governor of Georgia, is being mentioned as a possible gubernatorial candidate in Georgia in 1954. This was brought out this week in the local Journal and Constitution.

Charles Pou, a political writer for the newspaper, pointed out that Arnall’s name is “mentioned more often

(Continued on page 3)

Cole Reports Possible Tax
Hearing in Early March

While there is no definite indication as to when there will be a Congressional hearing on the repeal of the Federal admission tax, there is a possibility that a session may be held in early March. Col. H. A. Cole, President of the Motion Picture Association of America, will be present at the hearing. Cole has repeatedly stated that the tax is unfair to the industry.

(Continued on page 6)

See Peck Heading
Anti-Trust Division

Washington, Feb. 10.—New York City judge David W. Peck will probably be the new Assistant Attorney General in charge of the Justice Department’s anti-trust division.

It is reliably reported here that Attorney General Herbert Brownell will make the appointment soon. With Brownell, the head of the anti-trust division will decide whether or not the 16mm. anti-trust suit should be prosecuted or withdrawn.

(Continued on page 6)

Senator Tobey Hits
FCC Merger Ruling

Senator Tobey (Rep., N.H.), visiting here yesterday, characterized the Federal Communication Commission’s approval of the United Paramount Theatres — American Broadcasting merger as a “grave mistake.”

“It will come up to plague them in years to come,” he said. Asked what course of action he would take in light of his opinion, the Senator said that he had not decided as yet.

Horwits Promoted
At U-I Studio

Al Horwits, for the past four years studio publicity director at Universal-International, has been advanced to the newly-created post of executive aide to the studio executive committee and will handle special public relations on the Coast, the company reported here yesterday.

In addition to his duties with the executive committee, Horwits also will have charge of special projects involving studio talent.

(Continued on page 6)

Wrong Tactics
Used in FCC
TV Hearings

Failed to Show Policy,
Need for Theatre TV

By J. A. OTTEN
WASHINGTON, Feb. 10—Industry attorneys have admitted that they used the wrong tactics in presenting the case for theatre television frequencies to the Federal Communications Commission.

They now realize that they should have started off their testimony with industry and public officials discussing the need for theatre television and its possible uses, and then put on their technical buds. As it was, they started off with the technical and cost aspects and ran into a barrage of criticism from a Commission not sold on the need for the new service.

“We put the cart before the horse,”

(Continued on page 5)

Harry Cohn’s Pact
Extended to 1955

WASHINGTON, Feb. 10.—The contract of Harry Cohn, president of Columbia Pictures, has been extended to Feb. 16, 1955, the Securities and Exchange Commission was notified.

The extension came in the form of a contract modification filing, containing his salary as executive producer at $3,500 weekly and a general expense allowance of $300 per week. Other modifications eliminated the six-month cancellation clause which had

(Continued on page 3)

Green Reported with
70,000 Proxy Shares

Charles Green, who is reported to be planning a proxy fight at the annual meeting of 20th Century-Fox stockholders, is understood to have rounded up proxies representing approximately 70,000 shares of 20th-Fox stock. Close associates of Green are continuing to buy company stock. It is reported. However, Green is silent as to his plans for the May meeting. Meanwhile, 20th-Fox is reported to be taking steps to offset any strategy

(Continued on page 5)
Personal Mention

STEPHEN BOSUSTOW, president of United Productions of America, and CHARLES DAGGETT, vice-president of the company, will arrive here from the Coast today.

EDWARD L. HYMAN, United Paramount Theatres vice-president, and assistant, BERNARD LEVY, have returned here from a three-week trip in the West.

HERB STEINBERG, Paramount publicity manager, and ROSEMARY CLOONEY have returned to New York from a week of Eastern seaboard promotion.

DICK DICKSON, general manager of the Roxy Theatre here, was guest on the “Meet the Boss” DuMont Television Network show last night.

DAVID LEWIS, Loew’s International Corp. regional director for Continental Europe, is on route to Paris from here aboard the S.S. Queen Mary.

NED CLARKE, Walt Disney Productions foreign sales supervisor, has arrived in Paris from New York on the first stop of a seven-week tour.

DAN S. TERRILL, M-G-M publicity and international executive, is returning to New York from San Francisco today.

MARCEL HELLMAN, director of Excelsior Film Productions, London, is in New York for three weeks.

NORMAN Z. MCCLEOD, RKO Radio director, has returned to Hollywood from New York.

ERIC JOHNSTON and KEN CLARK of MPAA are due back in Washington from the Coast at the weekend.

New Name for RTMA Proposed to Board

A recommendation that the Radio-Television Manufacturers Association change its name to Electronics Manufacturers Association or a similar title has been submitted to the special committee of the technical products division of the RTMA, A. D. Plamondon, RTMA president, told the association’s mid-winter board meeting that any change in name would be submitted to the full membership.

Paul Galvin, chairman of a committee to survey subscription television, reported his group would continue its survey and would confer with representatives of the broadcasting industry. He said there was no opposition to subscription TV by his committee.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Lincoln’s Birthday, a legal holiday.

42 U.A. Exploitors Will Handle ‘Rouge’ and ‘Bwana’

With “Moulin Rouge,” a John Huston production, and “Bwana Devil,” a three-dimensional film, moving into release, United Artists has expanded its exploitation operations with the addition of 42 fields while the pictures were alone, it was announced by Francis M. Winikus, national director of UA advertising.

Under the supervision of exploitation director Morri Krushen, who has just returned from a ninety-day jam-packed increased staff is divided almost equally between “Moulin Rouge” and “Bwana Devil,” with additional exploitation added to those handled by other United Artists releases.

Approximately 20 exploiters are now on the field for “Universal Rouge,” doing advance planting and preparing for pre-release engagements in Chicago, Boston, Philadelphia, San Francisco, New York, Miami, St. Louis, Cleveland, Buffalo, Indianapolis, Louisville, St. Louis, Kansas City, Minneapolis, Milwaukee, St. Paul, Dallas, Houston, New Orleans, San Antonio and Atlanta.

A similar string of key cities is being crossed by Norman A. like field staff for “Bwana Devil.”

Lincoln-Washington Birthday Closings

Six company home offices will be closed all day tomorrow, Lincoln’s Birthday, and most of the day on the 1-900 P.M. Allied Artists, M-G-M, RKO Pictures, RKO Theatres, 20th Century-Fox and United Paramount Theatres will close the day. Closing at 1-00 P.M. will be Columbia, Paramount Pictures, United Artists, Universal, national, Warner Brothers and the Motion Picture Association of America. Republic was still undecided at press time.

All of the above-mentioned companies except Republic and United Artists will be closed from March 1 to 3, inclusive.

February 25, in celebration of the Washington’s Birthday holiday, Republic and UA had not yet made a decision.

Isaacs, President of New England Allied

BOSTON, Feb. 10.—Irving Isaacs was elected president of the New England Allied Exhibitors, Inc., of New England today, succeeding Norman Glassman, who becomes chairman of the board. Also elected were Melvin B. Saffer, first vice-president; Herbert Brown, second vice-president; Julian Rikfin, general manager; and Albert R. Louie, secretary. Ray Feckley continues as executive secretary.

$5,400 for ‘Peter’

CHICAGO, Feb. 10.—An excellent opening day gross of $5,400 was racked up by “Peter Pan” at the State here, where 11 cents has been managed, about 17 per cent of the patrons were adults, according to the theatre manager.

Congressman Cites Goldwyn for ‘Hans’

Washington, Feb. 10.—Rep. BERL MILLER (R., Iowa) eulogized producer Sam Goldwyn and told Congress that his “Hans Christian Andersen” was “one of the great motion picture achievements of all time.”

Jensen said he had never before seen a picture “so filled with joy and happiness for people.” He declared that “America can well be proud of Sam Goldwyn for his magnificent contributions to the entertainment of the world.”

‘Hans’ Earns Over $600,000 to Date

Over $600,000 in film rentals has been earned by RKO Radio Pictures on the first six engagements of Samuel Goldwyn’s “Hans Christian Andersen.”

The robust gross was racked up in two situations, in New York, where the picture opened for the Thal- downing Street Theatres in Boston, Los Angeles, Miami and Miami Beach, which ushered in the film with the Christmas season. The Goldwyn production is still going strong in all six situations, a company spokesman stated.

Thirty other engagements, in addition to last week’s Philadelphia opening at the Midtown, are slated for later this month, it was stated.

Senate to Probe Anti-Trust Laws

WASHINGTON, Feb. 10.—The Senate Judiciary Committee has approved a resolution calling for the Committee to make a complete study and investigation of anti-trust laws and the need for new legislation to change or strengthen those statutes.

Japan Executive Here

Masahichi Nagata, president of Dai ei, one of Japan’s leading production companies, was the guest of honor at a dinner today at the Harvard Club, given by the Motion Picture Association of America. The banquet was attended by foreign department managers of member companies and James Mulvey, president of Samuel Goldwyn Productions. Mr. Nagata, who is the president of the association that corresponds to the MPAA, is here on a periodical visit with an accent on “O-D” developments.

Maloney Services Held

HARRISBURG, Feb. 10.—Funeral services for Harold H. Malouy, veteran Loew’s Poli circuit manager, were held yesterday in the Moreland Baptist Church, 140 E. Washington St., where the services were held. Mr. Malouy died last Friday at the Worcester City Hospital.

MOTION PICTURE DAILY; Martin Oslin, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Perry Komisar, Consulting Editor; John Nolan, Assistant Editor. Published daily except Saturdays, Sundays and holidays by Quigley, Publishing Company, Inc., 1207 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Television Circle 7-3900. Cable address: “Quiguloc, New York.” Martin Quigley, President; Martin Quigley, Jr., Vice-President; Tho. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Bravy, Secretary; James P. Cunningham, News Editor; Herbert V. Peck, Advertising Manager; Gus E. Fasul, Production Manager; Harry Burrell, Vice-Pres., Advertising Representative, F 6-4074; Bruce Trina, Editorial Representative, 11 North Clark Street, Chicago 2, Ill.; Imperial Book, 225 W. 42nd St., New York 18; Bijou Book, 421 So. Michigan Ave., Chicago, Ill. Entered as second class matter, Sept. 23, 1923, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
Motion Picture Daily

BBC Seeks New TV Film Programs
London, Feb. 10.—With “Current Release,” the present BBC television program about films, scheduled to end next month, BBC has made tentative proposals to the British Film Producers Association in regard to a trial series of a new and more selective film program, to be known as “Film Scrapbook.”

The new program would be known as “Film Scrapbook” and would be called the “important” films, old and new. The proposal has been referred to the joint committee of the four film trade associations here.

Theatre TV

(Continued from page 1)

Marcus Cohn, attorney for the National Exhibitors Theatre Television Committee, admitted, “We should have put policy and need first. That is why we rightly have to stop this proposal now and announce what pictures that are bothering the Commission.”

FCC attorneys privately agree that the commission has been grossly inclined to pick to pieces the industry’s technical testimony if they said that TV was a new development. The FCC is expected to announce today whether it will continue the theatre TV hearings or if, and so how, it will change any of the issues in the proceeding.

Greene Reported

(Continued from page 1)

attempts made by Greene. This is said to be in the form of letters to stockholders, pointing up corporate efficiency and general company progress.

Jack L. Warner and Greene in Stock Deals

Washington, Feb. 10.—A report issued here today by the Securities and Exchange Commission shows these changes in the holdings of company’s stock by Warner or directors.

Jack L. Warner bought 17,100 shares of Warner Brothers common, bringing his total direct and indirect holdings to 413,848 shares; a trust account controlled by David Greene bought another 4,200 shares of RKO Theatres common, bringing his total direct and indirect holdings to 70,750 shares; Jacob Starr bought 7,000 shares of Tulous Inc. common, for a total of 15,400.

Music Hall Hunk Party

Russell V. Downing, president of Radio City Music Hall, will be host at a glamorous and midnight champagne party in the Music Hall studio apartment in honor of Sol Hurok following his two week run in the premiere evening performance tomorrow of 20th Century-Fox’s “Tonight We Sint,” based on Hurok’s career.

Skatiron Vice-Pres

Rear Admiral Timothy J. O’Brien (retired) has been elected vice-president of Skatiron Electronics and Television Corp., it was announced by Arthur Levey, president.

Review

“Tangier Incident”

(Alfred Arts)

Hollywood, Feb. 10

Reports unreleased comments by distinguished heads of government on the question of whether Russia has a workable atomic bomb or hasn’t one may turn out to have kindled timely interest in subjects having to do with how and why government secrets are obtained by one country from another without the normal channels of espionage. Film in its post war period is responsible for delivery of one nation’s scientific information to the agents of another nation, or rather with the attempted delivery, and it has George Brent opening the American section of the three espionage plays. Apart from its possible timeliness, the picture contains no extraordinary or differentiating features or characteristics.

The screenplay by George Brent in “Tangier” is a black market operation, and the part of Brent, although actually in the employ of the American legation, and it is his mission to upset the plans of three atomic-scientists meeting in Tangier to pool their secrets and sell them, in a package, so to speak. Brent has not only to keep up such materials as deceptions, counter-deceptions, disguises, plastic surgery and killings, with Brent emerging successful over his adversaries.

Lindsey Parsons produced the picture, with ace Herman as associate, and Lew Landers directed it. Dorothy Patrick, Mari Alden, Bert Freed, Dan Seymour and Dayton Lummis head the support.


William R. Weaver

Republic Directors

To Meet Monday

Republic’s board of directors will meet here Monday, the date having been advanced from the regularly scheduled meeting on Tuesday, which would have been Feb. 26. The reason for the advance is that president Herbert J. Yates is going to Europe and will not be here on the previously scheduled meeting day.

It is ominously tought that the question of a successor to James R. Granger as general sales manager will come up at the meeting. While there is no indication of whom will be named to the post, it is understood that Yates has been considering several men and may already have selected his man. There have been strong reports that Granger’s successor may be picked from the foreign field.

Scout Fund Drive

Under Way This Week

Solicitation of funds for the 1953 campaign of the Boy Scout Councils of Greater New York is taking place under the auspices designated by the Scout Board. Last week, it was announced by Charles Baosberg and Leon Banberger of RKO Radio, who head the industry-wide committee for the drive.

Jack Ellis has been added to the committee as co-chairman of film exhibitors and importers, along with Phil Lewis.

Adelman to Appeal

Dallas, Feb. 10.—Robert L. Wright, former Justice Department anti-trust attorney, who is counsel for I. B. Adelman, in a suit planned by major distributors and the Interstate Circuit, has filed an appeal here from the directed verdict of District Court Judge H. W. Atwell which denied in the action disclaimer of Adelman’s suit involving his Delman Theatre, Dallas.

Connolly Joins AA Here

Helen Agnes Connolly, formerly with 20th Century-Fox here, joined Allied Artists’ local office publicity as assistant to Harry Goldstein, Eastern publicitiy representative.

Settle ‘Lab’ Strike

At UK Pathe News

London, Feb. 10.—The two week strike of 100 members of the Association of Cinema Technicians at Pathe Laboratories here and which has prevented production of Pathe News for that length of time, was ended today on terms agreeable to both sides. However, since union representatives were withdrawn from the plant during the strike consideration of regular meeting is necessary before normal operations can be resumed.

The newsreel will have its next scheduled issue, Thursday’s, but will reappear on Monday.

Top-Level Turnout

(Continued from page 1)


Sponsoring Committee

Serving on the sponsoring committee are: Robert Benjamin, Charles Boxberg, George F. Dembow, Charles J. Feldman, Leopold Friedman, Myra Goldstein.


Arnall Mentioned

(Continued from page 1)

from forces and supporters of the present administration.” He added: “The way they figure it, when they’re talking, is this: Ellis is the only man who can stop the opposition forces.”

Arnall recently completed his assignment as Federal price stabilizer and returned to his law practice in Atlanta. In New York last week, Arnall was busy on SIMPEF affairs and held several conferences with Society representatives.

However, when questioned by Pou H. Hulme, special counsel for the government, Arnall replied, “I have no comment to make about it at this time.” Underscore “at this time,” he added.

Harry Cohn’s Pact

(Continued from page 1)

owed either Cohn or the company to sever the contract. Another clause allowed a $400,000 gross expense allowance at the option of the board of directors.
WHEN YOU OPEN THIS BOX AT EASTER -

YOU’LL FIND LEO’S NEW EASTER BONNET!
M-G-M'S SPECTACULAR TECHNICOLOR ROMANCE WITH MUSIC!

JOSEFINA NIGUEL and NORMAN FOSTER

SCREEN PLAY BY
RICHARD PIER VITTORIO DE CARLO

MONTALBAN ANGEL GASMAN

CHARISSE DE CARLO

COLOR

A "Mexican Village" by JOSEFINA NIGUEL
Based on the Novel

DIRECTIONS AND DANCERS

FIGHTS AND FEUDS
SERENADES AND SERENITAS
BRANDOS AND BULLFIGHTERS
COMEDY AND CARNIVALS
DRAINS AND DARING

DIRECTION BY NORMAN FOSTER
PRODUCED BY JOHNNY WALL

"IT'S GOT EVERYTHING AN AUDIENCE WANTS IN A HOLIDAY SHOW!
BE READY FOR EASTER!
TRADE SHOWS FEB. 20"

M-G-M
Horwitz Promoted

(Continued from page 1)

versal 10 years ago in the home office as publicity manager and went to the studio in 1949 to head the publicity department for David A. Lipton, Sam Israel, assistant to Horwitz for the past three years, succeeds him as studio publicity director. Israel went to U-I from Eagle-Lion, where he served as publicity director after long service in both the motion picture and newspaper fields.

11½ HRS. ONESTOP TO LOS ANGELES ON UNITED AIR LINES!

De luxe service aloft, including delicious Mainliner meals of no extra cost. Leave at 12:05 a.m., arrive the next morning. United’s famous DC-6 flight, “the Holly-
wood Express,” leaves New York at 8:15 p.m. Another one-stop DC-6 of 9 a.m.

UNITED AIR LINES COMPARE THE FARE AND YOU’LL GO BY AIR.
Walt Disney’s Greatest

In “Peter Pan”, Walt Disney, master story-teller of our time, has created a new achievement in motion picture entertainment. Even unforgettable “Snow White” and matchless “Cinderella” were but preparation for this, his greatest triumph. For “Peter Pan” is a picture that will live in the hearts of the world forever!

“PETER PAN”

The good runs are the long ones!

... another reason why Walt Disney chooses monthly American Magazine for the full color “Peter Pan” advertising.

THE American MAGAZINE

Reaches 10,230,000 Readers
... who Pick It Up 40,920,000 Times
... and Read It 30,349,000 Hours

© Walt Disney Productions

no matter how you look at her...

Bette Davis
in "The Star"
means
business!

3rd SMASH WEEK—Rivoli, N.Y.
7th RECORD WEEK—Four-Star, L.A.

Bert E. Friedlob presents BETTE DAVIS in "THE STAR" co-starring STERLING HAYDEN with Natalie Wood • Warner Anderson • Minor Watson June Travis • Produced by BERT E. FRIEDLOB • Directed by STUART HEISLER • Original Story and Screenplay by KATHERINE ALBERT and DALE EUNSON • A BERT E. FRIEDLOB production • Released by 20th Century-Fox
Progress on Wide-Screen

By Para. Seen

Huge Back-log of Films Are at Stake in Process

Officials of Paramount Pictures are enthusiastic over the progress made to date on the problem of converting conventional films to the company's wide-screen process, it was learned here.

Involving in the experimentation on the Coast, it was pointed out, are millions of dollars tied up in film inventories, the value of which would be sharply depleted in a three-dimensional and wide-screen market.

The Paramount process, it was disclosed, employs a large "warped" screen format; that there was no attempt to create the concave screen of Cinerama and 20th Century-Fox's CinemaScope. The adoption of the conventional films to the "warped" screen for panoramic effects was said to be the heart of

(Continued on page 6)

Roxy, Music Hall, Capitol Lead B'way

Spurred by strong new openings, "Peter Pan" at the Roxy, "Moulin Rouge" at the Capitol and "Tonight We Sing" at the Radio City Music Hall, and with good holdover attractions, Broadway showcases racked up excellent grosses over the Lincoln's Birthday holiday despite discouraging weather and headed for what appears certain to be a fine weekend session.

Even better business is expected from the long, three-day holiday weekend coming up, Feb. 20-23.

Long waiting lines virtually all the

(Continued on page 6)

WB Optimistic on Proxy Returns

A sufficient number of Warner Brothers proxies to win the necessary two-thirds approval for the company's reorganization plan is expected, a WB executive stated here.

The company official claimed that proxies are being received at the home office in a satisfactory quantity, discounting any anxiety over proxy returns. In order to insure the maximum returns, he explained, WB home office and ex-

(Continued on page 6)

42 State Legislatures Now in Session; No Adverse Measures Are in Sight

Washington, Feb. 12.—Forty-two state legislatures are already in session, with no tax or other bills threatening the industry, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

In one state, Kansas, a bill has been introduced to repeal the state censorship law. The only state legislatures not yet in session are those in Florida and Alabama, which do not meet until April, and those in Virginia, Louisiana, Mississippi, and Kentucky, which will not meet until next year.

900 N. Y. Theatres To Participate in 'Brotherhood Week'

More than 900 theatres in Metropolitan New York will salute "Brotherhood Week," which starts Sunday. Nationally, close to 18,000 theatres, it was said, will participate in the week-long celebration which marks the silver anniversary of the National Conference of Christians and Jews.

Sol A. Schwartz, national chairman for the amusement industry's participation in "Brotherhood Week," said that theatres nationwide have set a goal for 250,000 new members. The public, Schwartz said, will sign up for Brotherhood Week at any theatre where honour rolls are being displayed in the lobby. The honour rolls, bearing the signatures of all members—adults and children—will be sent to President Eisenhower, honorary chairman.

A highlight of the amusement industry's participation will be a dinner to be held on Thursday, at the Waldorf-Astoria, honoring Sporos P. Siloukas, Walter D. Fuller, John Golden, William Randolph Hearst, Jr., Jack R. Howard, Danny Kaye and David Saroff.

(Continued on page 6)

National Screen Observing 33rd Year in Industry

National Screen Service is marking its 33rd year in the industry with a "Third of a Century" celebration, being observed by all NSS Offices. From a handful of employees in a single office in 1920, National Screen Service has developed a national service organization with 31 branch offices throughout the country, and special trailer production facilities in New York, Hollywood, Chicago and Dallas, as well as an office and studio in London. The roster of employes has grown to 2,000.

Since 1935, National Screen Service has provided standard and specialty advertising services to exhibitors, thereby establishing a central source

(Continued on page 6)

3-D', in Revitalizing Industry, Leaves 'Life' and 'Wall St. Journal' Holding Bag

Industry pros have begun wondering out loud whether Life magazine's alert reporters who presided at obsequies for the motion picture theatre 18 months ago are aware of the technical revolution now going on in the industry with its promise of an entirely new era in screen entertainment. And, if it has come to their attention, whether they will be as diligent in reporting the rebirth of the theatre as they were in giving it the short count.

The wondering extends to the repertorial enterprise of the Wall Street Journal, too, on which several occasions it has misinterpreted the bents of a few defeated exhibitors as the dying gasps of an entire industry. With motion picture and theatre stocks holding the center of the stage on the Stock Exchange, the Wall Street Journal may have some explaining to do, as some of its readers whom it may have encouraged to dispose of their motion picture securities a short time ago, industry pros point out.

Services Tomorrow

For Bert Sanford

A Solemn Requiem Mass will be sung in St. Patrick's Cathedral at 10:00 o'clock tomorrow for Albert (Bert) Sanford, 60, industry pioneer in production, distribution and exhibition, who Sanford, who dropped dead at Broadway and 47th Street Tuesday afternoon from a heart attack.

Sanford operated the State Theatre in Trenton last year and resigned to study possibilities of several three-dimensional projects. He entered the
**PERSONAL MENTION**

**MANNY REINER,** foreign manager for Samuel Goldwyn Productions will leave on Sunday for a South American tour.

**JAMES TORRE,** formerly with Warner Brothers Connecticut theatres, has rejoined the circuit as manager of the Warner in Bridgeport, replacing Almaster, who goes to the Palace, Torrington, Conn.

**JOHN O'NEILL,** recently named office manager of the Los Angeles Allied Artists Exchange, has returned to his office following three weeks recuperating from a auto accident injuries.

**LEON J. BRAUNER,** sales promotion manager for KROK Radio, will address the first convention of the Allied Theatre Owners of Oklahoma set for Oklahoma City on Feb. 24-25.

**FRANK P. ROSENBURG,** 20th Century-Fox producer, is on his honeymoon and the veteran actress was married on Saturday to the former MARYANNE ELIZABETH SCHAEFFER.

**J. LOUIS GELLER,** vice-president of Consolidated Theatres, Ltd., of Canada, was elected president of the Kings Grand Jury Association, Brooklyn.

**LEWIS A. SUMMER,** executive director and counsel for Albaney Theatre Owners of America, and Mrs. Summer are vacationing in Miami.

**HARRY LAMONT,** head of the circuit bearing his name, will return to Albany in vacation in Key West, Fla., on Feb. 20.


**LEON BRANDT,** director of exploitation for Samuel Goldwyn Productions, is in Washington from New York.

**E. S. GREGG,** vice-president and general manager of Westrex Corp., has returned here from the Coast.

**FREDERICK BRISEON,** producer, has arrived in London from here on the first stop of a European tour.

**IVAN TRAEGER,** supervisor of NBC's film library and Elaine Hay have announced their engagement.

**STEPHEN WIDEMANN,** formerly manager of the Estrela Co., has returned to New York from Europe.

**ALFRED STAHR,** president of Theatre Owners of America, will arrive here today from Nashville.

**Life's Stevens to Coast**

Harry Stevens, manager of the motion picture division of Life, has left here for the Coast, where he will visit studios and exchange offices.

**TEXAS COMPO Film Train Is Indefinitely Postponed**

**DALLAS,** Feb. 12.—Plans for the national tour of a streamlined train carrying a “motion picturing” to the Western states have been postponed indefinitely, although the project may be revived later. The 22-car train, which has been sponsored by the Council of Motion Picture Organiza
tions of Texas and to have gone on Westward, is to have been shown in the exposition in the Texas State Fair in October.

The film exposition, however, will be a major attraction at the Texas fair and plans are under way to transport some of the exhibits to Paisano’s Palace and in a large scale previously planned. Various obstacles, including costs and lack of necessary time to complete all arrangements, contributed to the deferral of the exposition-on-wheels for this year.

Meanwhile, Texas COMPO is preparing a short feature on the birth, growth and development of the industry. This feature will have its pre-
miere at the film exhibition in the Texas Fair this year. Herman Hoff-
man, executive assistant to Dore Schary, conferred here last week with COMPO leaders on the project. Attending the session were R. J. O'Don-
nell, Col. H. A. G., Robert Pat McGee, Phil Isley, Julius Gordon, Sam Landrum, Paul Short and Kyle Korex.

**Cinematograph Refuses Chicago Union Offer**

**CHICAGO,** Feb. 12.—The Cinematograph union Monday night turned down the proposed contract by the Chicago operators union for a guaranteed showing time for a proposed run plus extra pay for extra showings. The Palace Theatre, which has been closed since the first of the year and was scheduled to house the release, may reopen after Easter.

**Hitchcock, Baxter in Can. Appearances**

Following the two-theatre Hollywood-style world premiere of “The S-"process" at the Capitol and Carter theatres in Montreal last night, at which producer-director Alfred Hitchcock and Miss Joan Fontaine, stars of the picture, were present, actress Montgomery Clift, made personal appearances, the film will bow tonight at the Capitol Theatre in Montreal.

Hitchcock and Miss Baxter, accompanied by Roger Dann, who also appeared at the two Quebec houses, will arrive in Montreal today for more appearances as well as other special events. The Quebec premiere was ov-
ervewed by the largest crowd of the season from many Canadian cities and was preceded by a series of receptions and
dinners.

**NAT'L THEATRES, GPE Stock at New Highs**

With industry stocks still among the leaders on the Big Board prior to yesterday’s holiday, National Theatres and General Precision Equipment set new highs. Trading interest in GPE was attributed to three-dimensional developments, investors con-
cluding that the automation of equipment in theatres will be an important earnings factor in the company.

GPE stock was quoted at over $25 per share while National Theatres reached a high of over 86 per share. These two and theatre stands were steady, prices changing only fractionally one way or the other. Television and radio shares have failed to stage any real comeback in market interest.

**SCOUTS UNIT HEADED BY SHOURAS, JR.**

Sypros S. Shouras, Jr., president of Scout councils, has accepted chairmanship of the amusement division for the 1953 finance campaign of the greater New York council of the Boy Scouts of America, Charles B. Moss, vice-president of B. S. Moss Corp., will serve as co-chairman of the division.

Announcement was also made that Herman G. Place, president of General Precision Equipment Corp., will serve as the producer of picture and theatrical equipment committee.

**AMERICAN NATIONAL THEATRES Inc.**

**MOTION PICTURE DAILY**

Friday, February 13, 1953

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**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

**‘TODAY WE SING’**

Ezio PINZA - Robert PETERS

Tommie LEWIS - Howard WAYNE

**Color by TECHNICOLOR**

A 20th Century-Fox Picture

plus spectacular STAGE PRESENTATION

**NEW YORK TRAILERS**

**Films which you never 'seen at the kind you go to.'

**BECAUSE WE KNOW IT'S TRUE, WE KEEP ON SAYING...**

**FILMACK GIVES YOU MORE SHOW-

MANSHIP FOR LESS. AND THE FAMOUS TRAILER SERVICE IN THE WORLD.**

**FILMACK TRAILERS**

1018 S. Clark Street, Chicago, Illinois
MM-MAYO!
MM-MARVELOUS!

HAT BURLESQUE BABE OF WORKING HER WAY THRU COLLEGE’ IVES ’EM THE BUSINESS AGAIN IN

She's Back on Broadway

COLOR BY WARNERCOLOR

VIRGINIA MAYO

GELSON • LOVEJOY

STEVE COCHRAN • PATRICE WYMORE

VIRGINIA GIBSON • LARRY KEATING • PAUL PICERNI

PRODUCED BY: N JANNINGS • HENRY BLANKE

DIRECTED BY: GORDON DOUGLAS

MUSICAL NUMBERS STAGED AND DIRECTED BY LEROY PRINZ
MUSICAL DIRECTION BY RAY McDERMOTT

WARNER BROS’ GALA SATURATION PREMIERES IN THE SOUTH START FEB. 26

TENNESSEE THEATRE, NASHVILLE LEADS OFF!
Paramount’s
BOXOFFICE POWER

LIGHTS UP BROADWAY AND THE NATION!

"Marquee bait," — N.Y. Post
"Seething with excitement!" — N.Y. Journal-American

His next date with Paramount to star in "Knock On Wood"...
Bigger grosses and more holdovers than any “Road” picture yet...

The industry’s top money-making stars are making new records...

It’s the Picture of the Year—for honors and for business...

...HIGH VOLTAGE NEWS FLASH......

 Paramount is now editing for early release:

3D SANGAREE Color by TECHNICOLOR
**Sharp Increase in Industry Dividends**

Washington, Feb. 12—Publicly-reported case dividend payments made during January totaled $1,570,000, the Department of Commerce reports, compared with $1,514,000 paid in January of 1952.

The department said that a drop in the cash dividends made by Warner Brothers in January of this year was more than offset by a $387,000 payment by the W. O. Theatre Corp., which made no payment in January of last year.

**No 'C' Tags in '52 For Hollywood Films**

No Hollywood-produced picture received a "C" (condensed) rating during 1952 by the National Legion of Decency, according to a report compiled by the Legion and distributed to members of the film industry. The number of "C"-rated films in 1951 was 10 in the miscellaneous classification and were placed in the "C" category.

In the Class A-1 bracket last year, the Legion reported 40,81 per cent of the product, totalling 182 pictures reviewed, were so designated, compared with 33.40 per cent or 148 pictures in 1951. Seventy-eight pictures, or 49.40 per cent, were placed in the Class "B" column, compared with 85 pictures, or 19.28 per cent, the year before.

**Tax Repeal**

(Continued from page 1)

ment tax that were almost identical in content.

The first phase in COMPO's drive for the tax repeal has ended. This concerned the mobilization of exhibitors in the field, and, according to Cole, the cooperation of most territories has been excellent. The second phase of the campaign has now been started in Washington and the projected Congressional hearings on the measures.

**B'way Grosses**

(Continued from page 1)

opening day, Wednesday, and yesterday were the rule at the Roxy, where the Walt Disney attraction, plus stage show, was headed last night for an estimated two-day gross of nearly $30,000. "Mickey Mouse" was setting a comparatively hot pace for the same two days with the Capitol expected to rack up nearly $80,000. "Tonight We Sing," was off to a fine start yesterday, the estimate for the opening day being in excess of $20,000.

**Four Stars to Rio**

Arlene Whelan, Cesar Romero, Marie Winkler, and Claude Rains, who played Rio from here yesterday to Rio de Janeiro to be the guests of the Brazillian executive of "Rio," were accompanied by Stanley Richardson, director of the Hollywood Corresponding Committee, and Harry Stone, coordinating representative of the international division of the Motion Picture Association of America. The party will return Feb. 21.

**33rd Anniversary**

(Continued from page 1)

for trailers and accessories in every film exchange center.

According to NSS president, Henry Robbins, the "observation of this milestone in the 'Past Baby's' career will essentially be confined to a re-reading of his NSS and its employees to the principles of 'service,' a principle on which NSS was founded, and has progressed these 33 years."

**U.K. Theatremen Are Calm Despite '3-D' Stir in U.S.**

London, Feb. 12—Despite volumes of activity by this side to stir up the three-dimensional and wide screen process is causing in America, the British trade remains singularly calm about the possibility of the development.

Common comment among exhibitors is: "Let's wait and see." And they vow, in many instances, that the equipment will cost them, before passing judgment.

A comment from the big circuits is equally reserved. ABC has lately been experimenting in selected theatres with the Stereotechnique process, which was opened in Paris by Charnell's, in late 1951. D. J. Goodallte, ABC's managing director, merely has this to say on the subject: "J. Arthur Rank's spokesmen have no comment to make. British Film Exports Association director-general Sir Henry French said: "Our members have given no consideration to the subject."

Paramount's head of the trade here assures that Cinemascope, the newly announced 20th Century-Fox process, is being developed at height in the敬系统 seen by many here in Paris in the early 1930's. The Paris show then was impressive but it gave no hint of the stereoscopy, being essentially panoramic.

**Warns on '3-D'**

(Continued from page 1)

utory board. The board said that there are only eight Ohio cities of non-taxation of 100,000 and above Scope is limited to eight theatres, this would be more harmful than helpful to all other Ohio theatres. It went on to say that the advent of the three-dimensional films is not a business bonanza for all theatres.

Fearing the Allied's rejection of the arbitration plan as now presented because of distribution's persistence in what it called illegal inter-state payoffs, the exhibitors and the manufacturers in the case of the large Warners family stock, representing 27 per cent of the outstanding stock, will be voted in favor of the plan, it was reported that Fabian's projected management control of the new theatre company stems from his deal with the Brothers Warner calling for the purchase of their stock interest in the new theatre company, slated to be organized March 1, according to the terms of the company's consent decree.

**Para. Progress**

(Continued from page 1)

the problem, Paramount officials are being forced to delve extensively on what they meant by a "warped" screen.

In the three-dimensional field, Paramount will screen clips from "Sangaree," the first filmed in its own process, on Monday at the New York Paramount Theatre for exhibitors and the press. "Sangaree," like other planned Paramount three-dimensional releases, will also be shown in regular two dimensions to accommodate both markets.

**Pine Due Today for "Sangaree" Showing**

Producer William Pine will arrive today to supervise a special demonstration of the new three-dimensional process, in which he and his co-producer, William Thomas, are currently filming Paramount's color by Technicolor film, "Sangaree." The demonstration of cut footage and daily rushes from "Sangaree" is being held for motion picture executives, exhibitors and trade newspaper editors in the Paramount Theatre on Monday. The entire screening will be by invitation only.

**To Reopen Ballo. House**

BALTIMORE, Feb. 12—The Hippodrome Theatre here, owned and operated by E. M. Rappaport, will reopen Feb. 20 with "Hans Christian Andersen." The board announced that the play opened since last season when an early morning fire damaged it. Meanwhile, it was offered for sale last week but the owner decided recently to book it again.

**La. House Destroyed**

NEW ORLEANS, Feb. 12—With sugar hour patrons exiting calmly, the Bijou Theatre in Houma, La., was completely destroyed by fire last week, with damages estimated at $300,000 by theatre officials.

**Sanford**

(Continued from page 1)

film business as an "actor"—a screen-carrier—for the original David Wark Giffith Productions at New York's Biograph Studio. His vividly held ear shot catching on unsteady stage curtains, and the resulting destruction, scene by scene, launched his career, whereupon, from 1912 to 1917 he was booker and an assistant executive manager in the sales department of the New General Film Company. During a lengthy association with Pathe Film, he became that company's top salesman in New York, and in 1909, he bought the original Harold Lloyd feature comedies.

Sound pictures came on the horizon in 1927 with advent of 'Western Electric's Electrical Research Projects,' pioneers in the sale of sound reproducers in this territory. He held various executive sales and marketing positions with ERPI and its successor, Altec Lansing. In 1949 he resigned with the parent company to become manager of ABC Vending Corp., servicing theatres.

Sanford was active in industry efforts to popularize and participate prominently in the Motion Picture Pioneers, New York Variety Club, and other types of organizational activity.

Surviving are the widow, Madeline, a daughter, Mrs. Patricia Donnelly; two grandchildren; two brothers, Frank and three sisters, Mrs. Sidney Taylor, Mrs. Harry Williams, and Mrs. Baldwin. The remains rest at the Paterson, N. J., Funeral Home. Interment will be at Gate of Heaven, Valley, N. Y. Contributions to New York Catholic Charities and World's War Veterans would be appreciated by the family.

**New Mexican Solon Again Attacks Tax**

WASHINGTON, Feb. 12.—Unless the Federal admission tax is repealed this year, a motion picture theater will soon be as "exempt as the dodo bird," Congress was told.

Rep. John J. Dempsey (D., N. Mex.) in opposition to the 20 per cent tax, warning that the levy is forcing the closing of as many as 100 theaters and thus depriving "millions" of Americans of their only entertainment.

Dempsey, who has sponsored a bill to exempt theatres from the tax and who attacked the levy in a statement last week, inserted in the Congressional Record a letter from a New Mexico exhibitor who three years ago bought a theatre for $7,500 and in the following three years paid $7,270 in Federal admission taxes and $890 in local school taxes. "This, the theatre-owner wrote, have paid more than the past three years than the theatre cost. Now I have worn-out equipment, broken seats and a ruined floor due to the flood of last July 7. I am waiting to see the outcome of the tax-repeal legislation. If the tax is not repealed, it will be impossible to operate or to sell or close the theatre."

**IFE Film on NY Circuits**

The Italian Films Export-Classic Pictures, released by John Crowther Cooper, is now at 60 theatres in the metropolitan area. The circuits booking the film are the RKO, Skouras, Century, Randforce and J. and
Tradewise...
By SHERWIN KANE

TWO years ago United Artists, without product, with rapidly dwindling income, with a roster of top executives who had only limited knowledge of and experience in show business, and lacking the confidence of independent producers, was all but written off as a going concern by most of the industry, including many associated with the company itself.

Then on Feb. 15, 1951, Mary Pickford and Charles Chaplin concluded the deal by which Arthur Krim, Robert Benjamin and Matthew Fox took over management of United Artists with an opportunity to acquire ownership of 50% per cent of the stock by putting U.A. operations back into the black. For French backers, in terms of profitable operation, many were wondering if the spirited new management would be able to keep the company afloot and, if so, for how long.

But things began to happen, and fast. Max Youngstein, William Heiman, Arnold Picker, among others, were added to the executive staff, and in a quarter, the company had reacquired ownership of various strands of the industry, including the Pickfair chain, the Beverly Theatre company of Los Angeles, the Studio Arts agency in Paris, the Marquee theatre in New York, and the Metro Guild booking agency in New York and Chicago.

A meeting between leaders of the Theatre Owners of America and Allied for the consideration of new trade problems springing from the advent of three-dimensional pictures and panoramic screens is expected to be held sometime before March 10. The session also will seek to reach some sort of understanding on the future of arbitration within the industry. This was revealed here at the weekend by Alfred Miller, president of the TOA.

Allied, TOA to Meet on New Trade Problem

Starr Says '3-D' Poses New Theatre Conflicts

WASHINGTON, Feb. 15.—New three-year contracts for Adolph Schimel, vice-president, secretary and general counsel, and John J. O'Connor, vice-president and assistant to the president, have been signed by Universal, the Securities and Exchange Commission was informed.

Each contract calls for a weekly salary of $1,000, a 31-day vacation period per year and reimbursement for all reasonable entertainment and other expenses incurred in the carrying out of Universal business. The contracts were signed Jan. 16 and date from Jan. 1, 1953 to Dec. 31, 1955.

The new contract for O'Connor replaces one expiring March 5, 1956, which provided a salary of $975. The new schedule will go into effect March 6.

Grainger Election As RKO President Slated This Week

HOLLYWOOD, Feb. 15.—An RKO Pictures board of directors meeting is slated for early this week, probably Tuesday, to elect James R. Grainger to the board and to the presidency of the company, it was reported here.

The election of Grainger, who has been at the RKO studios during the past week, is expected to return

50% of 20th-Fox Releases in Color

More than 50 per cent of 20th Century-Fox's 18 releases between February and June of this year will be in color, nine with color by Technicolor and one in Cinecolor, the company announced over the weekend.

Labeling off the Technicolor line-up are "Niagara" and "Treasure of the..."
Personal Mention

S. H. FABIAN, president of Fabian Enterprises, Inc., is due here from Florida today.

Edward A. Sargow of the law firm of Sargow and Stein became a grandfather for the third time when his daughter, Mrs. Richard H. Rosenberg, gave birth to a son, John Edward, at the Bethesda Hospital, Cincinnati.

Milton R. Rackmil, Universal president: Alfred E. Daff, executive vice-president, and Ben Cohen, foreign department executive, left here at the beginning of the week for a ten-day trip to Central and South America.

Eric Johnston, MPAA president, has returned to Washington from Hollywood. He is expected to make his next visit early next month.

Irwin Allen, KKO Radio producer-director, will arrive here tomorrow from Hollywood.

Louie Berg, film and TV editor of The Daily Mirror, ed. New York, has flown to Europe from here at the weekend.

‘Life’ on ‘3-D’

(Continued from page 1)

of what looked like the biggest boom since the advent of the talkies.” Sounds better than the “Now it’s Troublesome” super size of “Superkino in Hollywood” heading on Life’s article of August 15, 1951.

The Wall Street Journal, which also has not devoted enough space to theatre depression stories, has published nothing yet on the 3-D stir, despite the fact that in the Journal’s own backyard, the Stock Market, 3-D has made the amusement stocks the most active on the Big Board for more than two weeks. In the general market condition otherwise was as weak as the Journal had depicted theatre business to be.

4 Get Promotions in W.B. Pittsburgh Zone

PITTSBURGH, Feb. 15.—Henry Burger, district manager of Warners Theatres here, has been named director of advertising for all Warner Theatres in this Tri-State area. In addition, he will supervise Erie district theatres. He will replace Jacques L. Kain, whose resignation as advertising director, is effective March 1.

Robert Bowman, manager of the Warner Theatre, Erie, has been advanced to district manager for Northern Pennsylvania and lower New York State theatres. Also, added responsibilities will be given to Phil Kanzler, who is now in the New York regional office, as assistant manager. Successor Bowman as manager of the Warner, Erie, is Henry Rastetter, manager of the Columbia there. These appointments were announced by M. A. Silver, zone manager, are effective March 1.

25-inch Magazines for 3-D

Recommended by MPRC

Says NV Got 6 New Commitment Bids

Hollywood, Feb. 15.—Twenty-five-inch magazines and 34-inch reels containing 5,000 feet of film (or 5,300 in black and white) are recommended as standard for exhibiting dimensional pictures, the Motion Picture Research Council in a report issued here following an MPRC board meeting, Council director Eldon Rule noted that this makes a two-hour show comprising 112 minutes of film and the necessary intermissions, readily identified as being filmed for the immediate future at least, the actual three-dimensional portion of a program runs less than that, a portion of which will be spliced onto one of the 3-D films and projected conventionally, with the other machine shut off or “killed”.

The Council is proceeding with the preparation of a complete report for distribution to the trade. Recommendations for standards presented no significant deviations from the existing with the 3-D department reported by the Council, though the 3-D department is ready to announce publication by the Academy of Motion Picture Arts and Sciences of a monograph dealing with projection of 3-D pictures, and other machines and others can compute convergences, lens separations and other vital adjustments, as rapidly and as surely as they regulate the focus on normal cameras.

The Council disclosed that many of the screens now in general use for 3-D pictures are in fact unsatisfactory for 3-D viewing, and dimensional projections by painting with appropriate paints; the Council will report on paints later.

100% Holdovers

(Continued from page 1)

Detroit, “Bwana Devil” chalked up seven-week engagements. It played six weeks in San Francisco and four in Pittsburgh, with bookings long lost in Houston, Dallas, Baltimore, Buffalo, Miami Beach, Chicago, San Antonio, Washington, Boston, Cleveland and others.

The African adventure drama, which will open at some 40 key theatres during the last two weeks of February, will be made by the New York premieres on Wednesdays at Loew’s and will open simultaneously at Fabian’s Fox in downtown Brooklyn.

which, many believe, will compare with the changeover from silent to talking pictures. Fittingly, New York premieres of “Bwana” on February 20 will provide a climax for the U.A. management’s second anniversary observance.

The record, eventual though brief, is one to be proud of. “Bwana Devil” joins United Artists’ host of friends in the sincere wish that, enviable as that record is, it will be equaled if not surpassed in the years to come.

Skouras Sets

(Continued from page 1)

clusively by Professor Chretien for 20th-Fox.

Skouras added that he expects Professor Chretien to deliver 500 sets before the end of the year. This, plus the 5,000 which manufacturing units in different areas of the world, should make sufficient lenses available to meet contemplated theatre demand, Professor Chretien of 20th-Fox, he added, would produce nine CinemaScope feature films between now and the end of June.

Skouras said that 20th-Fox will make available shooting lenses to other companies in about 75 to 100 days of this. He expressed the belief that in about one or one-and-half years the major world’s film production will be using the CinemaScope system. The 20th-Fox president also stressed the system’s simplicity for shooting and exhibition, adding, that all theatres will be able to use it as special lenses will be adopted to the size of the screen.

Twentieth-Fox, he explained, will have the lenses manufactured in various countries where there are good windows to make available sufficient sets for installation in the theatres of the world as soon as possible. Skouras denied the belief that the time cost of production with CinemaScope will be greatly reduced close-ups will not be essential any longer. “The Robe,” the first picture to be made in the process, will go into production next week, Skouras added. The 20th-Fox president was due to leave here for New York at the weekend, accompanied by Earl I. Spombel, research director.

Tent 35 to Reveal Heart Project Feb. 25

Tent No. 35, Variety Club of New York, will announce its new Heart project at a special luncheon at the Hotel Piccadilly here Feb. 25. Ed Lachman, chief banker, announced at the weekend.

Guests at the luncheon will include Coleman Burke, actor and director, and Dr. H. Houston Merritt, director of neuro- logical service of the Neurological Institute, Presbyterian Hospital.

“Bwana’ British Bow In 4 Rank Theatres

London, Feb. 15.—Four J. Arthur Rank theatres, one each in London, Leeds, Birmingham and Manchester, have booked “Bwana Devil” to open next month. The necessary equipment and glasses for the process have already are on hand for the engagements.

The bookings are set by Arnold Picker, United Artists vice-president, during his recent visit here. The bookings will be made, Picker said, on this side for the picture which has caused such a stir in the States.
THIS IS THE BIG ONE WITH THAT BIG PROMOTION POWER FOR EXTRA PROFITS!

SPECIAL PRE-RELEASE ENGAGEMENTS

During the month of February
(General Release in March)

REGIONAL OPENINGS WITH INTENSIVE SATURATION CAMPAIGNS

in

CLEVELAND - TOLEDO - DETROIT AREA • SAN FRANCISCO - NORTHERN CALIF. AREA • BOSTON - NEW ENGLAND AREA

WITH THAT U-I KIND OF SHOWMANSHIP!

A CHARLES J. FELDMAN 25th SILVER ANNIVERSARY DRIVE PICTURE!
Motion Picture Daily
Monday, February 16, 1953

File RKO Minority Suit in Nev. Also

Washington, Feb. 15.—The motion picture company behind the Gehring, Burke, Hughes, the Grauer, the Evergreen Skouras, and a few other exhibitors are threatening suits in the Nevada Supreme Court, attaching $59,377,217. The suit is aimed at proving the validity of a decision by the Nevada department of tax commissioner that the license fees paid by the companies were insufficient to cover income tax assessments levied on the distributors.

The suit was filed in connection with a general denial by the company on Feb. 3. The suit also accuses Hughes of "mismanagement," attributing the accounting of funds for the awarding of damages.

Grainger Election
(Continued from page 1)

New York as president on Feb. 23. The meeting was slated following the defection of the Radio-Television of America syndicate to return its 26.5 percent controlling interest in the company to Howard Hughes, currently board chairman. Howard, it was thought, was the way for the resignation of Burke, who is a member of the syndicate, from the board.

Involved in the transaction was the forfeiture of $1,250,000, the sum of the Stollkin group's down payment for the 1,013,400 shares of stock owned by Hughes and the 36,000 shares owned by Fred E. Depein, former president and now company consultant. The latter was to receive about $40,000, representing his share of the down payment, in addition to his 36,000 shares. Depein, however, declined comment in New York.

On Friday, Hughes, in response to queries, issued a statement saying that the Stollkin group is issuing the necessary instructions to accomplish transference of the stock, but it is not clear when he would nominate Grainger to the presidency at the board meeting.

The loss of the Stollkin syndicate, which included a number of exhibitors in December when the deal was consummated, was put at $1,750,000, which includes net profit, interest, legal charges and legal brokerage fees.

The syndicate, which bought the stock at $7 per share, still owed an additional $6,100,000 when it was decided to bow out of the deal under the amended agreement with Hughes.

Warnet Ner
(Continued from page 1)

month period is equivalent to 21 cents per share on the $4,500,000 shares of common stock outstanding, compared to 45 cents per share on the $6,159,785 shares of common outstanding at the corresponding period last year.

Film rentals, admissions and sales amounted to $26,378,000, compared with $29,558,000 for the corresponding period last year.

The Warnet theater as of Nov. 29 showed cash of $14,743,049, United States government securities of $1,500,000, cash in bank of $26,870,536 and total current assets of $59,577,217. Current liabilities were at $30,34,703.

Total income for the three-month period was put at $27,985,089. Earnings surplus was listed at $6,422,396.

Review

"I Love Melvin"
(Metro-Goldwyn-Mayer)

A ROLLICKING comedy with music, this picture should register especially well with the juveniles and offer plenty of amusement for the grownups. With Donald O'Connor carrying the comedy and Debbie Reynolds supplying the singing, the picture is a welcome pace with only a few dull moments, caused by the interpolation of some not-so-musical numbers.

However, such criticism is minor and, all-in-all, the picture can be classed as a success.

O'Connor, a carrier of flash bulbs for Look magazine, poses as a big-time lens expert in order to woo Miss Reynolds, who has aspirations for a Hollywood career. He takes a magazine cover of her which wins the girl and makes him an offer she cannot refuse. The magazine is sufficiently impressed by his work to launch a search for him, resulting in his reinstatement in both the file of Debbie and the good graces of two of the editors. And Debbie gets her picture on Look's cover, this time legitimately.


20th-Fox Releases
(Continued from page 1)

Golden Condor," both of which currently are in release.

Next month will see "Down Among the Ziegfeld Follies" and "Destinación Gobi.

April Technicolor productions are "The Chief Madam," and "Tonight We Sing.

For May, 20th-Fox will offer "The Farmer Takes A Wife" and "Invaders From Mars," the latter in Cinemascope.

The June slate will be represented by "Girl Next Door," and "Powder River.

Brotherhood"
(Continued from page 1)

and Jews, Sol A. Schwartz, is national chairman for the Brotherhood committee's amusement division. The honored guests will be Spyros P. Skouras, Samuel Cohn, D. Fuller, Joseph John, Golden, William Randolph Hearst Jr., Jack R. Howard, Danny Kaye and David P. Skouras.


Schimel, O'Conner
(Continued from page 1)

places an old one for one year under which he also was paid at the rate of $1,000 a week. Schimel's old one-year contract amounted for $6,910 weekly salary.
If HIGH PRICES have you seeing stars . . . you'll find the answer in the Bureau of Labor Statistics report . . . which shows that the cost of living has shot skyward an average of 90.8% since 1939 . . . with Food contributing to the tune of 133.2% . . . House Furnishings 105% . . . Clothing 102.3% . . . and so on, to dazzling heights!

Exhibitors Digest reports an even greater skyrocketing of your theatre's operating costs . . . with an average increase of 98.9% since 1940 . . . including an increase of 115% in the cost of projection equipment and supplies . . . 143% in the cost of seats . . . 106% for janitor supplies . . . 93% in stationery supplies . . . and so on . . . into the wild blue yonder!

When you compare these astronomical figures . . . with the negligible increase, IF ANY, you have paid NSS during all these years of rising costs . . . you will recognize the down-to-earth, service-with-a-smile policy that has earned the reputation of The Prize Baby of the Industry!
Theater TV

(Continued from page 1)

of Wednesday, Feb. 11, said industry attorneys had admitted using the wrong tactics in presenting the case to the FCC and that it would have to go on general testimony on the need and uses for theater TV before putting on technical arguments. "We put the cart before the horse," Cohn was quoted as saying.

Cohn's full quote was: "We have gotten the cart before the horse in this proceeding through no one's fault."

To clear up any possible misunderstanding, the Daily prints hereewith the full text of Cohn's remarks before the Commission on the question at issue:

"In the course of our discussions and deliberations as to how best to present the case to the Commission, we concluded that it was absolutely essential that in the presentation to the Commission we first deal with the need and use of the service, which would be the only basis on which the service would be put if allocated by the Commission, and then, secondly and lastly, to deal with the engineering and cost accounting practices.

Postponed Proceedings

"From the summer on into the winter of 1951, the Commission from time to time has postponed the proceedings, until in June of 1952 it announced that it would begin the proceedings in January of this year. Our engineering testimony, our engineering preparation, if you will, has almost been completed in the process of buttoning up the layout testimony as to the need and use of the service. Because of the numerous times the proceedings had been postponed, a petition was filed with the Commission asking that a few days be set aside in the fall of 1952 in which we could put out the engineering testimony, which we judged at that time would take approximately eight hearing days. That petition was granted by the Commission and we began this proceeding with the presentation of the engineering in detail.

"I think it was clear to all of us from the very beginning of this hearing that the Commission was right in ordering basic policy considerations to which none of the engineers could direct their attention, and that we would have to develop these policy considerations, that only the lay witnesses who would testify concerning need and future use could answer. I am sure you recall the question which frequently arose as to why it was necessary to have six proposed services, why it was necessary to have a quality equal to 35mm. film. All of those questions were pertinent, of course.

"We intend to answer those questions and all of the other non-engineering questions which have been raised by the industry. We have offered to do this several times in the course of this particular proceeding. In other allocation proceedings, the industry has been asked to proceed through as best I could, I find again and again that the history of the presentation is first to present the need and then deal with the engineering factors. I think we have gotten the cart before the horse because by presenting through no one's fault, and that is the reason why we are in the position today, I think of having been interrupted this proceeding to answer questions which rightfully bother the Commission."

Television--Radio

with Pinky Herman

The NEW CBS production center at the site of the former Sheffields Farms depot and office building on 56th & 57th streets between 10th and 11th Aves., in N.Y., may now be used for the future of telecast studios. Property consists of about 405,000 square feet of floor space. 

. . . Did you know that Jack Mahoney, TV's "Range Rider," used to be a stunt man for Hollywood studios? . . . Ken Murray's 10-month-old daughter Pamela makes her screen debut in Ken's forthcoming production "The Marshall's Daughter." Ken didn't get started on his career until he was 20 (months? NO! years) . . . Smart gal, Toni Romer. Though she appears regularly on "High Adventure," "The Web" and "John Steele, Adventurer," actress still keeps her job as hair checker at Peter's Backyard Bistro in Greenwich Village. "I'm a working girl," she says, and another job when she has a studio commitment . . . Interstate TV Corp., with 13 TV films of "The Amazing Tales of Hans Christian Andersen" on hand, has made a deal with KEM Productions for another 13, to be filmed next month.

An unusual circumstance has just been brought to our attention. One of our readers, Ray Perkins of King, Denver, Colo., claims that right after ex-vaudevilleian Ray airmailed an epistle to ye scribe, pointing out that though "The Bell Telephone Hour" and "Cavalcade of America" won two different awards in the Motion Picture Drama-Family Poll (radio) and the "Studebaker Orchestra," are both conducted by Donald Voorhees . . . To Ray: Thanks for the reminder. To Donald: Congratulations.

Starting Saturday, Feb. 25, WOR-Mutual will present a Band dance schedule will be expanded to the full hour, when a new series, "Virginia Barn Dance Jamboree," originating in Danville, Va., will be heard from 8:30 to 9:00 P.M. preceding the "New England Barn Dance Jamboree" from Worcester, Mass. The new program features Clyde Moody and his Woodchoppers, the Bowes Bros. with Frank Raymond, emceeing the hootenannies. . . . When Lilli Palmer WCBS SCREENS the life story of Genghis Khan, medieval scourge of Asia and Eastern Europe, Sunday, Feb. 22 (2:45-3:00 P.M.) her guest on the telecast will be Capt. Chingez Guirez, a direct descendant of Khan, who served as liaison officer for Gen. Mark Clark in Italy during World War 2 . . . In honor of the late Amalia Cole, mother of Emil, Gregory, Joseph and Adolf, who made their marks in American popular and classical music, an "Amalia Coleman Scholarship Fund" has been created and is available to the 10 most promising and talented young violinists of all nations. Joseph Coleman, pupil of the late Prof. Leopold Auer, starting in April, will personally conduct auditions of young violinists in Steinway Hall. A memorable award to a grand old lady of music.

Personal Postcards to: Walter Winchell

The "American Inventor" producer Bill Hodapp, with Bob Wald, ass't. prod., will film "The Cancer Story" for the Cancer Society. Laurence Schreiber, Jr., will direct . . . GREGORY KATOFF—Not only did you tell Jack Lemmon (who's off vacationing in Dorsey Gallery) on "NBAToday" that he "looks like the son of Clark Gable and that you will use him in a featured role in your next picture" BUT WHAT YOU DON'T KNOW TILL YOU READ IT HERE IS THAT YOUR PROMISE IS IN RECORDED ON TAPE. . . . JACK BENNY—Adolph Menjou's list of ten "best-dressed men" in TV includes Robert Montgomery, Bob Hope (ah there, Bing), Kent Taylor, Dean Martin, Mike Wallace, Charles Farrell, Dennis Merriam, Ed Begley, and Laughlan's gift to the violin world, I. Banner. . . WILLIAM PAREY—Arthur Godfrey (you must have heard of him, CBS artist for the past 20 years) started his radio career as an amateur banjoist on WFBR Baltimore, back in Oct. 1929 . . . SAMMY KAYE—Your newest Columbia release, "Light in the Harbor," according to several local top dealers, will be another "Harbor Lights." . . . ED WYNN—The cost of shipping your TV costumes and props to London for your Palladium engagement there is in the neighborhood of Five grand.

Atlanta Business Up, Small Towns Down

Atlanta, Feb. 15.—A number of theatres in Atlanta report an increase in business in January over January 1952, of about two one-half per cent, but all of the town theatres throughout Georgia showed a decrease of 10 to 20 per cent, attributed mostly to the severe drought which the area suffered last year.

'Eagle' Won't Boost Theatre Ad Rates

Although contemplating rate increases in all other advertising classifications, the world premiere has decided to make no change in its present announcement advertising rate, Martin Dickstein, announcement advertising manager.

Dickstein said the "Eagle" is cognizant of the fact that this is a period of adjustment in the motion picture world and industry, and it is this newspaper's intention to do everything possible to cooperate.

Top Grosses Here For 4 Para. Films


"Little Sheba" hit $19,000 for its eighth week at the Victoria. The second week of "The Stooge" went $2,000 over its first week at the Paramount, hitting $11,000. "Road to Bali" at the Astor, also went $2,000 over its first week with a figure of $30,000.

$228,411 for Kaye in 39 Performances

In 39 performances, Danny Kaye and his latest hit started its fifth week at the RKO Palace Theatre, here yesterday grossed $228,411, exceeding previous grosses for Judy Garland and Betty Hutton, the circuit report.

'What's Playing?' to Go on TV Nationally

"What's Playing?" the television program highlighting scenes from new motion pictures, will be made available nation-wide, said embryo and president, and of Denby Productions, Inc., producer of the program, disclosed here.

Rites for Mrs. Rosenthal

Tom, N. Y., Feb. 15.—Funeral services for Mrs. Jennie C. Rosenthal, owner of the State Theater here, widow of Jacob C. Rosenthal, a pioneer exhibitor in this city, and mother of Leonard L. Rosenthal, counsel for Upstate Theatres, Inc., of Altoona, Pa., held at Temple Beth El here. She died Wednesday.

Hitchcock, Baxter Here

Alfred Hitchcock, Anne Baxter and Roger Dann arrived in New York over the weekend from Montreal and Quebec, following personal appearances at the world premiere engagements there of "I Confess."
NOW over 5000 more theatres can strike a...

BRIGHTER and WHITER ARC with the NEW

NATIONAL 7mm "SUPREX" CARBON

Closely following general acceptance of the sensational, new 9mm "Suprex" carbon, NATIONAL CARBON now offers greatly improved screen light for theatres with variable-feed, mirror-type lamps, using 7mm high-intensity carbons. Specifically, the new "Suprex" carbon provides the following advantages:

- Brighter and whiter light
- More light at same current or consumption
- Same light at lower current and carbon consumption

For unequalled uniformity and arc stability, for the best in carbons — that research is constantly making better — get complete information on this and other recent NATIONAL CARBON developments. Write us — or see your theatre supply dealer who is NOW READY TO SHIP THE NEW 7MM "SUPREX" CARBONS.

ORDER THESE NEW 7mm CARBONS NOW*  
- 7mm x 12" Cat. No. L0521  
- 7mm x 14" Cat. No. L0525  

*Not recommended for 1 KW fixed feed ratio lamps.

The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N.Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited – Montreal, Toronto, Winnipeg
TONIGHT WE SING

TECHNICOLOR

MAKING BOXOFFICE HISTORY IN ITS WORLD PREMIERE ENGAGEMENT,
RADIO CITY MUSIC HALL

There's No Business Like 20th Century-Fox Business!
WB ‘Assured’ Of ‘Holders’ Okay Today

Says Count Clinches Reorganization Plan

Approval of the Warner Brothers’ amended plan of reorganization is assured at today’s annual meeting of stockholders, to be held in Wilmington, Del., a management spokesman declared here yesterday, on the basis of proxy returns mailed to the home office.

The plan, which paves the way for S.I. Fabian, president of Fabian Enterprises, Inc., to assume management control of the new Stanley Warner Theatre Corp., needs the approval of two-thirds of the outstanding stockholders.

(Continued on page 6)

Robbins Nominated B’nai B’rith Head

Burton E. Robbins, executive of National Screen Service and representative of his company for many years in its participation in industry charitable drives, has been nominated to the presidency of New York’s B’nai B’rith to succeed Martin Levine, executive of Brandt Theatres. Leo Jaffe and Albert A. Senft, co-chairmen of the nominating committee announced yesterday. Elections will be held on Tuesday.

(Continued on page 3)

Reed Bill Dampens Tax Repeal Hopes

WASHINGTON, Feb. 16.—Chances for House action this year on repeal or reduction of the Federal admission tax grew dimmer today as the House Ways and Means Committee stumped on the so-called Reed income tax reduction bill.

The House Rules Committee will prevent the Reed bill from coming to the floor.

(Continued on page 6)

Booth Conversion to 3-D Cost Range: $584 to $784

The approximate cost of converting a projection booth for the exhibition of tri-dimensional pictures ranges from $584 to $784, plus installation costs which vary in accordance with the condition of the booth, according to James Brigham, supervisor of installations for “Bwana Devil.” Brigham is here to direct installations in Loew’s State Theatre, the Fox Brooklyn and Loew neighboring houses.

Brigham yesterday broke down the equipment costs as follows: large magazines, $302; perforators and station master brushes, $62; lens chart, $10; three large reels, $60, and the interlock, $150 to $350, depending on whether a mechanical or electrical device is used. The installation costs, Brigham said, vary with the booth. As a rule, if the booth is up-to-date, the outlay will be considerably less than if there has been no modernizing in recent years. He pointed out that the cost of a D.C. screen must be sufficient to supply both lamps continuously for the complete run.

The screen must be metallic or have an aluminum surface so that it is non-depolarizing. Brigham said some exceptions will be made.

(Continued on page 6)

Yates Predicts Big Year for Republic

A “banner” year for Republic Pictures and Consolidated Laboratories was predicted yesterday by Herbert J. Yates, president of both companies, at a meeting here of the board of directors. Yates told the board that the laboratory business was increasing and that film sales were on the upswing.

The 20th, U-I, UWF File Reply in 16mm. Suit

Hollywood, Feb. 16.—Twentieth-Century-Fox, Universal-International and United World Films, Inc., today filed answers in Federal Judge William Byrne’s court to the government’s amended complaint charging that three and nine co-defendant companies conspired to prevent television and certain other outlets from showing 16mm. prints of their pictures.

The other nine have three more days to file answers before the deadline set by court Jan. 19. The companies which filed today made a general denial of the principal charges against them. Following the answer period the court may order pre-trial conferences to consolidate the issues and stipulations, or can set a date for trial.

Find Para.’s 3-D Process ‘Impressive’

To Release ‘Sangaree’ in May; Slate Another Two

By MURRAY HOROWITZ

Paramount unveiled its three-dimensional process with a preview at the Colonial yesterday, making it the first of the major studios to publicly show its own tri-dimensional system. It was an impressive performance.

Utilized for the demonstration at the New York Paramount Theatre were unlabeled “rashes” of “Sangaree.” Despite the roughness of the scenes, the picture had all the earmarks of a top professional production and the depth.

(Continued on page 6)

Series of Meetings To Promote RKO’s 25th Anniversary

Charles Boasberg, general sales manager of RKO Radio, and Nat Levy, Eastern division manager, will arrive in Cleveland today from New York for the first of a series of meetings with division, district, branch and sales managers in preparation for the company’s 25th Anniversary Drive,” set for March 6 to June 26.

Following the meeting today Boasberg will go to New Orleans and then to Chicago on Feb. 24, and to Toronto on March 4. Levy will go to Philadelphia.

(Continued on page 6)

Owen at Southern Para. Meet Today

Hugh Owen, Paramount Eastern and Southern division manager, will arrive in Atlanta today from New York for the first of a series of nine branch meetings at which he will discuss new product and the plans formulated at the recent week-long division and branch managers’ meeting in New York.

High on the agenda will be a discussion of the newrequirements of the trade.

(Continued on page 3)

UA Names Blumofe To Hollywood Post

Hollywood, Feb. 16.—The appointment of Robert F. Blumofe as West Coast representative of United Artists was announced here today by Arthur B. Krim, president of UA. Blumofe, formerly an executive of the Music Corp. of America, will assume his new position immediately.

Blumofe, an attorney and production executive, will represent UA in negotiations with independent producers for new pictures and will serve as the company’s liaison.

(Continued on page 3)

UA Will Observe An Anniversary

United Artists is celebrating the second anniversary this week of the assumption of the company’s management by president Arthur B. Krim and his executive group that includes board chairman Robert S. Benjamin, vice presidents William J. Heineman, Arnold Picker and Max E. Youngstein and Matthew Fox.

Although Sunday marked the
Motion Picture Daily

Tuesday, February 17, 1953

Reynolds to Star in 'Brotherhood' Play at Thursday Dinner

A dramatic tableau, "The ABC of Brotherhood," with a cast including Quentin Reynolds, Ben Grauer, John Quincy Adams, and Mel Allen, Bob Costinide and Bill Hayes will be presented on Thursday night at the Harold Clambe Theatre here. Written by Morton Sunshine, the tableau will be a feature of the amusement industry's dinner saluting "Brotherhood Week" and honoring seven leaders in the field of communications.

Sol A. Schwartz, national chairperson of Brotherhood Week, sponsored by the National Conference of Christians and Jews, said that leaders in the amusement industry will fill the main ballroom of the Waldorf-Astoria to honor Sproos P. Skoutras, Walter D. Fuller, John Golbie, William R. Davis, Randolph Hearst, Jr., Jack R. Howard, Danny Kaye and David Sarnoff.

Nine hundred motion picture theaters in the metropolitan New York area are participating in Brotherhood Week, which will end Sunday night. The show is designed to display an honor roll and patrons are invited to sign it as their pledge to promote harmony among all Americans.

Shapiro in Top Spot At N.Y. Paramount

Promotion of Robert K. Shapiro to possible management of the N.Y. Paramount Theatre here was announced yesterday by Leonard Goldenson, president of American Broadcasting-Paramount Theatres. In addition to the physical operation of the house, a post he has held since 1941, Shapiro will also carry full charge of the stage and screen programs. Shapiro first went to the theatre as an usher. The manager of the Brooklyn Paramount since 1945, has been promoted to executive manager of that theatre.

New York Theatres

Radio City Music Hall

Rockefeller Center

"Tonight We Sing"

Eino PINZA - Roberts PETERS

Tamara TOMANOVA - David WAYNE

Color by TECHNICOLOR

A 20th Century-Fox Picture

plus Spectator Stage Presentation

Martin and Lewis Halmarks

The Stooges

Ainsworth Buys Film


Screen Writers List

Story Contestants

Hollywood, Feb. 16.—Fifteen stories and plays released during 1952 were nominated here by the Screen Writers Guild for the best-written films of the year. The winners in three categories—comedy, musical and drama—and the winners in the category best-written American comedy category: "The Marrying Kind," for Co- and "Pat and Mike," for M-G-M.

The comedy group also includes Stanley Kramer's "The Happy Time," a Broadway play adapted for the screen by Earl Felton, and Republic's, "The Quiet Man," written by Frank Nugent.

"I Confess" Draws Big in Canada

In Quebec, where "I Confess," Warner Brothers, a dual world premiere last Thursday, the picture grossed $7,198 for the four days at the Capitale and $2,967 for the four days at the Cartier. In Montreal, where the picture opened the day following the world premiere, at the Palace Theatre, "I Confess" pulled $17,738 in the first three days, according to a report in the Canadian dramatic press. This figure is $5,738 above the total gross for "I Confess" for the week ending February 10.

National Tour For "Rube" Paintings

A national tour of Dean Cornwell's oil paintings depicting story highlights of Lloyd C. Douglas' novel "Rube," will be launched next week, coinciding with the start of production in CinemaScope of the picture. The eight large canvases will have a premiere showing at Bamberger's department store in Newark on Tuesday followed by an exhibition at the Davidson-Paxon store in Atlanta.

Twentieth Century-Fox producer of "Rube" has announced that it has received requests to exhibit the paintings from leading shops and galleries throughout the country. The "Rube" will be the first made with the CinemaScope process.

Personal Mention

ROBERT CLARK, executive producer and board member of the Associated British Pictures Corp., will sail for New York tomorrow evening on the S.S. Queen of the Night.

HARRY MANKELL, in charge of RKO Theatres national advertising and publicity, became a grandfather for the second time Sunday when his daughter, Mrs. Shirley Under, gave birth to a baby girl at York East Hospital.

DR. RENATO GUALDINO, general director and executive vice-president, newly appointed chief executive of the IFIE Releasing Corp., who has been in New York for the past two weeks, returned to Rome over the weekend.

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity director, returned here from Chicago at the weekend and will leave for Washington tomorrow or Wednesday.

DICK PITTS of the TOO office here became a father Sunday when his wife, Beverly, gave birth to a five-pound girl at Flushing Hospital. The new arrival was named JULIE.

EARL J. SPONABLE, 20th Century-Fox research director, has delayed his return to New York from Paris for another week. He is due back next week.

ALBERT FLYERSHEIM, JR., advertising and publicity director for Walter Reade Theatres, is on a vacation cruise to South America.

JOHN P. BYRNE, Eastern M-G-M sales manager, has completed his periodic review of the six branches under his supervision.

ROY BORGER, M-G-M sales manager, has returned to his Washington headquarters after a brief home office visit.

Brant on Tour for 'Andersen' Openings

Leon Brant, exploitation director for Samuel Goldwyn Productions, left here last Thursday to finalize plans for premiere in that city of "Hans Christian Andersen," to be sponsored by the American Newspaper Women's Club at the Metropolitan Theatre on Thursday evening.

From Washington Brant will proceed to Dallas, where "Andersen" will open at the Tower Theatre, also on Thursday. From there Brant will go to Oklahoma City for the premiere at the State on Feb. 25, then to Tulsa and on to the Denver on March 3. He will then go to Tucson to make plans for an opening at the Catalina Theatre on March 19, and then to Cleveland to set plans for an opening at an opening at the Hippodrome on March 20.

Rouge,' Pan' Bow Strong In Robust B'way Week

Spearheaded by strong openings and "Tonight We Sing," grosses at robust level this week, aided by the office take which would have been greater if Sunday's projection of $12,500 is due to be racked up by "Peter Pan," currently in its first week, at the Roxy which features throughout the country. At the Capitol, the first week of "Moulin Rouge" is forecast to hit a very bag $11,000. The first seven days of "I'm in the City," the Capitol Music Hall is expected to register a good $14,000. Another excellent grosser, "The Star," at the Palace is expected to do $113,000 for its second week. At the Rivoli, a good $21,000 is indicated for the third week of "The Star." Still holding up strong is "Hans Christian Andersen" at the Criterion, where a substantial $29,200 is expected for the fourth week. "Mississippi Gambler" will bow out of Loew's State tomorrow with a nice $29,900 for its third week. The Natural Vision three-dimensional "Bwana Devil" is the State's next attraction. The Stereo Technicolor three-dimensional program at the Globe is expected to close with a mild $13,500 for its second week in the Italian import -"I Can Have Its premiere tomorrow at the Globe.

Standing up nicely are "Road to Bali" at the Astor and "Come Back, Little Sheba" at the Victoria. A steady $24,000 is seen for the third week of "Road to Bali," while $16,220 is predicted for the eighth week of "Come Back, Little Sheba." A total of $22,000 is seen for the third week of "Above and Beyond" at the Mayfair.

Danny Kaye to Remain At Palace for Easter

Danny Kaye and his "All-Star International Show" will remain at the RKO Palace here through Easter week, it was disclosed here yesterday. Kaye's two-day engagement, which began Jan. 13, has proven to be a standing room only hit practically from the first day it opened. For his final performances, Kaye grossed $62,000—an all-time Palace record.

"Moulin Rouge," "Peter Pan," most Broadway situations rose to a Lincoln Birthday holiday. The box had it not been for the steady wind for "Moulin Rouge," "Peter Pan," and most Broadway situations rose to a Lincoln Birthday holiday. The box had it not been for the steady wind for "Moulin Rouge," "Peter Pan," and most Broadway situations rose to a Lincoln Birthday holiday. The box had it not been for the steady wind for "Moulin Rouge," "Peter Pan," and most Broadway situations rose to a Lincoln Birthday holiday. The box had it not been for the steady wind for "Moulin Rouge," "Peter Pan," and most Broadway situations rose to a Lincoln Birthday holiday. The box had it not been for the steady wind for "Moulin Rouge," "Peter Pan," and most Broadway situations rose to a Lincoln Birthday holiday. The box had it not been for the steady wind for "Moulin Rouge," "Peter Pan," and most Broadway situations rose to a Lincoln Birthday holiday. The box had it not been for the steady wind for "Moulin Rouge," "Peter Pan," and most Broadway situations rose to a Lincoln Birthday holiday. The box had it not been for the steady wind for "Moulin Rouge," "Peter Pan," and most Broadway situations rose to a Lincoln Birthday holiday. The box had it not been for the steady wind
Motion Picture Daily

Tuesday, February 17, 1953

Name Robbins (Continued from page 1)

Feb. 24, at a meeting at the Hotel Astor which will feature the appearance of Dr. Arthur Lebved, national director of B'nai B'rith's Hillel Foundations.

Nominated for vice-presidents are Marvin Kirsch, Moses L. Kove, Milton Livingston, Joseph Maharam, Sol Rissner, Cy Seymour, Robert K. Shapiro, Al Wilde and Lou Wolf. All are important documents.

Jack H. Holberg has been nominated for treasurer, David Kelton for secretary and Levine for chaplain. Nominated for trustees are Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Louis A. Novins and Arthur H. Schwartz.

Yates Predicts
(Continued from page 1)

is being placed on the regional sales managers.

A dividend of 25 cents on preferred stock, payable April 1 to stockholders of record on March 9, was declared by the board.

A testimonial dinner to Grainger upon his resignation to become president of RKO Radio will be held next month. It had been planned to hold the affair this month.

Promoting "Fair Wind"

A full color page caricature of the stars of Republic's "Fair Wind to Java" will appear on the front cover of the Feb. 22 issue of Pictorial Review.

UA Names Blumofe
(Continued from page 1)

with independent producers whose films are released by United Artists. Krin said. In recent years, United Artists has had no West Coast representative.

Blumofe Background

In announcing the appointment, Krin expressed his gratitude to Leo Moceri, president of MCA, for his cooperation in releasing Blumofe from MCA.

A member of the New York and California bars, Blumofe is a graduate of Columbia University Law School. He entered the motion picture field in 1939 as attorney for Paramount Pictures in New York. In 1941, he moved to Paramount's Hollywood offices, serving as an attorney there until January of last year, when he joined MCA.

UA Anniversary
(Continued from page 1)

actual anniversary date, the company's celebration is being held tomorrow to coincide with the New York premiere of "Beauregard," the first full-length three-dimensional feature picture.

One feature of the anniversary celebration will be a round-the-world telephone conference among members of the Krin management group. Krin will participate in the conference from Hollywood, where he is currently holding a series of conferences with independent producers making films for United Artists release. Picker, vice-president in charge of foreign distribution, will join the talk from London. Benjamin, Heineman, Youngstein and Fox will take part from the company's New York headquarters.

Owen Opens
(Continued from page 1)


Review

"All Ashore"
(Columbia)

The story of adventures of three sailors on leave on Catalina Island, interspersed with a song and dance here and there, add up to relaxing entertainment. The trio consists of Mickey Rooney, Dick Haymes and Ray McDonald whose romantic adventures are linked with Peggy Ryan, Barbara June 30, and might be released considerably before then.

This is the implication made in a statement by acting Defense Mobilizer Arthur Fleming that the government's Controlled Materials Plan, under which the government allows steel, copper and aluminum to theatre equipment manufacturers and other essentials of these materials, would be continued through the 30th. Observers felt that the obvious purport of Fleming's remarks was that CMP and most other allocation controls would not be continued after that date.

Only limited allocations controls over a few very scarce metals and chemicals will be continued after June 30, it is believed. Fleming also announced that manufacturers, who would be free to scramble between now and June 30 for any steel, copper and aluminum left over after defense needs have been met. It was believed that similar privileges might have to be given shortly to construction projects.

A. Kent Craig Heads Hamilton Managers

Toronto, Feb. 16.—One of the oldest and most active exhibitor organizations in Canada, the Hamilton Managers, has elected the following officers: President, A. Kent Craig, Avalon Theatre; vice-president, Oscar Lang, Delta, secretary-treasurer, Mrs. Jean Ford. Directors named were J. P. McConough, Tivoli; Jack Hunter, Jr., Queen's; Paul Turner, the Strand; Andrew McDougall, Capitol.

Construction Controls Seen Off by June 30

WASHINGTON, Feb. 16. The Administration has given strong indication that theatre construction controls would be completely eliminated after June 30 and might be released considerably before then.

Because we know it's so
We keep on saying...

FILMACK GIVES YOU MORE SHOW-
MANAGEMENT'S FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.

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NOW BEING SOLD

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THE FIRST GREAT
COLOR EPIC OF
3 DIME

PRE-RELEASE EXHIBITION
In the THEATRE Equipment World . . .

with RAY GALLO.

Para’s 3-D ‘Impressive’

(Continued from page 1)

achieved by the process was extraordinarily realistic. The color by Technicolor enhanced the excitement on the screen. The scenes were uncorrelated and brief, yet such effects as a man knocked over a bar, the size of a room, and the breaking of glass were impressive. No trick shots to startle an audience were shown. The “tiaroway” polarized spectacles did not detract from the brightness of the screen.

In a brief introductory address, Russell Holman, assistant vice-president, said that Paramount is ready to start production on two more Technicolor features in three-dimensional and conventional processes. Under the Paramount system, both processes are photographed simultaneously, so said, would be: “Those Sisters from Seattle,” starring Rhonda Fleming and Gene Barry, and “Red Gar- rick,” starring Rock Hudson and Anna Maria Alberghetti.

Holman called the advent of three-dimensional pictures a further development to hit Hollywood since sound. “The time and talent of its entire creative personnel, from the studio heads, Mr. Loew’s and Don Hartman, plus Adolph Zukor, on down, are being focused on it.”

He added that the Paramount research laboratory, under the direction of Loren Ryder, is working day and night upon the problems involved. And the results have proven amazing possibilities and when put into practical use in the near future, the use of three-dimensional pictures will open up new frontiers in the production and exhibition of three-dimensional motion pictures,” Holman declared.

“Sangaree,” which stars Arlene Dahl and Fernando Lamas, will be released in May, both in its three-dimensional and conventional form, it was disclosed.

William H. Pine, co-producer of “Sangaree” in Chicago, has presented the audience of several hundred New York and Eastern exhibitors, circuit executives, distribution leaders, press representatives, and others that the footage was rough, uncut, unedited sequences.

RKO Meets

(Continued from page 1)

J, for a brief checkup on problems of projection, magnetic and disk recording equipment were made last year by new licensers in the United States, four in India, three in Indonesia, two in Japan, Brazil and France, and one in England, Malaysia, Taiwan and Italy, according to E. S. Gregg, vice-president and general manager.

The St. Louis Theatre Supply Co., headed by Arch Hosier, has been named a distributor for Paradis- play, Inc., Specialty Division of Milwaukee. The company will handle the “Butter-Mat” butter dispenser, the “Buttercup” buttered popcorn popper and the complete line of “Buttercup” sales and utility accessories.

H. MacGregor Tuttle, Jr., has been appointed manager of the field and promotion department of the National Container Corporation, Chicago, according to Philip G. Gott, president. Tuttle will work through contacts on promotion of the company’s contrecouche and also devote attention to state legislative problems that affect the industry.

For the care of drive-in grounds, Andres Sprinklers of Hollywood is marketing a new plastic sprinkler hose which performs the double duty of a washer on the reverse side. It is designed to spray an area more than 12 feet wide, at least 3 feet long at an average water pressure. It can be shaped to fit the contour of any landscaping, being applied in a beret flower bed as well as just straight on the grass.

A new development in supported plastic upholstery material — “Ny- lonized Boltonalex” — is now being produced in a deep-molded “point- setta pattern,” according to an announcement from Bolton, Law- rence, Mass. Previously, it has been available in a “leather-like” burl- nished top-grain finish. The fabric has a face sheet of standard 20- gauge Boltonalex plastic supported by a non-woven backing consisting primarily of nylon and wool fibres.

For indoor and drive-in theatre refreshment service the Ajax Corp. of America, Evanston, Ill., has a newly redesigned ice cube maker with a produc- tion capacity of 350 pounds of ice cubes daily. Touted as the “Electric Ice Cube Maker,” the device uses individual compartments designed to provide cubes identical in size, shape and clarity. The cube dropper is a high-speed, high-slip-bag bin for easy access.

Sam E. Rich has been elected vice-president of the Sweets Co. of America, Inc., Hoboken, N. J., manufacturers of Tootsie Rolls.

3-D Screen Orders

In 60-Day Backlog: 600-800 on File

Although the manufacturers of metallic screens for the presentation of three-dimensional pictures are stepping up their production to capacity, dealers cannot promise delivery for 60 days because of the backlog of orders, a checkup disclosed here yesterday. It is estimated that the dealers have between 600 and 800 orders for the screens, with approximately 100 already installed nationally.

The dealers expect the orders to reach the 3,000 mark within 90 days, although some success has been achieved in spraying ordinary screens with a metalized coating.

The backlog in order also extends to other 3-D equipment such as magazines and electric motors.

Conversion Costs

(Continued from page 1)

experiments in spraying older screens conventionalized-coated, with mixed success. This was done at Loew’s State here and will be done in Loew’s neighborhoods.

Magazines

Because large reel magazines holding 5,000 feet of film are necessary, a clearance of at least 25 inches between the upper magazine and the front wall is needed. Therefore, the machines must be moved back. Brigham said that exhibitors contemplating an installation should put in a common switch immediately for both machines. This work, he said, is the most difficult part of the conversion because the two projectors must be interlocked so that they can be started simultaneously. If the D.C. supply is not enough to maintain both lamps running, fans must be made for an extra rectifier or supply to do this, Brigham explained.

Brigham said that every obstacle encountered in the exhibition of “Bwana Devil” had been overcome. As to the showing of 3-D pictures in drive-in theatres, Brigham said that at present the lighting is not sufficient but that this situation would be corrected shortly.

stock. According to the tabula- tion compiled here, which was called a “recount,” the two-thirds vote needed has been met in the flood of proxy returns.

The amended plan of reorganiza- tion was proposed to stockholders Tuesday by Fabian and Brothers Warner, under which Fabian purchased the stock in the Warner company of the three Warners and their families. Ac- cording to the plan, which follows the terms of the consent decree, the dis- tribution of the company’s production distribution will be effected at the close of business on Feb. 28. Brothers Warner will retain their stock control and their positions with the new production-distribution firm.

Today’s annual meeting in Wilming- ton, in April, in connection with the amended reorganization plan, will also vote on the reduction of the capital of the corporation and an expected New York Statutory Court order providing for the divestiture of a number of additional theatres and Directors of the corporation who will not be elected at the meeting. The slate of each company, as previously reported in Motion Picture Daily, will be re-elected by the board of directors of the parent company following the stockholders meeting.

Reed Bill Dampens

(Continued from page 1)

up for a House vote for quite some time. It is expected that the House will pass it sooner or later.

It is considered unlikely, however, in view of the large revenue loss in- volved in the Reed bill, and in view of the attitude of Congressional leaders and Administration officials on the 1953 Federal Budget, that House tax writers will want to ap- prove this year and other measures that would result in an increase in revenue, such as the admissions tax bill.

There will be no opportunity to try to amend the Reed bill on the House floor because the House has not reconsidered tax bills, since the House normally considers tax bills under a rule that bars any changes.

Income Tax Cut

The Reed bill would put a 10 per cent reduction on individual income taxes into effect six months earlier than presently scheduled, on June 30, 1953. Instead of passing the Reed bill, that House tax writers will want to ap- prove this year and other measures that would result in an increase in revenue, such as the admissions tax bill.

It is believed likely that any legislation on this subject would not be moved until next year.

A Democratic motion to hold bear- ings on the Reed bill was defeated in the Ways and Means Committee on a 15-13 vote.

The Ways and Means Committee might still decide to hold hearings to examine the general tax reduction, including excises, or on specific tax cut bills. But it is be- lieved likely that any legislation on this subject would not be moved until next year.

It is possible that when the House passed the Reed bill, the Senate Fi- nance Committee might decide to amend it and hold hearings on excise tax and other proposed changes. Here again, however, the odds are the other way and indicate that the Senators will be disinclined to vote for any more tax reductions this year.
Ill. Allied Fears Film Turnover To Television

Unit Calls On Company Heads to 'Ponder' Move

Chicago, Feb. 17.—Current rumors to the effect that major companies would dispose of their backlog of regular motion pictures to television drew the ire of Allied Theatres of Illinois here today. The unit branded the reports as a "disturbing factor that may well shatter the high hopes which exhibitors hold out for the success of three dimensions."

"If the industry is to enter upon an orderly process of conversion to 3-D, a development in which the public is displaying great interest," the unit’s board said in a formal statement, "and if this new medium of presenting motion pictures is to mean anything in bolstering the future of motion picture theatres, then the greatest mistake that (Continued on page 4)

Sees 3-D Without Glasses Distant

Three-dimensional films without glasses are "not around the corner," Parent Edouard, of the Paramount studio’s scientific department, said here yesterday in an effort to clarify the company’s 3-D stand in answer to exhibitor questions. William H. Pine, Paramount producer, also present at the conference, said that standardization in three-dimensional processes was necessary and possible because (Continued on page 4)

Offers 100% Deal For "Peter Pan"

Boston, Feb. 17.—The millenium has come! A subsequent-run exhibitor here, who is in strong competition with another theatre, has offered RK0 Radio a deal whereby he will give the distributor 100 per cent of the gross of "Peter Pan." The reason: The theatre doubles, triples and sometimes quadruples the popcorn and candy sales when playing Walt Disney product.

President Condemns Any Tax Cut That Would Throw Budget Out of Balance

Washington, Feb. 17.—President Eisenhower today made his strongest statement yet against any early tax cut.

While no mention was made of any specific taxes, the President’s statement, made at his first press conference, was broad enough to cover the admission tax or any other tax involving a sizeable loss of revenue. The President said flatly that there should be no tax cuts until government income and spending can be seen to be in balance.

The President said he would not agree to ending the excess profits tax June 30 unless other revenue was provided to make up the loss. He would not say, however, that he would veto a specific tax cutting bill sent him by Congress.

President Eisenhower said the Administration’s aim evidently is tax reduction but budget balancing must come first.

Extensive Promotions Stem From Merger of UPT-ABC

The merger of United Paramount Theatres and American Broadcasting Co. has resulted in several promotions within the organization of the parent company, American Broadcasting-Paramount Theatres. These promotions and transfers were announced here yesterday by Leonard H. Goldenson, president of the parent company. The changes involve the moving of Earl HUDSON to Hollywood as vice-president of the Western division and the naming of Harold Brown as president of United Detroit Theatres.

Ramsay in UI Ad Post with Lipton

Clark Ramsay has resigned as vice-president of the Monroe Greeting Advertising Agency to accept a newly-created executive post under David A. Lipton, vice-president in charge of advertising and publicity for Universal-International. Ramsay will handle the company’s national advertising.

Chicago Drive-ins Hit Government Suit

Chicago, Feb. 17.—Main arguments of briefs filed today by drive-in attorneys in reply to government briefs in the appeal of Federal Judge Barnes’ dismissal of the government’s anti-trust suit charging Chicago area drive-ins with price-fixing are that: Exhibitors are not engaged in interstate commerce, nor do their actions affect interstate commerce; and, any so-

General Clay Joins Zukor Committee

General Lucius D. Clay, USA (ret.), former Military Governor of Germany, has accepted membership on the honorary committee for the Adolph Zukor Golden Jubilee dinner on March 4, at the Hotel Waldorf-Astoria here, it was announced yesterday by Harry Brandt, chairman of the dinner committee, and Robert J. O’Donnell, international chairman of

WB ’Holders Approve Plan Of New Setup

To Decide on Dividends At Meeting in March

WILMINGTON, Del., Feb. 17—Stockholders of Warner Brothers Pictures, at their annual meeting here today, voted to adopt a series of four resolutions which, in effect, approved the amended plan of reorganization of the corporation and effected the divestment of its theatre assets in the U.S. from its production-distribution assets. This was done by a transfer to two new companies of all assets of the corporation in exchange for all outstanding stock of the two new firms. The producing and distributing company will retain the name of Warner Brothers Pictures, Inc., while the new theatre company will be known as Stanley-Warner Corp.

It was recorded at the meeting that the brothers Warner have decided to retain the stock (Continued on page 6)

Newsreel Photographers Cover Ike’s 1st Press Meet

Washington, Feb. 17.—Newsreel photographers were permitted today to shoot without sound the opening of President Eisenhower’s first press conference.

Television cameras were not allowed in, but White House spokesmen have said that both newsreel and television cameras will probably be allowed to give full coverage to subsequent Presidential press conferences, a precedent insofar as regular Presidential press conferences are concerned.
ABC-UPT Capital Stock Listed at $17,160,940

Promotions

(Continued from page 1)

will be president of that division. Robert M. Weitman, vice-president of United Paramount Theatres, moves over to ABC as vice-president in charge of programming.

His theatre duties as consultant for the company’s Southern theatres will be taken over by Sidney Markley, who assumes the position.

Had Edward Hyman, vice-president and consultant on the West Coast, felt that the North, assumes responsibility for the Philadelphia theatres formerly handled by Weitman.

Weitmann’s duties at the New York and Brooklyn Paramount theatres will be taken over in New York by Robert K. Shapiro who is promoted from manager to executive manager of the Broadway house, as reported yesterday.

Eugene Pleshette is promoted from manager of the Brooklyn Paramount to executive manager.

Simon Siegel, formerly comptroller of UPT, moves into the position of treasurer of ABC-UPT. J. L. Brown, assistant treasurer, becomes comptroller, and assistant treasurer, Edith Schafferman, becomes assistant secretary of the parent company.

Herbert Hahn, in charge of the connection department, retains his position and in addition becomes assistant to Markley.

Daly was president of United Detroit Theatres, a subsidiary company. He will make his headquarters in Hollywood.

John Mitchell, who has been manager of television station WBKB in Chicago, becomes manager of the Los Angeles television operations for ABC.

RKO Radio-Doubles Exploitation Force

In a move to provide current and forthcoming RKO Radio releases with campaigns “tailored for individual engagements, the company has doubled its field exploitation forces, according to David Cantor, newly appointed home office exploitation director.

Cooperating with exhibitors in setting local promotions, and adapting national promotions to local situations, the RKO field staff currently is concentrating on openings of "Angel Face," "Androcles and the Lion," "Blackbeard the Pirate," "Never Was a Wae," and "The Tigers of Evil," and "The Christian Anders" and "Peter Pan."
It will be a festive Easter with M-G-M’s Technicolor Musical!

Be prepared with the Biggest Easter Attraction. It’s got everything an audience wants in a gala holiday show!

M-G-M presents Color by Technicolor “SOMBREO” • starring RICARDO MONTALBAN • PIER ANGELI
VITTORIO GASSMAN • CYD CHARISSE • YVONNE de CARLO • with Rick Jason • Nina Foch • Kurt Kasznar • Walter Hampden • Thomas Gomez • Jose Greco • Screen Play by Josefina Niggli and Norman Foster
Based on the novel “A Mexican Village” by Josefina Niggli • Directed by Norman Foster • Produced by Jack Cummings

(Hats in the air! This is Brotherhood Week. Observe the Silver Anniversary!)
Motion Picture Daily

Wednesday, February 18, 1953

Industry Cooperates To Help the Blind

Blind persons will be able to enjoy movie-going by means of a new application of the sound track through a project named the “Sightless Cinema,” to which 12 film companies have granted the rights to their product without charge. The method, conceived by Lou J. Rubinstein, pioneer in the field of the deaf blind, is to transfer the complete sound track of a picture to a record, with the addition of another voice which will interpret the dialogue in a language understandable by the blind listener in sequences where the movements are not clear to him. The effect is comparable to looking at a moving picture with the aid of a sighted guide beside him to clarify sounds.

Recommended to the producers by the Motion Picture Association of America, Sightless Cinema is said to be assured of a sound track supply of top pictures. Participating in the project are Allied Artists, Columbia, M-G-M, Republic, RKO Radio, 20th-Century-Fox, United Artists, Universal and Warner Brothers. Taking parallel action by waiving all recording fees because of the nonprofit nature of the plan are the Screen Actors Guild, Screen Writers Guild and the American Federation of Musicians.

These grants, which will bring the film play records to the blind without charge on a lending library basis, have been made to the National Foundation to Entertain the Blind of New York, of which Rubinstein is the director. Initial production will be at the rate of two pictures a week, with recordings and pressing by RCA. It is expected that a year’s operation will cost about $250,000. The first release will be ready in two weeks.

Merman Hostess At 20th Party

Ethel Merman will serve as hostess here Tuesday night at the 20th Century-Fox production in color by Technicolor, “Call Me Madam,” in which she stars. The company is offering, as an expression of society, entertainment, literary and musical figures. The preview will be followed by a party at the home office where Miss Merman will handle duties similar to those she performs as a lady ambassador in the picture.

Addresses SMPTE

Robert S. Kunahara, assistant to Paul Terry of Terrytoons, Inc., was the guest speaker at last night’s meeting of the Society of Motion Picture and Television Engineers at the Museum of Modern Art. Kunahara made a replacement for Terry who has the flu, spoke on the relation of the animated cartoon to motion pictures.

WANTED

Growing, progressive Drive-In theatre organization has wonderful opportunity for District Manager. Must be knowledgeable in advertising, promotion, knowledge of buying and booking, maintenance, and personnel of Drive-In theatres. Should have strong home office background. Position will require traveling. Write giving past employment and photo. ARNOLD BERGER 82 NEWbury STREET BOSTON 11, MASS.

Review

“Count the Hours” (RKO Radio Pictures) Hollywood, Feb. 17

Teresa Wright and MacDonald Carey are better names than are commonly provided for narrator and dramatic in the 74-minute measure, and this one also has such people as Dolores Moran, Edgar Barrier, John Craven and Jack Elam as additional well-knowns to bill. The picture, directed by Don Siegel, from a story by Doane R. Hoag and a script by Hoag and Karen DeWolfe, opens with a bang (two bangs, in fact, both fatal) and steps out of the expected at two points in the story to give the audience false clues of unusual order, then ends convincingly. Too bad the title doesn’t give the melodrama an inkling about its being kind of picture; they’re the people it will satisfy best.

Carey, playing an attorney who prizes legal ethics above career interest, is the central character, and is presented as the faithful wife who insists that her husband did not commit the double murder of which he is convicted, on the slightest of physical evidence, although he signs a false confession in order to stop the questioning of his wife by authorities.

The wife’s steadfastness in defense of her husband impels Carey to take his case and, when a jury has convicted him and a date is set for his execution, to persist in efforts to save his life. The real murderer, even though this costs him his professional client and reduces him to personal penury, Elam is typical as the real killer, a former asylum patient, but there is nothing typical about the killer’s gal as she is played by Adele Mara, a portrayal that sizzles.

Running time, 74 minutes. General audience classification. Release date, April 1.

WILLIAM WEAVER

Tribute to Hope For Falsy Fund

Leaders of the industry, radio, government, the military, publishing and other fields of endeavor will gather at the Waldorf-Astoria Hotel here Feb. 27 to contribute to Paramount star Hope for his achievements as an entertainment figure and humanitarian. Hope’s testimonial will be hostet by Benefit of United Cerebral Palsy.

The comedian, whose 32 films, not counting “Road to Bali,” his latest, have grossed $120,000,000 in the last eight years, said Paramount, and whose humanitarian efforts represent $1,000,000 a year in donated time, will honor guest at the Friars’ annual testimonial banquet. More than 1,000 persons will attend.

Supporting the duis, with George Jelsel as toastmaster, will be Eric A. Johnston, Bernard Baruch, Adolph A. Berle and Jack Manfield. Danus Kay, Milton Berle, U. S. Senator W. Stuart Symington, Major General Emmett O’Dowd, NBC President Frank W. Griswold, President of the National Flyers Foundation, William K. Rock, President of the Screen Writers Guild, Richard Rodgers, Oscar Hammerstein III, and Friar dean Harry Delfi.

Chicago Drive-ins (Continued from page 1)

called price-fixing agreement among exhibitors would be purely a local matter not subject to federal jurisdiction.

In a separate brief, Edward Blackman, attorney for Essaness Theaters, claims that the government’s prosecution is defective in including Essaness as a defendant inasmuch as the alleged agreement existed only in the city of Chicago and the government never were acting as official representatives of the company, whose attorney was not present at the meetings mentioned by the government as having been set up to fix prices.

A reading of further briefs by government attorneys oral arguments will be heard by the U. S. Court of Appeals for the Seventh District sometime in March or April.

Sharmark Seeks Its African Queen Cut

Funds held by United Artists for Horizon Pictures were attached yesterday in a suit brought by Sharmark Enterprises in Superior Court here. The action involves the recovery of gross proceeds from “African Queen,” produced by Horizon and distributed by UA.

It is alleged in the action brought by Stanley J. Dornan, attorney for the plaintiff, that Sharmark financed $250,000 to Sam Spiegel, head of Horizon, and, in return, was to receive a share in the gross of “African Queen.” The money allegedly has not been forthcoming. Approximately $120,000 is involved.

United Artists is not directly a defendant and was named only because it holds gross receipts from the picture. The case was filed here because “African Queen” was made by Horizon and, in turn, was to receive a share in the gross of “African Queen.” The money allegedly has not been forthcoming. Approximately $120,000 is involved.

United Artists is not directly a defendant and was named only because it holds gross receipts from the picture. The case was filed here because “African Queen” was made by Horizon and, in turn, was to receive a share in the gross of “African Queen.” The money allegedly has not been forthcoming. Approximately $120,000 is involved.

Show Films at Playhouse

Boston, Feb. 17.—Bryant Haliday and Cyrus Harvey, Jr., have purchased the Brattle Theatre, Cambridge, Mass.—famous for its stage presentations—and converted it to a motion picture house. The new owners, who were with the theatre when it was a legitimate house, have decided on a policy of presenting “art” films. They opened their first house in New England to use a rear-projection.

General Clay (Continued from page 1)

the tributes being sponsored by Va- clavich for International Exhibitors Club.

General Clay joins the honorary committee’s list of Federal, state and local dignitaries who have been invited to attend the meetings mentioned by the government as having been set up to fix prices.

A reading of further briefs by government attorneys oral arguments will be heard by the U. S. Court of Appeals for the Seventh District sometime in March or April.

III. Allied Fears

(Continued from page 1)

can be made by production and distribution. Should we reverse its policy and sell their product to television.”

The Allied unit pointed out that the association for years has “maintained its position for the distribution of television in designated pressed box-office in those areas where TV exists is the free televising of motion pictures over that medium. It is a fact and we feel that those in Chicago, have conclusive figures to back up our contention.” The directors also noted the enthusiasm in 3-D that has been expressed by leaders in every branch of the industry, “but we do so with bated breath, knowing that the cars herein expressed continue to plague us.”

In conclusion, the unit called upon the heads of all companies to “ponder this subject well lest the great development of 3-D will be over-shadowed by the fact that the nation is using on the part of any producer or distributor in disposing of their pictures to television.” According to the unit, the motion picture to dispose of TV those pictures made in the last five years.

3-D Without Glasses

(Continued from page 1)

“everything in 3-D is public domain,” Without authorization, Pine said that tri-dimensional productions “could fall on their face.” The system, which is currently using in its 3-D productions is not Parab as but a process developed by the Motion Picture Research Council. The company plans to film the company’s first 3-D feature, “Sangaree,” was developed by Edouart years ago. Although the company won an Academy Award for Edouart in 1957, Paramount did not use it, previously, because it was thought that the studios were not ready for it.

In backing its statements concerning potential and use of 3-D, Edouart pointed out that the Armed Forces spent $7,000,000 to develop a 3-D process during World War II and wound up with polarized glasses. He also mentioned that the company is now working on a camera that will shoot miniature objects from one inch to one foot in height, in three dimensions. No indication was given when this small-scale camera would be ready.

“To protect exhibitors who do not have equipment for 3-D,” Paramount is producing "Sangaree" in both the standard and tri-dimensional processes, according to Pine. He also announced that the company was experimenting with a wide-screen method of production.

Members were surprised by the enthusiasm which greeted today’s demonstration and test screening here of “San- garee,” Paramount announced that it would be released this fourth picture, “High Voltage,” in this process as well as in regular form.

New York City Comptroller Lazarus Joseph, Herman T. Stichtman, Commissioner of Housing; Robert F. Wagner, Jr., borough president of Manhattan, Borough President of Brooklyn; Edward T. McCaffrey, commissioner of licenses, and Walter T. Shirley, commissioner of commerce.
<table>
<thead>
<tr>
<th>CITY</th>
<th>PLACE OF SCREENING</th>
<th>&quot;THE GIRLS OF PLEASURE ISLAND&quot; February 19th</th>
<th>&quot;THE WAR OF THE WORLDS&quot; February 26th</th>
<th>&quot;PONY EXPRESS&quot; March 19th</th>
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<tr>
<td>ALBANY</td>
<td>FOX SCREENING ROOM, 1052 Broadway</td>
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<td>ATLANTA</td>
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<td>BOSTON</td>
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<td>CHARLOTTE</td>
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<td>CHICAGO</td>
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<td>CINCINNATI</td>
<td>FOX SCREENING ROOM, 1638 Central Parkway</td>
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<td>CLEVELAND</td>
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<td>DALLAS</td>
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<td>DENVER</td>
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<td>DES MOINES</td>
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<td>DETROIT</td>
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<td>INDIANAPOLIS</td>
<td>PARAMOUNT PROJ. ROOM, 116 West Michigan Ave.</td>
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<td>JACKSONVILLE</td>
<td>FLORIDA THEATRES SCREENING ROOM, Florida Thea. Blvd.</td>
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<td>KANSAS CITY</td>
<td>PARAMOUNT PROJ. ROOM, 1800 Wyandotte St.</td>
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<td>LOS ANGELES</td>
<td>PARAMOUNT PROJ. ROOM, 1613 W. 20th St.</td>
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<td>MEMPHIS</td>
<td>PARAMOUNT PROJ. ROOM, 362 South Second St.</td>
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<td>MILWAUKEE</td>
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<td>MINNEAPOLIS</td>
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<td>NEW HAVEN</td>
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<td>NEW ORLEANS</td>
<td>PARAMOUNT PROJ. ROOM, 215 S. Liberty St.</td>
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<td>NEW YORK CITY</td>
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<td>OKLAHOMA CITY</td>
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<td>FOX SCREENING ROOM, 1502 Davenport St.</td>
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<td>PHILADELPHIA</td>
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<td>PITTSBURGH</td>
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<td>PORTLAND</td>
<td>PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue</td>
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<td>ST. LOUIS</td>
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<td>SALT LAKE CITY</td>
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<td>SAN FRANCISCO</td>
<td>PARAMOUNT PROJ. ROOM, 203 Golden Gate Ave.</td>
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<td>SEATTLE</td>
<td>MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.</td>
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<td>WASHINGTON</td>
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dent Herbert J. Yates said that the corporation's bank indebtedness as of last Oct. 25 amounted to $3,016,562, compared with a similar indebtedness of $1,805,546 on Oct. 27, 1951. The increase of $1,211,415 is accounted for in an increase of inventories by $2,161,536.

"Notwithstanding adverse conditions affecting importation and distribution of American motion pictures in foreign countries, and conversion and renunciation of foreign currencies to this country in U.S. funds," Yates said, "income from distribution of our pictures in foreign countries was maintained at a satisfactory level. Your management looks forward to improvement of these conditions, at least in some foreign countries, during this year."

Subsidiary Expanding

Yates said Consolidated Film Industries Laboratory, a subsidiary, was expanding its operations to handle more Trucolor printing to take advantage of the trend toward color pictures. As more and more pictures are made in color, he said, there will be a decrease in the amount of black and white printing. Improvements at the Hollywood film laboratory, at a cost of $540,000, is expected to result in a 40 per cent increase in the income from laboratory work in connection with television and film, files, Yates said.

The consolidated balance sheet shows total current assets amounting to $6,060,207, including cash in banks and on hand of $1,579,220. Current liabilities were listed at $7,572,305. Current assets in foreign countries, (subject to withdrawal restrictions), less reserves, amounted to $2,410,935.

Ramsay in Post

Ramsay was associated with Universal-International for 13 years. At one time he served as studio advertising manager and after assuming his post with the Greentail agency he served as the U-I account executive and headed the West Coast office of the agency.

Archie Herzoff, U-I studio advertising and promotion manager, will continue to function in that capacity, which they will receive in the new picture company, and accordingly, they and members of their families are forced to sell or trustee the stock which they will receive in the new company. They have entered into agreements to sell this stock when issued to Fabian Enterprises or its assigns. This is a corporation owning and operating a theatre circuit, of which Simon H. Fabian is the head.

The stockholders approved and ratified the corporation's consent to the court order which is essential to complete the purchase of stock by Fabian Enterprises and it is expected that, upon the consummation of the purchase of the stock, the following will constitute the board of directors of the new theatre company, Stanley-Warner Corp.: Rosen, David G. Baird, Harry M. Kahmane and Maurice A. Silver. Baird is a partner of Baird and Company, a New York brokerage firm, and has experience in financial matters. Fabian, Rosen and Baird have been associated with Fabian, Samuel, Kahmane and Maurice A. Silver. Fabian has been a general manager of the Warner Theatre Circuit. Silver has charge of operation of Warner theatres in various zones and is now in charge of the Pittsburgh and Cleveland areas.

It is expected that the following will constitute the board of directors of the new picture company, Warner Brothers Pictures, Inc.: Harry W. Warner, Albert Warner, Jack L. Warner, Wally Catchings, Robert W. Perkins, Samuel Carlisle, Stanleigh P. Friedman, Charles S. Guggenheim and Samuel Schneider. Some of these have been directors of the present corporation since its formation in 1923, and all of them have been on the board for nine years or more.

As provided under the plan of reorganization the present Warner Brothers Pictures, Inc., is to be dissolved shortly after Feb. 28. In March, the board of directors of the new Warner Brothers Pictures and the board of directors of the Stanley-Warner Corp. will meet, at which time consideration will be given to unusual dividend payments. It is the intent of the management of the new Warner Bros. Pictures, it was stated, to recommend that the board of directors declare a dividend payable in May, 1953. It was not possible to state today what recommendations, if any, will be made by the management of Stanley-Warner Corp. The management of Stanley-Warner will not be dissolved until early in March, as the officers and directors will be determined on the basis of whether, or not, the sale of the stockholdings in Stanley-Warner by the brothers Warner and certain members of their families to Fabian Enterprises or its assigns is completed.

The stockholders were advised of the current interest in three dimensional pictures. The Warner studio, it was explained, has been experimenting from time to time with three dimensional processes and experimental activity lately has been accelerated. In the meantime Warner Brothers is producing a third dimensional serial, "House of Wax," using the Natural Vision process. It is expected that this picture, which will be in WarnerColor, will be released in April and it will be the first feature picture utilizing a three dimensional process to be produced and released by a major company. Warner Bros. plans to immediately start the production of another tri-dimensional picture, it was said.

Equipment to exhibit three dimensional pictures which require the use of Polaroid glasses by the patron have been installed in eight Warner theatres to date. Installations are now under way in 40 additional Warner theatres.

Plan Studio Building

OTTAWA, Feb. 17.—Construction will start this year on a new large building and studios in Montreal for the National Film Board. The Canadian government expects to complete the addition in two years.

The Sunday News Magazine Section of Feb. 15 carried a story of Marilyn Monroe and Jane Russell, titled, "The Battle of the Bulges." A full page from the story of the two stars was used in addition to four color pictures and text on a center fold spread. Page 19 of Monroe and Russell are starred in 20th Century-Fox's new picture, "Gentlemen Prefer Blondes."
It’s an age-old story: Companion-approval means big, bright, beautiful box office...as practically any successful movie maker (or Companion rep) will be delighted to tell you.

What’s the secret? Simple: more than 4,300,000 readers count on the Companion for straight-from-the-shoulder movie news and guidance every month. These wonderful women form the most intensely loyal movie audience in America today.

There you have 4,300,000 important reasons why Hollywood has invested more money in the Companion during the past seven years than in any other monthly magazine. *

*Except, of course, the fan magazines.
“SET A NEW OPENING DAY BOX-OFFICE HIGH, CAPITOL THEATRE for a non-stage show attraction playing at regular prices. With the single exception of ‘Quo Vadis,’ ‘MOULIN ROUGE’ has also established the biggest first day total gross in 5 years, since Sept. 1948, when the Capitol stage show policy was still in effect. On the basis of its opening day figures, it outgrossed by more than 50% the Capitol’s previous record-holders, ‘A Place In the Sun,’ ‘The African Queen’ and ‘The Quiet Man.’ On the basis of the second day indications, ‘MOULIN ROUGE’ will continue to set box-office marks at the Capitol, and we look forward to a record-breaking week.”

EUGENE PICKER, Loew’s Theatre Exec.

ROMULUS presents JOSÉ FERRER in John Huston’s “MOULIN ROUGE” - Color by Technicolor - with ZSA ZSA GABOR
SUZANNE FLON • And Introducing • COLETTE MARCHAND • A ROMULUS Production • Directed by JOHN HUSTON
Screenplay by Anthony Veiller and John Huston • From the Novel “MOULIN ROUGE” by PIERRE LA MURE

HONORED WITH 7 ACADEMY AWARD NOMINATIONS!
URGES PROBE OF PRACTICES

OF PRACTICES

Senate Group To Get Recommendation Today

By J. A. OTTEN

WASHINGTON, Feb. 18.—The staff of the Senate Small Business Committee is recommending that the committee continue its investigation of distributor trade practices, and that the investigation culminate in two weeks of public hearings here later in March.

This recommendation, it was learned, will be handled by the Committee when it meets tomorrow afternoon to discuss its program for the year ahead.

Whether the staff recommendation on the film probe is approved will depend largely on the attitude of the new chairman, Senator Thye, Minnesota Republican, and his stand is not known.

Several other Committee

(Continued on page 3)

Montague Morton

Heads UA in UK

The appointment of Montague C. Morton as managing director of United Artists’ British company, United Artists Corp., Ltd., was announced in London yesterday by Arnold Picker, vice-president of United Artists in charge of foreign distribution, the UA home office here reported.

Morton has been United Artists’ general sales manager in Britain since 1948. He joined the company there in 1937 as a salesman, becoming Lon-

(Continued on page 3)

NEW BOARD ELECTS WARNER OFFICERS; H.M. HEADS SLATE

Harry M. Warner has been elected president of the new Warner Brothers Pictures, Inc., the firm which will take over the production-distribution phases of the old parent company which is set to be dissolved officially at the end of the month.

The election of Warner to the same position he held with the old parent company came at a recent board meeting, it was disclosed here yesterday. The board and officers of the new theater company, which will be controlled by the Ches. H. Fabian, president of Fabian

(Continued on page 3)

Polaroid Confident

Of Continued Supply

CAMBRIDGE, Mass., Feb. 18.—Assurances that the recent patent suit brought against Polaroid Corp., would “have no effect” on current Polaroid deliveries or future Polaroid plans came today from Richard T. Kriebel, president of the company.

He called the suit instituted by De- pix Corp., in U. S. District Court of

(Continued on page 3)

Barkley to Address ‘Brotherhood’ Group

Former vice-president Allen B. Barkley will be one of the principal speakers tonight at a “Brotherhood Week” dinner at the Waldorf-Astoria here where the amusement industry will honor seven leaders of communica-

(Continued on page 3)

NPA Eases Construction Rules for Theatres

WASHINGTON, Feb. 18.—The National Production Authority has authorized theatre builders and builders of other types of construction to buy supplies of steel, copper and aluminum without official government priorities, provided their purchases are made from producers after they have filled all government-approved orders.

This marks a further relaxation in construction controls and is in keeping with a decision announced last Friday relaxing the controls on equipment manufacturers and other producers.

At present, theatre builders can write their own priorities for four to five tons of steel and 500 pounds of copper per project per quarter. Starting May 1, they will be able to write their own priorities for up to 300

(Continued on page 3)

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(Continued on page 3)

J. R. Grainger

RKO Pictures Corp. now consists of

(Continued on page 3)

‘Hans’ and ‘Peter’ Top RKO Grossers

NEW ORLEANS, Feb. 18.—Samuel Goldwyn’s “Hans Christian Ander- sen” and Walt Disney’s “Peter Pan” will likely be the biggest grossers in the history of RKO Radio, Charles Bolesberg, general sales manager, today told a meeting of the company’s Southern division sales force in this city. “The figures on these two attrac-

(Continued on page 3)

NAMING OF REPUBLIC SALES HEAD DELAYED

Herbert J. Yates, president of Republic Pictures, will not name a new sales head to replace James R. Grainger, until after his return to New York from Europe, in about six weeks. Grainger resigned to become president of RKO Radio Pictures, Yates left here yesterday.

Meanwhile, greater responsibility has been placed on Republic’s regional sales heads in the field, as previously reported.
**Personal Mention**

EDWARD (TED) CURTIS, Eastman Kodak executive, left here yesterday on the S. S. United States for Europe and South Africa.

L. W. TROEGER, formerly RCA vice-president, is in charge of technical products of the RCA Victor division, has been named executive vice-president of RCA.

ERIC JOHNSTON, MPAA president, and Ken Clarke, information director, were here from Washington yesterday.

WILLIAM PINK, producer, and FARTOR EDUARD of the Paramount studio department, left here yesterday by plane for Hollywood.

H. W. BRADEN of Hamilton, Ont., head of United Amusement Theatres here, is recuperating from a recent accident.

Arthur Amir of Wisconsin has been moved from the United Artists sales department to Atlantic in the Southern publicity department of the company.

HERMAN KASS of the Universal Eastern advertising-publicity department left New York yesterday for Boston.

MITCHELL RAWSON of McG-M's public relations department here, will leave for the Coast at the end of the month.

FREDERICK BRISSON, RKO Radio producer, will return here Monday from Madrid.

G. S. EYESELL, president of Rockefeller Center, has returned here from the Coast.

**Services Held for Ward Scott, 67**

DENVIR, Feb. 18.—Services were held here for Ward Scott, 67, who retired in 1948 as a branch manager of Kansas City for 20th Century-Fox. He died here Saturday following a long illness.

Scott entered the business in 1919 with Mutual Film, later was branch manager for Pathe and then 20th Century-Fox in Denver, going on to land in a similar capacity, and from there to the district job at Kansas City. He returned to Denver on his retirement. He is survived by the widow, Daisy, two sons and a sister.

**N. Y. Legislature Is Clear on Films**

ALBANY, N. Y., Feb. 18—D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association, New York, made a two-day visit to the State Legislature here as part of his organization's continuing vigilance regarding the motion picture industry. He found no special threat in any of the measures introduced so far.

**Label Group OK's 'I.A.' Foreign Stand**

The Central Union Label Council of Greater New York has endorsed the stand taken by the IATSE against foreign production of films by American companies. The IATSE has raised objections to the practice of U. S. producers producing pictures overseas for foreign players and for American consumption for tax-saving purposes.

**Add Dignitaries to Zukor Committee**

The list first Congressmen, New York City councilmen and judges who have accepted membership on the honorary committee of the Adolph Zukor Golden Jubilee dinner here on March 4 was announced yesterday by Harry Brandt and Robert J. O'Donnell, who are guiding the event for the sponsors, Variety Clubs International.


City councilmen who will serve on the honorary committee are: Maurice J. McCarthy, Jr., Charles E. Keegan, Irving E. Shrecker, Stanford L. Pearl, Eric JAMES, Treutl, Robert Weisberger, Jack Kraus, Jeremiah B. Bloom, Arthur A. Low and Councilman Bertha W. Ettinger.

Judges are Charles W. Wrossel, Jonah J. Goldstein, Ferdinand Pecora, Meir Shindler, Samuel D. DiFalco, Samuel S. Liebowitz and Matthew M. Levy.

**SMPTA Coast Meet Discusses 3-D**

HOLLYWOOD, Feb. 18.—The technology of stereoscopic came in for heavy attention when the Western Association of Society of Motion Picture and Television Engineers played host to the American Society of Cinematographers morning meeting at the Republic studios here, for an evening-long discussion of principles and problems.


**Morris Legendre, Wife**

CHARLOTTE, N. C., Feb. 18.—Morris Legendre, Carolina theatre owner, was among those killed in the crash of a National Air Lines plane in the Gulf of Mexico on Sunday. Legendre and his wife were returning to their home in Oklahoma City.

**Yates to Seal Italian Deal**

A deal for the joint production of American-Italian pictures in Rome with some production company to be concluded by Herbert J. Yates, president of Republic Pictures, on its current visit to Europe, was announced yesterday by Vera Ralston, and William Saal, his executive assistant, sailed yesterday on the S. S. United States. A study of the Italian production situation will be made in Munich for the purpose of working out a production agreement.

In England, Yates will confer with Herbert Wilcox on plans for the London world premiere of his first picture under the recent Wilcox-Naglee-Republic agreement.

**Lazarus to Head Sullivan Tribute**

Paul N. Lazarus, Jr., Columbia home office executive and former president of the Associated Motion Picture Advertisers, will head AMPA's tribute to newspaper columnist Ed Sullivan for his efforts to promote television, the organization fetes the television memorial- ceremonies of "Toast of the Town" for his cooperation with the industry. The tribute will be at a luncheon on Thursday, March 19 in the Hotel Piccadilly, according to Charley E. Keegan, Jr., AMPA president.

George Ettinger, Columbia's radio and TV contact, is chairman.

**$14,000 for 'Buvana' At Loew's South**

A gross of $14,000 was claimed for the opening of 'Buvana, the Devil' at Loew's South in New York yesterday.

United Artists says that the simultaneous opening here at the State and Fabian's Brooklyn Fox smashed box office records. A new all-time high gross for a non-holiday showing brought in $14,000 at the Fox and at the State the film was running neck and neck with the top-holding-out Friday performance of "The Jolson Story."

**Green Named Head Of Awards Event**

HOLLYWOOD, Feb. 18., Johnny Green, general musical director of the Academy of Motion Picture Arts and Sciences was the general director of the annual Academy Awards presentation program, which will be staged at the RKO Pantages Theatre on March 19.

Green, who has been associated with all of the Academy Awards events since 1945, will produce the Silver Jubilee program, which will be broadcast and televised over the bonded facilities of NBC.

**Heads Texas Drive-ins**

DALLAS, Feb. 18.—Charles Weisenburg has been elected president of the Texas Drive-in Theatres Association. He operates a circuit of 71 drive-ins in Texas.

**KMTA Board Okays Arbitration Plan**

KANSAS CITY, Feb. 18.—The board of directors of the Kansas-Missouri Theatre Association today adopted resolutions endorsing the principles of arbitration forwarded by the Theatre Owners of America and hopes were expressed that a plan of this sort would be made arbitration available generally.

The association's committee on consolation reported plans for promoting cooperation between distributors and exhibitors.

There will be an exhibit of equipment on March 3 for a full day of viewing before the meeting. The program for March 4 will provide for discussions following talks on operating subjects and public relations. There will be no charge for registration.

C. D. (Doc) Cook, president, reported on the recent TOA meeting in New York.

**TOA Setting Plans For Chicago Meet**

Although the annual convention of the Theatre Owners of America is almost eight months away, preliminary plans for the 50th annual gathering have been started and the future meeting will be held in Chicago at the Conrad Hilton Hotel Nov. 1-3. Charles (Chick) Lewis, convention and trade show chairman, and Howard Bryant of the New York TOA office, are now in Chicago to discuss plans at length with Edward N. (Dave) Lewis, president of the Theatre Equipment Supply Manufacturers Association, in regard to the show exhibit.
**WB Officers**

(Continued from page 1)

Enterprises, will be officially designated when the Fabian-Brothers Warner deal is consummated. Fabian is expected to sign a long-term agreement, under which he gains Brothers Warner stock in the new theatre company, some time near the end of this month.

With the exception of Harry M. Kalmine, vice-president and general manager, and Davidson McDonald, assistant treasurer, all other officers remain the same in the new picture company. They are: assistant to president, W. W. Waterman, and John L. Warner, Herman Starr, Stanleigh P. Friedman, Samuel Schneider, Benjamin J. Winkler, Robert G. Martin, and Robert W. Perkins, who is also secretary; assistant secretaries H. S. Bareford, K. J. Ohringer and E. K. Herkimer; treasurer, Albert Warner; assistant treasurer and controller, S. Carlisle; assistant treasurer, C. H. Wifley; and assistant controller, Walter Mebster.

Kalmine and McDonald are to join the projected new theatre company in the same capacities as those which they occupied in the parent company. Meanwhile, both are functioning in their respective positions at Warner Theatres.

**Jack Warner**

(Continued from page 1)

being readied to capture the full scope of the ceremony. Tests are also being conducted in Westminster Abbey, scene of the actual coronation, to provide enough light for the cathedral.

Production will be cut to a final length of 2.5 hours. The Fulldroop and vision of specially selected teams of editors from Pathé Pictorial and documentary units in London. Provisions have been made to fly the film out of England on the night of the coronation and rushed to the Burbank studio.

Additionally, 400- and 2,000-foot versions will be prepared for showings of the film the following day in England and elsewhere.

Warner said, “Although it is standard operating procedure, we are going to show World War II color after the day after they have been shot, this is the first time in motion picture history that 2,000-foot reels will be available to theatres within a few hours after the film has been exposed.

**TV Contract**

(Continued from page 1)

camera” of $70 for each television filmed commercial will be conveyed to a advertiser and a graduated “use payment” to the actor when the same film commercial is re-used, according to the number of times.

The proposed contract has been approved by members of the Film Producers Association. Advertisers will be the primary signatories and national advertising agencies which have been notified of the impending agreement to the contract. Members of the Alliance of Television Film Producers, Hollywood, and other Hollywood associations of video commercials also are expected to sign the contract. If, as expected, all advertisers ratify the contract, the guild’s three-months’ strike will end March 2.

**Review**

**“Destination Gold”**

(20th Century-Fox)

The fact that there are no women in the cast of “Destination Gold” should not detract from the entertainment merits of the picture. Filmed in color by Technicolor, the story contains comedy, drama and suspense.

Proscenium audience in New York registered almost 100 per cent praise for the picture, which may be taken as proof that a story does not have to have a boy-meets-girl angle to hold interest.

One facet in the picture’s favor is the novelty of the juxtaposition of the landing party and its adventures in the Mongolian Desert and that, in itself, is something unusual. Richard Widmark is the most well known name in the cast, but he has been surrounded by a fine and accomplished supporting players and is given ample opportunity to come forward.

Widmark, as chief petty officer, is in charge of seven enlisted men assigned to the Gobi Desert for the purpose of sending vital weather observations to the Navy during the last days of World War II. The party wins the friendship of the inhabitants of the land but eventually the Navy men start a long trek—800 miles—to the coast and the storms even the excitement of the picture. The nomads and even the little party, but eventually turn out to be better friends that enemies by supplying an escape ship after Widmark and his crew are taken prisoners by the Japanese.

The picture is sprinkled with humorous incidents and amusing wisecracks, which offer relief from the tense moments.

Produced by Stanley Rubin and directed by Robert Wise, the screenplay by Everett Freeman is based on a story by Edmund G. Lowe. All the others in the cast are Murry Vye, Darryl Hickman, Martin Milner, Jack York, Claudine, Judy Donno Acosta, Russell Collings, Leonide Strong.

Running time, 89 minutes. General audience classification. For April release.

—AL STEEN

**Barkley to Address**

(Continued from page 1)

participation in Brotherhood Week. Those to be honored are: Sporos P. Mtizer, president of the Barkley National Motion Picture Co., L. Fuller, Curtis Publishing Co., representing the magazine field; John Golen, the legitimate theatre; William Randolph Hearst, Jr., news services; Jack R. Howard, newspapers; Danny Kaye, entertainment arts, and David Sarnoff, radio and television.

A feature of the evening will be a dramatic tableau, “The ABC’s of Barkley,” with a cast including Quentin Reynolds, John Cameron Swayze, Ben Grauer, Danny Kaye, Bill Haynes, Mel Allen, Bob Considine, Conrad Nielson, and Donald O’Connor. The tableaux was created by Morton Sunshine.

Montagne Morton

(Continued from page 1)

permanently relieving branch manager and sales supervisor of all British-born branch manager and assistant general sales manager in 1945. The position of managing director there has been vacant since 1949.

Picker is on a regular business visit in London from his headquarters in New York.

**Walter Selzter Named**

Hollywood, Feb. 18.—Walter Selzter, has been appointed executive assistant to Jack Saper, general manager of the department and assistant general sales manager in 1945. The position of managing director there has been vacant since 1949.

Picker is on a regular business visit in London from his headquarters in New York.

**‘Seminole’ Set for Southern Openings**

Miami, Feb. 18.—Universal-International’s “Seminole” in Technicolor will have its world premiere opening at Miami Theatre here tomorrow, launching a series of Florida territorial openings. The Florida openings will be followed Sunday by a premiere at the same theatre the following Monday, making it the first series of Florida territorial saturation openings.

**Elect Grainger**

(Continued from page 1)

Howard Hughes, chairman; Noah Dietrich, J. Miller Walker, and A. D. Simpson, in addition to Grainger. The election of Grainger to the presidency came in the wake of Hughes reorganizing his controlling stock into the Ralph Stolkin syndicate, which forfeited a $2,250,000 down-payment. The Stolkin group, according to Ralph Hughes earlier in the month that it had lost the deal, under which it was obligated to pay an additional $1,000,000 for the 20 per cent stock interest in the company which it bought at $7 per share.

Grainger, who resigned his position as executive vice-president in charge of sales at Republic Pictures to assume the helm at RKO, is due to return to New York early next week.

**‘Hans’ and ‘Peter’**

(Continued from page 1)

tion are almost unbelievable,” said Boasberg. “Everywhere they open, new box-office records are set. And subsequent bookings, engagements actually equal and often better the initial weeks’ grosses, he added.

Polaroid Confident

(Continued from page 1)

New York, alleging infringement of patents relating to light polarizing materials, “who without merit.” Said Kriebel: “It should not give rise to any confusion or uncertainty in the industry. We have been making and selling polaroid viewers for more than 15 years, without interruption and shall continue to do so. Our present production rate of 200,000 viewers per month is being rapidly increased to meet all conceivable demands of the industry.”

NPA Eases

(Continued from page 1)

ounds of aluminum. This applies both to projects which are already under way and to projects not yet started. As part of the program, the NPA has approved the construction of even the largest theatres, which might have been impossible in the past. It is expected that all construction controls will be removed by June 30.
"A story that will hit home with every last spectator! Clift and Baxter are seen in perhaps their best roles to date. Here is Hitchcock at his best—a new peak of accomplishment!"

FILM DAILY

“This is the one they

“Piles suspense upon suspense to the last foot! Hitchcock emerges with new laurels. Thrilled audiences will undoubtedly boost this film into a super boxoffice hit!”

SHOWMEN’S TRADE REVIEW

“Indications for excellent grosses are bright!”

DAILY VARIETY

“An attraction solidly qualified for a prosperous boxoffice!”

M. P. DAILY

“A crescendo of breath-catching suspense! The exhibitor may be assured his audience will be more than satisfied that this is one of the best from Hitchcock! Rating: Excellent!”

M. P. HERALD

WARNER BROS.
made it in Canada's colorful Quebec—and made it a smash!
"The picture will be one of the most widely discussed of several seasons! Excitement that is assurance of capacity attendance!"

BOXOFFICE

“A thrilling motion picture that achieves a peak of suspense from the very start and maintains it consistently throughout its 95 minutes! ‘I Confess’ represents the famous ‘Hitchcock touch’ at its best!”

HOLLYWOOD REPORTER

ALFRED HITCHCOCK'S

"I Confess"

MONTGOMERY CLIFT · ANNE BAXTER

KARL MALDEN · BRIAN AHERNE

DIRECTED BY ALFRED HITCHCOCK
Seventeen taps "Member." Teen fans to line up quick!

Teen fans go for adult fare, want pictures of consequence. And they look to Seventeen for news of the latest, the best. What Seventeen recommends, month after month—they go see.

So when Seventeen puts a motion picture into its award column—especially one drenched in drama and heart-tugs like Columbia's "Member of the Wedding"—there's gold in them that tears! Good news at box-offices everywhere—because millions of teens all over the country will queue up with their friends and their folks to see

SEVENTEEN's picture-of-the-month in MARCH:

Stanley Kramer's production

The Member
of the Wedding

starring

ETHEL WATERS
JULIE HARRIS
BRANDON DE WILDE

A Columbia Picture

Reviews

"The Magnetic Monster"
(From Tors—United Artists)

THIS WILD BUT PLAUSIBLE science fiction screenplay is an exploitable natural. Its subject is a new and yet-to-be-demonstrated element, energy which devours itself and turns it into mass matter so that it doubles its size every 11 hours. Producer Ivan Tors and director Curt Siodmak get the most out of this weird and imaginative story; they penned the screenplay themselves. It should please those who look for the odd and unusual without disturbing other viewers.

Heading a cast of comparatively unknown players, all of whom give honest and creditable performances, is Richard Carlson. His task is to destroy the monster before it destroys the world. Carlson's monotonous narration, "I arrived Monday morning at 9-45...", accompanying the story is reminiscent of the recording on a radio program and tends to create the illusion of reality.

A Los Angeles hardware store owner discovers that all of his appliances are magnetized as the film gets underway. Investigation by the scientist reveals a strange new radioactive substance which eventually leads to physicist Leonard Mudie. Before he dies of radiation burns, Mudie reveals the element has to be regularly bombarded with electrons to keep it from "imbobling" (as opposed to exploding) or milling the energy from all nearby objects. Since it is regularly doubling in size, it stands to grow so quickly as to throw the earth out of its orbit.

The methods which Carlson and his associates use in rendering the mysterious element neutral make for some fine suspense and photographic hocus-pocus, climaxing in a tunnelling fashion in a below-the-sea laboratory. Improbable but fun.

King Donovan and Jean Byron are effectively cast. Responsible for the eye-opening special effects are Harry Redmond, Jr. and Jack Glass. The film is an Ivan Tors presentation. Others in the cast are Harry Ellerbe, Leo Britt, Byron Foulger, Michael Fox, Jaana Lewis, John Zarinba, Frank Gerstle and John Vosper.

Running time, 76 minutes. General audience classification. February release.

"Port Sinister"
(RKO Radio)

HIGHLIGHTING THE INTEREST in this action mystery drama written and produced by Audrey Wisberg and Jack Pollexfen are pools of bubbling lava. However, even though there are boiling volcanic eruptions, and adequate dosage of shootouts and fights, a constant prevents the viewer from maintaining any interest in the proceedings. The net result is a product with all the elements but none of the continuity of a good mystery drama.

In the main the story concerns a search for pirate treasure on a long submerged island which periodically ejects from the bottom of Neptune's kingdom. James Warren, a scientist, enlists the aid of Lynne Roberts, head of the Florida Marine Experimental Institute, to finance the search. Miss Roberts at first feels the whole project is a wasteful waste of money but is finally convinced that Warren is sincere. Some pseudo-scientific footnotes learn of the treasure hunt and after taking Warren for a "ride" sail away with Miss Roberts as a captive.

Upon his recovery, the hero discovers his ship has sailed and hires a seaplane to track down the seamen. A horrendous storm makes the going rough for the ship and the plane but both weather the tests.

The search for Miss Roberts by the scientists and the search for buried gold by the gangsters lead to a number of chances on the flaming island. The forces of good triumph when the volcano claims the pirates and buries treasure.

Flames and thunder attract momentary attention in parts of the production, which was directed by Harold Daniels. The lead performances are exceptional. Others in the cast are Paul Cavanagh, William Schallert, House Peters, Jr., Marjorie Stapp, Helen Winston, Eric Colmar, Norman Bud, Anne Kimball, Robert Rice, Merritt Stone, Ken Terrell, Charles Victor, E. GuyDear and Dayton Loomis.

Running time, 65 minutes. General audience classification. For April release.

Foreign Newsmen
Honor 'Greatest'

Hollywood, Feb. 18.—Cecil B. DeMille's "The Greatest Show On Earth" has been named as the outstanding motion picture of 1952 by the Foreign Press Association of Hollywood. These representatives of world-wide newspapers and magazines selected the Paramount release at their third annual World Film Festival in Santa Monica.

Going on 'Arena' Location

Would Picket 'Limelight'
Hollywood, Feb. 18.—Commander Maurice Norman, Hollywood Post No. 43, American Legion, said the post voted last night to picket "Limelight" if the film is shown here, and settled on the text for the placards to be used in such case.

WANTED
Growing, progressive Drive-In theatre organization has wonderful opportunity for District Manager. Must be qualified in advertising, promotion, knowledge of buying and booking, maintenance, and organized of Drive-In theatre. Should have concession experience. Position will require traveling. Write giving past employment and references. Enclose photo.

ARNOLD BERGER
85 NEWbury STREET
BOSTON 16, MASS.
Changes in Trust Law Are Urged

Simplified Limitations and Judge's Discretion in Damage Cases Advocated at Law Ass'n Symposium

A re-examination of the Federal anti-trust laws was advocated here yesterday by Chauncey W. Reed, chairman of the House Judiciary Committee, in an address before an anti-trust symposium of the New York State Bar Association. While Reed did not mention the motion picture industry specifically, nor its involvement in numerous Sherman Act cases, his recommendations are of interest to the film business.

"Although the provision for mandatory treble damages is no doubt an effective deterrent to possible violators of the anti-trust laws," Reed said, "it may be an unreasonably harsh remedy in some cases of innocent violation.

Reed said that an experienced anti-trust lawyer indicated to the Judiciary Committee that "the harshness of the law may have led the court in some cases to adopt a very strict interpretation of the law and consequently to allow no recovery for the plaintiff." Reed added that "if the court had discretion in the case of an antitrust violation to consider the recovery of actual damages, both of the harsh alternatives—either no remedy or treble damages—may have to be considered."

(Continued on page 5)

Sony Group Will Resume Industry Probe

Exhibitor Complainants Will Be Heard First

WASHINGTON, Feb. 19.—The Senate Small Business Committee disclosed today that it would hold extensive hearings on industry trade practices, beginning in late March or early April.

Meeting in executive session today, the Committee agreed to accept the presentation of its staff to hold the hearings. The Committee staff has been conducting a sporadic investigation into exhibitor complaints against distributors for the past several months.

Among those who will testify, a Committee spokesman said, will be (Continued on page 5)

First Educational Program Is Set

For Theatre Video

Seven theatres in New York and New Jersey will cooperate on Saturday, March 21, in presenting television’s first "off-hour" educational program, sponsored by the Technical Society’s Council of New York.

The program, called the "First Greater New York Scientific and Engineering Career Conference," will be viewed by an estimated 20,000 high school students. John Kotrady, general chairman of the conference, disclosed here yesterday.

Sparkling the negotiations for the deal was Irving Sutclis of United Paramount Theatres and Leo Rosen (Continued on page 5)

Grainger. Raftery Win Shea Dispute

Charges of fraud against Edmund C. Grainger and Edward C. Raftery in their trusteedship of the Maurice A. Shea Estate were flatly rejected in a report rendered yesterday to the Bronx Surrogate Court by referee John L. Flynn.

The report, climaxing months of hearings, stated in part: "I find here an administration of the estate and (Continued on page 5)
Seek Out Audience Tastes Personally, Zukor Urges

Hollywood, Feb. 19.—Adolph Zukor, the honor guest at last night’s meeting of the Motion Picture Industry Council, told the membership that all persons responsible for selecting subjects and making pictures should acquaint themselves with audience preferences by attending theatres in all sections of the country, in all city sizes and towns regularly. He pointed out many instances showing that preview-room judgment is seldom a dependable guide to public demand.

The Paramount board chairman also said the “next most important thing is making good advertising,” and urged that advertising methods be studied as closely as production techniques.

Arthur Freed, succeeded Steve Brody as MPIC chairman for the next six months term. Brody, William Thomas and Y. Frank Freeman were nominated to the Council of Motion Picture Organizations liaison committee.

Zukor Tribute Committee Grows

Top-level American industry will join in Variety Clubs’ Golden Jubilee Dinner in tribute to Adolph Zukor on Wednesday, March 4, at the Waldorf Astoria.

The following have become members of the honorary committee for the dinner:

Greg Blackton, director of Blackton-Fifth Avenue, Ltd.; James Wright, vice-president, The Projectile Corporation; photographs; Donald Dill, Elliman, president, Donald Elliman & Co.; F. M. Flynn, president, New York Daily News; Berhard Gandel, president, Gandel Brothers; Albert M. Greenfield, president, Albert M. Greenfield & Co.; Stanley Hack, industrialist; United States Ambassador to Poland, Egypt, Spain and Argentina; H. H. Helm, president, Chemical Bank Trust Co.

Also, William J. Kearny, president, Empire State Building, New York; ‘21 Club; Mrs. Albert Lasker; J. Wilson Newman, president, Dun & Bradstreet; Joseph Pulver, president, Pulver Bank; William Rosenwald, industrialist; Tools Thor; Charles P. Sligh, Jr., president, National Association of Motion Picture Theatres; C. R. Smith, president, American Airlines, Inc.; Harold V. Smith, president, Home Insurance and Casualty Corp. of America; M. T. Talierco, president, American Seating Co.; Robert R. Young, president, Chesapeake and Ohio Canal; Edward L. Ziegler, president, Liebmann Breweries; Grover A. Whalen, board chairman, Catholic Church, New York; New York Herald Tribune; Richard Prenti Ettinger, president, Prentice-Hall, Inc.

‘Messalina’ Rights to Col.

Columbia has acquired worldwide distribution rights to "The Affairs of Messalina," Mexican film starring Maria Felix, the company reported.

Veterans Oppose A Ban on ‘Limelight’

The American Veterans Committee, of Brooklyn, Bedford Eastern Parkway chapter, yesterday urged legislators to resist the efforts of the American Legion to ban scheduled exhibition of "Limelight." The action was taken in a letter to the United States Association and to the Theatre Owners of America, the chapter termed the point of view of the Legion "unwarranted." It pointed out that any vocal pressure group could set itself up as censor and demand the removal of filmmakers because of personal dislike of one or more pictures. Accordingly, the chapter urged theatre owners to "avoid this form of censorship to keep the motion picture industry free to fulfill their responsibilities to the public and to the American Legion who support them in such a stand."

Legion Picks “Limelight” At Washington Openings

WASHINGTON, Feb. 19. — Charles Chaplin’s “Limelight” opened yesterday at the Plaza and Little Theatres and the American Legion promptly staged picketing. A spokesman for Roth Theatres, which owns both the Plaza and Little, said the management had no intention of changing the show, despite the picketing. He said the theatre had received many protests and threats and had also received many or more messages applauding the decision to show the picture and urging the management not to give in.

The Washington Post today again editorially attacked the Legion’s stand, urging that individuals be permitted to decide for themselves what pictures they want.

Name John Mitchell ABC Vice-President

John Mitchell has been elected a vice-president of the American Broadcast Co. Mitchell has assumed supervision of WBKB, Channel No. 7 ABC television’s own video station in Chicago under the terms of the recent merger.

Mitchell first entered television in 1948 as general manager of the Balaban and Katz Corp. Channel No. 4 television station in Chicago.

$8,000,000 ‘Lucy’ Deal

Hollywood, Feb. 19.—Columbia Broadcasting and Philip Morris and Co. have signed an $8,000,000 contract here with Lucille Ball and Desi Arnaz to continue their "I Love Lucy" television show through 1955. The figure is said to be the largest in TV history.

‘Forbes’ Cites the Insight of Balaban

Paramount’s president, Barney Balaban, wins the plaudits of Forbes Magazine for showing "a shrewd insight into the entertainment business." In a current article, the business and finance magazine’s article says: "In essence, Paramount has developed the knack of taking good, solid talent and exploiting it to a universal fashion." The Paramount story runs over six pages.

Disney Launching New Shorts Series

The "Alaskan Eskimo" is the initial release in Walt Disney’s new series of Technicolor features titled "People and Places." It will be shown to newspaper, magazine, syndicate and trade press writers and executives in a series of screenings to be held at the Johnny Vic Theatre in Los Angeles. The prints arrived here on the evenings of Feb. 25, 26 and 27. The short started its first engagement in Chicago’s State Theatre on the afternoon of the 28th.

="Bwana Devil." The RKO Radio, distributors of Disney product. There is to be no predetermined number of issues in the new series, nor will there be a set release schedule.

Orr Is Greenhuald Coast Manager

Hollywood, Feb. 19.—Montgomery Orr has been named manager and account supervisor of the West Coast office of Monroe Greenhuald Co., Inc., the advertising agency disclosures.

Orde to the Coast

Bert Orde of Redbook will leave here Wednesday to attend Redbook’s 14th annual Silver Cup Award dinner, to be held on Wednesday at the Bel-Air Hotel. Orde will also visit with studio executives.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

“Tonight We Sing”

Eric PINZA • Roberta PETERS
Tomasz TOUMANOVA • David WAYNE
Color by TECHNOCOLOR
A 215 Color-Film Presentation
plus Spectacular STAGE PRESENTATION

MARTIN • LEWIS

“THE JAMES BROWN SHOW”

SPECIAL GUESTS

SANDY PINZA • ENNIO PASQUALE
BART BOWERS • JULIETTE LYNCH

STAGE STARRING

DEAN MARTIN • ADAM LEWIS

Tickets Available

at all Radio City Music Hall Ticket Windows

"SUGAR"

DORIS DAY • DEAN MARTIN • ADAM LEWIS
FP-C Installing NV 3-D in 10 Theatres

Toronto, Feb. 19.—Famous Players Canadian Corp. has jumped into the tri-dimensional arena here with the announcement that 10 of its key theatres across the country will be preparing for the early presentation of films in the Natural Vision process. The first to be equipped in Toronto will be Shea’s Theatre, where Warner Brothers’ “House of Wax” will be shown after midnight.

Three dimensional installations at Odeon units are promised for the early future, the type said to be Stereo-Techniques.

M-G-M Joins Rank

(Continued from page 1)

his audience will be asked to use special spectacles during the show.

On his return report here from the United States, Paramount’s James E. Perkins said that although the moment anyway, he didn’t think that there was much to get excited about. Nevertheless, he said the new process is being marketed for 3-D shows.

Alexander Korda made a characteristic contribution to the flurry. Reflecting that Hollywood chiefs in their scramble to stake out stereo-chronic views see the development as the answer to their TV problem, Sir Alexander said: “Of course it is not. TV’s place is assured. You do not retort by 3-D or any other device like that. TV has been taking the fight out of cinema going but will draw big audiences and take just as much money as ever when it is better entertainment than TV can offer at home.

“I do not believe there is any point in rushing in and making every picture in three dimensions. Some films do not need it.”

All the same, Showman Korda will not be satisfied with it. He plans making what he calls “Britain’s first full-length feature film in three dimensions” this summer.

Inevitably a crowd of energetic promoters have come over Britain’s horizon to promote pronounced changes in 3-D equipment ideas. The authorities do not propose being caught on the wrong foot as they were when sound arrived. The Board of Trade has already made it clear that there can be no question of dollars being made available for equipment purchases or royalty rights. In other words, 3-D equipment will be required to be made here or elsewhere in the sterling area.

CinemaScope Plans

(Continued from page 1)

ported here yesterday that work has started on the construction of a CinemaScope screen in its home office Little the国产 pressure and industry showings of the wide-screen process. Alterations are expected to be completed and that, for the including scenes from “The Robe,” first in the wide-screen process.

TV Line to New Britain

The Bell Telephone System’s nationwide television network facilities have been extended to station WKNB-TV in New Britain, Conn.

3-D Orders, Installations Mounting Across Country

The avalanche of theatre installations for the showing of tri-dimensional pictures is continuing to sweep across the country, with orders mounting daily, according to equipment manufacturers. Although shortcomings of some pieces of necessary equipment are existing currently, a production of all parts is expected to keep up with the demand in the near future.

Contracts for 35 3-D installations in the Cleveland exchange area have been received by the National Theatre Supply Co. office, according to Manager Frank Masek. Among them are seven for Shea circuit theatres in Ashtabula, New Philadelphia, Zanesville, Marietta, Cambridge, Lancaster and Newark. The Skidball circuit has placed orders for Massillon, Bryan, Mansfield and Toledo. Chris Velas has ordered equipment for Wheeling and Belleville. Order other orders have come from the following theatres: Toledo, Kenton, Canton, East Liverpool and Cleveland.

Five Openings

Warner Theatres has set five openings in March of “Bwana Devil” in Akron, Steubenville, Massillon and Lima, while Loew’s Valentine in Toledo opens with the picture on March 21.

In the Denver area, Fox Intercontinental is surveying all of its “A” theatres for 3-D installations as well as making preparations for the introduction of CinemaScope. The circuit operates theatres in seven states.

Omaha fans will get their first look at tri-dimensional pictures on Sunday when the Stereo-Techniques program opens at R. D. Goldberg’s State Theatre. The Tri-State circuit had hoped to open “Bwana Devil” at the Omaha late this month, but because of equipment delays the picture will not start until late March.

“Bwana Devil” bows on the Warner Connecticut circuit in mid-March, opening first at the Roxy in New Haven on March 16, to be followed shortly thereafter by the Strand in Hartford and other houses. Loew’s Poli in Bridgeport currently is playing the Stereotechniques subject and will open shortly in Loew houses in Waterbury and New Haven.

Children’s Ticket Prices increased

WASHINGTON, Feb. 19.—Children’s admission prices in large cities rose in the last three months of 1952, while prices for adults held steady, the U. S. Bureau of Labor Statistics reports.

The Bureau collects price data every three months in large cities and weighs the information to reflect price trends in the 34 largest cities.

The children’s price index rose from 140.4 at the end of September to 147.4 at the end of December. This was the highest since March, when the index was 152.5. The 1947 base index of 100, the price index remained unchanged at 172.9. As a result of the rise in the children’s price index, the combined adult-child price index rose from 174.1 at the end of the third quarter to 174.3 at the end of the year.

Studies to Study 3-D Uniformity

Studio heads in Hollywood are planning to meet next week to formulate a basis upon which standardization of tri-dimensional film production may be achieved, it was learned here yesterday. Existing processes, it is understood, will be studied and completed and partially-completed product will be reviewed from the standpoint of 3-D quality.

3-D Magazines

(Continued from page 1)

company will not accept orders if shipments are required prior to the March date.

The NTS managers were informed that the shortage in both magazines and news are acute and are “getting worse.” Currently, there is no shortage in Hearing.

Attending yesterday’s sessions were Walter Green, president of NTS; W. J. Turnbull and John Currie, vice-presidents; Allen New York manager; William Hutchins, Philadelphia; W. J. McKinney; Boston; N. C. Haele, Baltimore; Ralph Moro, Albany and New Haven.

Groucho Marx, who ought to know, says that Arthur Mayer’s Merely Colossal is merely colossal. But Abel Green of Variety, who ought to know, says it’s truly colossal.

You may remember Mayer. Not Louis B., but Arthur—the fellow who (1) used to run those horror films at the Rialto, (2) imported foreign films which actually grossed almost as much as they claimed to, and (3) did odd jobs for dear old Compo.

Now Mayer, misquoting as an author, tells all—or little more than all: stories about hundreds of people you know including, perhaps, yourself.

Get a copy quickly at your nearest bookstore. Mayer suggests that those of his friends who have never gone into a bookstore can get Merely Colossal hot off the press by sending $3.50 with their name and address to Simon and Schuster, Publishers, Dept. M-1, 656 Fifth Avenue, New York 20.

*If your name is not in the index, consult the direct to Arthur Mayer. He may put you in the next edition.

© The New York Times calls it “rumbunctiously entertaining.”

© Motion Picture Daily says it is “better entertainment for members of the industry than anything TV has to offer.”

© According to Film Daily, it’s a “must” for moviemakers.

© Variety calls it “a refresher course in real showmanship.”
**Reviews**

**“Seminole”**

(University-International)

The efforts of an Army detachment to clean out Seminole Indians for their refusal to move West is the theme of this picture. The locale is the Florida Territory in 1835. It is a sort of cowboy-and-Indian formula, which has been used before, and the result is not to be a surprise. The story is rather long and involves a great deal of action and the Seminoles are not common to action pictures. The Seminole dress differently from the white men in the background, so do their women, and their war whoop is heard in the film. The picture has a lot of fighting and action and is well made, although it seems a bit long. The performances are good and the general results are excellent.

**“The Girls of Pleasure Island”**

(Paramount)

Hollywood, Feb. 19

A World War II epic concerning the responses of three unsophisticated British sisters to the arrival of 1,500 U.S. Marines on Paradise Island, of which the girls’ father, Leo Genn, is the British administrator. The story is that of a pretty picture. Three of the young people, including baroness of Paramount sons and sisters, are portraying a story of romance. Dorothy Bromley, Audrey Dalton and Joan Elan—out very well as the sister trio. Their work stands up nicely alongside that of such skilled performers as Eliza Gilkison, Mary Pickford, and Mary Astor. When the Marines land on the island to build a airstrip early in 1945, Genn is concerned over the welfare of his daughters and their wholesale courtship by the Leathernecks. It is that situation that keeps the picture moving along at a pleasant clip until the Marines are called away for other duties. The title may be misleading as the picture embodies a very proper romance between a color in Technicolor. Producer Paul Jones had a story in undertaking in turning out the production, but F. Hugh Herbert and Alvin Glasser, co-directors, did a capable job. The script by Herbert was based on a novel by William Maiser. Others in the cast are Philip Ober, Peter Baldwin, Gene Barry, Barry Bernard, A. E. Gould-Porter, running time, 95 minutes. General audience classification. For April release.

**“Gunsみて”**

(Universal-International)

A large-scale western that packs a punch and suspense. It has stampeded, fires, treachery, romance and, of course, guns. With all of those ingredients, the picture can hardly miss in situations where such fare is a favorite diet. Audie Murphy heads the cast, ably supported by Susan Cabot, Paul Kelly, Donald Randolph, Mary Castle, and others. The formula of an empire-builder seeking to acquire a valuable ranch by skullduggery is far from new, but the manner in which the familiar theme is developed is convincing and exciting. Audie Murphy is hired by Randolph to do away with Paul Kelly because Randolph has a covetous eye on the latter’s ranch. But Murphy joins forces with Kelly when he finds out that his deceased father sold the railroad to Randolph and thereby acquires the source of his fortune. Further complications develop when one of the ranch men becomes Murphy’s rival for Miss Cabot’s heart. But Murphy gets the cattle to their destination safely and claims the girl for himself, although several voices are heard and a touch of competition for Miss Cabot.


**Censor Named Lt. Col.**

Baltimore, Feb. 19—Sydney R. Traub, chairman of the Maryland State Board of Motion Picture Control here, has been appointed a lieutenant-colonel in the U.S. Air Force Reserve. Traub, who served in the Air Force in both World Wars, has been active in state service since 1945 and has been appointed a lieutenant-colonel.

**TV Program**

(Continued from page 1)

of Fabian Theatres, it was learned. Participating in the one-hour show which will air at 10 A.M. will be the following theatres: New York Paramount, Lone, Manhattan; New Britain’s Fox, New Britain; Century Cinema’s Marine, Brooklyn; Century Circuit’s Marine, Brooklyn; Prospect, Outing, and others in Dunn, N. J.

Dr. Henry T. Heal, chancellor of New York University, will present the welcoming address, which will be followed by Dr. Lloyd Berkner, president of Associated Universities, and Dr. Charles Selzer, superintendent of schools in Dunn, N. J. A two-way audio hook-up will permit students seated in the theatres to ask questions and obtain answers from the speakers.

The entire program is part of the council’s effort to build up the technical strength of the nation and help overcome the engineering and scientific manpower shortage, chairman Kottler explained. The full cooperation of boards of education, science teachers, parochial school officials and university faculties in the area has been obtained, he added.

The telecast is being held in conjunction with workshop sessions on film techniques that will be held on the same day, but later in the afternoon, at New York University’s Washington Square campus.

**Illinois Variety Club Honors Carpenter**

CHICAGO, Feb. 19.—Charles F. Carpenter, Moline exhibitor and Illinois Secretary of State, was honored at a testimonial banquet in the Congress Hotel here last night by the Variety Club of Illinois. Master-of-ceremonies George Murphy who came in from Hollywood for the banquet introduced other prominent guests including William G. Stratton, Governor of Illinois; Albert Crampton, Chief Justice of Illinois Supreme Court, and other political dignitaries.

The 1953 panel of Variety Club honorees included John H. Hansen, railroad man; Jones taking office as chief banker. Other new exhibitors and directors include Nat Nathanson, first assistant chief banker; James Coston, second assistant; Manny Gottlich, executive; Manny Sumerling, property master, and directors of the Variety Club, Bobomee, Tom Flannery, Max Rosenberg, Arthur Schoenfeld, Edwin Silverman and B. Martin. Ex-International chief banker Mark Wolf and the present international chief banker, Jack Beresin, also spoke to the 500 guests.

**Israel Product to Cornell**

J. Milton Salzberg, president of Cornell Films, announced the signing of a contract with Zeev Kender, president of Kenfilm Enterprises of Tel Aviv, Israel, to acquire and distribute the product of Kenfilm here.

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**WANTED**

Growing, progressive Drive-In theatre organization has wonderful opportunity for District Manager. Must be qualified in advertising, promotion, knowledge of buying and booking, maintenance, and personality—be lively type. Should have concession experience. Position will require travel, familiarity with employment and references. Excite photo.

ARNOLD BERGER
President
BOSTON, MASS.
Settle ‘49 Prefect Suit Vs. Majors

The settlement of a $1,200,000 trust suit against all of the majors except Paramount, filed by Prefect Theatres Inc., of Greenwich, Conn., was disclosed yesterday at New York Federal District Court.

Prefect Theatres, operator of the Pickwick, and the Greenwich Playhouse, in its 1949 suit also named as defendants, Skouras Theatres and Metropolitan Theatres. Incident Terms of the settlement were not disclosed.

**Principals Rest in Bronx Trust Case**

Both the plaintiffs and defendants rested their cases yesterday in the anti-trust suit brought by J. J. Theatres and Narco Group Inc., against 20th Century-Fox, Warner Brothers, RKO Radio, Universal and Skouras Theatres in Federal Court here. Judge Edward Weinfeld denied a motion by the defendants to dismiss the action and the case will go to the jury on Tuesday after a summation on Tuesday.

The plaintiffs asked for $3,000,000 for alleged violations of a trust agreement in contributing to the Bronx Trust Inc., in the Bronx first-run product over the Luxor Theatre.

**$3,000,000 Suit**

(Continued from page 1)

tres, operators of the Palace, Cranston, K. I., and the eight major distributors.

The complaint charges conspiracy, beginning prior to 1932 by the defendants to restrain and monopolize interstate trade by a system of runs, clearances and admission prices in and near Providence, and as a result of which the plaintiff is said to have been denied the right to obtain features within a reasonable time after territorial release date, and was compelled to wait for varying periods of from 35 to 100 days after first-run in Providence. It also charges admission pricing, black booking, blind buying, and various alleged discriminations against the plaintiff in favor of the defendants. The action was filed by George S. Ryan of Boston and by Fergus J. McOsker, E. Harold Dick and Joseph B. Carty of Providence, as attorneys for the plaintiff.

**Robinson Heads EK Savings Association**


Craig P. Cochran, director of Kodak industrial relations, has been elected a member of the board and was also named chairman of its executive committee, formerly headed by Robinson. Douglas H. Fossall, who has been executive vice-president of ESL, was appointed assistant to the treasurer of Kodak, and James G. Killip, who has been executive vice-president of ESL, will become managing officer of the Association. J. Donald Fewster, Kodak assistant treasurer, is named a director of the Association and a member of the executive committee.

**Trust Law**

(Continued from page 1)

recovery at all, or else a treble damage recovery—could be avoided in such cases.

The industry long has favored this application of the law, believing that the question of triple damages should be left to the discretion of the jury. The film distribution agents pointed out by company lawyers, believes that the matter of statute of limitations is an unfair application of the law. In this regard, Reed said yesterday:

"All of the aspect of anti-trust procedure, which could possibly be simplified, is the matter of limitations in private actions. Instead of having 48 different statutes of limitations and then to this Federal remedy, it would seem to be sound policy to settle upon the equitable period and make that period applicable uniformly throughout the country. A Federal statute of limitations would eliminate the frequent dispute over what statute is applicable in a particular case, and also discourage the possible practice of shopping around for a forum with a particularly favorable statute. A bill to accomplish this end has already been introduced in the House of Congress by a member of our committee."

Reed told the symposium that the committee welcomes suggestions for "improvements" in the anti-trust laws.

**Grainger, Raftery**

(Continued from page 1)

the Shea Companies without a trace of fraud or constructive fraud by the executors. Rather it is one marked by care and prudence and crowned with exceptional success."

Rejected by the referee were charges brought by Dorothy Shea, most of which Shea Enterprises, and daughter of the late M. A. Shea, founder of the Eastern Circuit. Grainger, former general manager and president of Shea Enterprises, Raftery of the law firm of O'Brien, Driscoll & Raftery, and Thomas E. Shea were named as the solo surviving trustees of the estate. The action in the Bronx Surrogate Court was disclosed in Jan. 1952 following Grainger's dismissal as general manager of the circuit in what was described as an aftermath to a dispute over terms of his employment contract. Grainger, who is now head buyer and booker of RKO Theatres, still has a suit pending against the Shea Circuit in New York Supreme Court, calling for arbitration of his contract dispute. Litigation in this suit, it is explained, will be held up pending findings of the Bronx Surrogate Court, which will consider the referee's report.

**Sen. Carlson Lauds Samuel Goldman**

Washington, Feb. 19.—Producer Samuel Goldman's life story was put together here as a typical of the American way of life by Senator Frank Carlson (Rep., Kan.), who inserted his remarks into the Congressional Record on the dual occasion of the producer's 40th year in the motion picture industry and the benefit performance of his "Hans Christian Andersen," sponsored by the American Newspaper Women's Club, tonight at the Warner Metropolitan Theatre.

**Senate Group**

(Continued from page 1)

Justice Department and Federal Trade Commission officials. The Committee estimated that the hearings would take about two weeks, and that some 80 to 100 witnesses would be heard. "In the past, on matters of this scope," one Committee official said today, "we've usually run around 100 witnesses."

The tentative hearing schedule calls for putting on the stand first as many as possible of the exhibitors who wish to testify.

After the Committee has a rounded picture of what the exhibitor problems are, a Committee member said, the group will hear distributors and probably some producers. They will be followed by spokesmen from the FTC and from the Justice Department's anti-trust division.

Committee investigators will do "considerable work" before the hearing throughout the East, a staff member said, centering in Chicago, Michigan, New York State and the District of Columbia area. The bulk of exhibitor complaints have come from these sections, he said. Most of the investigation done to date has been on the West Coast, and Committee investigators expect to return there.

**Correction Notice**

The Paramount trade showing of Pony Express is February 25 instead of March 19 as previously advertised.
"Light housekeeping . . . a necessity"

Obvious to everyone may be the fact that not enough light is getting to the screen; or that the sound system is not functioning properly. The reasons, however, may be varied—equipment failure, inadequate housekeeping, or a drop in power output. Aid in this type of trouble-shooting may be obtained from the Eastman Technical Service for Motion Picture Film which Kodak maintains at strategic centers to cooperate with producers, processors, and exchanges and exhibitors.
Rep. Urges No TV Grants for Film Interests

**Says Radio, Newspapers Should Also Be Denied**

**WASHINGTON, Feb. 23.—** Rep. Springer (R., Ill.) of the House Interstate Commerce Committee urged the Federal Communications Commission at the weekend to follow a policy of denying television licenses to applicants from the motion picture, radio broadcasting and newspaper industries.

The Congressman’s remarks were made to FCC chairman Paul A. Walker, who spent a full day on the stand as part of the committee’s routine review of the FCC.

Asking whether the FCC had given much thought so far to the question of denying licenses to the three media, Rep. Springer said he thought that those industries were in competition.

(Continued on page 5)

**De Laurentis Plans First Italian 3-D**

Italian producer Dino De Laurentis will utilize a tri-dimensional process for the production of “The Odyssey of Ulysses,” which, he asserts, will be the first 3-D film to be made in Italy. De Laurentis, who went to Hollywood about 10 days ago to sign talent, told a trade press conference here that he found such an “unusual” over three-dimensional pictures on the Coast that he decided to make “The Odyssey” in both 3-D and standard versions. (Continued on page 5)

**RCA Offers 3-D Conversion Kit**

CAMDEN, N. J., Feb. 23.—A packaged “3-Dimension Kit” claimed to permit speedy conversion of projection equipment for showing three-dimensional films was disclosed by the Theodore Mann section of RCA. Included in RCA’s package are two (Continued on page 5)

**Amend Jackson Park Decree in Chicago**

**Chicago, Feb. 23.—** The Jackson Park decree was amended at the weekend by Federal Judge Michael L. Igoe of the Federal District Court here in accordance with an opinion handed down by the United States Appeals Court for the Seventh Federal District last December, relieving Balaban and Katz and other “affiliated” theatres here (except those on the South Side) from the ruling prohibiting them from double featuring ahead of the Jackson Park. The amendment also establishes 10 days clearance before first subsequent run for pictures playing first Chicago runs of a week or less.

**Fabian Tops Slate Of New Warner Theatre Officers**

**WASHINGTON, Feb. 23.—** S. H. Fabian will be president and Samuel Rosen will be vice-president and treasurer of the new Stanley Warner Theatres Corp., the Securities and Exchange Commission was informed.

Fabian and Rosen, in addition to three other officers, will publish their posts following the conclusion of the deal under which Fabian, president of Fabian Enterprises, and Rosen, his associate, will purchase the 27 per cent controlling interest of Brothers Warner in the new theatre company. The conclusion of the deal is expected to take place during the first week of March.

Under the reorganization plan, adopted to conform with the Warner Brothers consent decree, the other officers will be: David G. Baird, chairman; M. J. Raskin, vice-president; William M. Snaper, general counsel; Charles M. Reagan, general sales manager.

Headline the list of February re (Continued on page 5)

**17 Films from MGM In Next 4 Months**

M-G-M will have 17 pictures for general release during February, March, April and May, with “Begum” as its Easter attraction. Charles M. Reagan, general sales manager, disclosed.

Headline the list of February re (Continued on page 5)

**LeRoy Proposes Public Be Polled on Product, Talent**

**Hollywood, Feb. 23.—** An annual poll of theatre-goers to determine the “best” talent, pictures and processes of the year, conducted by Hollywood in cooperation with exhibitors of America, instead of the Academy “Oscar” selections made only by industry people, is proposed by Mervyn LeRoy, veteran motion picture director.

“Results will be more representative,” LeRoy said, “and the general goodwill and publicity resulting from such a national poll would well be worth whatever money.

(Continued on page 5)

**E. Penna. Allied to Elect Governors**

**PHILADELPHIA, Feb. 23.—** A board of governors of Eastern Pennsylvania Allied will be elected here tomorrow when the exhibitor unit holds its annual meeting at the Broadwood Hotel.

The nominating committee has submitted the following names:

For three-year terms from Phila.

(Continued on page 5)
Personal Mention

Oscar A. Doob, Loew's Theatres, Executive Director, flew to New York from Palm Beach vacation yesterday.

Over Spring, Loew's International first vice-president, has returned here, after a stopoff on the Coast, from a six-weeks' Eastern trip. He was accompanied by his wife.

Lloyd J. Bamberger, RKO Radio sales promotion manager, is in Oklahoma City today to address a convention of the Allied Theatre Owners of Oklahoma.

Robert L. Lippert, Jr., son of Lloyd Lippert, announces the birth of a second child, a daughter. Mr. Lippert recently attended the first week in Hollywood on Wednesday.

Teddy Gelber, now with the San Francisco branch of 20th Century-Fox, will resign March 1 to take over the management of Guy Meek's new Studio Drive-In in San Mateo, Cal.

Edmund Grainger, RKO Radio producer, will address the Los Angeles Association on May 31st as the subject "3-D and Americaism.

H. M. Ricehy, M-G-M exhibitor at Jacksonville, has been appointed to the National Board of Directors of the Motion Picture Association of America.

Also present from the home office will be Sidney Kramer, short subjects sales manager, and Harry Gittelson, dispersion assistant. Field representatives will include Herbert Greenblatt, Midwest district manager, and branch managers Sam Gorelick, Chicago; Lou Elman, Milwaukee; Ray Dressell, Minneapolis; Ray Nolan, St. Louis; Sherif Fitch, Sioux Falls, and Seymour Bode, Chicago sales manager.

9 N. Y. Circuits in Para. Promotion

Nine theatre circuits in the New York metropolitan area are setting in a "first-night" promotion plan to be held in conjunction with the opening of Paramount's "The Stars Are Singing" on March 10 at the Astor Theatre.

The circuits, representing 600 theatres, will give away a prize bundle for a total of 600 of their patrons to attend the Astor premiere by holding a contest in local theatres. The Cooperating circuits are: Randall, Interboro, J. J. Theatre, Island Circuit, Escolique Circuit, Lane Circuit, Falstaff Theatre and United Paramount Theatres.

Companies to Join Berlin Festival

Participation by American film companies in the third annual international film festival in Berlin was confirmed by Eric Johnston president of the Motion Picture Association of America. Johnston informed A. Bauer, head of Berlin Allied, that American film companies would join the event on a company-by-company basis and not as an association affair. The festival will be held June 18-28.

Mass. Law Would Censor Imports Before Exhibition

Boston, Feb. 23.—Newly-introduced House Bill No. 270 seeks to have the Department of Public Safety be authorized to approve theatrical productions imported from foreign countries before exhibition in Massachusetts. The bill was sponsored by John H. Morrow. Opponents include Ray Feeler, executive secretary of the Independent Exhibitors, Inc., the New England unit of national Allied, and Frank Lydon, executive secretary of Allied of New England.

A statement that it is unconstitutional to regulate interstate commerce and that the bill was so ambiguous that it set to standards by which the Commonwealth, not the Department of Public Safety could make operational the proposed legislation. They cited the current opinion handed down by the Supreme Court that it is illegal to ban a film before it has been exhibited.

To Screen 'Zukor Story' at Dinner

"The Adolph Zukor Story," a film featurette produced by A. J. Richard, executive secretary of news, will be introduced as the key entertainment feature of the Adolph Zukor Golden Jubilee dinner to be held on March 4.

Announcement of the first public showing of the featurette was made by Harry Brandt, chairman of the Golden Jubilee dinner committee, and Robert J. O'Donnell, international chairman of Variety Clubs International. The programme will feature the assistance of Russell Holman, Eastern production head of Paramount.

Yorke Short to Columbia

Columbia will release Emerson Yorke's one-reel sport film dealing with Canada's Legion junior baseball, "Legion at Bat." The film, which Yorke produced and directed, will be released in late March or early April, backed by a joint Columbia-American Legion promotion.

New York Theatres

Radio City Music Hall

Rockefeller Center

"Tonight We Sing"

Erie PINZA - Roberta PETERS

Toscani TUMANOVA - David WAYNE

Colin TEETER

20th Century-Fox Presents

STAGE PRESENTATION

Newton

Martin Lewis

The Stooges

Newton

Kane, Editor; Terry Ramsey, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1200 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3000. Cable address: "Quigsho, New York," Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo L. Beeman, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fusil, Production Manager; Harry F. Rose; Secy.; William R. Weiler, Editor, Chicago Bureau, 10 South LaSalle Street, Chicago, Illinois. Other Quigley Publications: Motion Picture Herald; Motion Picture and Television Almanac; Frame, Entered as a March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single, free.

Silver City Film Under House Fire

Washington, Feb. 23.—Rep. Donald Jackson, California Republican, said he will take the House up tomorrow to discuss the film now being produced at Silver City, New Mexico, largely by persons who have been identified as Communists or Communist sympathizers.

Jackson pointed out that the production has been condemned by the motion picture industry and studios unions. Jackson is a member of the House Un-American Activities Committee. Many of the people connected with the Silver City production were uncooperative witnesses before the House Committee.
Top Grossers of 1952

Here are 1952's best, that is, all films which went into release during the calendar year which have, or will have, grossed $1,000,000 and over in domestic distribution rentals (U. S. and Canada). Estimates are those, based on actual distribution and playdates to date. Only pix excluded too few dates to warrant any reasonable determination of final gross business. Among these are Allied Artists’ “Battle Zone,” Columbia’s “The Happy Time,” United Artists’ “Moulin Rouge” and “Landslide,” RKO’s “Heart Christian Andersen,” Universal’s “Against All Flags” and Metro’s “Prisoner of Zenda.”

1. GREATEST SHOW ON EARTH, Technicolor, Par $12,000,000.
2. QUO VADIS, Technicolor, 20th 10,000,000.
3. THE SNOWS OF KILIMANJARO, Technicolor, UA 7,500,000.
4. AFRICAN QUEEN, Technicolor, UA 6,000,000.
5. JUMPING JACKS, Technicolor, UA 4,000,000.
6. HIGH NOON, Technicolor, UA 3,000,000.
7. Ttie Son of Paleface, Technicolor, UA 3,000,000.
8. SINGIN’ IN THE RAIN, Technicolor, UA 3,000,000.
9. WITH A SONG IN MY HEART, Technicolor, UA 3,000,000.
10. BEND OF THE RIVER, Technicolor, UA 3,000,000.
11. ZORRO, Technicolor, UA 2,750,000.
12. MILLION DOLLAR MERMAID, Technicolor, UA 2,500,000.
13. SCARECROW, Technicolor, UA 2,500,000.

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HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER
COxIES Friday Night and NBC will start a special back-to-back, "you come to my house (program) and I'll go to yours," which will run on through April 4. Specifically, George Jessel will be Roadshow Friday at the Friars' special Frolic honoring Bob Hope's 15th anniversary as an NBComic. The following day, Bob will undoubtedly get back at Jessel when he makes a guest appearance on George's "All-Star Revue." Then, to even things up, Jessel will return the compliment and join up with Hope on the latter's "Comedy Hour," starting two weeks later. March 15, Jessel will visit Eddie Cantor's "Colgate Comedy Hour," turn with Eddie set to guest on Jessel's "All-Star Revue" on April 4. (simple, eh, what?)

Norman Siegel, former radio editor of the Cleveland Plain Dealer, who later went to Hollywood for a post with Paramount Pictures, has been named director of publicity and promotion for CBS-TV on the Coast. Conservatives are in order to all concerned. . . . Victorecording star Elton Britt starts a new WOR-series of songs tonight. The five times a week program will be heard at 10:15 to 10:30 P.M. and will alternate as local and network, but, starting April 8, entire show goes network, . . . Al Helfer and Dizzy Dean will give the play-by-play and color sportscasts for Mutual's baseball series, "Game of the Day," which starts March 30. Falstaff Brewing Co. will pick up the tab. . . .

Bill Harrington, former "Hit Parade" NBCwriter and currently star of his own daily across-the-board noon series over WNEW, has the inside track to star in a new TV variety network show. Dad has so much talent. . . . The Screen Actors Guild strike (film producers) which has been in effect since Dec. 1, last, will be over by March 2. Fina Producers Assn., of N. Y. 3 has approved the new pact which includes eight new amendments. Likewise obeyed by the board of directors of the Screen Actors Guild and respective Guild general membership meetings. In N. Y., Detroit, Chicago and Hollywood are scheduled for ratification by the workers. Dave Garraway's "Today" reaching an all-time high of 61. Based on this figure, this early morning NBC show is TV-viewed by about 2,000,000 "get-up-and-go-to-workers." Myrtle Witten has leased Ilona Massey's home in Laurel Canyon. Incidentally there's the forthcoming "The Jolly Dragon," ("Mr. & Mrs. North" series) will feature an all-Chinese supporting cast. . . . Fred Van den Steen's entertaining quiz program, "20 Questions." MBS starts its 8th year. . . .

The March issue of Woman's Home Companion will profile Gracie Allen. . . . Next Wednesday's "Kraft Television Theatre" presentation will be "My Brother's Keeper," written by former radio star George Roy Hill, currently a captain in the U. S. Marine Corps, and stationed at Edenton, N. C. On leave, Capt. Hill will play one of the leads. . . . Arnold Shaw's tone, "The Money Song" (Random House) is easily one of the most-absorbing tales of Tune Pan Alley ever penned. Here is blank verse in a setting where the "chords" reverberates with the rhythms of the Street of the Staged and songwriters to match. Arnold Shaw lived what he wrote. . . . Harve Foster, producer-director of the Bing Crosby Enterprises series, "Crown Theatre," hosted by Gabor Swanson, is having La Swanson photographed in her Fifth Avenue apartment using her souvenirs, collections and objects d'Art. Rehearsals of the setting will be reproduced and used at the studios in Hollywood where the next six films will be shot. CBS-TV Film Sales distributes the program. . . . The zany bit which the Ritz Frenes introduced Sunday on the "NBCColgate Comedy Hour" was clipped by Song Writer and Mikei Sor. Credit a first to WATV (Channel 13) newscaster Richard Thomas. He uses no script at all during his "Trends in the News" programs, relying solely on the Dr. Bruno Furst Memory Training System, which he mastered.

LOTSA DOTS . . . Yul Brynner will make his initial dramatic appearance March 8 when he stars as 'Francouin Villon' in the adaptation of R. L. Stevenson's "A Lodging For The Night" sequence in CBS' "Omnibus."

**Reviews**

**"Sombrero"**

(Metro-Goldwyn-Mayer)

For the millions of people who flock to theatres seeking escape, who want to be lushed entertained by songs and dances, love and passion, humour and a dab of adhocracy, "Sombrero" should be their film fare. In those terms, the Rex Allen promo numbers give music, lust and credible characterization.

Served on a platter of color by Technicolor, the audience is offered a 93-minute fiesta, starring Ricardo Montalban, Pier Angeli, Vittorio Gassman and Yvonne de Carlo. Featured are a lively feud between the townspeople and the Yankee oil men, an old man, and several flamboyant, highly emotional characters, a gory bull fight, an exciting dance by Jose Greco and much horse-play.

"Sombrero," with the exploitation accent on its strong points, should do lively business.

The story outline finds Montalban, as a carefree, fun-loving Mexican named Pepe Gonzales, in love with a girl from the neighboring village, Pier Angeli. Overcoming the feud that separates their union forms one of the humorous highlights of the film. Another young man of Montalban's village, Vittorio Gassman, a man of noble stock, finds himself in love with a humble girl, Yvonne de Carlo. Out of regard to his heritage and impending death from an undisclosed malady, the latter unions ends in tragedy. The most appealing couple is Rick Jason, the gentle lover, and Cid Charisse, the sister of bullfighter Jose Greco. The trio of lovers forms the web of the story, which, if one does not search too deeply, is satisfying.


Running time, 103 minutes. General audience classification. Release date, April 3.

**MURRAY HOBORWITZ**

**"Marshal of Cedar Rock"**

(Republic)

From this LATEST Alan (Rocky) Lane production, outdoor action-enthusiasts should receive a sufficient amount of riding, shooting and fighting as Rocky beats off the threats of the outlaws in his usual effective style. Following the conventional story lines, Lane proves faster on the draw than any of the lawbreakers and also proves that one good marshal is worth more than a number of outlaws in a fight to the finish.

As the film opens, Bill Henry is climbing over prison walls to freedom. In the background, Rocky, a U. S. Marshal, watches and follows the escaping convict in the hope that Henry will either clear himself or lead the law to stolen bank money. Henry returns to the scene of the crime and accuses the bank of the theft. Rocky watches this scene and attempts to arrest Henry for his own good.

Rocky's worries mount when Henry again escapes. As the story unwinds the banker schemes to make a tremendous profit on land sales on the railroad. Eddy Waller, head of the rascals' association and his niece, Phyllis Coates, are almost foiled by the smooth-talking propositions, but Rocky comes through with the necessary evidence. After a chase or two and a couple of comic slug-fests, the heaves are subdued and Henry is free to court Miss Coates.

Waller, Henry, Miss Coates and Roy Barcroft are competent in support of this picture which gives its nod to the memory of the late, great Bob Hope's horse, The Ansestor, and the scenery take back seats in this Rudy Ralston production directed by Harry Keller. Others in the cast are Robert Shayne, John Crawford, John Hamilton, Kenneth MacDonald and Herbert Lytton.

Running time, 84 minutes. General audience classification. February release.

**"The Tall Texan"**

(Harrigan)

March GREED FOR GOLD is dramatized in this picture. The sure-fire theme which tune and again has been featured in Westerns, takes on a different twist in "The Tall Texan," lending added entertainment ingredients to the production. The rules of plausibility rather than tradition have been followed in the story written by Roy Hill. Lloyd Bridges plays the tall Texan named in the title, and mighty impressively too. Strongly alongside Bridges is Lee J. Cobb, a powerful custom of the law and of Marie Windsor, the only woman in the cast, Luther Adler, Samuel Herrick, and Syd Saylor are the other members of the group engaged in the quest for gold. Performances are competent and well balanced, one against the other.

Kiefer's story is Bridges, a handcuffed prisoner, Cobb, a renegade ship captain, Adler, an unprincipled trader, Herrick, a weakling sheriff, and Miss Windsor, a woman of the frontier whose husband is killed in the opening sequence, and their way across the Texas wastes to Indian country where a friendly tribe permits them to pan for gold on condition they do not trespass on Indian burial grounds. Adler finally does so, however, and before the consequences much handiwork. The picture is directed by T. F. Woods and Robert L. Lippert, Jr., with direction by Elmo Williams.

Running time, 84 minutes. General audience classification. Release date, Feb. 11.

**BRANDT ENOS ON HIS OWN**

Brandt Enos has announced his resignation as business manager of Transfilm, Inc., here to form a management consultant firm specializing in both theatrical and TV motion pictures, to be known as Brandt Enos Associates.
7 Trust Suits

(Continued from page 1)

Loew's-RKO Theatres product split in neighborhood runs. The plaintiff charges Loew's, RKO, and distributors with TV competition by dividing pictures and allocating them only to Loew's and RKO houses on first showing time run, thereby "destroying the ability of other exhibitors" to negotiate for licenses. It is claimed that when the house opened in 1932, the two circuits compelled the so-called "Big Eight" to refuse service to the independent operators. The plaintiff claims that there is no substantial competition between the Normandie and other theatres operated on first-run basis, and that RKO and that the Normandie has been forced to pay in accordance with "a fixed design and pattern" as dictated by the defendants.

The court is asked to grant an injunction restraining the defendants from releasing first neighborhood run to the Normandie.

Lee Theatre, Ft. Lee, Files Anti-Trust Case

An antitrust action seeking an injunction to force Loew's to grant day-and-date runs to the Lee Theatre, Fort Lee, N. J., with Skouras' Fox at Hackensack has been filed in Federal District Court here. The plaintiff claims that when the house opened in 1932, it was assured of the same Hackensack run, but that the distributors have refused a clearance between the two towns, despite the fact that the clearance was not requested by the Fox.

RCA Offers '3-D'

(Continued from page 1)

Selsyn interlocking motors; a mounting plate; a silent chain and two sprockets to couple the motors, and special provision for unlatching the sprockets to the motor shafts.

Also provided are lower and upper 5,000-foot film magazines and two small motors with the polarizers, and filters in the projection ports cooled.

The lower film magazine is equipped with a special indexing mechanism to maintain the film in its guides and to assist in adjusting the film to the sprockets for unloading and loading.

Independent RCA theatre supply dealers are now prepared to supply the 3-D kit, as well as an additional power supply unit that may be required in some projection booths for simultaneous operation of both bars through the same amplifier, said the company.

Polarizing filters for projection and polarization sets for use at three-dimensional showings are not a part of the RCA kit, but are provided by the film booking agencies.

Fabian Tops

(Continued from page 1)

man of the finance committee; Harry M. Kalvine, vice-president, and David Fogelson, secretary.

with television broadcasting. It might be possible, he said, that if a film were being shown on television in the same town were owned by the same person, the TV station would suffer.

Rep. Springer told Walker that if the FCC doesn't face up to this issue before it is forced open and lets in many more TV licenses it will find itself "in very hot water."

Walker replied that the Commission has ruled as far as TV licenses are concerned and had never considered anything along those lines. He referred to the recent Paramount-United-Paramount Theaters merger decision, in which the Commission had said that the equipment was being sold not as barred as television licenses.

In his prepared statement Walker mentioned the theatre television hearings as one of the major problems in TV regulation engaged.

He told the committee that the current theatre television hearing, now in recess, is not concerned with whether one or all 1,077 stations shall exist, but rather to the extent to which radio frequencies should be made available. He said, under questioning from committee members, he declared that he didn't believe that the theatre people "could take program and show home television, but that the FCC wouldn't do anything about it" because it was a question of a private enterprise.

The hearing recessed to an uncertain time probably some time next week, when the other FCC Commissioners will be on the stand.

Italian 3-D

(Continued from page 1)

picture will be made in Eastman color for Lux Films and for distribution here through Italian Films Export. Rights in various segments have been purchased from Mangano and producer of her current IFE release, "Anna," announced that they would cooperate with Gray to prepare the screenplay and Karl Struss as director of photography. The Odyssey, with Willard Schorr was signed as associate producer and American consultant on the picture, which will be directed by Fox's CinemaScope for possible start next mid-April, with Miss Mangano costarring with Kirk Douglas.

De Laurentis is said to be unable to disclose the exact method of 3-D presentation that would be used, but that the equipment was being sold from the Richardon Camera Co. of Hollywood. He said he would watch development of 20th Century-Fox's CinemaScope for possible use in the production of a subsequent picture, Judith and Holofenes.

A report has just been produced by De Laurentis for Paramount release abroad under the recently concluded deal whereby the producer will have a cut of the profits yearly. They are "One of Those," "Man, Beast and Virtue," "The Sh-Wolf" and "Jean Daus." De Laurentis said that "The Odyssey" was not a part of the Paramount deal. De Laurentis left over the weekend for Rome.

17 from M-G-M

(Continued from page 1)

REACH FOR "THE STAR" WHILE IT'S BLAZING HOT!

BETTE DAVIS nominated for the Academy Award for her performance in "THE STAR" IS READY TO BREAK RECORDS FOR YOU!

4th SMASH WEEK, RIVOLI, N.Y! 9th RECORD WEEK, 4-Star, L.A!
Holiday Sends Grosses Along B'way Upward

‘Moulin,’ ‘Bwana,’ ‘Pan’ Lead Feature Parade

The Washington Birthday holiday weekend sent grosses spurt ing upward this week along Broadway, with such attractions as “Moulin Rouge,” “Bwana Devil,” “Peter Pan,” “Tonight We Sing” and “The Stooge” doing outstanding business.

While the weekend was good generally, typical of the business report for Monday was the experience of the Criterion, where “Hans Christian Andersen” is featured. There, matinee business on Monday was the biggest in the 13 weeks of playing time of the Samuel Goldwyn production.

A terrific $29,900 was forecast for the week.

At the Capitol, “Moulin Rouge” is expected to chalk up a robust $111,000 for its second week, topping the first week’s business by about $3,000. At Loew’s State, the three-dimensional (Continued on page 5)

Warner Expanding Color Facilities

To meet expanded demands for WarnerColor and the increased film processing required for the two-film tracks of true three-dimensional pictures, the Warner laboratory in Brooklyn, N. Y., is being converted to supplement the studio’s processing of WarnerColor, Jack L. Warner announced yesterday.

The Brooklyn laboratory heretofore handled only 35mm black and white printing, 16mm, orders and special government work.

Warner recently has “House of (Continued on page 5)

M. A. Schlesinger Dies; Film Pioneer

M. A. Schlesinger, industry pioneer whose amusement enterprises dominated South Africa, died here Monday morning after a long illness. Funeral services were held yesterday at Riverside Chapel.

Schlesinger and his brother, the late John Schlesinger, operated theatre, radio and newspaper with numerous other enterprises in South Africa (Continued on page 4)

Schoeppel Heads Monopoly Group

Washington, Feb. 24. — Senate Small Business Committee chairman Thye (R., Minn.) has named Senator Schoeppel (R., Iowa) to head the mon opoly sub-committee, which will conduct the coming hearings of film industry trade practices.

Other members will be Senators Tobey (R., N. H.), Ferguson (R., Mich.), Long (D., La.) and Gillelde (D., Iowa).

Loew’s State Here Forced to Replace ‘Bwana’ Screen

The battle of painted screens vs. screens made especially for tri-dimen sional pictures at Loew’s State Theatre here reached a climax over the weekend when the theatre was obliged to replace its metallic-covered screen with a Walker 3-D screen. Reports of faulty presentation of “Bwana Devil” resulted in threats to pull the picture unless a perforated plastic surface screen was installed.

The State had opened the picture on its regular porous glass fabric screen, which, according to technicians, caused an approximate 25 per cent loss in light. One of the chief critics of “Bwana Devil” at the State was directed at poor lighting. The State had ordered a Walker 3-D screen and then

Gunzburg Warns on 3-D Equipment

HOLLYWOOD, Feb. 25. — Recklessly improvised booth and screen equipment for the exhibition of three-dimensional pictures can seriously limit and in some cases nullify the box office gain to be had from the new medium, Natural Vision president Milton G. Gunzburg told the press today. The NV head showed new men specimens of certain unconnected films which have been offered exhibitors on assorted money-saving terms and pointed out that, while the difference in price between them and

INDUSTRY FAVORS MASON MEASURE

To Concentrate on His House Measure Which Would Immediately Eliminate the 20% Levy

Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Campaign Committee, have selected H.R. 157, introduced Jan. 3 by Representative Noah M. Mason of Illinois, as the measure to be supported by the motion picture industry in its campaign for repeal of the Federal 20 per cent admission tax.

The bill provides for immediate elimination of the tax on those films and pictures in which the principal form of entertainment is the exhibition of motion pictures. “It has been studied by leading industry lawyers and has been approved as meeting the industry’s needs in all respects,” according to a statement issued here yesterday by the Council of Motion Picture Organizations.

One of 26 bills having to do with admission taxes that have been intro duced at this session of Congress, the Mason bill was chosen because it was one of the first offered and because its sponsor is a high ranking Republican member of the Ways and Means Committee. Nineteen other bills of language identical with the Mason bill also have been introduced.

Drive-in Circuit on Coast Begins 3-D, Wide-screen Tests

Experiments to adapt three-dimensional and wide-screen film processes to drive-in theatres are currently under way on the Coast, Bill Forman, president of Pacific Drive-In Theatres, disclosed here yesterday.

Forman, in New York since Sunday, said he expects to remain here a few days to “catch up on the 3-D situation,” discussing various phases of the problem with company executives and technicians. Speaking for the company big heads, Forman said that “we are in the 3-D field with both feet now.” Pacific Drive-In Theatres, he explained, believes that 3-D and wide-screen films will form a significant segment of drive-in business in

Pre-Releases Hit Again by Abram Myers

Renews Blast Against Advanced Admissions

OKLAHOMA CITY, Feb. 24. — Abram F. Myers, Allied general counsel, today launched a new attack at the practice of pre-releasing pictures at advanced admission prices and at what he termed “flagrant violations” of the consent decree by studio distributors. Speaking at the first annual convention of Allied Theatre Owners of Oklahoma, Myers said: “If ever there was a time when it was necessary that the greatest possible number of people see

E. Pa. Allied Meet Airs 3-D Problems

PHILADELPHIA, Feb. 24. — Two hundred exhibitors from six states representing some 500 theatres were in hand today at the Allied Theatre Owners of Eastern Pennsylvania convention here, the first multi-state exhibitor conclave to tackle the problems presented by the 3-D boom. Representatives from both stereoscopic and panoramic systems spoke at the meeting.

The convention also saw the reelection of the unit’s 15 directors and the

Film Salesmen In Loyalty Pledge

DALLAS, Feb. 24. — Voluntary affidavits to the effect that members of the Colosseum of Motion Picture Salesmen are not members of the Communist Party and that they do not believe in its teachings will be routed to the various organization chapters next week by David Beznor, Colosseum attorney.

Ray Wild, president of the sales

(Continued on page 4)
Report British Theatres' Grosses Are Up Slightly

London, Feb. 24—British theatres grossed £27,986,000 during the quarter ended Sept. 27, 1952, a 2.9 per cent increase over the preceding quarter, the Board of Trade Journal reports. Theatre admissions during the quarter rose from the previous quarter's 32,847,000 to 33,215,000. The Journal comments that this is a normal seasonal increase in attendance and the figure still is below the level for the corresponding quarter in 1950 and 1951.

The increased gross, the Journal says, is the result of an increase in the admission tax and East End fund payments. The average admission price rose from 19.04 pence in 1950 to 20 pence last year.

Exhibitors paid £9,554,000 in entertainment tax and £273,000 in East Ley during the 1951 year, which together represented 57.1 per cent of the gross. New added taxes rose by £588,000 to £17,069,000. Film rentals totalled £6,203,000, a 4.1 per cent increase over the previous quarter. Admission tax payments to exhibitors' share rose by £344,000 to £11,406,000.

Clark of ABP Is Here to Study 3-D

In an effort to determine whether tri-dimensional pictures are here to stay or are a "passing fancy," Robert Clark, executive producer of Associated British Pictures, is here from London to study developments.

Clark, who arrived in New York on Monday on the S.S. Queen Mary, said yesterday that he would go to the Coast on Friday to confer with Nat Fingerer, Warner Bros. studios, with which ABP is closely associated. He said he would decide after the conferences whether ABP would equip for 3-D and make im-dimensional pictures.

Clark will see in Hollywood for about two weeks during which he will seek advice and "see what we have to learn."

ABC Circuit Sets 1st Screen Ad Deal

London, Feb. 24—The 450-theatre Associated British Cinemas here will accept screen advertising for the first time under a deal just closed with the firm of Pearl & Dean, Ltd. The contract provides for a "three-month trial" of advertising in the time capsule throughout the circuit and two-minute national advertising films in selected theatres or territories on the circuit.

Ernest and Charles Pearl, heads of the theatre advertising firm, until recently charge-rental area of Rank's Langfords' Theatre Publicity, from which they resigned to form their own company.

Mayer and Servies At ITTO Meeting

Columbus, O., Feb. 24—Arthur Mayer, former Council of Motion Pictures Organizations, secretary, and Jack Servies, vice-president and general manager of National Theatre Supply, Inc., were present at the ITTO meeting of the various producers at the convention of the Independent Theatre Owners of Ohio here April 7-8. Maurice Bergman, public relations director of Universal-International, will attend the convention, said Robert Wile, ITTO secretary.

Wile will address Rotary Club meetings March 10 in East Liverpool, Ohio, and April 15 at Hudson, Ohio, on "The Importance of the Theatre in Your Community."

Balaban Chairman Of Defense Appeal

Barney Balaban, president of Paramount Pictures, will serve as honorary chairman of the 1953 Joint Defense Appeal campaign, it was announced by Maurice Gsell and Edward Balaban, Paramount Waterman, chairman of JDA in Greater New York.

Redbook' Awards Cite Young Talent

Hollywood, Feb. 24—Hollywood's young talent was given its proper honors last night in Redbook Magazine's 14th annual "Silver Cup Movie Awards" on the Martin and Lewis radio show. The awards, presented here, were announced by editor H. Nichols.

The 1952 winners were Marilyn Monroe for "best box-office personality"; Julie Harris, best young actress; and the best young foreign actress; Marga and Gower Champion, best young dance team; and Dean Martin and Jerry Lewis, best young comedians.

The winners are the subject of a feature article by picture editor Florence Somera in the March "annual award issue" of Redbook. The magazine's silver cup trophy is given each year in recognition of "distinguished contributions to the art of motion pictures."

The awards were started in 1939.

Hope Named M.C. of Awards Ceremonies

Hollywood, Feb. 24—Bob Hope will be master of ceremonies of the Hope Awards Ceremonies March 19, Johnny Green, general director of presentations, announced here today.
"M-G-M wins 'Top Young Stars' vote with 2 out of 5, leading all companies!"

REDBOOK IS RIGHT ABOUT YOUNG TALENTS!

The industry needs them and M-G-M’s got ’em. This year, Redbook Magazine gives its Annual Awards to the industry’s rising young stars and M-G-M leads as usual:

**Winner!**
MARGE AND GOWER CHAMPION
Watch for them in M-G-M’s “Give A Girl A Break.”

**Winner!**
LESLIE CARON
Star of “American In Paris.” Watch for her in “Lili” and “The Story of 3 Loves.” (All Tech.)

THANKS REDBOOK! KEEP YOUR EYES ON THESE!

POLLY BERGEN—“Cry of the Hunted,” “Fast Company,” “Arena” (MetroVision, Ansco Color) • DONNA CORCORAN—“Scandal At Scourie” (Tech.) • RITA GAM—“Saadia” (Tech.) • ROBERT HORTON—“Code Two,” “Arena” (MetroVision, Ansco Color), “See How They Run,” “Big Mike” • BARBARA RUICK—“I Love Melvin” (Tech.), “Affairs of Dobie Gillis,” “Confidentially Connie” • ELAINE STEWART—“Take The High Ground” (Ansco Color), “Code Two,” “A Slight Case of Larceny” • BETTA ST. JOHN—“Dream Wife,” “All The Brothers Were Valiant” (Tech.) • BOBBY VAN—“Small Town Girl” (Tech.), “Affairs of Dobie Gillis,” “Ghost of A Chance.”
National

Pre-Selling

IN announcing its 12th annual "Achievement Awards," Look, in the current issue, said "Mala would be welcomed in panorama, for the best performances in supporting roles...."

Marlyn Monroe was chosen as the most promising female newcomer. John Ford was picked as the director of the year. And A. H. Blank of the Tri-State Theatres, was chosen the exhibitor of the year.

Louella Parsons reports in the Feb. 27 issue of American Weekly. Also in the issue is a full color ad placed by Lustre Cream Shampoo, which features a photograph of Anne Baxter and tilt-in copy on Warner's "I Confess."

A large photograph of Robert Taylor and Eleanor Parker taken on the set of the "Above and Beyond" appears in the Assignment-in-Hollywood department of the March issue of Photoplay. Accompanying the photo is a Ruth Harbert review of this M-G-M picture which says that "the Colonel Tibbetts of the U. S. Air Force. Colonel Tibbetts was the pilot of the B-29 that hit the historic mining bomb bursting on Hiroshima."

Also in this issue is a table of contents ad on "Dream Wife."

Rosesmary Clooney is Time Magazine's current cover girl, appearing in full color. The issue also has a two-page story of Rosesmary titled "Girl in the Grove."

Referring to her achievements as a single hospital's first patient, the voice of Rosesmary Clooney, 24, to ballad buyers, has become as familiar as the voice of F. D. R.

The author of the feature reports her first meeting with Bing Crosby who visited her on the set of the "Star," as "I just want to tell you," Bing said, "that I think you're the best singer in the business."

"The Star," "Member of the Wedding," and "3-D Experiments" were reviewed in the March issue of McCall's. Ten photographs taken on the sets of the pictures reviewed are used in McCall's "Goes to the Movies" department.

WALTER HAS

Pre-Releases Hit Again

(Continued from page 1)

the near future and is prepared to exceed time and talent to capture that business. About 40 open-air-theatre companies are now in operation.

The two big problems, Forman said, are getting sufficient light for the 3-D picture and procuring a special screen which retains the light and withstands adverse weather conditions. While acknowledging that the problem was "serious," John Forman said the keepers of the M-G-M that the New York end of the vast empire.

In the early days of talking pictures, the Schlesingers headed General Pictures Corp., which marketed DeForest Photophone. M. A. Schlesinger became ill late last fall with "serious" John Forman said that the New York end of the vast empire.

Surveillors also include his widow, Shirley Booth, and law partners, John Greenwall and Elizabeth Stark.

American licensee of the British development.

Schlesinger Dies

(Continued from page 1)


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American licensee of the British development.

Gunzburg Warns

(Continued from page 1)

fully recommended equipment is very small, ultimate box office loss due to the dissatisfied caused by inadequate equipment is great.

Gunzburg said the major theatre equipment companies are now able to supply the proper equipment, as is Natural Vision Equipment Corp., and added that equipment will work without someone being present.

Wednesday, February 25, 1953

E. Pa. Allied

(Continued from page 1)

following officers: Sidney Samuelson, president, general manager, and national director, Ben Fertel, treasurer, E. B. Gregory, secretary, and Jack Greenwall, third vice-chairman. Also named to the finance committee were Gregory Fertel, Al Davis, Martin Ellis, and Harold Cohen.

A new field for 3-D in drive-ins was seen as practical as soon as the light problems were solved. All of the experts addressing the group stressed the point that whatever process was to be used, it should be fitted to the theatres capabilities. They cautioned that no process be adopted without the house completely surveyed by specialists in that field.

Also discussed at an early morning session were current film problems, annual reports of officers and a resolution, unanimously passed, requesting national Allied to take vigorous action on current film problems.

Larry Woodin, Wellsboro, Pa., was hailed for his work on promotion of music in the public domain that would preclude payments to ASCAP.

The states represented at the meeting were Alabama, Arkansas, Georgia, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Hampshire, New Jersey, Delaware, New York, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

'Bwana' Screen

(Continued from page 1)
canceled it, when it was decided to rework the film. The order to rework the film was screen was transferred to the Palace Theatre in Orange, N. J., but National was able to have it transferred back to the State.

By working all night Friday, the new screen was ready for the first and Saturday night. The results are said to be far superior, with the advocates of special 3-D screens winning their point.

Despite the inferior projection during the first three days of "Bwana" at the State, the gross climbed daily, with the initial week ending last night to an estimated figure in excess of $90,000. The picture was expected to net $500,000 from the Fox Theatre in Brooklyn in its first week.
Silver City Film Branded as ‘Red’

WASHINGTON, Feb. 24.—Rep. Donald J. Dodge, Republican and a member of the House Un-American Activities Committee, told the House today that the film being produced in Silver City, N.M., is being made "under Communist auspices" and is "deliberately designed to influence racial hatred and to depict the U.S.A. as the enemy of all colored peoples."

Jackson, seated on the House floor for almost 30 minutes to discuss the Silver City venture, he started out by recalling the House committee's lengthy investigation and said that it had disclosed two aims of Communist infiltration of Hollywood: "To provide a lucrative source of income for the party, and to use films to present Communist propaganda."

Jackson said that large amounts of money from party members and sympathizers in Hollywood, the attempt to put propaganda into films, "succeeded only to a minor extent."

The Silver City venture, Jackson said, was "an illustration of the senseless and diabolical attack upon the U.S. and its free institutions" carried on by the Communists. He said he would use his power "to prevent the showing of this Communist-made film in theatres of America, and I am confident that millions of Americans will join in that effort."

Jackson's speech documented the Communist affiliations of many of the persons producing the Silver City production and discussed the Communist charges against the international film industry, and an organization called "the American Film Industry," and Smelter Workers, which is said to be financing the film.

The California Republican emphasized that the production has been condemned by the Hollywood A.F. of L. Film Council, the Screen Actors Guild and other organizations of the motion picture industry.

MASON TAX MEASURE

(Continued from page 1)

Mason Tax Measure

WASHINGTON, Feb. 24.—"Be it enacted by the Senate and House of Representatives of the State of Mason, Assembly, together, as follows: SEC. 1. The act hereof shall apply to all moving-picture theatres in Mason.

SEC. 2. The amendment made by the first section of this Act shall apply only with respect to amounts paid, on or after the first day of the first month which begins more than 30 days after the date the Mason Act is enacted, for admissions on or after such first day.

By a margin of three of them by Mason's colleagues on the Ways and Means Committee.

Carrying the tenor, a "Bill to protect the public interest in the motion-picture theater," the text of the Mason act follows:

"Be it enacted by the Senate and House of Representatives of the State of Mason, Assembly, together, as follows: SEC. 1. The act hereof shall apply to all moving-picture theatres in Mason.

SEC. 2. The amendment made by the first section of this Act shall apply only with respect to amounts paid, on or after the first day of the first month which begins more than 30 days after the date the Mason Act is enacted, for admissions on or after such first day."

Coley and Robert Livingston of Omaha have been in Washington the last week interro-
gating sponsors of the other bills on admissions.

Two of the identical bills were introduced in the Senate by Republican Senators Dirksen of Illinois and Butler of Nebraska. Those introducing the other Mason bills in the House are Representatives Dingle (Mich.), Fisher (D. Tex.), Boggs (D. La.), King (D. Calif.), Durkee (D. Mich.), and Davis (D. Ga.); Thompson (D. Tex.), Vanzant (R. Pa.).

Deeply Appreciative

"We are deeply appreciative of the efforts of these Senators and Congressmen to bring tax relief to our industry," said Cole and McGee in a statement issued yesterday. "We also thank the industry owers a tremendous gratitude for their generosity in withholding action on their own measures and giving their support to the Mason bill. We are sure that with their active support the industry's case for tax relief will receive proper consideration by Congress."

Through the offices of the Council of Motion Picture Organizations, copies of the Mason—Colin bill yesterday to all state and Congressional District campaign committees, with the request that they advise their Congressman that the Mason bill is the one the industry would like to see passed. Exhibitors in charge of other bills have been requested to write their Congressmen thanking them for the introduction of repeal bills.

MEN IN MALIBU

Two More from Tors

HOLLYWOOD, Feb. 24.—With "The Magnetic Monster," first science-fiction film, set for national release in 10 days, producer Ivan Tors announced that he will make two more science-fiction films for United Artists this fall, "Earth, Space Station, U.S.A." and "The Meteor Hunters." Both will be in Pathé color.

Tors is forming a new corporation, Ivan Tors Productions, to make the two films. Richard Carlson and Curt Siodmak, the star and director, re-
cently announced for "The American Weekly." He previously was on the executive staff of Pedlar & Ryan, and prior to that on the account executive with National Broadcasting, producer manager of Holiday magazine, director of the arraignment, and president of his own firm of advertising consultants.

Dempsey Cites High U.S. Tax Payments

Washington, Feb. 24.—Closing of the theatre due to "excessive" United States tax payment to one of the most valuable potentials our country has for clean juvenile entertainment and for youth education," Rep. Dempsey (D., N. Mex.) told the House today.

Dempsey, who two weeks before took the House floor to attack the 20 per cent Federal admittance tax for one theatre, which operated at a $10,000 loss, and paying $10,000 in taxes in another theatre operating at a $2,000 loss last year.

Warner Expanding

(Continued from page 1)

Wax." Natural Vision 3-D production filming in WarnerColor as the "first true three dimensional film to be launched by a major studio," Pre-
paring to go in WarnerColor is a second 3-D film, "The Burning Ar-
row," also to be filmed with Natural Vision.

Also in work in WarnerColor are "The Boy from Oklahoma," starring Will Rogers, Jr., and Nancy Olson with Michael Curtiz directing and David Weisbart producing, and "Red-
hot Shanghaied" starring Randolph Scott with Andre de Toth directing and Ted Sherelden producing.

It is anticipated that the Eastern facilities will be completed in time to handle the rush processing on the WarnerColor coverage of the Coronation of Queen Elizabeth in June.

$16,000 for 'City Beneath'

"City Beneath the Sea," Universal-International's $10,000,000 production for the Pilgrim in Boston last Thursday to launch a series of New England en-
tries, was said to be rolling one of the biggest weeks in the history of the theatre, grossing an esti-
mated $16,000 in the first seven days.

—FLY TO—

LOS ANGELES on United's Luxurious

"OVERNIGHT HOLLYWOOD"

Only 11% hrs. one-stop!

The firm service of United's "Hollywood" flights is now on the "Overnight Hollywood" to Los Angeles-New York after midnight, stop only at Denver, enjoy a delicious breakfast aloft, and arrive in Los Angeles by 8:30 a.m., giving you a full day for business.

UNITED AIRLINES

COMPARE THE FARE AND
YOU'LL GO BY AIR
Redbook’s 14th annual movie award goes to rising Young Talent

This year the REDBOOK Silver Cup trophy in recognition of “distinguished contribution to the Art of the Motion Picture” has been awarded to the outstanding bright young talent of the industry. REDBOOK Movie Editor Florence Somers has made these famous youngsters the subject of a feature article in the March Annual Award issue now on the stands. She says: “Since REDBOOK appeals primarily to young people, and since young people are the greatest movie-goers, it seemed fitting that this year the young talent of Hollywood be honored.”

REDBOOK’s movie-going Young Adults—all its 5,550,000 readers join in this salute!
White House Meet Today on Tax Situation

Overlapping Levies on Agenda of Major Confab

By J. A. OTTEN

WASHINGTON, Feb. 25—President Eisenhower today announced he is calling a major conference at the White House tomorrow to discuss overlapping Federal and state taxes.

Invited to the meeting are spokesmen for the Council of State Governors, House and Senate Republican leaders and top Administration officials.

The President emphasized that he did not expect any quick solution to the problem but said the conference might make a start to finding an answer.

The admission tax has always been cited by the states as a type of tax that should be surrendered by the Federal government for the exclusive use of states and cities. Treasury Department officials have been in—

(Continued on page 5)

Pimstein Resigns,
RKO Radio ‘V-P’

Harry M. Pimstein, attorney for the RKO Pictures companies for 26 years, and vice-president of RKO Radio Pictures, Inc., since October, 1952, resigned yesterday.

Pimstein’s ascendency to the vice-presidency of the studio came with the announcement of Arnold Grant as board chairman of RKO Pictures. Grant, who was named when the Ralph Sotkin group purchased controlling interest from Howard Hughes, resigned in November.

(Continued on page 4)

Industry Trade Fair Planned for Toronto

TORONTO, Feb. 25—An all-industry trade fair in Toronto toward the end of October as a cooperative boost for film entertainment is in the making, the proposal being in the hands of the Motion Picture Theaters Association of Ontario.

The exhibition is to be staged in conjunction with the annual meetings—

(Continued on page 4)

Testimonial Banquet For Earl Hudson

Detroit, Feb. 25.—Earl J. Hudson, executive vice-president of the Western division of the American Broadcasting Co., will be honored at a banquet March 16 at the Sheraton Cadillac Hotel here. The testimonial for the veteran Detroit theatre executive is being arranged by the Detroit Variety Club.

Before he was named to the ABC post, Hudson was president of United Detroit Theatres, operating 17 theatres in Greater Detroit. He joined the organization as an executive assistant in 1944.

May Settle Import Quota in Japan By March 10; Parley On

By AL STEEN

The question of Japanese import permits for foreign pictures may be determined as a result of trade conferences now in progress in Tokyo among the embassies of various countries. This was revealed here yesterday by Hideo Shiotsuga, president of Eiga Fuyo Co., of Japan, whose company distributes Allied Artists products.

Shiotsuga said he had been informed of the conferences by trans-Pacific telephone at his Tokyo office from New York this week.

It is expected that a tentative quota will be announced March 10, with all indications pointing to approximately the same number of permits—215—for the current fiscal year that were issued during the last fiscal period. The embassy conferences in Tokyo, Shiotsuga said, concerned—

(Continued on page 5)

20th, Skouras Win J.J. Suit

A $3,075,000 anti-trust suit filed by J. J. Theatres, Inc., against 20th Century-Fox and Skoura Theatres was lost yesterday in Federal District Court here when a jury deliberated for two hours and came in with a verdict for the defendants.

J. J. Theatres and its operating company, Luxor Group, Inc., claimed that its Luxor Theatre in the Bronx was unfairly discriminated against in favor of the Park Plaza, a neighboring theatre. Named as co-conspirators in the month-long trial were RKO Radio Pictures, Warner Brothers and Universal. The trial judge was Edward Weinfeld.

UA-TV Sales Exceed $250,000 in 6 Weeks

Sales by United Artists Television for the first six weeks of this year were in excess of $250,000, according to George Shupert, vice-president and general manager of the UA subsidiary. Sales of United Artists’ films were made especially for TV advertisers.

Shupert left here yesterday for the Coast to confer with William Cane and Henry Donovan, producers of “Cowboy G-Men,” a half-hour series distributed by UA-TV. Production of a second series will start at the conclusion of the conferences, at which the possibility of filming in three-dimensional color will be discussed.

Purity Baking Co. is the sponsor of “Cowboy G-Men.”

UA-TV now is servicing six pro—

(Continued on page 2)

Epileptic Project For N.Y. Variety

Variety Club of New York, Tent No. 35, yesterday announced its initial charitable project, the formation of the Variety Club Foundation to Combat Epilepsy. Disclosure of the plan was made at a membership luncheon at the Hotel Piccadilly by chief Barker Ed Lucksman.

Lucksman said that the new foundation would devote its efforts primarily to epilepsy, and all related treatment, research, study, teaching and public information. The immediate objective—

(Continued on page 2)

DeMille Erects Go-slow Sign
Over 3-D Push

Describes ‘Excitement’ in All Hollywood Studios

By MURRAY HOROWITZ

A go-slow sign over the three-dimensional and wide-screen push of the industry was erected here yesterday by veteran producer Cecil B. de Mille, some of whose products have run into rate among the top all-time money-makers.

De Mille’s cautious approach contrasted sharply with what he described as Hollywood’s “joyful and exciting” feeling about 3-D and wide-screen potentialities. The state of excitement on the Coast, he said—

(Continued on page 5)

Dunningcolor 3-D System Introduced

HOLLYWOOD, Feb. 25—Color pioneer Carroll Dunning today entered the three-dimensional sweepstakes with Dunningcolor Corp.’s single-camera system, offered producers by exclusive licensor Nat Levine on terms competitive with Natural Vision Corp.’s terms for the process used for “Bwana Devil” and Warner and Columbia studios.

Dunningcolor’s terms are analogous to TV’s on productions costing up to $250,000, and higher than TV’s above.

(Continued on page 5)

Yates Defends Sale Of Films to TV

CHICAGO, Feb. 25.—Replying to a letter of protest from Jack Kirsch, president of Allied Theatres of Illinois, hitting Republic’s sale of 104 features to television, president Herbert J. Yates cited losses of over $1,000,000 in 1950, 1951 and 1952 suffered by Republic when theaters discontinued playing B pictures and—

(Continued on page 5)
Personal Mention

ALFRED CROWN, RKO Radio foreign manager, will fly to Europe from New York tomorrow. He will spend approximately three weeks abroad.

STANTON GRIFFIS, chairman of Paramount’s executive committee, will be the speaker here tonight at a dinner of directors of the American Motion Picture Exchange, Conn., Junior Chamber of Commerce, to be held in the Stratford Hotel of that city.

HERB SHOFSKY, president of Elga Haky Co., which distributes directors have the report, will return to that country from here this week via London.

SPENCER TRACY and director HOWARD HAWES and his bride, actress DONNA HARTFORD, were aboard the S. S. Queen Mary which sailed for Europe from here yesterday.

JOHN NOLAN of the Parkway Drive-In Theatre, Atlanta, has been vacationing in California for several weeks.

IVAN TOS, producer, was married last night to actress CONSTANCE DOWLING in Yuma, Ariz. They will honeymoon in Mexico.

DAVID CANTOR, RKO Radio exploitation director, returned here yesterday from Boston.

AL ADAMS, associated with EML Velasco, TV film producer here, is seriously ill at his home.

Reeder Named FWC District Manager

SAN FRANCISCO, Feb. 25—Pay S. Reeder, former publicity director of Fox West Coast Theatres of Northern California, has been appointed Peninsula district manager by Spencer Kresken, division manager, replacing C. E. Macdonald, who resigned to join his brother in the restaurant business in Oregon.

Reeder will continue his headquarters duties here and assume full control of the present capacity of San Francisco district manager. His advertising-publicity chores will be taken over by Kresken in addition to Kerken’s duties as resident manager of the Fox Theatre here.

$15.25 B. & K. Dividend

CHICAGO, Feb. 25. - Balaban and Katz directors have voted a special dividend of $15.25 a share on the common stock out of funds from the sale of television station, WDKB to Columbia Broadcasting System. Sale price of the station was $6,000,000 of which $3,967,500 is to be paid in stockholders in the current dividend. B. and K., a subsidiary of United Paramount Theatres, paid dividends totaling $15.25 a share last year.

Upton, Loll and Green Are Named to Cinerama Posts

DETROIT, Feb. 25. — Frank Upton, William Loll and William Green have been named by Zeb Epting, assistant to Cinerama’s director of exhibition, Joseph Kaufman, Cinerama will open here at the Michigan Theatre on March 26. It was long identified with United Detroit Theatres as assistant to Earl J. Huddleston, time out with the Marines overseas during World War II. Recently he was theatre supervisor for W. S. Butterfield Theatres.

Loll has been appointed Music Hall treasurer. Since 1918 he has been business manager of legitimate, legitimate, at the opera, state fair and other amusement centers.

Green was named Detroit press representative. He has been with M-G-M and Columbia as well as such theatrical personalities as Rubinstein, Olsen and Johnson and Benny Goodman.

WB Premiere for Theatre Anniversary

NASHVILLE, Feb. 25—Joint ceremonies for the world premiere of Warner Brothers’ WarnerColor production of “She’s Back On Broadway” and the first anniversary of Tennessee Theatre, Crescent Amusement showcase, will take place here tomorrow.

Celebration activities as set by Kermit Stengel, of Crescent, and Floyd Rice, manager of the theatre, will include ceremonies on Church Street, the main thoroughfare, which will be renamed “Broadway” in honor of the film and world premiere.

Start Manufacture of Stereophonic Unit

HOLLYWOOD, Feb. 25—Stifflin-Hoffman Corp., which designed the camera-motor control system used in the last showings of “Two Women,” has announced the commencement of the manufacture of a stereophonic camera module especially for companies producing films intended for big-screen systems such as Cinemascope.

Rites for Sam Pasqua

NEW ORLEANS, Feb. 25. — Services were held Sunday in Gonzales, La., for Sam Pasqua, who was shot in the chest Sunday when he died here on Friday of a heart attack. He is survived by the widow, two sons and four brothers.

35c FPC Dividend

OTTAWA, Feb. 25.—Federal parents Canadian Corp., Ltd., declares a 35c dividend payable March 27 to share holders of record March 5. The dividend is a third.

Grosses High, Despite ‘Limelight’ Pickets

WASHINGTON, Feb. 25.—Despite American Legion picketing, the Plaza and Little theatres are doing “very satisfactory” business with Charlie Chaplin’s “Limelight,” according to a spokesman for Roth Theatres, which operates both houses.

Allied said receipts since the film opened last Thursday have been “strictly comparable to receipts for some of our best previous showings.” The film’s gross is running approximately $3,100 a week with that of “The Great Dictator” for seven weeks is stated, he noted.

The Legion’s picketing has come under strong editorial attack in Washington newspapers and has also received some criticism from Washington pulpits.

3 Firms Now Making Viewers for 3-D

Entrance of two additional companies into the marketing of devices for viewing tri-dimensional pictures may offset unconfirmed rumors of the “black market” in the viewer. Newest organization to enter the field is Commerce International, of which Matthew Fox is a partner. Fox said yesterday that it will begin plans for the distribution of viewers manufactured by Depco Corp., of Long Island. The glasses will be of the “throw-away” type.

Aside from the Polaroid Corp., the only other company making the viewer is an Ohio company, Polacost, Inc.

N.J. Allied Protests “Peter Pan” Terms

Allied Theatre Owners of New Jersey this week aimed its guns at RKO Radio for terms allegedly being asked for terms to join them in the practice that is said to be the “Peter Pan” of the movie business.

New Jersey unit claims that “if this continues, the thought of many theatre owners writing off many theaters in this country may well be a fact in spite of protests.”

UA Sales Drive

Arthur B. Krim and his management colleagues, was launched at the start of the ninth week of the drive that is named for Kranze, United Artists general sales manager.

UA TV Sales

grains in 27 markets. A new sales, tentatively titled “Television,” is expected to be announced in late May. Steve Sheaff is the producer.

Y.N. Variety

(Continued from page 1)

of the foundation, he said, is the support of the newly created Variety Club Clinic for Epileptic Children at the Neurological Institute at Co- lumbia-Presbyterian Medical Center. While the directors of the foundation were not announced, Lachman said that William Garman, of William Garman, Inc., would head the project and that he had donated $1,000 personally to the enterprise.

Doctors Spoke

Dr. H. Houston Merritt, of the Neurological Institute, and Dr. Wil- liam Caveness, his associate, will direct the Variety Clinic, Both doc- tors, in lecture last Wednesday explaining aspects of the disease and pointing out that more than 4,000 children in the Metropolitan area re- quired medical attention. At present, the clinic handles a case load of 650 children.

Sees Bigger, Fewer Films with 3-D

ATLANTA, Feb. 25.—The advent of three-dimensional will mean fewer but bigger pictures and bigger grosses but fewer theatres. E. D. Mar- tin, president of Martin Theatres, told the annual meeting of the Theatre Owners of Georgia.

Martin, who recently made a study of three-dimensional developments in New York, feels that regular films have reached their zenith and that three-dimensional films will be a sorely needed shot in the arm. He forecast that the progress of motion picture pictures into the 3-D field will mean a decrease in the Georgia unit will meet jointly with the Alabama TOA unit at the Biloxi Hotel here May 31-June 2.

3-D Advances Mich. Allied Convention

DETOUR, Feb. 25.—Ernest T. Con- lon, executive secretary of Allied Theatres of Michigan, reports that the Allied Club will hold its 34th annual convention April 27-29 at the Tuttle Hotel here.

The chief of the convention was moved up to spring from the fall when it is usually held, because of rising concern over three-dimensional films and other changes in the industry.

Pierce Parkhurst, of the Lansing Daily Leader, was appointed chairman of the convention commit- tee. Sen. Homer Ferguson is expected to be present as a speaker at the con- vention.

Special drive-in theatre programs are being set-up also, in regard to the three-dimensional. 3-D.
APRIL 8
WARNER BROS.
WILL DELIVER THE
FIRST
FEATURE PICTURE PRODUCED
BY A MAJOR STUDIO IN
3 DIMENSION
"HOUSE OF WAX"
WarnerColor NaturalVision

STARRING
VINCENT PRICE • FRANK LOVEJOY • PHYLLIS KIRK
CAROLYN JONES • PAUL PICERNI • SCREEN PLAY BY CRANE WILBUR • PRODUCED BY BRYAN FOY • DIRECTED BY ANDRE DE TOOTH

WORLD PREMIERE
AT THE
PARAMOUNT, N.Y.
FOLLOWED IMMEDIATELY
THROUGHOUT THE
UNITED STATES, CANADA
AND GREAT BRITAIN!
Kimstein

(Continued from page 1)

recently, Hughes, the current board chairman, regained the stock.

In 20 years with the company, Kimstein’s activities embraced virtually all phases of law in distribution, production and exhibition. One of RKO’s oldest employees in point of service, he started with B. F. Keith Corp. in the days of the late E. F. Albee and Maudice “Sunny” Lane and in 1928 assisted in the merger of the Keith-Albee and Orpheum vaudeville circuits into Keith-Albee-Orpheum and in the formation shortly afterward of RadioKeith-Orpheum.

Until 1939 Kimstein handled matters affecting RKO theatres. Thereafter until assuming the post of vice-president, he specialized in anti-trust litigation and was in charge of motion picture arbitration proceedings in which RKO was named as a party.

Industry Trade Fair (Continued from page 1)

here of Ontario exhibitors, the Motion Picture Industry Council of Canada and the National Committee of Motion Picture Exhibitors Associations of Canada, and the participation of the Association of Motion Picture Producers and Laboratories of Canada.

The MPTAO guiding committee consists of J. D. McCulloch, Petrofa; Lou Consly, Haliburton; Morris Stein, Famous Players; Jack Clarke, Loew’s, and Myer Axler, 20th Century Theatres, Toronto.

Review

“Small Town Girl” (Metro-Goldwyn-Mayer)

Hollywood, Feb. 25

MUSICALY this production by Joe Pasternak ranges from hymns to beat tunes, and back, with Jane Powell principally in charge of the vocal department. Ann Miller can be described just to the dance requirement, and Farley Granger the young man in the third corner of the approximately equilateral triangle. The story shuts back and forth between a small town named Duck Creek and a big one named New York, much as the music switches from the church to the nightclubby, and the Pasternak skill makes the contrast an asset. The picture appears to have been pointed directly at the under-30 age group, and was a predominantly under-8 audience that caught the press preview at the Westwood Village Theater hard by the U.C.L.A. campus. If under-30 audiences generally react to the picture as this one did there is no question about its future.

The tale told in the script by Dorothy Kingsley based on a story by the former, opens with the arrest of wealthy young Granger for speeding through rural Duck Creek at 85 miles per hour en route to his wedding with Broadway musical comedy star Ann Miller. Miss Powell plays the daughter of the judge (Robert Keith) of the narrative deals with the romance that springs up between Granger and Miss Powell, as the one between Granger and Miss Miller dies out. None of it is dealt with more seriously than the rules of musical comedy requires, and none of it taxes the directorial capacities of Leslie Kellos.

Bobby Van, playing a stage struck young turin, turin in some line dance routines. Nat King Cole contributes a rendition of “My Flashing Heart” in a nightclub setting. The music composed by Nicholas Brodskey and Leo Robin is generally good. Musical direction was by Andre Previn and music numbers were staged by Busby Berkeley, with their usual artistry. The color by Technicolor treatment is splendid.

Running time, 95 minutes. General audience classification. Release date not set.

William R. Weaver

Berkowitz, Veteran Operator, Retires

Michael (Mike) Berkowitz, veteran New York Capitol Theatre projectionist, has retired after 63 years in the amusement industry, 23 of which were spent at the Capitol.

Berkowitz made many contributions to the motion picture technology, having built with the late Frank B. Cannan the Simplex, Cinematograph and Endograph projectors. Berkowitz also introduced the 60mm Vitassine, a combination projector which could run both 60mm, and 35mm, on the one machine, all at a cost of approximately $100 per projector.

Berkowitz is said to have been the first projectionist, having operated the first projector, by hand, in the Chicago Museum on the Bowery in 1890. He operated his own machine shop in New York for many years prior to his affiliation with the Capitol. He held many union offices with Local Xo, 306, and was for years president of the 25-30 Club here.

UA to Release New Paal Production

“There Is No Escape,” produced by Alexander Paal, has been acquired for release by United Artists. Arrangements for the acquisition of the film, which was directed by Terence Fisher and will star Paul Harteid, were completed yesterday prior to Paal’s departure for England aboard the S. S. Queen Mary.

Promoting ‘Anna’

The Italian Films Export release, “Anna,” will open at the 4,000-seat Metropolitan in Boston on March 12. Jonas Rosenfeld, Jr., IFE advertising-publicity head, discloses Arthur Herzog, Jr. of the company’s special exploitation force, is in Boston setting up intensive area campaigns for the film opening in several of the New England Theatres’ houses.

In the THEATRE Equipment World... with RAY GALLO...

A S P A R T of its program for 1953, the Prestosol Manufacturing Corp., of Long Island City, N. Y., will introduce a new professional model Prestosol film splicer. In making this announcement, Leonard A. Her- rig, the company’s president, told also plans for extensive promotion of their compact PRO Model microfilm splicer and an overall sales and advertising program already under way.

The entire set-up is to be exhibited at the National Microfilm Association show, March 19-20 at the Waldorf-Astoria Hotel in New York. The PRO Model Presto-Splicer is distributed in the motion picture field by RCA Victor, Canada; the S. O. S. Cinema Supply Corp., New York, and Reeves Equipment Corp., also of New York.

Purchase of the manufacturing facilities of the Industrial Vacuum Cleaner division of General Electric has been completed by Multi-Clean Products, Inc., St. Paul. In a new factory under construction at St. Paul, Multi-Clean will carry out production of the industrial line, using the same models as those being distributed under a new trade name.

Pictured hereewith is an animated, refrigerated juice dispenser for snack bar counter display, manufactured by Majestic Enterprises, Ltd., Los Angeles. Known as “Model 720-K,” it has a unique type circulating pump that sprays the beverage to the top of the parcel dome and then shower it from under Lincoln capsule.

The unit has a stainless steel cabinet and a capacity of 85 gallons. Counter space required is 27x29 inches.

For refreshment operation, Helme- locy of Chicago has a new hot chocolate dispenser with a capacity of 56 cups. It features the company’s D-14 Automatic Temperature control unit, which is designed to keep the beverage at a steady heat automatically. Three temperature settings are available; low, serving, and high. When the desired temperature is dialed, the dispenser automatically heats the heat, as explained, and holds it until changed.

A new chemical designed to reduce air odors by treating fabrics has been developed by L. S. Green Associates, New York. Called ‘Dust-Seal’ it prevents bacterial action on the fiber of upholstered seats and carpeting, the company explains, adding that the waste products of this action is a source of bad air.
many industries, with the film business lagging in part.

The dollar allocations for the purchase of foreign pictures in Japan remain in effect, too, is expected to come out of the trade parleys. In the past, Japan allocated $8,000,000 to each of two leading exhibitors. Shiosugiu said the figure probably would remain the same, although Japanese distributors do not believe that the amount is adequate to keep the business polarized.

Shiosugi said that the Japanese government was concerned over the accumulation of unremittable money which is put aside each month by foreign companies from earnings. This amounts to about one cent of the national income, and the government is seeking ways of having the money put to beneficial use.

Masato Takano, who is both branch manager and publicity director of the Japanese company, and who accompanied Shiosugi from Japan, said that American pictures were the most popular in Japan. The Japanese distributors said that native films were on the updraft. In 1951, they said, Japan turned out 208 pictures, the schedule having been increased in 1952 to 240. Japanese executives expected that 275 features will be turned out this year and that the figure will hit 300 next year. $400,000 extra profit manager. Osborne will leave shortly for an extended tour of the Far East.

Dunningcolor 3-D
(Continued from page 1)

that figure. Dunningcolor equipment is offered at 10 per cent of the production cost plus a 10 per cent of the picture's gross. NV terms are $25,000 plus five per cent of the film's gross. Dunningcolor executives say the unions have okayed their use of a four-man crew on their single-camera equipment instead of the eight-man crew required for two-camera equipment.

The Dunningcolor camera, 15 years under development, feeds two negatives past twin lenses set abreast, one-and-three-tenths inches apart, thus duplicating the earth's curvature used in most three-dimensional systems, and can handle black-and-white as well as color. Two projectors and polarized viewers are required.

White House Meet
(Continued from page 1)

clined to agree with this point of view, but have argued that the tax collects too much from the Federal government to give it up at the present time.

The President announced the meeting at his weekly press conference. He said the conference was being called "largely in connection with the proper division of functions between state and Federal governments, but that taxes and Social Security problems would have top priority.

DeMille Cites Own Experience
To Belie Pessimistic Outlook

Cecil B. DeMille again expressed his optimism about the future and industry here yesterday, citing his own experience.

About four years ago when some people said the industry was going to the dogs, "the televisions" and "television," competitor, "Sampson and Delilah" broke every Paramount and every DeMille record, he said. When things got worse, in the industry "The Greatest Show on Earth" was released, he said, and that the picture has been seen by more people than any other film in the world, breaking all Paramount and DeMille grossing records.

"If you have something the people want to see, they'll come to see it," DeMille declared, "as long as people no longer go to the theater simply to see any picture. Today, DeMille declared, the public wants a good picture.

DeMille Cautious
(Continued from page 1)

is greater today than it was years ago with the advent of sound. DeMille said he felt that he would not come out of it, I don't know. Your guess is as good as mine.

The veteran producer, most of whose films have been released through Paramount Pictures, acknowledged that wide-screen processes are now used in the Paramount and 20th Century-Fox's CinemaScope have great possibilities for panoramic scenes. But he questioned the dramatic impact which large screens would have for emotional, intimate or close-up effect. He mentioned the long-term merits of 3-D systems. "I don't think you should have to have mechanical tricks to bring people into the theater," DeMille declared.

DeMille maintained that what has made the screen attractive to millions of people throughout the world is its intimacy, the capability of the screen to grasp and place the audience on site with a few feet of life-like characters and the competence of the screen to transmit thought with its images. In his exposition, DeMille said that this point was first expounded and put to use by the late D. W. Griffith. They are still vital today and will be more so in the future.

The producer claimed that the first five or six three-dimensional and wide-screen films would be judged solely on their box-office draw because of their novelty appeal. He predicted that after the novelty aspect wears off, audiences will be seeking a "good show" rather than a "mechanical device." Unlike sound which appealed to one of man's five senses, 3-D and wide screen processes open up a new avenue to man's six senses, DeMille claimed.

In the use of wide-screens, DeMille saw the necessity of reducing the size of the picture for more emotional, intimate scenes. He skeptically added, however, that audiences may get used to the sight of close-up faces in large screen figures on the screen for close-ups.

DeMille described Hollywood as "a maze" today with executively experimenting and flagging numerous 3-D and wide-screen processes daily. He said that he has seen tests of 20th's CinemaScope, which has not yet been revealed to the trade and public, and found them "interesting" and the result is "good." As to which 3-D or wide-screen system will eventually emerge into the industry, DeMille said the decision will rest in the hands of the public after which "He, and I'll be in the next advanced form of motion picture production."

In the unsettled state of affairs, he said he was "delightfully to be caught between pictures. He said that he will move slowly on shooting the picture, which he said would be the most costly in his long career. A tentative starting shooting date for next October, he went on, has been posted, and will be about another year before shooting begins, pending the calmer of the D-3 situation. "I won't be asleep at the switch," DeMille promised.

DeMille, who was recently honored by the Freedom Foundation, said that he planned to leave here Friday for Cleveland to receive the "Oscar" of the Cleveland press, which selected his "Greatest Show on Earth" for film industry.

Last Sunday, DeMille received the Freedom Foundation's George W. Washington award for his film during World War II, and he will receive this year's award, which has been turned over to the DeMille Foundation for Political Freedom and the Right to Work.

Cleveland Exhibitors At
Tribute for C. B. DeMille

Cleveland, Feb. 25—Several hundred exhibitors of the Cleveland area have made reservations to attend an industry luncheon to be held Friday, at the Holiday Hotel in honor of Cecil B. DeMille who is coming here to accept the third annual award of the Cleveland Film Critics Circle in behalf of "The Greatest Show on Earth" which won their vote as the best picture shown in Cleveland during 1952.
Hope and Rooney,
Paramount's Big New Team
are Big News for Easter!

Bob and Mickey are linked up for laughs—as the M. P.'s who mean MORE PROFITS!

“May well be Paramount has hit on a combination for future vehicles.”
—M. P. Daily

“Most entertaining Hope picture in the last several years.”
—M. P. Herald

“Rooney’s role his best!”
—Variety

OFF LIMITS

starring

BOB HOPE
MICKEY ROONEY
MARILYN MAXWELL
EDDIE MAYEHOFFE

BIG THINGS COMING!

3-D SANGAREE
Soon—Color by Technicolor

George Stevens' SHANE
—in July
Color by Technicolor

with
STANLEY CLEMENTS • JACK DEMPSEY • MARVIN MILLER
Produced by HARRY TUGEND • Directed by GEORGE MARSHALL • Story and Screenplay by HAL KANTER and JACK SHER
WB Deal with Fabian to Be Finalized Mon.

Officers to Be Officially Elected on Same Day

The consummation of the $7,408,-994 Fabian-Brothers Warner deal, under which the interests of S.I. H. Fabian, president of Fabian Enterprises, Inc., acquires the controlling stock interest of Brothers Warner in the new Stanley-Warner Theatre Co., has been set for Monday.

This was revealed here yesterday by Fabian, who said immediately following the consummation of the agreement, the board of directors of the new theatre company would meet and elect officers. The slate of Stanley-Warner officers and directors already has been published in Motion Picture Daily.

Favors Long Statute On Anti-Trust Suit

WASHINGTON, Feb. 26.—House Judiciary Committee chairman Reed (R., Ill.) said he is inclined to favor legislation providing a relatively long—five or six years—Federal statute of limitations on private treble damage anti-trust suits.

Reed emphasized that he is "not wedded to any particular time limit."

Bi-Partisan Commission To Study Tax Situation

WASHINGTON, Feb. 26.—The Eisenhower Administration, members of Congress, and spokesman for state governors have agreed to set up a special bi-partisan commission to make recommendations on eliminating overlapping state and Federal taxes.

The commission was suggested by President Eisenhower at a special White House conference this morning. Members will probably be named next week, and it is hoped that the commission will be able to make a final report early next year, with possibly some stop-gap recommendations even earlier.

The President met for two and one-half hours with key members of Congress, representatives of the Conference of State Governors and Administration aides. A White House announcement said they had discussed

DeMille and 'Show' Win ITOA Awards

Cecil B. DeMille was the outstanding producer-director of 1952 and his "The Greatest Show on Earth" was the top money-making picture of the year, according to the results of a poll of 10,000 theatre owners in the United States conducted by the Independent Theatre Owners Association of New York.

Harry Brandt, ITOA president, (Continued on page 3)

Joseph M. Schenck Resigns 20th-Fox Production Post

HOLLYWOOD, Feb. 26.—Joseph M. Schenck, who has been executive production head of 20th Century-Fox here, resigned his post today in a letter to president Spyros Skouras and vice-president in charge of production Darryl F. Zanuck.

He gave as his reason that his time was preempted by his large theatre holdings, noting that he was principal owner of the United Artists Theatre Circuit, which he organized in 1926 and reportedly resigned from in 1930.

In 1935, 20th Century Pictures, which Schenck headed, merged with Fox Film Corp., and formed the present corporation, 20th Century-Fox. Schenck became chairman of the board of the new company and continued in that position until his resignation in June, 1942, when Wendell L. Willkie took over the post.

Schenck entered the amusement industry in 1908 and in 1912 purchased Palisades Park, Ft. Lee, N. J., in which Marcus Loew became a partner. After becoming an executive in the Loew organization, he shortly thereafter resigned to go into independent motion picture production. He became chairman of the board of the United Artists Corp. in 1924 and two years after formed the theatre company. He was president of UA in 1927. In 1933, he formed, with Darryl Zanuck, the production company which merged with Fox Films.

Favors Long Statute On Anti-Trust Suit

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Reed emphasized that he is "not wedded to any particular time limit."

Int'l Drive-in Unit At Compo Meet

DALLAS, Feb. 26.—Robert J. O'Donnell, co-chairman of the Texas Council of Motion Picture Organizations, after a meeting with the executive board, announced that the dates for the Texas COMPO conference had been changed from June 1-3 to Sept. 14-17. O'Donnell stated that it would be a joint conclave with the

20th’s CinemaScope Cited at Loew’s Stockholders Meet

Twentieth Century-Fox’s wide-screen CinemaScope process was given a big boost today by Charles C. Moskowitz, vice-president and treasurer of Loew’s, at the annual Loew’s meeting of stockholders.

At the same time, Moskowitz revealed the deep reluctance of Loew’s to enter the home television field, explaining that the company’s welfare was tied up with the welfare of theatres.

"CinemaScope has everything Cinematographers need," Moskowitz said.

Rise in Loew’s Earnings Seen By Moskowitz

Stormy ‘Holders Meet Reveals Company Plans

By MURRAY HOROWITZ

A rise in Loew’s earnings to 40 cents per share for the first 28 weeks of the current fiscal year, compared to six cents per share earned in the first 12 weeks was forecast here yesterday by Charles C. Moskowitz, vice-president and treasurer, at the company’s annual meeting of stockholders.

The two-hour-and-fifteen minute meeting was marked by constant charges leveled against management by individual directors. The charges brought out details on Loew’s plans for 3-D and CinemaScope, economics, and other matters. The steady flow of questions also revealed a loss of $134,000 sustained in the sale of 11 theatres as required by the consent

Homeland, Majors Settle Trust Suit

WASHINGTON, Feb. 26.—Attorneys for the Homeland Amusement Co. and for the eight major distributors today agreed to a settlement of the Homeland’s $750,000 anti-trust suit against the film companies.

Robert E. Sher, attorney for Homeland, said his client had received an "improvement in run" for its Rex

Friars’ Testimonial To Hope Tonight

Bob Hope will be the guest of honor here tonight at the annual banquet of the New York Friars Club. More than 1,000 of show business, industry, government and the Armed Forces will pay tribute to Hope for his achievements as an entertainer and humanitarian, in the Hotel Waldorf-Astoria, where friends and admirers from Hollywood, Washington
Rise in Loew's Earnings Seen

(Continued from page 1)

decree, the breakdown of theatre and production-distribution profits made on candy and other phases of Loew's operations.

Despite the objections voiced at the overflown meeting, over 4,000,000 proxy ballots were cast for the re-election of the 11-member management slate of directors. Immediately following the meeting, the board re-elected the present officers, headed by Nicholas M. Schenck, president.

The estimated rise of net earnings to 40 cents per share for the first two weeks was cited in answer to expressions of stockholders about a drop in dividend payments and the market value of the stock. However, Leopold Friedman, vice-president, secretary, and counsel, who was at the meeting, declined to make any prediction on future dividend policy, explaining that such policy should be decided by the board of directors.

Main Attack

The main attack by stockholders attending the meeting who represented an aggregate of 29,526 shares, was aimed at the company's attitude toward the subject committee report.

Mrs. Carol ingredients in the failure of the plan of 边境 to the State Board of Censors, who cited recent decisions of the U. S. Supreme Court stripping state film censorship groups of some of their powers, said that as a result Pennsylvania may be in for a deluge of "obscene and salacious" pictures.

"Conditions now are about what they were in 1915 when Pennsylvania first began censorship of films," the official continued, explaining that under the 1915 law, set up when the industry was still young, the Pennsylvania Board was empowered to disapprove such pictures as are "sacreligious, obscene or indecent, or immoral, or such as tend to the judgment of the Board to corrupt morals."

20th-Fox Quarterly Dividend Pays 25c

A quarterly dividend of 25 cents per share on 20th-Century-Fox's outstanding common stock was declared by the company's board of directors. The dividend is payable on March 28 to stockholders of record on March 23.

MOTION PICTURE DAILY, Marion Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Ray Ramsey, Consulting Editor; published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1200 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3000, Cable address: "Quigplex, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Tele: 7-3000, Cable address: "Quigplex, New York." Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Feeler, Advertising Manager; Gen. H. Fassell, Production Manager; Hollywood Bureau, Yucca-Vine Building, William E. Winters, Eastern Chicago Bureau, 120 South LaSalle Street, Urban Fars, Advertising Representative, 63-9047; Bruce Trumbull, Editorial Representative, 4 North Clark Street, Chicago, W.E. Davis, Advertising Representative, 1022 20th Street, Washington, D.C.; R. E. Spence, Western, 300 W. Bunker Hill, Los Angeles 14; Peter Peters, Washington Editor; cable address: "Quigplex, London." Other Quigley Publications: Motion 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; Film. Entered as second-class matter, Sept. 1, 1910, at the post office at New York, N. Y., under the act of March 3, 1897. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"Tonight We Sing"

Erie PINZA - Roberta PETERS

Tamura TOWANOMA - David WAYNE

Color by TECHNICOLOR

plus Spectacular STAGE PRESENTATION

2 BIG I. F. E. HITS ON B'WAY!

SIENNA MANAGNO as

SILVANA MANGANO as

VITTORIO GASSMAN as

BRANDO as

GLOBE at 6th St.

2 MOTH FERNANDO in

WORLD OF

DON CAMILO

BIJOU 42nd St. W. of B'Way [CO-81521]

Atlas Has $1,623,512 In Film Stocks

The Atlas Corp. yesterday released a report on its holdings as of Dec. 31, 1952, which disclosed common stock holdings in three film corporations.

Atlas holds 25,000 shares of Paramount Pictures stock at a value of $703,125; 76,500 shares of RKO Pictures, valued at $133,592, and 3,850 shares of Walt Disney Productions, valued at $560,085. The number of shares held in these three companies totalled 130,000, representing no change since the 1951 year-end report. It was also revealed that Atlas had disposed of 25,000 shares of United Paramount Theatres Stock, and held none as of Dec. 31.
CinemaScope

Warner-Fabian Deal

(Continued from page 1)

and Broadway will be on hand. Proceeds from the $50-a-plate dinner will go to the United Cerebral Palsy, one of Hope's favorite charities. George Jessel was master of ceremonies.


Willis Vance Heads Ohio Buying Group

CINCINNATI, Feb. 26.—Willis Vance was elected president of the Theatre Owners Corp., a buying and booking agency, at the annual stockholders meeting. Charles Ackerman was named first vice president and Louis Wielie, second vice president. Maurice Chase was elected treasurer and Herman Hunt, secretary. Rex Carr was reelected general manager and assistant secretary and treasurer.

Long Statute

(Continued from page 1)

but that five or six years seemed nearer to the average of state statutes than did a shorter term. Exhibitors have urged a Federal statute of at least six years, while spokesmen for the Motion Picture Association of America urged the statute be no more than two or three years. Reed said he thought that would be "too much too short."

Legislation to set up a uniform Federal statute of limitations is pending before a special subcommittee which Reed heads. The subcommittee was due to submit its recommendations to the full committee by the end of February. Reed said today that members had been too busy on other matters to work on these recommendations, and that he would ask the full committee to extend the deadline until the end of March.

The Judiciary Committee chairman said he thinks there is a fairly good chance of House approval this year of three anti-trust bills setting a uniform Federal statute of limitations; giving Federal district courts discretion to award less than treble damages (at present, such an award is mandatory when a defendant is found guilty) and increasing the fines for violations of the Sherman Act.

Adolph Deutsch Named

HOLLYWOOD, Feb. 26.—Johnny Green, managing director of the Academy Awards presentations, announced the appointment of Adolph Deutsch as musical director for the March 19 ceremonies.
They drove the Golden Herd at

SAN ANTONO

HERBERT J. YATES
presents

SAN ANTONO

with RODOLFO ACOSTA

Screen Play By STEVE FISHER • Based on the Novel “THE GOLDEN HERD”
By CURT CARROLL • Associate Producer-Director JOSEPH KANE
a thousand miles through Apache ambush!

NTONE

starring

ARLEEN FORREST KATY WHELAN • TUCKER • JURADO
ROY ROBERTS • BOB STEELE • HARRY CAREY, JR.

A REPUBLIC PICTURE Republic Pictures Corporation
Seeks to Halt
(Continued from page 1)

tion to Jackson's recent House speech, in which he outlined the Communist affiliations of many of the persons connected with the motion picture industry.

“It is believed,” he declared, “that the content matter of the film is designed to inflame racial hatreds and to distort and untruth the picture of American life. Its showing, if advance reports are accurate, would do irreparable harm to this country in nations abroad.

“Tasmuch as motion picture unions are strongly opposed to the production of the picture, it is improbable that the domestic market will offer any great opportunity for public presentation. My proceeding in this matter at the moment is to ensure that propaganda which would be distorted, or be available to foreign nations for anti-Communist aims and purposes.”

Jackson declared that the Un-American Activities Committee, of which he is a member, “does not wish to enter into the field of censorship in any way,” and the purpose of his letter is to determine whether effective legislation is presently at hand with which to meet the problem properly. He demands that Congress finish the prints of the film to foreign countries.

“I should also like,” he added, “to have a ruling from your office as to whether or not those individuals directly connected with the production of the picture are subject to the provisions of the Alien Agents Registration legislation, assuming that the picture is found to be of a propaganda nature.

“It is believed that the production is almost completed at this time, and I would appreciate the cooperation of your department in assuring that proper and legal steps are taken to protect this country from the adverse impact abroad which would certainly come as a result of the showing of any film of this kind.”

Rules I11. Statute of Limitations Applies


Louis Rothenberg, 66, Boston Circuit Owner

BOSTON, Feb. 26—Funeral services for Louis Rothenberg, 66, who died this morning at Beth Israel Hospital of a heart attack, will be held tomorrow at 10 a.m. at Solomon Funeral Home in Brookline. A veteran theatre owner with the Morse and Rothenberg circuit, he leaves a widow, Mrs. Dorothea Rothenberg; two sons, Stanley and Howard; a daughter, Mrs. Harold Watchmaker, and three grandchildren.

Rites for Dewey Vansoy

WELLSNHURST, O., Feb. 26—Services will be held here Saturday for Dewey Vansoy, 55, manager of the Lamax Theatre, who died yesterday of a heart attack in Clinton Memorial Hospital. He became a projectionist with the theatre in 1915.

Asides & Interludes

by James Cunningham

They say that the Greeks have a word for it. Let any Greek beat Nick John Matsoukas’ Triskeladaphia.

A Nicholas, a native of Kalamata, Pylos, Greece, has been promoting community relations for George Skouras’ theatres around New York for quite a spell. His work in behalf of the Will Rogers Memorial Hospital is well known.

Little known is Nick’s almost superhuman efforts in behalf of Triskeladaphia, an affliction which causes millions of Americans (and, probably, persons behind the Iron Curtain, too), to run away from black cats, knock on doors, and bark at cats in the dead of night. Nick, intending seven years had luck over a broken mirror and buy millions of dollars worth of rabbits’ feet, four leaf clovers and a melange of lucky charms as souvenirs.

Nicholas John Matsoukas is the founder and executive secretary of the National Committee of 13 Against Supersition, Prejudice and Fear. Nick Matsoukas’ name has 13 letters. He is the 13th child of a family of 13. He graduated from University of Chicago on December 15. He first set eyes on the Statue of Liberty on a February 13.

We guess motion picture exhibitors all over the world have problems. Independents in New York do not like the product split between major circuits. London exhibitors are plagued for not showing quota films. Authorities in Chicago pinch gays for showing naughty films. The mighty in Memphis crack down on fellows like M. A. Lightman for banking “Bank Night.” And so it goes on and on.

Lake in Mexico City, where the mean old Municipal Amusements Supervision is at work, their bulldozers must keep their theatres sanitary and free of rats. Unless the theatres take the word of the Department threatens to ask the Health Board to “disinfect, dehouse and deodorize” the theatres.

Imagine that!!!

Columbia Pictures has found the “fad” of all fads, Yvonne Doughty. They say she is flabby, a 25-year-old, of French, Irish and Cherokee Indian ancestry, a motorcyclist, and, oh yes, she is better known as “Miss Auto Youth.”

Young road girl will sail out to the Mediterranean and will say, “Variety Heart”, honor-published by the Variety Club of New York, is at hand. It contains a special insert setting forth some rather stern rules for members. If, as we believe, there are people who need a new magazine, there are none other to blame than George J. Waldman, the Main Guy of the House Committee. Waldman, for example, puts down House Rule No. 6, to rule: “Your conduct in the Club must, at all times, be that of a gentleman. If for any reason, you or your guests are asked to leave, please do so gracefully. Iron Curtain tactics.

International Variety Clubs terms and double-talk for officers and organization for the great institution which to date has steered some $36,000,000 through the Heart of Charity, to charity are as follows:

A Barker is a member: Big Top means the international organization. Now pick up from here: Big Top new, international officers; Tent A—Midway, chapters or branches; Circus, all tents combined; Chief Barker; president; First Assistant Chief Barker, first vice-president; Second Assistant, second vice-president; Ward, treasurer; Dough Guy, treasurer; Vaughan, Treasure; Diners, food committee; Privilege Men, house committee; Winter Quarters, convention; Fixer, lawyer; Clown, delegate; Main Guy, committee chairman; Fortunes, assistant; Tents, dinners; Theatre, entertainment committee; The Law, constitution and by-laws committee; The Heart, welfare and charity committee; The Billers, publicity committee; The Payoffs, finance committee; Duco Peddler, ticket seller.

RKO Radio is releasing abroad Frederick Brinsen’s “Never Wave At A Wave” under the title, “The Nicest Profession.” No comment, please. I. S. A. and all the drawings photographed by the color cameras for Walter Disney’s “Peter Pan” were laid end to end, they would extend further than 58 miles, the distance between sales department rental demands of RKO Radio and the next bidder for the exhibition rights to “Peter Pan.”


Irving Mack sends us to, Chicago, “A Messenger of Good Cheer,” in his inspirationul inspiration house publication, wherein Irving gives forth with some more Mack-Aronis. Have one.

Youthfully is not what our people offers another in exchange for details. It’s easy to control your temper when the other fellow outweighs you. A grapefruit is a lemon that had a chance and took advantage of it.

The tax problem and also Federal-state overlapping and duplication in other fields, and had agreed to establish the Conference will name the Congressional members of the com-
Industry Offers Compromise On Theatre TV Drops Bid for Exclusive Transmission Channels

WASHINGTON, March 1.—The industry has offered the Federal Communications Commission a "compromise solution" in order to end the stalemate which now exists on the question of allocating channels for theatre television transmission.

In a petition filed over the weekend with the Commission, the industry asked the FCC to "authorize the use of the current common carrier frequency bands by a limited or restricted commercial carrier furnishing only a television transmission service (including associated audio transmission) suitable for theatre or large-screen television operations."

If the Commission grants the in

Cautions Ban on Silver City Film

WASHINGTON, March 1.—Commerce Department officials said present export control legislation was certain broad enough to permit the Administration to ban exports of the film now being produced at Silver City, N. M., but they indicated they

(Continued on page 4)

'Bwana Devil' Near $1,000,000 Gross In Initial Bookings

WASHINGTON, March 1.—The three-dimensional feature "Bwana Devil" is nearing the $1,000,000 mark in grosses in the comparatively few engagements it has played. The gross went over the $700,000 figure last week and it is expected that it will exceed $1,000,000 within the next 10 days.

An indication of the public interest in tri-dimensional pictures was seen in St. Louis where "Devil" chalked up $41,500 at the Ambassador Theatre in its first week. A gross of $15,000 is considered a good week's gross in that house. At the Indiana Theatre, Indianapolis, "Bwana Devil" grossed $4,970 on Thursday. A $12,000 week.

(Continued on page 5)

20 New Theatres Authorized by NPA

WASHINGTON, March 1.—The National Production Authority authorized the construction of 20 drive-in and indoor theatres during the fourth quarter of 1952.

Two of the authorizations were made to Texas Consolidated Theatres, one for a $412,500 theatre to be constructed at Wichita Falls, Tex., and one for a theatre costing $199,500 at Vernon, Tex.

Other approved projects were: Manchester Drive-in Theatre Corp., Bolton, Conn., $41,500; Cobian Theatre.

(Continued on page 4)

Predict US Will Not Drop 16mm. Suit vs. the Majors

WASHINGTON, March 1.—Key Justice Department officials are predicting that Attorney General Brownell will refuse to drop the government's 16mm anti-trust suit against the majors.

They emphasize that there has been no final decision yet and likely will be none until a new anti-trust chief has had some time to look over the case and make his recommendations. But they add that on the basis of Brownell's other decisions so far he will decide to go ahead with the case.

Brownell will take the stand, it is believed by these officials, that the courts must decide whether or not the distributors are guilty without any reference to the effect the decision might have on exhibitors. Steps to minimize the effects on theatre owners will be considered, under this

(Continued on page 5)

SENATE GROUP SET FOR FILM PROBE

Set Tentative Date For House Hearings On Tax Proposals

WASHINGTON, March 1.—The Senate Small Business Committee's investigation of film trade practices will get under way this week. The committee met here at the weekend to formulate the early stages of the probe.

It was decided that the 1953 phase of this investigation would get going in earnest this week, when committee investigator William D. Amis will start out again to confer with and listen to the complaints of exhibitor spokesmen. Amis spent portions of last year listening to the views of West Coast theatre owners. This week he will start talking to theatre owner spokesmen here in New York, and then go on to Chicago, various

(Continued on page 5)

Investigator to Hear Complaints This Week; Allied Parley Tomorrow

BY J. A. OTTEN
WASHINGTON, March 1.—The first phase of the Senate Small Business Committee's investigation of film trade practices will get under way this week. The committee met here at the weekend to formulate the early stages of the probe.

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(Continued on page 5)

Levin Heads Drive-in Research Operation

Organization of the National Drive-in Theatre Institute, Inc., serving exhibitors, distributors, and equipment company interests, was announced here at the weekend by its president, Jack H. Levin.

According to Levin, the Institute

(Continued on page 4)

Maryland Censors Prepare for Battle

Baltimore, March 1.—The Maryland Board of Motion Picture Censors is preparing for a fight to be waged on March 24 in City Court to beat an appeal by Floyd Lewis, director of the film, "Street Corner." Deleted scenes involve normal and caesarian births and other subjects.

The film was ordered heavily cut in Dec., 1952. Through attorney Albert Sklar, Lewis and Jo Ann Andrus, an agent, have appealed the eliminations.

(Continued on page 5)
1,000 Attend Armed Forces Tribune to Bob Hope

More than 1,000 leaders of show-business, industry, government and the Armed Forces on Friday evening joined in the celebration of the world's largest humanitarian and entertainment achievements at the Waldorf Astoria. Headliners included Jack Oakie, which was the annual benefit testimonial banquet of the New York Friars, were former U. S. Vice-President John N. Garner, producer of "Barney Barnum" and Barks predecessor to United Central Palsy, one of Hope's favorite charities.

Merman Hostess at 20th-Fox Preview

Edith Merman, star of 20th-Fox's "Call Me Madam," will be hostess this afternoon at a reception and preview of the production at the company's home office.

Invited were the Duchess of Windsor, Mrs. and Mrs. James Farley, Mrs. and Mrs. George Ehrman, Broderick Crawford, Mr. and Mrs. Russell Crouse, Dr. and Mrs. Morris Fishbein, Mr. and Mrs. William Randolph Hearst, Mr. and Mrs. Jack Howard, Mr. and Mrs. Kreindler, Mr. and Mrs. Howard Lindsay, Paul Lukas, Tex and Jinx McCrary, Elsa Maxwell, Mr. and Mrs. Marshall Fields, Mr. and Mrs. Netcher, Mr. and Mrs. Clyde Newhouse, Mr. and Mrs. Jack Pearl, Mrs. Eleanor Holm, Miss Ros and Mr. and Mrs. Tallberg, Ed Searl, Talbert Arlene Whelan, and others.

Nov. 12 Set for Pioneers Meeting

Plans for this year's dinner-meeting of the Motion Picture Pioneers are already under way, according to Mr. Jack Coln, president, who announced that Thursday, Nov. 12 is the date chosen for the 14th anniversary affair of the Motion Picture Pioneers at the Astor Hotel here.

Rkeek Roth AJC 'V-P'

Hollywood, March 1.—Lester W. Roth, vice-president of Columbia Pictures and partner in the law firm of Cohen and Roth, has been reelected a vice-president of the American Jewish Committee.

Kohlim Names Columbia

Hollywood, March 1.—Fred Kohlim has joined Columbia Pictures as a producer of "AA" productions, the company reports. For the past seven years Kohlim has been associated with 20th-Century-Fox.

Temple in Schafler Post

Herman Temple has joined the staff of Charles Schafler and Co. as consulting art director, as part of an expansion program in the advertising agency's New York branch. Schafler is one of the oldest forces in the industry, Schaffler was formerly with 20th-Century-Fox, Warner Brothers and RKO Radio.

Says Legion Favors 'Limelight' for Free

New Orleans, March 1.—The American Legion is not attempting to prevent the exhibition of Charles Chaplin's "Limelight," but merely does not wish to earmark any Legion money which might be donated to anti-American causes. Maurice Solomon, commander of the Legion's First District, states in a letter to the New Orleans Item:

The letter in the picture here and for the past month a discussion of the pros and cons of its action has been carried on in the "leters from readers" columns of local papers.

In his letter to the Item, Bender said: "The Legion is not opposed to anyone seeing the picture but is against anyone making millions of dollars which might find their way into the coffers of anti-American organizations.

"If 'Limelight' were to be shown without an admission charge, the Legion would not object, Bender said, and added "Maybe I would go see it myself."

He devised the Legion had attacked Chaplin's character or moral standards and reiterated that the Legion asks that the picture be withheld from the Legion's branches. The Legion has answered Justice Department questions.

Ruling Soon on Tax On Earnings Abroad

Washington, March 1.—The Bureau of Internal Revenue is expected to rule within the next few weeks on whether actors and other film industry employees working abroad have obtained the advantage of a provision in the 1951 tax law waiving U.S. income taxes on earnings earned abroad by a U.S. citizen overseas for 17 out of 28 consecutive months. If the bureau rules they cannot, the matter probably will be appealed to the courts.

10,000 Detroit Mail Orders for Cinerama

Detroit, March 1.—Across-the-counter ticket sales for "This is Cinerama" started here today for the March 23 opening at the Music Hall Theatre. Advance mail orders are said to be in excess of 10,000.

In the first four days of mail order acceptances, the theatre received 6,955 requests. The New York opening is the second in the U. S. "This is Cinerama" is now in its seventh month at the Broadway Theatre in New York.

Drive-ins Statin

Buffalo, March 1.—A sure sign of spring, the Lakeshore drive-in at Lakewood in the Chautauqua Lake region, will open for the season on Thursday, March 15, re-opening in 1950 after the winter off season in Western New York. The Lakeshore is owned by the Blatt Brothers.
DeMille Lands 3-D, But Says Story, Not Gadgets, Will Pay Off

Cleveland, March 1.—Television, Cinorama and all tri-dimensional methods were praised by Cecil B. DeMille here at the weekend, but he said that "it was the story and not the gadgets that brings in the patrons." In Cleveland to receive the Critics' Circle third annual award for "The Greatest Show on Earth," DeMille said that television and TV are only as good as the ideas they distribute.

Speaking briefly on his forthcoming "Ten Commandments," De Mille stressed the importance of teaching history. He said that DeMille's "top director." "Greatest Show" also won the annual color photography award.

DeMille Sweeps Foreign Correspondents Awards

Hollywood, March 1.—Cecil B. DeMille's "The Greatest Show on Earth" swept the annual Golden Globe Awards of the Hollywood Foreign Correspondents Association. It was named the year's best dramatic picture and DeMille was chosen the "top director." "Greatest Show" also won the annual color photography award.

3-D Research Group Formed in Nashville

Nashville, March 1.—The Moving Picture World learned here that a group has been organized here for the "research and development of three-dimensional motion pictures and other entertainments by all methods and means related to the lenticular process, including television." The company is chartered to "sell, license or lease any franchise, rights or privileges that may result from said research and development efforts.

Principals listed are Sam L. Leach, Mrs. Moriat McDonnell de Martini and Vincent M. de Martini. Vincent M. de Martini is connected with theatre interests, Huddins, a U. S. district attorney in the Department of Justice involved in recent actions involving the Crescent Amusement Co., anti-trust litigation.

Interstate of N. E. To Equip 2 with 3-D

Boston, March 1.—Interstate Theatres will equip at least two houses in the circuit with some variety of three-dimensional equipment, it was revealed here at a district management meeting called by general manager James Mahoney. Three-dimensional films were also the topic at a meeting of Interstate managers from Connecticut and Western Massachusetts held in Hartford, addressed by district manager Lewis Lyon. At a meeting of Interstate managers in the Vermont and New Hampshire areas will be held March 4 at White Mountain.

Screen "Legion at Bat"

Columbia Pictures, distributors of the short subject, "The Legion at Bat," announced that the producers, were hosts on Friday at a reception and screening of the first official film on American Legion junior baseball activities, held at the RCA Exhibition Hall.

Reviews

"The Girl Who Had Everything"

(Metro-Goldwyn-Mayer)

This frothy title may give the impression that "The Girl Who Had Everything" is a light comedy or a musical, whereas the picture actually is heavy drama, intensely interesting in some parts and routine in others. Miss Parnell, Fernando Lamas, Gig Young and James Whitmore. And Miss Taylor is shown to good advantage in a variety of wardrobes that are pleasing to the eye. DeMille's "Ma and Pa Kettle on Vacation" (Universal-International) Hollywood, March 1

What is there to say about a Kettle picture? What does a showman want to know about it, knowing already that it will make money in amounts contradicting all the rules in the book of office? Does he care whether it takes place in this country or, as this time, in Paris? Or whether it's better than or not so good as its predecessor (as if anybody but the 'kettles' target-public could know that or even up)? He does need to be reassured, of course, that Marjorie Main and Percy Kilbride are in their accustomed roles as Ma and Pa Kettle, and perhaps the most important thing a showman want to know is that yes, they are. Procedural suggests that a showman who posts the new title and adds the information that the Main-Kilbride billing still stands needn't worry about much else.

It remains to be remarked, purely for purposes of information and with no reference whatever to financial potential or audience reaction, that the Kettle hood appears only momentarily at the beginning and again at the end of this production, and that the gang, situations and routines in which their parents engage during their visit to Paris, comprises the bulk of the footage, are totally unrelated to their numerous progeny or, for that matter, their other adventures. They are gags, situations and routines that Mark Sennett dredged up in his good old from the even then dead era of medicine shows and burlesque, and there seems no reason for doubting that they'll prove as profitable in this picture as they did for him. You know them all too well to stand for their repetition here.

The production is by Leonard Goldstein, the direction by Charles Lamont, and the writing is attributed to Jack Henley. The cast includes Ray Collins, Bodd Miller, Sig Ruman, Barbara Brown, Iva Triesius, Oliver Blake, Ted Healy and Warren Hyatt.

Running time, 75 minutes. General audience classification. For April release.

WILLIAM R. WEATHER

"Old Overland Trail"

(Republic)

BETWEEN! Allen again is the epitome of a hero on the plains and his Western fans will not be disappointed with its latest production for it moves along smoothly and furnishes the usual amount of action.

Rex portrays a government agent working for the Bureau of Indian Affairs. He is sent with his partner, Slim Pickens, to break up some Apache uprisings in a remote area of the plains. The brothers meet in an Indian raid which destroys all of the homesteaders' equipment. This sad state of affairs proves a boon to Roy Barcroft and his partner, Rex's brother, when Rex sees his brother flagrantly exploiting the misfortunes of the settlers. The government sends the trespasser handled and extremely convincingly.

Brother Jim realizes the error of his ways but Barcroft kills him to place all the blame on Barcroft and his Indians. And after a train robbery, Rex and his buddy expose and defeat Barcroft and his collaborators. The film closes on a note of retribution as the misguided Indian chief saves Rex and kills Barcroft. Barcroft's segment is adequately handled by associate producer Edward J. White and director William Witney. Slim serves as a good foil for Allen and provides some of the humorous moments of the film. Rex and the Republic Rhythm Riders offer three musical selections which contribute to the general effect. Barcroft and the cast of creditable jobs.


$107,512 Collected

To Date for Rogers Fund, Says Feldman

A total of $107,512 has been received to date for the Will Rogers Memorial Fund, it was announced over the weekend by Charles J. Feldman, national director of the board and Sam J. Switow, the national exhibition chairman, in a joint statement on the campaign within the industry.

A tabulation of the monies received from each exchange area, the total of Salute, Specials, and special and corporate contributons in Technicolor, will show most territories local chairman increased their totals over 1951. The I-ALE campaign conducted nationally through locals, has reached $16,590, passing last year's total. This, in addition to what is expected from other sources in the next few weeks, will push the figure to over $110,000 when the Salute is closed out at the end of March.

Blumenstock Returns After Product Talks

Mort Blumenstock, Warner Brothers' vice-president in charge of advertising-publicity, returned to his post after spending a couple of weeks at a Burbank studio by plane over the weekend. While in New York, Blumenstock executives and set up campaigns for "House of Wax," 3-D film in Natural Vision and WarnerColor, starring Vincent Price, based on the Will Conyers novel, "The Blue Gardenia," an Alec Gishnik production starring Anne Baxter, Richard Conte and Betsy Blair, and "Trouble Along the Way," John Wayne starer, and "By the Light of the Silver Moon," with color by Technicolor, co-starring Doris Day and Gordon MacRae and which will have its world premiere at Radio City Music Hall.

Make Zukor Trailer Plugging "Sanatre"

Adolph Zukor, chairman of the board of Paramount Pictures, now celebrating his Golden Jubilee in the motion picture business, has just made a trailer, a two-minute trailer filmed in Paramount's new three-di- mensional process, promoting "Sau- garee," some of the studio's productions to be photographed both in 3-D and regular versions.

The trailer, directed by Don Hartman, will receive production at Paramount, will be screened at exhibition meetings and other gatherings. In the film, showing Zukor seated at a "San- garee" set, the pioneer briefly recounts highlights of his career.

Extend Time for Sale Of Two RKO Houses

Washington, March 1.—The Justice Department, which had until March 8 to extend for 60 days the deadline for RKO Theatres to dispose of two first-run theatres in the nation's capital, has said that they are the Capitol and Shubert.

The circuit sold the theatres once, but had to take them back from buyers who were unable to close the deal. A new department in August gave RKO until Feb. 28 to sell the theatres again, but RKO was unable to do this, and so received more time, until April 29.
In the THEATRE Equipment World . . .

(Article continued from page 1)

Silver City

(Continued from page 1)

Theatre TV Compromise

A doubled the advisability of such a step.

Re p. Donald Jackson (Ro., Cali.)

ning the Commerce, State and Ju

Theatre TV Compromise

A. D. WELCH

that the Commission's

(Continued from page 1)

Silver City

(Article continued from page 1)

Theatre TV Compromise

A. D. WELCH

(Continued from page 1)

Silver City

(Article continued from page 1)
**US Reports Drop In Industry Firms**

WASHINGTON, March 1—The number of firms in the motion picture industry dropped again in the second quarter of 1952, the Commerce Department said. The Department said the total fell from 14,900 at the end of March to 14,800 by the end of June. These figures include all branches of the industry.

The number had reached a peak of 15,100 in the third quarter of 1950. In the fourth quarter of that year, the total was 15,000 and it remained steady through June, 1951. In the third quarter of 1951, it fell again, to 14,900, and then stayed at that figure until now, with the drop in the second quarter of 1952.

Commerce officials said that in the April-June period last year about 300 new firms entered the industry while approximately 400 old firms discontinued operations.

**Government Film Workers Discharged**

WASHINGTON, March 1—Thirty and 90-day discharge notices have been handed to the 50 employees of the Agriculture Department's film production section.

The section, which for the past 41 years has produced films for the Agriculture Department and other government agencies, has run out of work due to the economy program, Agriculture Department officials explained. They added that business might pick up later and that, if so, some discharge notices would be withdrawn. They added, however, that they are not too optimistic.

The move does not affect the far smaller section of the Chief of the film unit. This unit acts as an adviser to the Secretary of Agriculture on film training material and also distributes pictures.

**Wilson Compton Resigns**

WASHINGTON, March 1—Doctor Wilson M. Compton has resigned as head of the State Department's International Information Administration. The Administration is responsible for the direction of the film division and other branches of the overseas information program.

**Favorite Films of Cal. Buys Out G. & K.**

SAN FRANCISCO, March 1—M. P. Jacobs, president of The Film Corp of California, Inc., in Los Angeles, has closed a deal whereby he bought out Goetz & Kaufman, distributors of films in 11 Western states and elsewhere. As a result, Favorite will distribute Classic Pictures, formerly handled by Herbert Kaufman of the bought-out firm, will go to Favorite as general manager with headquarters in Los Angeles.

**Gets 3 Theatre Bills**

TORONTO, March 1—On the agenda of the new spring session of the Ontario legislature is the long delayed and consolidated Theatres and Cinematographs Act, Public Health Act and Employment Act.

Recommendations for theatre and censorship regulations were submitted to the provincial government by a special committee of the Motion Picture Theatres Association of Ontario.

**Review**

**"San Antone" (Repertory)**

THERE is enough action, including Indian fights and hand-to-hand combat, in this picture to satisfy those fans who like the outdoor flavor in their film fare. The picture is particularly rich in scenic beauty and excellent photography. It is a picture of the type that the public is looking for to give military effort to a large herd of cattle being driven to rebel headquarters. Tucker recreates Cameron's appearance because the latter is a civilian while Tucker is a Confederate lieutenant. Cameron has the air of a rival for Miss Whelan's hand. But in reality, Cameron has little use for the Southern belle because she is flighty and deceptive.

On the cattle drive, a troop of Union soldiers attacks the party and Tucker turns coward and runs away while Cameron is captured and remanded for the balance of the war. Meanwhile, Tucker has joined the forces of Maximilian in Mexico and his raiders kill Cameron's father. The aim of the Indians is to get revenge and the core of the story is Cameron's trek into Mexico in search of his father's killer who is a prisoner of the bandits. Cameron is convincing in his role and carries the acting honors of the picture. One criticism might be some overuse of antitrust scenes which that do not register from the standpoint of plausibility.

**Andersen Is Named UPT City Manager**

BUFFALO, March 1—Francis Andersen has succeeded Ira Epstein as United Paramount Theatres city manager. Andersen was named UPT management post in Rochester about a sister ago to enter the publishing business. Before becoming associated with UPT, Andersen was with RKO Theatres in the same city.

Ira Epstein is returning to New York but has not as yet announced his future plans.

**3 Higgins Houses Leased to Sterling**

PORTLAND, Ore., March 1—Three additional theatres in a neighboring community had Theatre of the Sterling Theatre circuit, reports Fred Danz, general manager. They are the Lake City, Bel Vue and Gateway in Kirkland, Wash. They were leased to Sterling by Pete Higgins, operator of Higgins Amusement Co.

**Legion Places One Film in Class B**


**32 Productions in Work on the Coast**

HOLLYWOOD, March 1—The production index remains even for a total of 32, with three new pictures starting and an equal number completed. Started were: "Valley of the Head- hunters" (Katzenmayer Corp.), Columbia; "The Roke," 20th Century-Fox; "The Burning Arrow," Warners. Complete are: "The Moon Is Blue" (Preminger-Herbert Productions) United Artists; "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," Universal-International; "House of Wax," Warner Brothers.

**'Bwana' Gross**

(Continued from page 1)

is considered very satisfactory normally.

The Orpheum in Denver pulled $24,099 in its initial week, which is accord double a normal week's business. Other record-breakers were in Dayton where the Keith drew $25,000 and the Palace in Portland $20,000 in their initial weeks. In a dual opening in the Fox Palace and Wisconsin theatres in Milwaukee, "Bwana Devil" took in $40,000 in the opening week. At the Albee in Cincinnati, the 3-D feature drew $32,000 in its first four days.

**First 3-D Release**

(Continued from page 1)

"Wax" is due to open at the Paramount Theatre in New York on April 10, and it is understood that Columbia is racing to be the second company among the majors to deliver a 3-D feature. If "House of Wax" should be delayed, Columbia will still may be the first on the scene.

Both companies have started to sell their 3-D product and it is expected that the first theatres to play the pictures will be those that have booked "Bwana Devil" because the equipment is on hand.

**CinemaScope**

(Continued from page 1)

"The Robe," now being filmed in color by Technicolor and costing an estimated $5,000,000, will be utilized. Alterations are currently being made at the home projection room to facilitate the staging of the CinemaScope demonstration.

**Tax Proposals**

(Continued from page 1)

"The Roke," now being filmed in color by Technicolor and costing an estimated $5,000,000, will be utilized. Alterations are currently being made at the home projection room to facilitate the staging of the CinemaScope demonstration.

Members refused to say exactly when the excise hearings were programmed, merely saying they would be "sometime after Easter" and "before adjournment in July."
Record Number of Television Grants

WASHINGTON, March 1.—The Federal Communications Commission has approved 19 applications for television stations, the largest batch of approvals so far in an average day, and 14 educational stations will go on the air.

They bring to 260 commercial and educational stations the number of applications granted since the freeze. The freeze was re-applied for in January, but there was no new action for a month.

The stations are: Decatur, Ala.; Valdosta, Ga.; Champaign, Ill.; Springfield, Ill.; Iowa City, Iowa; New Orleans; Benton Harbor, Mich., Sedalia, Mo.; Butte, Mont.; Elmhurst, N. Y.; Charlotte; Durham, N. C.; Tulsa; Okhla; Scranton, Pa.; Eau Claire, Wis.

Acquires 50 FBO Silents for Video

Fifty silent pictures produced by Jesse J. Goldberg and released through the old FBO exchanges and other outlets, have been acquired by Scott Brown for distribution to television stations. Brown, former 16mm. film exploiter, told the picture industry that the pictures will be given an up-to-date touch by using new footage for introductions and closings. Bob Livings, operating the Loew Ranger, Ann Bradley and "Death Valley" Mack will appear in the openings and closings.

The FBO pictures were acquired by RKO Radio when the latter company absorbed FBO in 1928.

CBC in Ottawa Is Mulling TV Licenses

OTTAWA, March 1.—The Canadian Broadcasting Corp. will consider for the first time applications for private TV broadcasting licenses. Meetings for that purpose will be held March 26-28.

UA Names Braden

Frank Braden has been signed by United Artists as national exploitation representative for "Melba" and will leave New York today on a country-wide tour publicizing the S. P. Eagle musical, which was announced by Francis M. Winkus, UA national director of advertising-publicity, Braden, circus press-agent, served in similar capacity for "Samson and Delilah," "The Greatest Show on Earth" and "Fantasia."

The TV CBS schedule will undergo major changes starting the end of the month when the "Big Payoff" switches over to the Paley-wick from NBC, March 30, to take over the daily 3:00 to 3:30 P.M. slot. Until then the "Egyptian" will air at 8:00 P.M. on Sundays. The "Payoff" switcheroo, "Biff Baker, U.S.A."

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Tuesdays at 9:00 to 9:30 P.M., will be dropped after the March 26th stanza and on April 2 will be replaced with "Lux Video Theatre," which will air at the same time in "Allen Show," starting March 30, will take over the vacated "Lux" Monday half hour.

The "Dinah Shore Show," telecast for NBC Saturday at 7:30 P.M., will be replaced by the "Dinah Shore Show," telecast for NBC Saturday at 7:30 P.M., will be replaced by "Lux Video Theatre." The "Lux Video Theatre," which will air at the same time in "Allen Show," starting March 30, will take over the vacated "Lux" Monday half hour.

To Use Educational Theatre TV Show

As Technical Test

The March 21 educational theatre television program, set for seven theatres in New York and New Jersey, will be used as a scientific test for the medium, it was learned here at the weekend.

With a comparatively large group of engineers participating, efforts will be made to obtain the best picture pattern possible. Theatre circuit executives will weigh the results as an indication of what can be done for such programs as a Broadway show, college convention and other theatre-oriented TV programming. Although many types of theatre TV programs have already been telecast, theatre executives in the past have expressed disappointment with the results on the screen.

Preliminary plans call for a committee of engineers, composed of circuit technicians, RCA personnel and A. T. T. Men, to meet each evening which will be telecast from the television studios of American Broadcasting Co. in New York. The program, sponsored by the Technical Society's Council of New York, will be viewed by an estimated 20,000 high school students and 1,000 educators, as well as leading educators on career possibilities in technical fields.

Tests are being held for tests throughout the week prior to the Saturday morning show, which will get underway at 10 o'clock; and a second rehearsal will take place the night before the program. Engineers, according to present plans, will travel from theatre to theatre to watch the results on the screen and make recommendations.

The following theatres will be in the network: New York, Paramount, Lane, Manhattan; RKO Fordham, Bronx; Fabian's Fox, Brooklyn; Century Circuit's Marine, Brooklyn; Pantages, Stockton, and the Lee, at Fort Lee, N. J.

MGM Starts New Film Promotion on TV

Highlights from "Battle Circus," starring Humphrey Bogart and June Allyson, is used by Ed Sullivan in "Toasts of the Town" TV program on the NBC network last night, marked the first of eight M-G-M pictures to receive this time-of-release promotion through this national program.

Leslie Caron, in town for the world premiere of "Story of Three Loves" at Radio City Music Hall Thursday and "Lilt" at the Times Square St. Mark's 10, appeared in person as part of the TV audience last night and was introduced.

Across from M-G-M, the next picture to be presented by Sullivan will be "I Love Melvin," scheduled for March 22, with Debbie Reynolds appearing in person. The remaining six pictures will include "Dream Wife" and five others to be announced.

The arrangement with Sullivan was made by M-G-M following the presentation of "Above and Beyond" in January along with the personal appearance of Robert Taylor and this was the only show that both company and exhibitor reaction favored similar presentations.
Sol Lesser Has
Only 1st 1,200
3-D Accounts

Stereo Techniques Then Changes Distributor

Sol Lesser's Stereo Techniques organization will handle the distri-
bution of its tri-dimensional pro-
gram only on the first 1,200 ac-
to and then will turn the sub-
jects over to a national distributor or state rights companies, it was disclosed here yesterday.

On the basis of current business on the 3-D program, the series of Stereo Techniques will gross between $900,000 and $1,000,000 on its first 1,200 engagements, it was said. The films have played approximately 200 enga-
gements to date.

The program, consisting of five short subjects, was produced under the three dimensional process of Stereo Techniques, of London, Less-

Baruch Key Speaker
At Zukor Jubilee

"Elder statesman" Bernard M. Baruch will be the keynote speaker at the Adolph Zukor Golden Jubilee dinner tonight at the Hotel Waldorf Astoria. This was an-
nounced yesterday by dinner chairman Harry Brandt and Robert J. O'Don-
neal, international chairman of the Zukor tributes.

In addition to Baruch, other speakers will include New York Mayor Vincent R. Impelliteri, Nathaniel L. Goldstein, New York State Attorney General, Barney Balaban, Paramount

(Must Open Books in
Percentage Suits)

COLUMBIA, S. C., March 2—United States District Judge C. C. Wyche has ordered a complete inspection of all theatre books and records in seven pending percentage actions. The order was entered in suits by Paramount, Loew's, 20th Century-Fox, Warner Brothers, United Artists, Universal and Columbia against William Harold Hall, operating the Dixie Theatre and Hall's Drive-in, both located in West Columbia, S. C. In the case of the Dixie, the theatre records for each

Harman Says Technical Difficulties
Of 3-D Cartoons Have Been Solved

The technical details of producing animated cartoons in three dimensions have been worked out by Hugh Harman, veteran cartoon producer and head of Harman-Ising, Inc. Harman said here that his organization was preparing its first 3-D subject and that he was in New York from Hollywood to discuss distribution.

In 1931 and 1932, Harman said, his company made tests of 3-D cartoons and that they were successful. However, production of the subjects appeared to be impractical at the time. The technical differences in producing tri-dimensional cartoons and live-action are slight, but basically the technique is the same, requiring two film strips. Stories for the forthcoming three dimension cartoons are now in preparation, said Harman.

Harman said that all companies were thinking about 3-D cartoon production. He said his company was not concerned about further tests as he "knows it will work."

It is reported that Paramount is taking steps to enter the 3-D market. The Paramount cartoons are made in New York by Famous Studios and it is understood that active operations will start when the necessary cameras are obtained.

Community Operations
An Aid to Local Businessmen

MINNEAPOLIS, March 2.—The trend in this area, as in many parts of the country, toward the realization that a town which loses its theatre also loses a big business asset has prompted civic groups in four more North Central towns to underwrite theatre operation as a business stimulator.

Largest of the new projects under consideration is at Deadwood, S. D., where 35 businessmen are considering the construction of a $70,000 building to include a theatre.

The town has been without a theatre for a year. The Deadwood, operated by the Black Hills Amuse-
ment Co., was destroyed by fire in 1937, but the old theatre was a 100 seat success and the new building has been kept legal. Legal action to force the company out of the city was recently defeated.

Dr. P. S. Howe, a director of

Yates Calls 3-D
Hollywood Hysteria;
Defends TV Sales

By PETER BURNUP

LONDON, March 2—H. J. Yates, Republic Pictures president, dashed some cold water on the rising three-
dimensional film fever during a press interview following his ar-
ival here from New York.

Yates gave as his opinion that Hollywood largely has given itself over to hysteric on the subject of 3-D. True 3-D is not even in sight, he said. Hollywood's hysterical Re.-

J. Yates, has led in turn to confusion and panic.

Of some of his Hollywood contemporaries the Republic chief remarked, "They're like a crowd of men fishing in an unknown pool and praying they'll drag up a crock of gold; though it's much more likely to be an old boot."

Maybe, Yates conceded, someone's 3-D dreams will one way come true,

Name
Newbery
Republic 'V-P'
And Sales Head

Armour Succeeds in UK;
Newbery Here Shortly

The appointment of C. Bruce Newbery as vice-president and di-
rector of sales of Republic Pictures in the United States was announced in London yesterday by president Herbert J. Yates. Newbery will suc-
cceed James R. Grainger, former ex-
ecutive vice-president and general sales manager. Newbery's appoint-
ment confirms MOTION PICTURE DAILY's story of Jan. 26 when it was stated that Newbery was in line for the post.

Yates yesterday also announced the appointment of Reginald Armour to Newbery's former position as vice-
president and chief executive officer of Republic's British organization. Richard G. Yates, former assistant

(Continued on page 4)

See No Early Pacts
For Branch Workers

More than half of the 32 exchange cities have been covered by the distrib-
utors' exchange operations committee for the purpose of negotiating new contracts with the branches' front and back office personnel, but as yet no agreements have been reached. In fact, there is no sign currently of an early conclusion of the pacts and the

(Continued on page 4)

Formalize Divorce
Of WB, WB Theatres

The physical separation of Warner Brothers Pictures and Warner Brothers Theatres was effected as of the close of business Saturday and the board of directors of the new Stanley-Warner Theatre Co. met here last night to formalize the transaction. The meeting was held here in the board room of the Warner Brothers Building, where S. Fabian and Samuel Rosen, president and vice-president, respectively, will make their headquarters.

The board, through Fabian, is slated to make a formal announcement today.
Personal Mention

PERRY LIEBER, RKO Radio advertising-publicity director, arrived in New York from the Coast yesterday.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has left here for a trip through the Tri-State area, accompanied by Simon B. Siegel, comptroller.

JEROME J. COHEN, motion picture insurance specialist, on Sunday will celebrate a birthday which will mark a third of a century in the film industry.

MELTON DUREAE, vice-president and general manager of Masterpiece Pictures, announces the birth of a second son to Mrs. Dureae in New Orleans on Saturday.

LT. TED SULLIVAN, Jr., son of the vice-president and treasurer ofQuigley Productions, returned to his hometown yesterday after 10 months in Korea.

MORT SPRING, vice-president of Loew’s International, returned here yesterday from the Coast, following six weeks in the Far East.

H. M. RITCHIE, M-G-M exhibition relations head, has returned here from the Oklahoma Film Festival in Oklahoma City.

JACK KAUFMAN, 20th Century-Fox sales manager in Cincinnati, will talk to the Rotary Club of St. Mary’s, Ohio, tomorrow.

ROBERT WILE, executive secretary of the Independent Theatre Owners of Ohio, was in New York yesterday from Columbus.

SAMUEL GOLDWYN will arrive in Chicago this week to attend the Japanese film festival and will leave for New York later in the week.

JACK GOLDBERG, M-G-M manager in Albany, and Mrs. Goldberg are on a cruise to Central America.

LUKE STEIN, president of Stein Theatres in Georgia and Florida, is recuperating at Pasadena, Cal.

ARTHUR LOEW, president of Loew’s International, has left the Coast for South America.

Donald Mersereau Quits ‘Film Daily’

Donald Miller Mersereau resigned last Wednesday as associate publisher and general manager of Film Daily, and as general manager of Radio Daily. He had been with Jack Abbe toco as a publishing interests for some 30 years.

Mersereau will leave New York today or tomorrow for Palm Springs and a vacation.

Producers Split on Merits Of 3-D, Wide-Screen Films

Hollywood, March 2.—Ten members of the Screen Producers Guild, meeting an equal number of journalists at SPG’s second meet-press luncheon, split about evenly today on the relative merits of stereoscopic and peripheral-screen systems, but were to the industry as a stimulant to technological progress and public interest.

Informal, informal discussion lasting two hours brought out, from various speakers, the desire to see both stereoscopic and peripheral-screen systems now in existence or in experimentation are susceptible to being used with stereoscopic and peripheral-screen equipment by the public and viewers as well as otherwise. Producers William Pine and Bryan Foy, each from completing his own experiments differ to some extent on the manner in which the new medium should be cultivated, but agreed that its usefulness and durability will depend on the immediate supply of quality product.

Other producers participating in G. S. Engle, chairman of the public relations committee, Harriet Parsons, Bunny Adler, Hall Bartlett, Paul Borghesi, Walter Mirisch, Ted Richmond and Carey Wilson.

Rank to Use 3-D Stabilex Screen

LONDON, March 2.—Regarded as the most significant step taken so far on this side in the 3-D thity is the decision of J. Arthur Rank to equip with the three purpose Stabilex screen, claimed to be the screening of 3-D, panoramic or standard 35mm. The decision follows prolonged tests at Rank’s experimental TV theatre in the London suburb of Perge, at the Festival of British Televisors and at the 2,075-seat Kensington Odeon.

J. A. Stabilex, optics specialist and designer of the screen, has just returned from the U. S. following a demonstration before a joint Research conference of SMPTE. He reports his factory is working at capacities filling American orders for the screen.

Set the Basis for SMPTE Convention

Stereoscopic motion pictures and the engineering of drive-in theatres stand out in the schedule of sessions for the Society of Motion Picture and Television Engineers 53rd convention at Los Angeles on April 27, May 1, it is announced by program co-chairman Ralph Lovell of NBC Television, Hollywood.

Other special subjects slated for discussion are color television being developed by the National Television System Committee, subscription television, magnetic recording, color and editing and high-speed photography.

NCA Board Meeting March 9 on 3-D

Minneapolis, March 2.—The board of North Central Allied has been summoned to a March 9 meeting at the Nicollet Hotel here to probe the impact of three-dimensional films.

Benjamin Berger, NCA president, declared 3-D was a potential "shot in the arm" for film exhibitors, but said that there were many sides to the problem which need study.

The board will also complete planning for the annual convention which opens May 5 in Minneapolis and will discuss further methods of combating film fans, price engagements and other terms which Berger said were hurting independent exhibitors.

Merman Is Hostess At 20th-Fox Party

Scores of Ethel Merman’s friends of the entertainment, political, social and business worlds, last evening assembled at the star’s invitation to see an early screening of 20th Century-Fox’s ‘Call Me Madam.’ The preview, held at the home office of the company, was followed by a party at which Miss Merman was hostess.

PHOTOGRAPHY

Producers of Action-Filled "Peter Pan"

Cleveland, March 2.—With a red-letter-shattering $48,000 opening week take, "Peter Pan" reportedly did more business here at the 3,300-seat RKO Palace than anywhere in the U. S. in proportion to population.

Kansas City Grosses Dip 75% Due to Snow

Kansas City, March 2.—The most severe storm of the winter hit the Kansas and Missouri area yesterday, leaving grosses in the City down to scarcely 25 per cent of normal Sunday business.

$48,000 for ‘Peter Pan’
such MOO-LA-LA in MOULIN ROUGE

Capitol Theatre, N.Y.C.
SECOND WEEK GROSSES EXCEEDED RECORD-BREAKING OPENING WEEK! FEB. 23RD BUSINESS BROKE A 33 YEAR RECORD FOR THE BIGGEST MATINEE AT THIS THEATRE!

Carib, Miami, Miracle Theatres-Miami
“BIGGEST OPENING DAYS COMBINED GROSS IN HISTORY OF THESE THEATRES. AUDIENCES TERRIFICALLY ENTHUSIASTIC. ANTICIPATE LONG SUCCESSFUL ENGAGEMENT. ‘MOULIN ROUGE’ IS REALLY RED HOT.”

-Sidney Meyer

ROMULUS presents JOSÉ FERRER in John Huston’s “MOULIN ROUGE.”
Color by Technicolor • with ZSA ZSA GABOR • SUZANNE FLON
And Introducing • COLETTE MARCHAND • A ROMULUS Production
Directed by JOHN HUSTON • Screenplay by Anthony Veiller and John Huston
From the Novel “MOULIN ROUGE” by PIERRE LA MURE

7 ACADEMY AWARD NOMINATIONS!
Yates Calls

(Continued from page 1)

But, he maintained, in the ultimate analysis, the test lies in the picture itself.

And he gave firm orders to his own people to concentrate on making 20 good pictures a year and to forget all about the business of glasses and wide screens.

Delicate Subject

Yates went on to defend Republic's policy of selling films to television, a delicate subject in this land in which the Screen Actors Guild has vowed that its members will not trade with a producer who deals in TV.

As a producer of motion pictures, Yates claimed the right of any manufacturer to sell his wares in any profitable market. You can't just brush off television, ran the argument. It's here and it will grow into the world's most significant business medium, if indeed it is not so already. Film is, and more so in the future, its food. The motion picture business, he felt, faced the inevitability of some kind of integration with the putative enemy.

Yates believes he has the answer to the studio question. As the manufacturer, he will trade with both classes of retailer and make film for theatres, radio and TV.

12 "F" Films

Yates said that the newly registered Republic Productions (Great Britain), Ltd., will make 12 "F" pictures slightly over 3,000 feet in length. The first 15-minute picture will be set by the first three, to be made by Western-producer R. G. Springsteen; the others to be made by British technicians.

Yates said experiments have shown that an acceptable package program can be made up of a good feature, a serial, a musical and one of his 30-minute pieces.

He declined to comment on a suggestion that perhaps his company is just what TV needs but said he will set up similar production projects in this country that he finds convenient.

Yates said that Republic's sales of films to television last year brought his company $2,000,000. He is expected to make $5,000,000 from that source this year, clear enough indication that more sales to TV are in prospect.

Baruch Key Speaker

(Continued from page 1)

president, and O'Donnell, Canon Edward W. West, D.D., of the Cathedral of St. John the Divine, will give the invocation.

The entertainment portion of the program will be headed by Bob Hope and Rosemary Clooney. Also scheduled is a film featuring a joint venture of "Zukor Story," prepared by Paramount News editor A. J. Richard and Russell Field, enterprising head of Paramount.

Meanwhile, Zukor will be honored today by the 14th Street Association in two ceremonies. Zukor's event is in the amusement business with a penny arcade on 14th St. A luncheon at Luchow's and the unveiling of a plaque on the site of the penny arcade, now the site of Ohrbach's, are included in the ceremonies.

Newsreels Increase

(Continued from page 1)

crease of 118 topics of foreign source over the previous 12 months, marking one of the greatest years on record for overseas news.

American newsreels last year recorded salient events and happenings in 24 countries and territories of the world.

Great Britain, with 274 sequences, provided the richest source of newsreel material. Russia ranked second with 207 sequences. Other countries that figured importantly were Germany, Italy, Canada and Japan.

The broader coverage of international events brought no curtailment in newsreel attention to the domestic front. In all, the Mexican Arrows score of 2,500 sequences covering every newsreel facet of life and activity in the U. S. The Presidential election and campaigns alone accounted for 350 of the topics.

Sports continued to be an important reservoir of news, with sequences on football again outnumbering those on baseball by better than a two-to-one ratio.

Water sports gained in popular interest, replacing horse-racing for third place.

Despite the accelerated pace of defense preparations, the reels reflected substantial gains in scientific and industrial progress with 101 sequences devoted to this category as against 66 during 1951. News developments affecting the nation's health and welfare showed correspondent coverage to a level never before reached compared with 29 for the preceding year. Education and labor are among new areas for greater share of attention in 1952.

A relatively large number of disasters hit the nation last year, according to the newsreel tabulations. Holocausts and catastrophes, both in the "Act of God" and man-made categories, numbered 137 last year—33 more than in 1951.

Unprecedented Number

Theatre in 1952 exhibited an unprecedented number of newsreel issues devoted entirely to a single subject. There were 31 such issues last year, against only 10 during the previous year. Twenty-four of the 31 special editions dealt with the political conventions, the Presidential candidates and President Eisenhower's visit to Korea.

The American industry, through its members, has been giving active operation with public welfare projects, devoting 63 sequences to humanitarian, civic and charitable causes. The analysis of the contents of American newsreels is part of a continuing study made under the direction of Newsreel and the Maury, which Walton C. Ament, vice-president of Warner Pathé News, is the present chairman.

SAG Won't Defend Mexican Actress

Hollywood, March 2.—The Screen Actors Guild tonight rejected a request for an "unconditional" statement for the Mexican Actors Guild for SAG's "intervention in favor of our member Miss Rosaura Revuelta, whose unjustified, unpredictable decision has caused deep indignation in our country."

The Mexican actress was taken into custody last year by the Los Angeles police under the suspicion of illegal entry.

SAG rejected the Mexican Actors Guild request in part: "We will always protect the wages and working conditions for actors of all nationalities working in the United States for film producers who have signed our basic agreement. We want you to know, however, that Miss Revuelta was working for a non-union company, not signatory to our contract."

The untitled film in which the Mexican actress was working had been condemned by SAG and the AFL Film Council previously.

Newberry Named

(Continued from page 1)

to Grainger, will be assistant director of sales under Newbery.

Newbery is expected to leave London for New York. He will meet the New York offices 30 days to take up his new duties. Armour assumed his new duties in London on February 28. Upon his return to New York, Yates will attend several regional sales meetings with Newbery throughout the United States. Similarly, Richard W. Altschuler, president of Republic International, is arranging a tour of Great Britain with Armour.

Red Cross Post for Sigmund Gottlober

Signum Gottlober, executive director of the Foreign Language Press Film Critics' Circle, has been appointed to direct the publicity and promotion drive in the New York area. Irene Press, radio and on behalf of the American Red Cross annual fund drive for 1953.

This will mark the 12th consecutive year that Gottlober has held this post.

Lesser's 3-D

(Continued from page 1)

er's only connection with that project, at this time, is in the distribution of the five pictures in the United States. He bought the distribution rights from the studio company.

Lesser's project for making 3-D films is Stereo-Cine, which he owns with Paul Wolff, Hollywood advertising and industrial film producer, who developed the Stereo-Cine process and technique. There is no connection between Stereo-Cine and Stereo Techniques. One film already has been filmed by Lesser in the Stereo-Cine process, "Carmenesque," starring Lily St. Cyr.

A second picture using the same process is in production.

Marian Gueth Resigns

Buffalo, March 2.—Marian Gueth has resigned as secretary of the Motion Picture Theatre Owners of New York. She has been associated with the local exhibitor organization and has accepted a position with the rehabilitation division of the Veterans Administration.

Local Business

(Continued from page 1)

Phoenix Realty, which is sponsoring the new project, told a merchants' committee that "if Deadwood is to have a theatre, it must be a community project," adding, "if Deadwood is to continue living and growing, a project like this is as good for a theatre as it was for the hospital." Howe pledged a $25,000 donation toward the project providing that building costs are at least $100,000.

A Medicius, Iowa group of 45 businessmen have organized the Citizens' Theatre Committee and have taken over the building on the Swan Theatre from I. R. Lesere and Mrs. Lily Johnson. The committee will operate the house, and, pending a lease, Wednesday, Friday, Saturday and Sunday, with a children's free show on Friday nights.

A Takele Branson, Minn, Commercial Club has voted to reopen a shut-tered theatre as a community project. The project is headed by Harris Hal- gren will direct operations. Further cooperation was reported in the inaugurate new tenants by the local American Legion post.

The Victory Theatre at Fontanelle, Iowa, will be reopened and operated as a community enterprise Club and a committee headed by C. C. Wallace was instructed to draft a plan guaranteeing support of the project.

Percentage Suits Against Newbold Circuit Settled Out of Court

BLUEFIELD, W. Va., March 2.—Seven pending percentage actions in Federal Court in the Newbold Circuit have been terminated with the filing of a stipulation in the court by attorneys for both sides to the effect that the matters in difference between the parties have been settled.

The seven actions were by Paramount, Loew Brothers, RKO Pictures, United Artists, Universal and Columbia against Newbold, operating theatres in West Virginia and Kentucky.

Paxton and Seasongood of Ohio and A. J. Lobinder of Bluefield represented the defendants, with Sam- gyo and Stein, New York, as counsel.

No Early Pacts

(Continued from page 1)

parleys may extend well into the spring.

It is reported unofficially that the local unions are "very interested" in the conferences held in the various cities in order to reach a basis for early contracts. This, after 29 years, with that local exhibitor organization and has accepted a position with the rehabilitation division of the Veterans Administration.
**Kas. Censor Repeal Measure Seen Dead**

Topeka, March 2—With the present session of the state legislature drawing to a close, little chance of action is seen on the K mie measure introduced by the Rep. Milo Sutton to end film censorship in Kansas.

The bill still is in the house State Affairs committee, to which it was referred following its introduction. Indications are it will remain there. Rep. Sutton is one of 20 Democrats in a house composed of 125 members. The state administration is Republican and 35 of the 40 state senators are Republican.

**Enact Bill to Cut Mont. Theatre Tax**

Helena, March 2—A bill reducing Montana license taxes on motion picture theatres has been passed by the legislature and sent to the governor for signature.

A 1947 law required Montana theatres to pay a tax of $1.40 per cent of gross receipts above $12,000 a year. The new measure raises that exemption to $20,000.

**Amusem't Tax Take Risises in Chicago**

Chicago, March 2—City amusement tax figures released by the city council's office here today reflect an increase in January theatre receipts over those of the corresponding month last year. February collections (on January receipts) this year were $90,654.49, against $87,130.49 last year, an increase of roughly four per cent.

**Starr in Air-time Change**

A change of air time marks Martin Starr's switch from NBC to CBS. His New York station WINS as drama critic and motion picture commentator. The report will be heard, beginning March 7, 7:30 P.M., instead of 7:00 o'clock with his nightly coverage of Broadway-and-Hollywood over NBC's "Wide World of Sports" and "Broadway Starr Dust."

**Boasberg, Kramer To Toronto Meeting**

Charles Boasberg, general sales manager for RKO Radio, and Sidney Kramer, senior subject sales manager, will leave New York tonight for Toronto to attend the final session of a series of meetings started for the field sales force in preparation for the company's forthcoming "25th Anniversary Drive," March 6-June 25.

Walter Branson, assistant general sales manager, will join them in Toronto tomorrow following completion of his trip to Chicago and other home office sales executives who will be present include Harry Gittleson, assistant, and Branson's brother, Frank Branson, Montreal, and Meyer Nackimson, Winnipeg.

**Owen Will Conduct Albany Meet Today**

Fourth in the current series of Paramount Eastern and Southern Division branch meetings opens next week and summer releases is taking place in Albany today, with Hugh Owen, division manager, presiding. Owen has conducted meetings in the Atlanta, Boston and New Haven branches.

Owen will return to New York today to attend the Variety Clubs International dinner honoring Paramount board chairman Adolph Zukor on his Golden Jubilee in the industry. The following day Owen will proceed to Buffalo, where another branch meeting will be held. Subsequently he will hold meetings in New Orleans, Jacksonvillc, Charlotte and New York.

**Johnston to Testify On Overseas Program**

WASHINGTON, March 2—Motion Picture Association of America president Eric A. Johnston is tentatively scheduled to testify Friday before Senate Foreign Relations sub-committee studying the government's overseas information program.

The sub-committee, which is headed by Sen. Hickenlooper (R., Iowa), is studying all information media and is planning to hear both industry and government officials. Committee spokesmen said that the motion picture industry is hearing that Hearst newspapers might start even earlier, since several witnesses who were invited to testify Wednesday and Thursday were not heard. No additional witnesses might testify Friday, it was stated.

**AMPA Membership Meet Next Tuesday**

The annual membership luncheon-meeting of the Associated Motion Picture Advertisers will be held here next Tuesday. The purpose of the meeting is to appoint a nominating committee for new officers and to discuss business affairs. Included in the program of the AMPA school, publication of a book based on the course and program ideas for future meetings.

**Would Repeal Tenn. Theatre Tax Law**

Nashville, March 2—A 1949 Tennessee law authorizing cities and counties to levy a 20 percent tax on admissions to local motion pictures is declared unconstitutional and an order of the court to the effect of permitting entertainment would be repealed under terms of a bill introduced in the State Legislature by Sen. Charles M. Evrard of Kingsport and Rep. Richard T. Moore of Newbern.

**Goldenson Reports New Policy for Palsy**

United Cerebral Palsy and its affiliates will seek to raise $7,500,000 during the 1953 campaign, Leonard H. Goldenson, national UCP president, disclosed.

Stressing the urgency for expanding the work for the Cerebral Palsied, Goldenson, who also is president of American Broadcasting-Paramount Theatres, stated that only 12 centers, or less than one per cent of America's $500,000 palsied children and adults are now receiving the proper assistance and care.

The new $7,500,000 goal set for the national campaign during May will enable United Cerebral Palsy and its more than 100 affiliates and sub-affiliates in 33 states to enlarge their operations, he said.

**20th, NT Shares To Lehman, C. Skouras**

WASHINGTON, March 2—Robert Lehman, a director of 20th Century-Fox, bought 7,000 shares of 20th-Fox stock, $1 par value. In January, it was disclosed yesterday by the Securities and Exchange Commission. The purchase increased Lehman's direct holdings in the company to 7,250 shares.

The SEC also reported that Charles P. Skouras, president of National Theatres, purchased 11,700 shares of common, $1 par value, also in January. Mr. Skouras, a director of both companies, owns 200 shares in his own name.

**Top Capital Brass Sees ‘Julius Caesar’**

WASHINGTON, March 2—Motion Picture Association of America president Eric A. Johnston and Mrs. Johnston were guests tonight at a buffet supper and screening at MPAA headquarters for House Speaker Joseph W. Martin. The film was MGM's "Julius Caesar."

Guests also included Treasury Under-Secretary and Mrs. Marion B. Folsom, Presidential assistant Sherman Adams and Mrs. Adams, and members of the Senate and House.

**Two More Tax Bills In Congress Hopper**

WASHINGTON, March 2—Two more admission tax bills have been introduced—the one by Rep. M.C. Ewing (D., S. C.) to repeal the tax, and another by Rep. Pogart (D., R. L.) to exempt theatres from the tax.

**Allied Explores Air Travel to Conclave**

Boston, March 2—Allied is planning to take advantage of the forthcoming March convention of the various airlines to bring delegates to the association's national convention here Oct. 3-7. Tie-ins with the air- lines for chartered trips are now being explored by the convention's attendance committee. The air transportation firms are about to announce a coach service at a saving of approximately one-third of the normal fare.

The amounts of the savings for air travel to the convention will be sent to Allied units throughout the county by the Independent Exhibitors of New England, the host unit.

Various convention committees met here to discuss all phases of the forthcoming conclave. It was decided to have a "keynote" theme for the entire convention, but the subject was not selected at the meeting.

**New Maryland Censor**

BALTIMORE, March 2—Maryland's Governor McKee has sent to the State Senate for confirmation the name of Mrs. Maude B. Dorrington of Harford County to replace Mrs. Eva M. Holland of Baltimore on the Board of Motion Picture Censors. It is expected the appointment will be confirmed.

**Kill Mass. Censor Bill**

Boston, March 2—A bill which would have provided for censorship by the Massachusetts State Department of Public Safety of all foreign films brought into the state has been rejected by the Massachusetts House of Representatives.

**Kill S.D. Sunday Bill**

PREFET. SO, Dak., March 2—A bill to legalize Sunday motion picture shows, ball games, operas, ballets and other forms of amusement where an admission is charged has been killed by the South Dakota Senate.
REORGANIZATION OF WARNER BROS. PICTURES, INC.
IN ACCORDANCE WITH COURT DECREE

The management of Warner Bros. theatre circuit changed at midnight February 28.

To sum up recent history in the motion picture industry, a government divorcement decree dated January 5, 1951 ordered that a single management may not operate both Warner Bros. exhibition and production-distribution. The decree ruled that Warner Bros. Pictures, Inc. might operate only one or the other. Transfer of theatre circuit management was set for the end of business February 28, 1953.

The date is historic in the life of the corporation and the Warner brothers. We have founded, built and developed what we believe to be a very important company in a very important industry and art — that of the motion picture. We were guided in filming and exhibition by pride and standards of service and showmanship we had set for ourselves. We knew high standards in production would be valued by exhibitor and audience. We devoted ourselves sincerely and hopefully always to the principles of good American citizenship and service to the free thinking people of the world in the conduct of the company.

It is with regret, therefore, that we leave a splendid theatre organization and the great associates who helped to build it. The regrets are tempered by the knowledge that the new officers of Stanley Warner Corporation are men who are also veterans in show business and exhibition. Mr. Fabian and his associates, who will be the chief executives of the new theatre company, have always conducted their own enterprises in the finest traditions of show business and service to the community. We wish them the greatest possible success.

We want to say too, at this time of hail and farewell, that our efforts in the production and distribution of motion pictures will continue with every resource of our great producing company, Warner Bros. Pictures, Inc. All the members of our production-distribution organization will continue also to explore new ways to entertain the public, as we have in the past with the introduction of the modern talking picture and WarnerColor, and to provide exhibitors with the best possible materials for box-office benefits and the exercise of showmanship.

Sincerely,

HARRY M. WARNER
ALBERT WARNER
JACK L. WARNER
Fabian Takes Over Control Of S-W Houses

Sounds Confident Note On First Operating Day

By AL STEEN

(continued on page 4)

Levey Making Edison Story

In cooperation with the Thomas A. Edison Foundation and the assistance of Mary Pickford and Cecil B. DeMille, production has been started by producer-distributor Jules Levey on a feature picture tentatively titled "The Life of Thomas A. Edison." A contract covering the rights to the story were signed yesterday in West Orange, N. J., by Admiral Harold G. Bowen, executive director of the foundation, Charles Edison, son of the famous inventor and former gov-

AB-PT Divests 60 More Theatres

American Broadcasting-Paramount Theatres yesterday completed on schedule the divestiture of another 60 theatres, representing a total to date of two-thirds of the 180 divestitures required by the Federal consent dec-

ADOLPH ZUKOR'S Golden Anniversary

By SHERWIN KANE

FIFTY years ago today Adolph Zukor brought to reality his decision to enter upon a new business career—the operation of a penny arcade in Union Square, New York. He was 30 years of age. Half of those years had been spent in the fur business in America, the remainder as a boy in his native Hungary.

From that beginning has evolved much of the industry of motion pictures as we have known it and know it today. Adolph Zukor was responsible for much of its growth. His was a key role in its swift transition from store room peep show to the fabulously popular and glamorous art-industry which it became in every corner of the globe. It is in gratitude and deep respect for his contributions and achievements that did so much to bring the motion picture picture to greatness that not only today's leaders of this industry, but leaders of other industries and civic dignitaries as well, gather at the Waldorf-Astoria Hotel tonight to honor Adolph Zukor on the occasion of his Golden Anni-

"Call Me Madam" (20th Century-Fox)

THAT well-worn expression, "There's nothing wrong with this business that good pictures won't cure," certainly applies to "Call Me Madam." If there were more pictures like this Ethel Merman starring production, there would be no need for worry over TV competition or the confusion resulting from the inroads being made by tri-

Good Chance For U.S. Tax Repeal: Compo

Cole, McGee Optimistic After D.C. Conferences

New Disney, RKO Pact

James R. Grainger, president of RKO Pictures, and Roy O. Disney, president of Walt Disney Productions, yesterday disclosed here that a new distribution arrangement had been consummated between the two organizations for the handling of Disney product by RKO.

The first film to be released under the new agreement will be Disney's newest Technicolor production, "The Sword and the Rose," which co-stars Richard Todd and Glynis Johns, and was produced by Walt Disney. It is

Zukor Honored at Penny Arcade Site

To succeed in business, trust in your public's attitude toward the product you are selling rather than your own, was the advice Adolph Zukor gave yesterday in thanking members of New York's 14th Street Association for honors bestowed on him in connection with the celebration this year of his 50th anniversary in the motion
ROBERT F. BLOOMFE, United Artists West Coast representative, arrived here from Hollywood yesterday for home office conferences.

NORM LEVINSON of Loew’s Poli Theatre, Hartford, and Irv Richland of Hal Roach’s Sunnyside show, are en route to South America on a cruise.

EDWARD FELDMAN of the 20th Century-Fox publicity department, has become engaged to MISS LOUISE KANE of the Otto Klopner Advertising Agency.

GEORGE ROTH, general sales manager of Fine Arts Films, left here yesterday for Philadelphia, Pittsburgh and Chicago.

WALACE ELLIOTT, former Warner Theatres Cleveland manager, has returned to the post of the Warner West Coast theatre department.

J. E. ELLIOTT, Sr., who formerly owned and operated the Cardinal Theatre, Hodgenville, Ky., is now at the Post Exchange at Fort Knox, Ky.

JORI KUSCHELIN, United Artists exploitation manager, is on a one-week swing through Chicago and Cleveland.

MICHIE L. RAINW, M-G-M publicist, is due back here today from a visit to the Culver City studio.

J. Adams, associated with Emil Velasco, TV film producer, is back at his desk after recovering from pneumonia.

MILTON HARRIS has been named Cleveland publicity manager for RKO Radio, succeeding Joseph Longo.

Paramount’s Jackson Heads Cancer Drive

Appointment of Alon Jackson, story and exploitation manager of Paramount Theatres, as chairman of the motion picture division for the April “Cancer Crusade” campaign, was announced by Reed Killip, president of the New York City Cancer Committee.

“Motion picture people have always been generous with their time in helping the cause of cancer control,” Jackson said. “Now I will ask them to be as generous with their funds to help finance the year-round local and national programs of cancer research, professional service and public education to prevent and to cure.”

McKenna Named Buyer

John McKenna, former exchange manager for United Artists, Film Classics and Eagle Lion, has been appointed eastern zone film buyer for Stanley Warner Theatres, Frank Davis, zone manager, has announced. McKenna has been with the S-W film buying and booking staff in Newark for the past 18 months.

NCA to Seek Court Relief

MINNEAPOLIS, March 3—Twin cities independent exhibitors declared war today on the growing custom of pre-release engagements, which they charged caused them in effect to be the poor men’s consent decree imposing reasonable clearances on product.

Led by Benjamin Beger, president of North Central Allied, the exhibitors group composed of both members and non-members of NCA, indicated today they would seek court relief by an injunctive procedure against the advanced price, pre-release policy which they charged caused them in effect to be the poor men’s consent decree, growing in scope, which bypassed the suburban houses.

It was pointed out by spokesmen that the independent picket first-run houses running such pre-release pictures at premiums and that action was to be taken at a meeting of the NCA board next Tuesday.

The special indignation meeting was touched off by the report that one current attraction, 20th Century-Fox’s “We Steak, We Slake,” had been offered upcoming pictures, “Peter Pan,” “Salome,” and “Hans Christian Andersen,” to a theatre alone and only then to be withdrawn.

While terms were also the target of heavy criticism, the exhibitors agreed that again the fault of the whole policy, growing in scope, which bypassed the suburban houses.

The occasion was the annual installation dinner for new officers. In attendance were: President, William J. Thomas, Republic; vice-president, Morton Kramer, Columbia, secretary-treasurer, George Edelgott, Paramount, board-of-attrums, William Schwartz, U-I; and Robert Baker and M. Anderson, both of RKO Radio, as trustees.

Dave Chapman, Columbia Pictures, was presented with a radio in recognition of his services as president for the previous year.

AFL Head Backs T-H Law Changes

WASHINGTON, March 3—Provisions of the Taft-Hartley law permitting workers to stay on the job 30 days without joining the union are “meaningless” in the amusement industry and other industries where workers are hired by a ployer for only a limited period, American Federation of Labor president Samuel Gompers, charged yesterday.

He presented the AFL’s views on Taft-Hartley changes to the House Labor committee. He urged repeal of the law’s provisions prohibiting a full union shop, under which workers must join the union as soon as they are hired.

Wis. Bill Aimed at Drive-In Locations

MADISON, March 3—Assemblyman Ronnell, Adams Republican, has introduced in the Wisconsin legislature a bill that would impose a $50 annual registration fee on drive-in theatres built after July 1.

The measure would prohibit construction of drive-in theatres on any state or county highway. Exits would have to lead to town roads or village streets.

Altec Coast Meet on Stereo Sound Issues

HOLLYWOOD, March 3—Technicians and engineers of Altec Service and Altec Lansing are meeting here this week with G. L. Carrington, president, to study stereo equipment design and manufacture.

Altec representatives also will confer with studio sound directors to clarify theatre problems involving stereo sound reproduction, which has become an important part of the industry’s eventual 3-D standards.

Name Robert Riley Technicolor ‘V’-P

HOLLYWOOD, March 4—Technicolor president Dr. Herbert T. Kalman today announced the appointment of Robert Riley as vice-president with Technicolor for more than 30 years, started with the company in Boston in 1922, participated in establishing the company’s plant here, and has served in many capacities. In his new capacity, he will have charge of Hollywood sales and continue as director of studio operations.

EK Sales Are Up, Profits Are Down

ROCHESTER, N. Y., March 3—Consolidated net sales of Eastman Kodak Co. increased slightly and the company’s earnings for the third consecutive year. They were $573,022,510, up six per cent from $542,264,510 for 1951, Thomas J. Hays, chairman, and Albert K. Chapman, president, reported in E. K.’s annual statement.

Consolidated net earnings were $45,803,851, equal to $2.74 a share on 16,534,935 shares of common stock, against $42,259,061, or 2.61 a share on 15,030,675 shares in 1951.

New U. A. Albany Mgr.

BUFFALO, March 3—Irving Mendelssohn, who has been appointed assistant artists sales manager in the Albany territory by Manny A. Brown, general manager of United Artists, announced yesterday that Mendelssohn replaces Bert Adler, who will become booker for United Artists in Albany.

Trade Practice Probe Off Till Late April

Washington, March 5—Senate Small Business Commit-tee hearings on film industry trade practices have been pushed back at least until the end of the month, it was learned today. The hearings were originally scheduled for the beginning of the month. Committee investigator William D. Amis said the committee staff had considerable amount of work to do on the film hearings and also had to work on other committee hearings, and hence the delay.

Amis and committee counsel Charles M. Noon met today with All United States general counsel Abram F. Myers to get Amis’ views on some of the industry problems which have been covered in the hearings. Amis said it was pretty well agreed that Myers and other Allied officials would testify at the committee hearings.

Sullivan TV Show, 20th-Fox in Pact

A pact was concluded here yesterday between 20th Century-Fox and Sullivan, of the Town and Country CBS-TV show under which “miniature world premieres” of forthcoming 20th-Fox films will be shown as regular leading of the Sullivan television show for a two-year period.

Stewart Missing in Plane in the South

CHARLOTTE, March 3—A four-state search is under way for Worth Stewart, Charlotte theatre executive whose private plane has not been heard from since. He failed to file a flight plan.

Cinerama Moving To Warner Here

On June 1, Cinerama will move its presentation from the Broadway Theatre here to the Warner Theatre, with orders for seats at the latter being accepted to next Sept. 1. Cinerama agreed to the Broadway passed the million dollar mark on Feb. 21.

Singletons Heads Assoc. Screen News

MONTREAL, March 3—William J. Singleton, general manager of Associated Screen News, Ltd., and the women of the company, has been named president, succeeding B. E. Norriss, who will retire from active service as a member of the board of directors. Norriss founded Associated Screen News in 1921.
NAKED SPUR IS DYNAMITE IN M-G-M's SATURATION CAMPAIGN!

(This wire is typical of Colorado, Wyoming, New Mexico, Nebraska, Texas whirlwind.)

‘Naked Spur’ opened to largest number of admissions in the history of any theatre or any attraction in Denver. The campaign is the talk of the city. Holding them out ever since opening day. This is a top hit!”

— Harris and John Wolfberg, Paramount Theatre, Denver

TECHNICOLOR TORNADO!

Bomb-shell campaign echoes across country:

Colorado Legislature honors James Stewart and party with presentation of Gold Nugget Awards! Governor Dan Thornton proclaims “Hollywood in the Rockies Day”! Mayor Quigg Newton of Denver declares citywide “James Stewart Day”! Silver Dollar Award to James Stewart by Denver mayor! Girl Scout honor citations to M-G-M players! “Naked Spur” Mine presented to James Stewart! Denver’s top civic, social event! Greatest news coverage ever given motion picture by Denver press! 27 radio and TV shows, parades, civic ceremonies greet “Naked Spur” stars!

AND IT’S THE SAME STORY NATIONWIDE!

“Shows what happens when you’ve got a picture and get behind it!”

— Hollywood Reporter
Fabian Control

(Continued from page 1)

the full potentialities of the theatre business had not yet been reached and that with new technical developments, such as 3-D and wide screen, plus the strong pictures in prospect, theatre grosses this year will run well ahead of those in 1952.

It was emphasized that there was no connection between Stanley-Warner and the Fabian circuit and that each would buy, book and operate as separate entities. Stanley-Warner has taken a three-year lease on the eighth, ninth and part of the sixth and seventh floors of the Warner Brothers Building on West 11th St. here. Fabian Enterprises will continue to make its headquarters in the Paramount Building for the operation of its 50 odd theatres.

Fabian said there would be no personnel changes, except for the transfer of Nathaniel Lapkin from the Fabian circuit to the vice-presidency of Stanley-Warner.

Commenting on the fast rise in tri-dimensional pictures, Fabian said that the grosses on "Bwaan Devil" even topped the figures of the most prosperous era in the business, but, he added, "we haven’t begun to learn how to use the new medium." He said that when the technique has been mastered, the industry can expect "some sensational things." Fabian said he had seen some of the rushes of Warner’s "The House of Wax" and that the technique is noticeably superior. He predicted the eventual "marriage" of 3-D and panoramic screens and when that comes, "we shall see pictures of a type never made before."

Meet to Finalize S-W Deal

FIRST formal gathering of the new officers and board of Stanley-Warner Corp., held in the Warner Building here to finalize the deal whereby it acquired the stock interests of the Brothers Warners and their families in Warner Theatres. Left to right are Harry Kalwine, vice-president, general manager and director; David Baird, chairman of the finance committee and director; S. H. Fabian, president and director; Sue A. Silver, executive vice-president and director; Standing are W. Stewart McDonald, vice-president and treasurer; David Fogelson, secretary; Nathaniel Lapkin, vice-president, and Charles Schwartz, counsel. Not in the photo is Frank Kieran, controller.

Edison Story (Continued from page 1)

error of New Jersey, was present at the signing.

"Linda Lee" got under way immediately in Greenfield Village, near Dearborn, Mich., where the original Menlo Park Laboratory was reconstructed by the Kinney Corporation. Other location sites will include Milan, O., where Edison was born, and Fort Myers, Fla., where he had a winter home. Laboratory and botanical gardens.

Mary Pickford will appear in pictures dealing with the development of the phonograph and the Edison phonograph will assist in reconstrcuting the early days of the industry. David Sarnoff, chairman of the RCA board, will assist in the project.

Directed by Hoffman

The picture is being directed by Julian Hoffman from a script by Lester Cooper, who also will serve as producer for Levy. There will be no stock shots and Edison will not be seen nor will he be portrayed by an actor. No distribution deal will be discussed until the picture has been completed.

Disney-RKO Pact (Continued from page 1)

a live-action film. The agreement also calls for the distribution by RKO of Disney's newest "true-life" film, "Paw and the Everglades." RKO is currently distributing Disney's "Peter Pan," and indications are that the box-office gross on this Technicolor film "will soar to over $7,000,000 in the domestic market alone," and the world gross is expected to top $13,000,000, which will exceed, by a wide margin the gross of any Disney feature on its initial release," said RKO.

AB-PT Divests (Continued from page 1)

Gross, AB-PT vice-president.

The company has another six months in which to dispose of the final 60 theatres and complete the divestiture program. The deadline for completion of the second one-third was yesterday and no time extension was required.

Also disposed of were several theatres in the Interstate Circuit of Texas group, for which additional time to complete the divestiture had been granted earlier.
Paramount Pictures Corporation and its personnel join in affectionate felicitations to ADOLPH ZUKOR on the happy occasion of THE ADOLPH ZUKOR GOLDEN JUBILEE, 1903-1953—celebrating fifty years of service to the motion picture

And Paramount extends thanks to Variety Clubs International for its sponsorship of this industrywide tribute to Paramount’s beloved founder.
ADOLPH ZUKOR'S 50TH ANNIVERSARY

Adolph Zukor

FIFTY years ago the motion picture industry, then in its formative years, owed much to the young and starry-eyed Adolph Zukor a golden opportunity—rich in the promise of exciting rewards—which was just what he was looking for.

But the contact of young Zukor with the new industry was no one-sided bargain; he brought to the marketplace a quick intelligence, a driving energy and—above all—a confident, yet realistic, vision which was content with no easily-won gains or expedient compromises.

In a career that ranks importantly in the annals of American enterprise, Adolph Zukor has made many important contributions—but no single attribute which he has exercised better or more than his ever-inventive demand for quality and betterment. With his eyes constantly set upon a far and brilliant horizon he has been relentless in his reaching out for something better—better in the quality of entertainment upon the screen, better in the theatres that housed the entertainment, better in the advertising and the presentation of the product and better in all those facets of intra-industry relations.

From long personal contact this writer is able to testify to the ever-willing, ever-amusing disposition of the Zukor mind, and perhaps, to experiment in any reasonable direction that offered promise of a better motion picture and a better industry. He never reckoned as too great an effort or any cost if they were sensibly conceived to the end of bettering the motion picture of which he is so proud.

Logical and consistent it is indeed that the motion picture and the industry should be so proud of Adolph Zukor at this time of his eightieth anniversary and the golden celebration of his career in the motion picture business.

—MARTIN QUIGLEY

(Reprinted from Motion Picture Herald, February 28, 1953)

Chemical Bank & Trust Co.


Notables at Dinner

Also: Alfred Steele, president, Pepsi-Cola Co.; Cornelius Vanderbilt, Jr., financier and author; A. S. Johnson, president, National Carbon Co.; John P. Doherty, vice-president, Eastman Kodak Co.; Horace C. Flanagan, president, Manufacturers Trust Co.; Conrad Bainbridge, president, Hilton Hotels; John A. Coleman, attorney; Abe Lastovick, president, William Morris Agency; Herbert Bayard Swope; Joseph F. Miller, Jr., president, Benson & Hedges; Albert Winger, chairman of the Board, Publishers Association; L. J. C. Jan Mitchell, chairman, Fourteenth Street Association; Carol M. Shank, president, Continental Insurance Company of America.


Civic Leaders

Other public officials serving on the honorary committee are: New York City Councilmen Maurice J. McCarthy, Jr., Charles E. Keegan, Irving L. Shreveckinger, Stanley M. Drapkin, Leonard P. Lopate, Robert Weiserberger, Jack Kraines, Jeremiah B. Bloom, Arthur W. Low and County Commissioner Bertha Schwartz; and Judge Charles W. Frosess, Court of Appeals; Judge Jonah J. Goldstein, Judge George Ferdinand Pecora, official referee, Supreme Court Justice; Judge Meier Steinbrink, official referee, former Supreme Court; Judge William D. Haas, former Supreme Court; Judge Samuel DiFalco, Supreme Court; Judge Samuel L. Liebowitz, County Court, former Supreme Court Justice; Matthew M. Lvy, Supreme Court.

Representing the motion picture industry on the honorary committee were: Barney Balaban, president,Paramount News, and the staff of the newspaper, with the assistance of Russell Holman, Paramount's Eastern production head. The film has been assembled from thousands of feet of negatives taken over the years and includes scenes of his private as well as business life. Chairman of the dinner, which is sponsored by Variety Clubs International, are Harry Brandt and Robert L. O'Donnell, S. H. Fabian is treasurer.

On the honorary committee for the jubilee dinner are: H. J. G. Coty, Jr., president, Coty's; Robert D. Drape, president, National Chemical Co.; L. J. C. Jan Mitchell, chairman, Fourteenth Street Association; Carol M. Shank, president, Continental Insurance Company of America.


Civic Leaders

Other public officials serving on the honorary committee are: New York City Councilmen Maurice J. McCarthy, Jr., Charles E. Keegan, Irving L. Shreveckinger, Stanley M. Drapkin, Leonard P. Lopate, Robert Weiserberger, Jack Kraines, Jeremiah B. Bloom, Arthur W. Low and County Commissioner Bertha Schwartz; and Judge Charles W. Frosess, Court of Appeals; Judge Jonah J. Goldstein, Judge George Ferdinand Pecora, official referee, Supreme Court Justice; Judge Meier Steinbrink, official referee, former Supreme Court; Judge William D. Haas, former Supreme Court; Judge Samuel DiFalco, Supreme Court; Judge Samuel L. Liebowitz, County Court, former Supreme Court Justice; Matthew M. Lvy, Supreme Court.

Representing the motion picture industry on the honorary committee were: Barney Balaban, president, Paramount News, and the staff of the newspaper, with the assistance of Russell Holman, Paramount's Eastern production head. The film has been assembled from thousands of feet of negatives taken over the years and includes scenes of his private as well as business life. Chairman of the dinner, which is sponsored by Variety Clubs International, are Harry Brandt and Robert L. O'Donnell, S. H. Fabian is treasurer.

On the honorary committee for the jubilee dinner are: H. J. G. Coty, Jr., president, Coty's; Robert D. Drape, president, National Chemical Co.; L. J. C. Jan Mitchell, chairman, Fourteenth Street Association; Carol M. Shank, president, Continental Insurance Company of America.

Zukor—From Arcade to ‘3-D’


Zukor Jubilee Dinner

(Continued from page 6)

Zukor—From Arcade to '3-D'

picture industry. "If you think you, yourself, "Zukor said, "it's time for a change."

Zukor advised theatre operators to watch theatre's reaction to a picture to determine if it will do good business. He said that was his own system of operation and one of whatever opinions he himself had concerning the quality of pictures and their money-making possibilities.

Zukor, Paramount board chairman, was the guest of the 14th Street Association at luncheon at Luchow's Restaurant today. He opened his motion picture penny arcade a half century ago. Tonight he will be at a luncheon banquet in the Waldorf Astoria Hotel. Following the luncheon, at which Jan Mitchell, chairman of the association and owner of Luchow's, was toastmaster, the luncheon gathering of industry executives and associate motion picture personnel went to Ohrbach's Department Store nearby to witness the unveiling of a plaque commemorating the opening of Zukor's penny arcade on that site.

Presiding at the unveiling was Mitchell, with Jerome Ohrbach, president of Ohrbach's, and James S. Carson, president of the Avenue of America's Association, assisting.

Among those present at the luncheon were: Robert J. O'Donnell, international chairman of the Zukor Golden Jubilee, sponsored by Variety Clubs International; A. W. Schwalberg, president of Paramount Film Distributing Corp; Arthur L. Mayer, former executive vice-president of the Council of Motion Picture Organizations; Harry Brandt, chairman of the Zukor Jubilee dinner committee, Ned E. Depinet, RKO Pictures consultant and former COMPO president; Russell Holman, Paramount Eastern production manager; Jerome Pielman, Paramount vice-president in charge of advertising—publicity—exploitation; Louis Novins, assistant to Paramount president Barney Balaban and others.

Zukor Jubilee Dinner

(Continued from page 6)

mount Pictures; Nate J. Blumberg, chairman of the board, Universal-International; Steve Brody, president, Allied Artists; Jack Cohn, vice-president, Columbia; Edward P. Curtis, vice-president, Eastman Kodak; Cecil R. DeMille; Ned E. Depinet, RKO Radio Pictures; Walt Disney, president, Walt Disney Productions; Gus S. Eysell, president, Rockefeller Center, Inc.; Samuel Goldwyn; James R. Grainger, president, RKO Radio Pictures; Eric A. Johnston, president, MPAA; Dr. Herbert T. Kalman, president, Technicolor.

Also: Arthur B. Krim, president, United Artists; Jesse L. Lasky; Louis B. Mayer, chairman of the board, Cinerama; Milton R. Rackmil, president, Universal-International; Herman Robbins, president, National Screen Service; George J. Schauer; Nicholas M. Schenck, president, Loew's; Spyros P. Skouras, president, 20th Century-Fox; Major Albert Warner, vice-president, Warner Bros.; Richard F. Walsh, president, IATSE; Herbert J. Yates, president, Republic.

Also: Edward Lachman, chief booker, Tent 35, Variety Clubs International; Charles B. Moss, B. S. Moss Theatres; Walter Reade, Jr., Walter Reade Theatres; Samuel Rainer, Randforce Amusement Corp; Samuel Rosen, Fabian Theatres; Fred J. Schwartz Century Theatres; Sol A. Schwartz, RKO Theatres; Joseph M. Sender, Associated Prudential Theatres; Gerald Shean, Jamestown Amusement Corp; George F. Skouras, Skouras Theatres; Spyros S. Skouras, Jr. Skouras Theatres; William Snapier, Allied States Theatres Owners; Joseph R. Vogel, Loew's, Frank C. Walker, Cinerem Studios; David Weinstock, Raybond Theatres; Robert M. Weinman, United Paramount Theatres.

Also: Robert Benjamin, president, J. Arthur Rank Organization; Charles Beaumont, general sales manager, RKO Radio; Al E. Diet, executive vice-president, Universal-International; George F. Dembow, vice-president, National Screen Service; Charles J. Feldman, sales manager, Universal-International; Leopold Friedman, vice-president, Loew's; Maury Goldstein, vice-president, Allied Artists.

Also: Joseph Hazen, Hal Wallis Productions; William J. Heineman, vice-president, United Artists; Benjamin Marven, Allied Artists; Leonard McEwen, Allied Artists; A. W. Schwalberg, president, Paramount Film Distributing Corp; J. F. Seiden, vice-president, Loew's; Samuel F. Seiden, vice-president, RKO Radio; Robert Rubin, vice-president, Loew's; Abe Schneider, vice-president, Variety; Jack Stone, Variety; Charles W. Swenson, president, Columbia; Pete Strohm, vice-president, Columbia; Harry L. Taylor, chairman, Western Exhibitor; Leonard Travers, president, Paramount Film Distributing Corp; Louis Venable, president, International 6-D League; Nicholas Vlahos, president, National Screen Service; Robert W. Voge, Warner Bros., RKO Radio Pictures; Teddy Weitman, president, Radio; Louis Weitman, vice-president, National Screen Service.

Trade and editors and publishers on the sponsoring committee are: Jack Allocco, Film Daily; Jay Emanuel, Exhibitor; Roy Fuller, Exhibitor; Arnold Geis, Exhibitor; Pete Harrison, Harrison's Reports; Charles E. Lewis, Shenandoah's Trade Review; Martin Quigley, Morris Pictures; John Reed, Herald; Ben Shlyen, Boxoffice; Morton Sunshine, The Independent; Monte Weitman, Film Bulletin; and William R. Wilkerson, Hollywood Reporter.
Congratulations and Best Wishes to

MR. ADOLPH ZUKOR

on the occasion of his

50th Anniversary

in the Motion Picture Industry

EASTMAN KODAK COMPANY

and

W. J. GERMAN, INC.

Agent for the sale and distribution of
Eastman Professional Motion Picture Films
Congratulations on your 50th year of service to the motion picture industry.

Happy 80th Birthday.

Best Wishes Mr. Zukor from the NSS Prize Baby.
We salute you, Mr. Adolph Zukor

Congratulations and a long, active life from all of us at
UNITED PARAMOUNT THEATRES

Congratulations
For Your Outstanding Contributions
To The Motion Picture Industry

WILLIAM MORRIS AGENCY, Inc.
NEW YORK • CHICAGO • BEVERLY HILLS • LONDON • PARIS
EST. 1898
Tax Repeal

(Continued from page 1)

assistance to the campaign, as help may be necessary.

"Having just spent considerable time in Washington," the two cochairmen said, "we are greatly encouraged by the prospects of repeal at this session of Congress. Our optimism is based on information given us by leading members of both Houses of Congress who are in closest touch with legislation pertaining to tax matters."

"Because of the publicity which has been given the Administration's desire to balance the budget, some people in the industry apparently are willing to throw up their hands and despair of tax relief. Indeed, there seems to be an impression in some quarters that the Tax Committee itself has come to a halt. This is not the case. On the contrary, the fact is that, far from being inactive, COMPO's tax committee is busier than ever."

"Only the focus of its activities has changed. Having successfully completed the first phase of the campaign, which was the grassroots approach to Congressmen and Senators in their home districts, we have now moved our efforts to Washington. We have established headquarters at the Willard Hotel, and from these headquarters we have been busy for the last several weeks strengthening contacts with Congressional leaders. The immediate aim of this activity is to obtain an early hearing before the House Ways and Means Committee on the bill which has been chosen as the one best suited for our purposes. This measure is H.R. 157, introduced by Representative Noah M. Mason of Illinois, a high ranking member of the Ways and Means Committee."

"To impress upon the Ways and Means Committee the necessity for early action on the Mason Bill, we have brought to Washington delegations of exhibitors from the districts represented by members of the committee and other key leaders of Congress. These conferences, which we hope to continue, have been unanimously fruitful, for not only have they further cemented the support promised by these Congressmen but they also have elicited helpful advice and offers of guidance. As a consequence, we now make thorough preparation for the presentation of our case when the House Ways and Means Committee hearing is held. Accordingly, the Tax Committee has been busy marshaling facts and figures to prove to the Ways and Means group that tax relief is not only needed but is needed now."

"For the collection of this information, we have retained Sandler & Co., the well-known statistical organization of New York City. This group has been engaged in surveying, now nearly completed, which will set forth facts and figures never before collected by this industry. These figures, whose authenticity beyond question, are expected to be of immense value in the presentation of our case."

Will Show Film

"For this presentation, moreover, we have not overlooked resources peculiar to our own business. At the suggestion of several Congressional leaders, we are having a short film produced which will be shown to the Ways and Means Committee and other interested Congressmen and Senators. This film, now nearing completion at the Warner Studio, is being produced by Herman Hoffma, producer of 'The Hoaxters,' and is expected to be a powerful argument for tax relief. Incidentally, permission to show this film to the Ways and Means Committee already has been granted."

"Whatever the immediate outcome may be, we wish to emphasize once more that the fight to repeal the Federal tax is not over. The industry's most important undertaking. Three-dimensional films and other innovations of this nature are now engaging the attention of many in our business. These new developments, however, will be of little value if the theatres are designed for have been closed by the admission tax. We hope, therefore, that nobody in our business will be so preoccupied with the future benefits of 3-D as to neglect the present danger of the admission tax."

Wife Leads Group to Capital

To See Ohio Solons on Tax

WASHINGTON, March 3—Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, and four other Ohio exhibitors, are urging their Congressmen to support legislation to exempt theatres from the Federal admission tax.

The delegation saw Ohio Senators Taft and Bricker today. Tomorrow, they will see members of the House, including Representative Jenkins, second ranking member of the House Ways and Means Committee.

National Pre-Selling

THERE'S an awesome sound to the title of a thriving project at a Hollywood studio, a project called the Universal-International Development Program. And, as the wise and wonderful words, you will discover one of the freest dramatic schools in the country. This is the case of Seventeen, Ed Miller and Sara Salzer report how this school is conducted. To illustrate the school, they use 16-cm. camera photographs taken during class sessions, varying from viewing selected feature films, used to illustrate specific values, to full afternoon sessions held in the gym. In the same issue, Columbia starts its keeping. This is the eightieth in consumer magazines, not including fans, with their first two color ad.

Henry King, director of "Snows of Kilimanjaro" and "David and Bartsheba" is Coronet's guest critic for the March issue of "Motion Review." Henry King picks two pictures, "Come Back Little Sheba," and "Kilimanjaro." The guest critic says "Sheba is a mature and emotionally valid study of marriage and adjustment" and that the film is one of the year's greatest. King has this to say of "Jepoardy": "Some scenes in this class direction are manifest in this M-G-M thriller of compelling suspense."

"Merrvna LeRoy has again been chosen director of presentations of the Academy Awards, by the Academy of the Academy," says Rath Herbet in the March issue of Good Housekeeping. There are three other films reviewed in the issue, "All Aslone," "The Stars Are Singing," and "Never Wave at a Wac." "Salome" are in the film on American Magazine in the March issue. The selection includes a new Alfred Hitchcock suspense thriller, "V Crime," and Walt Disney's "Peter Pan."

WALTER HAAS

Best Wishes

to

ADOLPH ZUKOR

On His 50th Anniversary

in the Motion Picture Industry.

CENTURY THEATRES

"Call Me Madam"

(Continued from page 1)

the quips and antics of Miss Merman, the excellent dancing of Vera-Ellen and O'Connor and the vocal offerings. Miss Merman, who has made a fortune in Oklahoma oil, is appointed ambassador to Liechtenburg, and takes Miss O'Connor along as her press attaché. There follows, of course, Miss Merman's romance with Saunders, the country's Secretary of State, and O'Connor's love affair with Vera-Ellen, the princess. Miss Merman is able to get a loan from the U.S. through the feminine ambassador are highlights of the picture. This angle is augmented by Miss Merman's frequent phone conversations with "Harry" in Washington.

There are no dull moments in "Call Me Madam." Exhibitors should not be afraid of superlatives in their advertising because they have plenty to sell. Word-of-mouth promotion will carry on where the printed word leaves off. Others in the cast are Helen Darrell, Slezak, Steger, Geray, Ludwig Stossel, Lilia Skala, Charles Dingle, Emory Parnell, Percy Holton, Leon Belasco and many others. Running time, 114 minutes. General audience classification. For release in April.

AL STEEN

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(Continued from page 1)

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AL STEEN
Wants Exhibitors to ‘Go Slow’ on 3-D

Salt Lake City, March 3.—“Take your sweet time about acquiring that equipment. Don’t rush in. You might make some horrible mistakes. The processes are not settled and until you have thought it over you might not get the purposes a few months from now.”

This was the advice given to Utah theatre owners today by Rotus Harvey of Western Theatre Owners Association, in the Modesto group. A symposium followed the meeting. Harvey also talked to Viennese and several Swiss regarding charities and urged the club to adopt a charity that will benefit children.

FILMS MISSING FROM BRAZIL IMPORT LIST

The Motion Picture Association of America yesterday sought a clarification of Brazil’s new list of importable items, of which the theatre owners were not informed. This was considered puzzling inasmuch as a list issued by Brazil on Jan. 27 included films among those items that could be imported. A telephone call to Brazil from New York failed to clarify the issue. However, it is not expected that the currently blocked currency will be affected.

Foreign managers met here yesterday to discuss progress reports on import negotiations in Brazil, Belgium and Italy. Company presidents of the MPA are scheduled to meet today.

NPA Film Division Dropping Employees

WASHINGTON, March 3.—Personnel cuts in the controls agencies will start hitting the National Production Authority Film Union soon.

Film chief Nathan D. Golden said he thought his division, which includes certain other functions in addition to film and photographic equipment, would be forced to fire “almost” its 20 employees soon, probably early in April. A still further reduction may be necessary in June or July, he stated. Golden pointed out that the reduction in force naturally follows from the relaxation or elimination of the controls being administered by NPA.

Golden said he thought NPA would stay intact as an agency at least until June 30.Observers have been predicting that what’s left of NPA over June 30 would return to the Commerce Department.

CINEMA LODGE TO HONOR LIEBOWITZ

Judge Samuel Liebowitz, Justice of Kings County Court, will be honored by Cinema Lodge of B’nai B’rith for his public service as a fighter for the betterment of the unemployed. U.S. Senator Charles T. Tobey of New Hampshire, himself, will present the Cine Medal” to Liebowitz at a special evening in his honor at the Hotel Astor on March 16. It was announced yesterday by Martin Levine, president of the unit.

ASIDES & INTERLUDES

by James Cunningham

Zukor-ama

(Thanks to Terry Ramsaye)

IN 1903, Adolph Zukor, a capable and modestly successful furrier in Chicago, decided that he would go down to New York and see what could be done about the plight of a friend to whom he had loaned $3,000 to go into the penny arcade business. The penny arcade, located at Sixth Avenue and Fourteenth Street, did not seem to be prospering. Now $3,000 was something, not the whole of Zukor’s fortune at that time, it is true, but it was a considerable fraction thereof.

The effort to salvage the loan put Adolph Zukor into the penny arcade.peep show business, got him into association with Marcus Loew, who was similarly interested, led to the acquisition of William A. Brady’s “Hale’s Tours” shows, and converted the many penny arcades into motion picture stores.

By 1906, Zukor was a full-fledged theatre proprietor, with his Comedy Theatre presenting the best motion pictures he could find to the amusement seeking crowds of New York’s 14th Street.

Zukor had started out to rescue a bad loan and had found a new career. That’s why Mr. Zukor sat in the middle of a dinner at New York’s Waldorf Astoria Hotel tonight, the honor guest of a grand tribute to a man on his 50th anniversary in the industry.

Even though the difference between the nickelsenium of those days and Mr. Rockefeller’s Music Hall of today was approximately the difference between a down-at-the-heels hot dog stand and the Waldorf Astoria Hotel, exhibitors were complaining.

Film-peddler Al Lichtman came in on the road from selling “Queen Elizabeth” in the original “Prisoner of Zenda” rights, to bring with him a clamor from exhibitors for more pictures to “save the business.” Many Wilbur Snappers, Abram Myeres, Al Starks, and many other want-more-product fellows had been heard from.

Al Lichtman’s talk to the MPD (for the motion picture division) was at a time when the industry was in a state of flux. The exhibitors had been talking of parity, of being paid exactly what they were worth.

Mary Pickford

His First Great Star

Mary’s pictures made many dollars for Zukor’s Famous Players and it was not long before Zukor and his lawyers—lawyers were around the picture business then, too—had Mary on the payroll with a new contract stipulating the payment of $1,000 a week, every week for her appearance in pictures in the United States.

The contract called for Famous Players to pay all wardrobe expenses. But the parties of the first part refused Miss (Mary Smith) Pickford’s demand that “all Pickford pictures must be made at double the customary prices and an exhibitor showing them must charge double admissions.” That was in November, 1914.

It seems ‘twas the other day when we heard a strong exhibitor complaint about “a new trend” in forcing higher than customary admissions for the exhibition of a company’s product.

COL. SHOOTING IN OWN 3-D PROCESS

Hollywood, March 3.—Columbia is shooting “The Man Who Shot Liberty Valance” in the studio’s own, as yet unnamed, three-dimensional process. In a future Columbia production, the mechanism utilizes two cameras, shoots two film strips, requires two projectors for exhibition and spectacles for viewing.

As announced earlier, Columbia also is currently shooting “Fort T” in the Natural Vision 3-D process.

PREDICTS U.K. ‘3-D’ FILMS THIS YEAR

LONDON, March 3.—The prediction that the majority of British pictures will be completed in “3-D” this year was made by Kenneth A. Nyman, sales manager, American Cinematographic Techniques, Ltd., in a lecture at Oxford.

His company, he said, has agreements with Sir Alexander Korda and many other for the use of its system in some of their new feature films. Certain scenes in one of Earl’s current productions are now being made in 3-D as an experiment. “I think the demand for three-dimensional films will spread over the world as quickly,” Nyman said. “There will be a period of marking time while we find out whether the public wants the new medium and in what form, and methods will have to be standardized. But within two years we shall have the solution.”

Plans are stout for the education of British exhibitors in 3-D developments at Cinematograph Exhibitors’ Associations’ annual convention scheduled for June at Eastbourne.

EXPECT U.K. QUOTA RULING NEXT WEEK

LONDON, March 3.—Well-informed sources here expect Peter Thorneycroft, chairman of the Board of Trade, to announce next week the continuance of the present 30 per cent film quota for another year.

The statute requires that a decision be made by the end of March establishing the quota to become effective for 1953 by starting the following Oct. 1. The Board of Trade has been uncertain as to what recommendation to make, lacking recommendations from the Board of Trade thus far. Because of the uncertainty of the continuance of the Early levy, producers have been reluctant to make a recommendation involving long-range plans.

Thorneycroft’s anticipated announcement of a continuance of the present 30 per cent quota for another year is expected to have the effect of tossing the matter back into the laps of the film producers and distributors and forcing them to make up their minds.

LEASE UPTAKE DRIVE-IN

BUFFALO, March 3.—The Delevray Drive-in, operated by several sharecroppers here, has been leased by Harry Berkon of Allied Artists and Nate Dickman, his partner.
Levy Offers New Formula On Bidding

Counsel Says His Plan Would Solve Problems

A three-point formula for the use of competitive bidding by distributors was offered here yesterday by Herman Levy, general counsel of the Theatre Owners of America, in an analysis of court decisions in the Milwaukee Towne Corp. and the Chicago Jackson Park antitrust cases. In both cases, Levy said, the courts use language which indicates strongly that a system of competitive bidding would be approved by it "if those facts only if those facts resulted in the determination of fair and reasonable film rental."

Levy said that, in his opinion, this approach to the problem should be adopted by all distributors; that is, the employment of competitive bidding only when they feel, sincerely and honestly,

(1) There is a definite (Continued on page 5)

Chances Remote for TOA-Allied Meeting

The meeting proposed by Alfred Starr, president of Theatre Owners of America, between leaders of TOA and Allied to discuss trade practices may be deferred indefinitely unless the parties can get together before next Tuesday. Starr is scheduled to fly to Europe on Tuesday for an extended stay. At the time that he suggested the get-together he expressed hope that the sessions could be held before the left. However, Wilbur Snapper, Allied president, said here yesterday that a

(Continued on page 5)

Sees Auto Industry, Drive-ins in Tie-up

KANSAS CITY, March 4—Jack H. Levin outlined to the drive-in operators attending the conference sponsored by the Kansas-Missouri Theatre Owners Association today the activities and possibilities for the National Drive-In Institute, Inc., which he heads. Among the projects offered is the cultivating of mutual interests between the

(Continued on page 5)

Honor Montague on 20th Anniversary

Columbia general sales manager A. Montague was honored yesterday at a luncheon given by his colleagues at Toots Shor's restaurant to celebrate his 20th anniversary as sales manager. At the conclusion of the luncheon, Montague was presented with a silver bowl, suitably inscribed.

Among those attending the affair were Jack Cohn, A. Schneider, N. B. Spiegelgold, Leo Jaffe, Paul N. Laza- rus, Jr., Rube Jackter, Mort Wormser, Lou Weinberg, Irving Wormser, George Josephs, Maurice Grad, Nat Cohn, Joe Freiberg, Vincent Borelli, Seth Raisler and Dr. M. W. Goldstein.

3 Exhibitor Units Set Meeting Plans

Activities of exhibitor organizations in Texas, Wisconsin and Ohio were reported here from the field. In Dallas, Charles Weisenburg, president of Texas Drive-In Theatre Owners Association, disclosed that April 14-15 has been set for the annual meeting.

(Continued on page 5)

Johnston Sets Committee for Study of 3-D

Top executives of all member companies of the Motion Picture Assn. of America met here yesterday with MPAA president Eric Johnston to discuss the status of three-dimensional pictures and wide-screen presentations. In order to solicit and sift all information on 3-D and panoramic screen problems as they relate to production, distribution and exhibition, Johnston appointed a five-man committee to tackle the chore.

The committee consists of A. (Continued on page 5)

WB's Kalmenson to Detail 10 Pictures At Meetings Here

Ben Kalmenson, Warner Brothers' executive in charge of distribution, will preside over a two-day meeting of the company's district managers beginning today at the company's home office.

Details of product for spring and summer will highlight the conferences. Ten productions to be discussed are "House of Wax," 3-D film in Natural Vision and WarnerColor, (Continued on page 4)

Honor Zukor on 50th Anniversary

Civic and Industry Leaders Pay Tribute To Paramount Founder at Banquet Here

Leaders of American industry, distinguished jurists and Federal, state and city officials joined with film and theatre executives last night in honoring Adolph Zukor, founder and chairman of the board of Paramount Pictures, in observance of his golden anniversary in the motion picture industry.

In addition to the long list of dignitaries and show people who graced the dais, approximately 1,200 others from all walks of life and all branches of this industry were on hand in the Grand Ballroom of the Waldorf-Astoria Hotel late to pay tribute to the man who started his career in this city with the opening of a penny arcade on East 14th Street on March 4, 1903, and who for the 50 intervening years contributed much to the

(Continued on page 4)

Set 3-D Film Of Marcianno, Walcott Fight

To Use Stereo-Cine Process; U.A. Handling

The Rocky Marciano-Joseph Walcott heavyweight championship fight in the Chicago Stadium, April 10, will be put on three-dimensional film for distribution to theatres, William J. Heitneman, vice-president of United Artists, which has acquired the distribution rights, announced yesterday.

Despite the fact that the fight will be on home television everywhere outside the Chicago and Milwaukee area, the 3-D film is expected to be of wide interest to exhibitors, who will get it 24 hours to several days later. A professional match of this kind is regarded as "natural" for the best dramatic effects of 3-D and should be in sharp contrast to TV's report.

1st S-W Zone Heads Meeting Today

The first meeting of zone managers and the home office staff of the new Stanley Warner Corp. will take place here today when Simon H. Fabian, president, and other officers will discuss the policy of the company and the future of the industry. Also participating will be Samuel Rosen, executive vice-president; Harry M. Kalmine, vice-president and general manager; Nathan A. Lopkin, vice-president; W. Stewart McDonald, (Continued on page 4)

To Trustee Hughes RKO Theatres Stock

WASHINGTON, March 4—The Justice Department and attorneys for Howard Hughes have agreed on a stipulation putting Hughes' RKO Theatres stock back in trust with the Irving Trust Co.

The stipulation has been presented to the New York State Court. Justice officials said that an order entered in October, after a group headed by Ralph Stolkin had bought Hughes' RKO Pictures stock, per-
Personal Mention

CHARLES BOASBERG, BKO Radio general sales manager; WALTER BRANSON, assistant general sales manager, and SIDNEY KRAMER, short subject sales manager, will return to New York from today.

ARTHUR H. LOCKWOOD, treasurer of Lockwood and Gordon Enterprises of Boston, has been named chairman of the moving picture committee at Brandeis University for the production of a film on the university's history and activities.

BENJAMIN LORBER of the Universal home office will be honored by Congregation Beth Mordcchi in Perth Amboy, N. J., on March 13 for his service as president of the congregation during 1951-52.

PAUL W. AMADOR, general manager of the Pike Drive-In Theatre Corp., Nevington, Conn., is back at his desk, following surgery at St. Frances Hospital in Hartford.

SALVATORE GOLDWIN will arrive in New York from Chicago. After an extended visit here he will go to London.

JAMES R. GRANGER, RKO Radio president, who was slated to arrive here from the Coast Tuesday, has delayed his return.

ROBERT WILE, secretary of the Independent Theatre Owners of Ohio, will address the Rotary Club of New London, O., on Sunday.

MAGGIE MCNEILL, radio-TV personality, will write a series of monthly feature articles for Screenland magazine, beginning with the April issue.

WILLIAM Z. PORTER, Allied Artists field representative, has arrived in Chicago from Dallas.

Sullivan to Advise On Suit Economics

Gael Sullivan, former executive director of the Theatre Owners of America, has joined the New York law firm of Phillips, Nizer, Benjamin and Knim as an economics analyst on anti-trust suits in the industry. Sullivan currently is working on aspects of the anti-trust suit brought against National Screen Service by the Independent Post Exchange through Mitchell Panzer and Charles Lavower.

M-G-M 3-D System Called MetroVision

Hollywood, March 4—M-G-M today disclosed its three-dimensional process in use on "Arena" is to be known as "Metrovision," written as one word with the first and sixth letters capitalized, a la WaraColor and CinemaScope.

Coming Events

March 9—North Central Allied board meeting, Nicollet Hotel, Minneapolis.
March 10—Gulf States Allied board meeting, Jung Hotel, New Orleans.
March 16—Earl J. Hudson testimonial banquet, Sheraton Cadillac Hotel, Detroit.
March 19—Academy of Motion Picture Arts and Sciences presentation, RKO Pantages Theatre, Hollywood.
March 24—Allied Theatre Owners of Indiana regional meeting and film clinic; members of Kentucky Allied as guests, Louisville.
March 24-26—Allied Theatre Owners of Wisconsin annual convention in conjunction with national convention of drive-in theatre operators, Schroeder Hotel, Milwaukee.
March 25-26—Kentucky Association of Theatre Owners annual convention, Brown Hotel, Louisville.
March 27-28—Allied States board meeting, Schroeder Hotel, Milwaukee.

Wanger Temporarily Joins Sol Lesser

Hollywood, March 4—Producer Walter Wanger will put his own production program for Allied Artists in abeyance to join Sol Lesser as associate producer of the latter's "3-D Follies," which is in production. Wanger will resume AA production following the Lesser films. "3-D Follies" is being filmed in color by Stereo-Cine process and will be offered on a nationwide road show, according to present plans.

KATO Dates Changed

LOUISVILLE, March 4—The dates for the annual convention of the Kentucky Association of Theatre Owners has been changed from March 24-25 to April 14-15. The convention location has also been changed, from the Brown Hotel here to the Seibach Hotel. The convention chairman is W. W. Carroll, head of the Falls City Equipment Co., Louisville. In addition to the regular convention activities, there will also be display booths available for manufacturers, distributors and supply dealers.

Guldyn, Jr. to CBS-TV

Samuel Goldwyn, Jr., has joined the CBS television network as producer in the news and public affairs department. He will also be a two-year tour of duty with the Army, during which he headed a film production unit assigned to SHAPE.

Coast 'Red' Sessions Will Be Telecast

Washington, March 4—The Home-Grown-American Activities Committee today agreed to televise the West Coast hearings due to start March 24.

The hearings will resume the committee's investigation of the motion picture industry, and will cover television and other industries. Committee members said the telecast would be on a pooled basis. It has still not been decided, it was stated, whether the hearings would be by the full committee or a sub-committee.

Parade' Hit Peak In Film Coverage

A peak in editorial coverage of the film industry during 1952 for the Sunday picture magazine Parade was reported here yesterday. The estimated coverage, based on space, rate and column basis would have amounted to $1,385,250, the magazine claimed.

Birthdays listed in the magazine said it brought to the attention of more than 13,000,000 readers 62 pages of film entertainment news and articles, in addition to devoting 20 covers to film celebrities.

We know the immense appeal that motion pictures and television picture stars play in the lives of our readers," Jess Gorkin, Parade's editor, commented. "It is because of this keen interest in what goes on in that magical, fabulous city of cities, Hollywood, that Parade constantly strives to please the appetites of its readers.

The same attitude will prevail in the current year, the magazine's editor reported, predicting that coverage in 1953 will be wider, more intensive.

Senators to Hear Welnier of Para.

WASHINGTON, March 4—George Welnier, president of Paramount International Films, has been scheduled for a Senate Foreign Relations sub-committee Friday.

The sub-committee is studying the effectiveness of the government's overseas information program, and is getting the views of private industry as well as Government officials. Leidoff-witness Friday will be Motion Picture Association of America president Eric A. Johnston.

Says MGM Record Co. Not for Sale

Charles C. Moskovitz, vice-president and treasurer of Loew's yesterday denied a published report (not in Motion Picture Daily) that the independent film industry is for sale. Moskovitz characterized the story as 'ridiculous and entirely without foundation.'
ALFRED HITCHCOCK'S

I Confess

SMASH SUCCESS!

PRODUCED IN A BIG WAY—SOLD IN A BIG WAY—BY WARNER BROS.

STARRING
MONTGOMERY CLIFT • ANNE BAXTER • MALDEN • AHERNE

WITH
KARL • BRIAN

I.E.HASSE • ROGER DANN • DOLLY HAAS • CHARLES ANDRE
SCREEN PLAY BY GEORGE TABORI AND WILLIAM ARCHIBALD
MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN
DIRECTED BY ALFRED HITCHCOCK
Kalmenson

Zukor Golden Jubilee

(Continued from page 1)

by Herbert Bayard Swope, speaking on behalf of Zukor’s long-time friend, Cordell ‘Big Blackie’ Hogan, who had planned to deliver the keynote address but who was absent due to the death of his wife. Swope stressed the place which the motion picture industry and theatres have assumed in the economic and civic life for the promotion of American ideals here and abroad. Declaring that our government has come to recognize picture as one of its strongest supports in the work of achieving international understanding, he added that the motion picture theatre has become the present-day equivalent of the traditional town hall meeting house to the future. His is the young emergency or need, acting as civic center and focal point for worthwhile causes. Swope then presented Zukor with an elaborate testimonial book containing messages of appreciation and friendship from leading members of the industry and all over the world, to which will later be added a complete photographic record of last night’s festivities.

Significant Contributions

Other speeches emphasizing the significance of Zukor’s contributions, which have been made by Zukor and the industry which stemmed from his first penny in royalty, were made by R. R. Impellitteri, New York State Attorney-General Nathaniel L. Goldstein, speaking as the representative of Governor Thomas E. Dewey, who was unable to be present.

Speaking as one of Zukor’s closest associates for a long time, Barney Balaban, president of Paramount Pictures, declared: ‘The world has lost a man whose tradition symbolized something bigger than Paramount and bigger than the motion picture industry. He said that Zukor’s accomplishment was the in the pioneering and establishment of mass entertainment for the world. He added: ‘He is one of the men making the movies a world institution, it is Adolph Zukor,’ Balaban declared. ‘I do not know how many times I had to say something to him to the gratitude of hundreds of millions of people who have been the benefactors of his vision, his courage and his ability’.

Balaban said that ‘as far as Zukor is concerned, the past is merely a prelude to the future. In the next 50 years I have ever encountered.’

As president of Paramount, Balaban said that what he has attempted to do is to build up the foundation of what Zukor’s vision had created before his death.

Part of the addresses were made by Harry Brandt, chairman of the Jubilee Dinner committee; and Robert J. Och, vice-president, Variety Clubs International.

Zukor Speaks Briefly

Zukor, in responding, spoke briefly on the vast changes which have taken place in the world during his 50 years in the industry, opened his first penny arcade, and the accompanying growth of the motion picture industry. He extended thanks to all who had gathered at the dinner and to the many friends, associates and co-workers whose contributions to the success of his ventures.

He in particular thanked the trade press for all it had done. He says cases in which he has been honored in the same room on his 50th anniversary, with Paramount Radio and for his activities in behalf of patriotic and charitable causes, featured the lighter part of the evening’s activities. He congratulated Paramount’s newest stars, contributed vocal selections to the entertainment.

Mahlin Sings

The invocation was given by Canon Edward J. Winn in the Cathedral of St. John the Divine. The National Anthem was sung by Elaine Mahlin.

On the dais were: Gen. Julian O. Osterman, general manager, New York Times; Rabbi Bernard Bernstein, of the Actors’ Group; George Black, Blackton Stores; John A. Coleman, Judge Irving Ben Cooper, Chief Justice of Special Sessions; Felix W. Coste, Telephoto Co.; Vernon Meyer, Julius Curran, Secretary of State; Thomas J. Deegan, vice-president, New York Daily News; Horace C. Flanigan, president, Manufacturers Trust Co.; Frank Folsom, president, Radio Corp. of America; F. M. Flynn, president, Union Chain; Bernard F. Gimbels, president, Gimbels Brothers; Nathanial L. Goldstein, Securities General New York; Edna Phelan, Staten Griffs, industrialist, and former ambassador to Poland, Egypt, Spain and Argentina; Rudolph H. Hays, former Postmaster General of the United States; William Rau- man, president, American Recordings Publications; Hon. Frank S. Hogan, district attorney, Manhattan; Walter Baruch, vice-president, Tootes-Mayer Victor R. Impellitteri, Lazarus Joseph, New York City comptroller.

Also: William J. Keery, president, Empire State Building Corp.; Walter P. Marshall, president, Western Union Telegraph Co.; Vernon Meyer, publisher of Look; New York Police Commissioner George P. Mon- ghagni; Louis Nizer, attorney; Wil- liam H. Reitman, president, Broadcasting System; James C. Pettit, president, American Federa- tion of Musicians; Dr. Max Rosenberg, former Under-secretary of Defense; Carrol R. Shaiks, presi- dent, Prudential Insurance Company of America; Charles R. Shieg, Jr., president, National Association of Manufacturers; Harold V. Smith, president, Home Insurance Company; Hon. Meier Steinbrink, official referee, Supreme Court; Swope; Frank P. Walker, former Postmaster Gen- eral of the United States; Canon West; and Mrs. Wendell L. Willkie.

Many From Industry

Representing the industry on the dais were: J. Gordon Bel- berg, chairman of the Board of Uni- versal Pictures; Arthur Krin, president, United Artists; Milton R. Kackman, president, National Artists, Inc.; Samuel Malbin, publisher, Film Bulletin; Martin Mullin, president, New England Theatres; Louis Schin, Schine Circuit: C. J. Feldman, Uni- versal.

Heerman to Make ‘Maz’

Hollywood, March 4—Allied Artists’ executive producer Walter Mi- chaelson, producer of the recent Richard Heerman as the producer of “Maz” the company’s first three-dimensional production, which starts in April.

Conditions Improve In Storm-Hit K.C.

Kansas City, March 4.—The heavy snow and wind conditions of the past few days were much improved in this area today towards next month.

Where the storm struck, there was some talk about one-fourth of normal. Exhibitors consider that degree of attendance gratifying in view of the terrible traffic headaches and hazards.
3 State Groups

Offerings Bidding Formula

TOA-Allied Meet

Drive-ins in Tie-up

Loew’s Metropolitan Managers Switched

Oscar’ Ceremonies On Both Coasts

John Schlesinger

Fight Film

UK ‘Devil’ Openings

Commonwealth Meets

Kashmir

Kashmir
**Motion Picture Daily Feature Reviews**

**The Story of Three Loves**

(Metro-Goldwyn-Mayer)

A COLLECTION of three vaguely related love stories, this picture provides a diversification of entertainment which should have at least one segment for every type of moviegoer. It consists of three stories drawn from the whirling chorus of a ballet dancer to a boy who grows to manhood before his time and then to an episode in the lives of trapeze artists.

The two leading roles are played by John Barrymore, as the young theatre-minded A. E. Mason, Agnes Moorehead and that sensational dancer of “Red Soles,” Moira Shearer. It is her dancing that dominates the opening story, because of a heart ailment, Miss Shearer knows she should not dance, but A. E. Mason, tries to keep her from performing. When she meets Mason, a dance impresario, she forgets her illness and performs for his benefit. Not realizing she is sick, he thinks her affair of the heart involves another man. When he discovers the truth, it is too late. Mason and Miss Moorehead serve as capable support to Miss Shearer in this screenplay by John Collier, directed by Gottfried Reinhardt.

The second story is a fantasy, competently portrayed by Ethel Barrymore, Richard Cromwell and Lois Moran. It seems that Miss Roger Moorehead tries to keep this from being a fairy tale. She has a young boy whom Miss Mason, a 12-year-old, is bored with her life studying French under Miss Caron and he persuades a witch, played by Miss Barrymore, to grant him temporary manhood. In his grown state he becomes Farcy Graunger and falls in love with Miss Caron. But at the witching hour, he hurries away to return to his youth. Vincente Minnelli directed, from a screenplay by Jan Lustig and George Froeschel.

The final story is the most exciting of the trio. Kirk Douglas and Pier Angeli are aerial performers who know that those who fall in love can never live to perform again. Some beautiful shots of trapeze work, tension and suspense are used. This was directed, also, by Reinhardt, from a screenplay by John Collier.

Sidney Franklin produced all three episodes. Others in the cast are Zsa Zsa Gabor and Richard Nelson.

Running time, 1 hour, 59 minutes. General audience classification. For March release.

**War of the Worlds**

(Paramount)

**Hollywood, March 4**

A NEW high in science-fiction films is struck in this latest George Pal production, a motion picture which dwarfs his previous efforts. “Destination Moon” and “When Worlds Collide.” “War of the Worlds” is a stunning representation of the attack on Earth by the creatures from Mars which undertook, to the credit of this book on which it was based, in 1898. The film, which expands on the book, is fabulously staged, incredibly convincing, and genuinely frightening. It can’t miss setting box-office records far and wide.

In the screenplay by Barre Lyndon the planet Mars has become exhausted and its superior intellects have chosen Earth as the planet to which they can migrate successfully, following conquest. The first men Mars to reach Earth arrive in an interstellar ship that lands in Los Angeles and are followed quickly by others arriving similarly at strategic points around the world. The meteor-like converses open to disgorge deadly air-borne devils that are the massive invaders. The film, which ends on the set of the cannon, and finally the atomic bombs that the military forces of this and other nations send against them. City by city, area by area, the Martians set out to destroy our world, killing, maiming, and killing again. The result is a sea of destruction.

In the shooting of the film, the most important scientific consultant was Irving Stone, the novelist, who was on a commission to the studio. The script was produced by John H.增川, a special kind of credit for keeping his players on a par with the technicians. A special credit is earned, too, by Sir Cedric Hardwicke, for his off-screen narration.

Others in the cast include Les Tremayne, Bob Cornthwaite, Sandra Giglio and Lewis Martin.

Running time, 85 minutes. General audience classification. For May release.

**Build New TV Lines From N. Y. to Albany**

Plans for construction of a radio-relay system between New York and Albany, to be used initially to carry television stations, were filed with the Federal Communications Commission by A. T. and T.

**Albany Tent Fete Mar. 15**

ALBANY, N. Y. March 4—More than 200 reservations have been made for the annual Variety Club dinner-dance at the Colonie Country Club here March 14, honoring retiring chief banker Nate Wing. Stars from Kinescope Patent To Dr. Goldsmith

A patent covering the invention leading to what RCA described as the first demonstrated direct-view, color television system, has been assigned to Alfred Goldsmith, radio pioneer and New York University law student, who has been assigned the patent to RCA, according to the U. S. Patent Office.

New York will entertain. The committee on arrangements is headed by Lewis A. Sombok, executive secretary of Albany TOA, and Leo Greenfield, Universal branch manager.

**The President’s Lady**

(20th Century-Fox)

THE turbulent romance of Andrew Jackson prior to his election as President of the United States in 1828 forms the background of this interesting picture. There is a healthy interest in the story of the great American who struggled to protect the reputation of his wife who is the object of slander because she is a divorcée. Not only that, it develops that she married the future President innocently, before she actually is divorced. Although historically in subject matter, the picture is slanted more for adult consumption than history-studying children because of frequent reference to pregnancy, adultery and prostitution. In fact, placards branding Mrs. Jackson as a prostitute are paraded through the streets during the 1828 Presidential campaign.

Charlton Heston is excellent as Jackson, while Susan Hayward does a very commendable job as Rachel Donelson. Replacing the future Mrs. Jackson, intermingled with the domestic troubles are some exciting Indian attacks, fist fights, a horse race and other ingredients that go for good film fare. (For the above, a very good picture.)

Running time, 96 minutes. Adult classification. For April release.

**Pony Express**

(Paramount)

A VIRILE Western, which shapes up as good, reliable fare, has been fashioned by Nat Holt. The color by Technicolor adds to its enjoyment.

The story is a page out of history, telling of the linking of the Missouri plains to the Pacific via the pony express. Charlton Heston and Forrest Tucker are two sons of the company. Charles McGraw is based on a novel by Irving Stone. Others in the cast are Fay Bainter, Carl Betz, Glady's Hurlbut, Ruth Attaway, Charles Dingle. Running time, 96 minutes. Adult classification. For April release.

**The Story of Mandy**

(A. Arthur Rank-Universal)

THIS is a touching and beautifully acted story about a little deaf girl who learns to speak and “hear.” It is a picture that should play profitably in both the “art” and conventional type theatres. Starring are Phyllis Calvert, Jack Hawkins and, in the title role, Mandy Miller, a new addition to the growing list of remarkable moppets from abroad.

When Miss Calvert and her husband, Terence Morgan, discover that their little girl, who is totally deaf, are made to get her adjusted, but there is a controversy between the parents. Eventually Miss Calvert takes the child to a special school, operated by Hawkins. A domestic triangle develops, but, happily, this is resolved before it can wreck the little girl’s future.

When dealing with Mandy and her struggles, the film is little short of superb. The adult angle, however, appears to be contrived and sentimental. But the triangle and the setting in which it is seen may be just what the ladies in the audience will like best.

The script by Nigel Balchin and Jack Whittingham was based on a novel by Hilary Maughan produced and directed by Alexander Mackendrick. There is excellent camera work by Douglas Slocombe. Others in the cast are Godfrey Tearle, Marjorie Fielding, Nancy Price, Edward Chapman, Patricia Plunkett. Running time, 93 minutes. General audience classification. For March release.
Mason to Push For Early Tax Bill Hearing

Sees Approval If It Gets Out of Committee

By J. A. OTTEN
WASHINGTON, March 5—Representative Noah Mason (R., Ill), said today he would press for the House Ways and Means Committee to hold public hearings "right after Easter" on his bill to exempt motion picture theaters from the Federal admission tax.

Col. H. A. Cole and Pat Mc- Gee, co-chairmen of the National Tax Roll Call Committee, last week selected B.R. 215, introduced Jan. 21 by Representative Mason, as the measure to be supported by the motion picture industry in its campaign for repeal of the 20 per cent tax.

The bill provides for immediate elimination of the tax on those theatres.

(Continued on page 3)

Standardized 3-D Urged by NCTO

SAN FRANCISCO, March 5—At a board meeting of Northern California Theatre Owners a resolution was passed calling on conditions to be sent to all heads of all producing companies asking them to do everything possible to standardize third dimensional processes in order to avoid confusion in the industry and undue expense to exhibitors.

Exhibitors here have expressed concern over the confusion which they say will result unless there is uniformity of 3-D within the industry.

(Continued on page 3)

Jessel Signs Pact With ABC-TV, Radio

A long-term contract with George Jessel covering his exclusive services as a performer and producer for the American Broadcasting Co. radio and television networks was disclosed yesterday by Robert E. Kinman, ABC president.

Jessel will join ABC on June 1 under the contract negotiated with him by Robert M. Weiman, ABC vice-president in charge of programs.

(Continued on page 3)

MOTION PICTURE DAILY

VOL. 73. NO. 44
NEW YORK, U.S.A., FRIDAY, MARCH 6, 1953

TEN CENTS

Injunction Is Requested In Luxor Suit

Precedent Believed Set After Adverse Verdict

Federal Judge Edward Weinfield here yesterday granted J. J. Theatres and its operating company, Luxor Group, Inc., a hearing on April 2 on a petition for an injunction to halt alleged discrimination against the Luxor Theatre in the Bronx, inasmuch as a jury last week entered a verdict in favor of the defendants in an anti-trust suit brought by J. J. and Luxor, in which the plaintiffs asked for damages of $3,079,000, this is believed to be the first time in motion picture legal history that a move for such an injunction has been made after an adverse verdict.

The plaintiffs had charged that the defendant distributors favored the movie Park Plaza over the Luxor in playing time. Although the damages phase of the suit was denied by the jury, Judge Weinfield agreed to

(Continued on page 3)

WB in 90-Day 3-D Research Program

Hollywood, March 5—Warner Brothers will rebuild its burned studio facilities and expand its technical research and development during a period of about 90 days. Meanwhile, 59 new scripts will be prepared for shooting.

It was announced that during the period of studio reconstruction, the company will intensify its laboratory research and experiment in new possibilities for "films of the future." Major projects, already started and

(Continued on page 3)

To Meet Tuesday on Equity Wage Scale

Another round of confabs on establishing a theatre television wage scale for actors is slated for Tuesday when Leo Rosen, TV director of Fabian Theatres, will confer with members of Actors Equity Council.

Funding agreement on a wage scale, Fabian plans to theatre telescript the Broadway stage show, "Pal Joey," will be held up. With the exception of Actors Equity, it was disclosed.

(Continued on page 3)
Partmar, F. & M. Take Para. Case to Supreme Court

WASHINGTON, March 5.—Partmar Corp. and Fanchon and Marco, Inc., today asked the U. S. Supreme Court to hear their appeal. In a 1939 decision, the Ninth Circuit Court of Appeals rejected Partmar’s appeal on the grounds that it was a violation of antitrust laws.

The case involves a dispute over the rights to the film "Lime Light." Partmar claimed that Fanchon and Marco, Inc., had violated its rights to the film by distributing it without Partmar’s consent. The Supreme Court’s decision will determine whether Partmar has a valid claim to the film and whether Fanchon and Marco, Inc., can continue to distribute it.

Two US Films Win Foreign Press Poll

The Foreign Press Film Critics have announced the winners of their annual foreign press poll. The two winners are "Lime Light," directed by Charles Chaplin, and "Sound Barrier," directed by Fred Zinnemann.

"Lime Light" was directed by Charles Chaplin and stars Chaplin, his wife, Oona, and his former wife, Pola Negri. The film tells the story of a film director who is trying to escape from the pressures of fame and attention.

"Sound Barrier" is a science fiction film directed by Fred Zinnemann. It tells the story of a group of scientists who are trying to break the sound barrier in flight.

Get TV Clearance

Hollywood, March 5.—The American Federation of Television and Radio Artists has granted automatic clearance to all members who participate in pay without non-union involvement.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

THE STORY OF THREE LOVES

JUNE

DOUGLAS

MANNING

GRANGER

Films (M-G-M Picture)

Plus Spectacular STAGE PRESENTATION

MARTIN & LEWIS

HAL-WALLUS

THE STOOGES

SILVANA

MANGANO

"Ah, Sweet Mystery of Life"

VITTORIO GASSMAN

BRANDT & GLOBE

THIS IS THE "LITTLE WORLD OF"

DON CAMILLO

BIOJO

2 BIG I. F. E. HITS ON B'WAY!

FERNANDEL in

FILM DRAGGERS

BECAUSE WE KNOW ITS US.

IT'S NOT JUST A WORD.

THE PLAYBOY OF THE WEST!

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THE PLAYBOY OF THE WEST!
ON THE MARCH!
(Continued from page 1)

of the past several years has disappeared and in its place there is an attitude of anticipation, expectation and curiosity.

THERE is going to be changed and improved—improved not in the fashion of the addition of some mere gimmick or novelty but improved in a manner that will give it greater stature, power and scope. Deficiencies and inadequacies which have long failed to be rightly appraised will be remedied. The result will be a medium that even in its first developmental days will have a new freshness and appeal and will admit of both spectacular effects and genuinely dramatic power never previously possible.

To attempt at this point to form an opinion as to just what process, format or technical character upon which the re-vitalized Screen will be based would involve a departure from the function of comment and an intrusion into the area of prophecy. There are, however, good reasons for believing that eventually there will be developed a perfected combination of various of the schemes and techniques which are now under highly skilled study and experimentation.

But fortunately for purposes of meeting the immediate necessities of both the theatre and the producer it is not going to be required that the business world of motion pictures sit back with folded hands awaiting some promised day when the scientists and technicians will come up with their finally perfected devices. Here there is to be an interim period—or perhaps several of them—during which pictures with new elements of power and challenge will be ready for the theatres and for a public with a re-awakened interest in theatrical entertainment. Such pictures are not in any blueprint stage. There are now several of them in work and due for completion within the next several weeks.

These pictures will not be specimens of the full, new power and effectiveness toward which the motion picture is headed, but if portions of some of them which have lately been viewed here prove to be a fair indication of what the completed pictures will be there will be no need for apology or alibi. They are startling and impressive. They reveal the possibilities of dramatic realism and effectiveness never previously within the range of motion pictures in the conventional format which, incidentally it should be noted, has virtually remained unchanged, with the exception of sound and color, since its earliest days.

The introduction of depth and perspective in motion pictures is in no true sense merely the adding of a novelty gimmick. The addition of a realistic living dimension—one with depth and perspective—on the screen. The public came arbitrarily to assume depth and perspective on the screen. But any such arbitrary assumption falls far short of the real thing in its ultimate satisfactions. The new pictures will have the real thing. In the early future they will also communicate sound and the spoken word to the audience in a manner that will be true and real—a long step from the conventional method under which the patron’s imagination must compensate for inadequacies in sound transmission.

And—very importantly—the screen image will break out of the confining straightjacket in dimensions and proportions in which it has for so long been held.

It is a bright and inspiring horizon that faces the industry. It will not, of course, be conquered without compensatory headaches and heartaches. But the great good news is that the motion picture is again on the march, with the helping hand of the technicians in entertainment media of which it already possesses—bringing it to a still more commanding position in the preferences of the amusement-seeking public the world over.

Settles Savoya Suit
A suit brought by Savoya Films of Italy against Vanguard Films and Selznick-Releasing Organization was settled out of court here for $12,500. The suit involved the exclusive services held by Savoya on actress Alida Valli. Savoya relinquished its rights to the star in return for a $250,000 distribution in Italy of two pictures produced by Vanguard, which were not delivered as allegedly promised.

Injunction
(Continued from page 1)

hear arguments for injunctive relief. The judge told the jury that if they found the theatres to be in substantial competition, they should make a verdict for the defendants. However, Monroe Stein, counsel for the plaintiffs, contended that with the departure of the picture competition, this should not place the Luxor in an inferior position.

Defendants in the suit were Showa Theatres, 20th-Century-Fox, RKO Radio, Warner Brothers and Universal.

Equity Wage Scale
(Continued from page 1)

most of the stumbling blocks in telecast shows mutual have been passed. Previous Equity wage proposals, based in part on a percentage of the box-office gross, have been found to be unsatisfactory by the theatre interests.

Jessel Signs
(Continued from page 1)

talent. The deal will permit Jessel to continue his motion picture work.

In addition to his exclusive services as a performer and producer in radio and TV for ABC, Jessel also will represent the network as a "goodwill ambassador" at public and private functions.

Rowley, Short to Head Texas Drive
DALLAS, March 5.—The executive board of the Texas Council of Motion Picture Organizations has appointed John Rowley, vice-president of Rowley United Theatres, and Paul Short, division manager for National Screen Service, as co-chairmen of the 1953 Red Cross drive for the industry in this area.

Rowley and Short will maintain headquarters during the campaign in the Texas COMPO offices. A special Red Cross luncheon has been arranged for the occasion of "reception, dis- tribution and allied industries to be held at the Town and Country Restaurant here on Monday.

Kill N.M. Bill to Outlaw Bank Night
SANT Fe, March 5.—New Mexico’s House of Representatives has killed a bill which would have outlawed "bank nights" in theatres.

A present law permitting bank nights was recently termed unconstitutional by a state attorney general’s ruling on the grounds that it discriminates against theatres built since the law went into effect. However, the statute continues in effect until tested in court.

‘Decameron’ Ruled U.K. Quota Picture
LONDON, March 5.—The Board of Trade, following submission of further information concerning the production background of “Decameron,” has granted the picture a British quota certificate. Previously, the Board had held that the picture had insufficient British sponsorship to qualify as a quota production.
Hans’ Sockeroo
Seattle
Terrific total
leads town

Hans’ Gigantic
Frisco
Unheard-of business
at Stagedoor

Hans’ Bests
‘Best Yrs.’
In Denver
Miracle opening tees
off record run

Hans’, 9th,
L. A. Nifty
Upbeat sensation
at Beverly Hills (9th wk.)
and Palace (6th wk.)

SAMUEL GOLDWYN
presents
Hans Christian
starring Danny Kaye
The Country...!

'Hans', 2nd, Wows Chi
Great in holdover at Oriental, Chicago

'Hans' Boffo Buffalo
Pacing held by big margin

'Hans' Happy In 9th, Hub
Holdover sensation at Astor, Boston

'Hans' B'way
13th Wk. Smash
13th session tops previous socko 6 wks. in day-date Criterion, Paris, N. Y. run

'Hans' Huge Pittsburgh
Off with a bang at the Fulton

'Hans', 3rd, Thrills Philly
3rd wk. terrific following smash 2nd

'Hans' D. C. Smash
Socko start at Metropolitan

'Hans' N. Orleans Knockout
Sizzling 2nd wk. after whopping opener

'Hans' Miami
10 Wk. Mop-Up
No let-up in torrid take

Andersen

Directed by CHARLES VIDOR • Screenplay by MOSS HART
Words & Music by FRANK LOESSER • Choreography by ROLAND PETIT

ARLEY GRANGER introducing JEANMAIRE
20th BACKS YOU WITH THE GREATEST TV PROMOTION IN MOVIE HISTORY!

Starting Sunday, March 8th, and every month for two solid years!

Ed Sullivan's "Toast of the Town," top-rated CBS-TV show, each month will feature a forthcoming 20th Century-Fox production as an outstanding picture of the month, previewing highlight scenes running up to six minutes!

Lincoln-Mercury dealers and CBS-TV stations and affiliates everywhere are all set to cooperate with you in every phase of local merchandising. Contact them now!

Plan and purchase spots just before and after "Toast of the Town" to sell your own playdate!

(Note: Kinescope cities follow "live" telecast within two weeks.)

Here are the first three!

MARCH 8TH
DESTINATION GOBI
Technicolor

MARCH 29TH
CALL ME MADAM
Technicolor

APRIL 5TH
THE PRESIDENT'S LADY

...and these are only the beginning!

There's No Showmanship Like 20th Century-Fox Showmanship!
Tradewise...

By SHERWIN KANE

OBVIOUSLY bewildered over the recent market strength shown by motion picture and theatre shares in contrast to the simultaneous softness in television stocks, was E. F. Hutton & Company’s Gerald Loeb. Financial writers pointed Loeb as telling his circle: “Buying movies on stereo prospects and selling TV for lack of them in my opinion has just about no basis whatsoever. As far as I know it is yet to be demonstrated that anyone would ever go to a so-called stereo movie twice.”

Until the public gives the answer, Loeb, like anyone else who may be inclined to doubt that 3-D will usher in a new economic era for the motion picture and for theatres, is entitled to his dissenting opinion. However, if he was quoted correctly, his would appear to be based on either misinformation or lack of any information.

Only one 3-D feature is being exhibited currently. Only two other experimental “stereo” programs, both consisting of short subjects, are available to the pub-

(Continued on page 2)

Senate Probe Unit Starts Distributor Talks Next Week

WASHINGTON, March 8 — Senate Small Business Committee investigators expect to start talking to distributors in New York next week, a staff member said over the weekend. This will be the first time they get the home office viewpoint. So far, their talks with distribution officials have been in local areas around the country. Moreover, most of their talks thus far have been with exhibitor leaders, getting the theatre owners’ viewpoint.

William D. Amis, who has been

(Continued on page 4)

Rep. Sales Managers Honored by Drive

Republic’s five sales managers are currently being honored by a sales managers’ drive to run during March and April, with prizes to be awarded to winning branch managers, salesmen and bookers.

The Atlanta, Charlotte, Dallas,

(Continued on page 4)

MOTION PICTURE DAILY

VOL. 73. NO. 45

NEW YORK, U.S.A., MONDAY, MARCH 9, 1953

TEN CENTS

Johnston Says U.S. Films Do Good Abroad

By J. A. OTTEN

WASHINGTON, March 8 — Eric Johnston, president of the Motion Picture Association of America, assured a worried Senate Foreign Relations subcommittee that film producers are doing their best to give foreign countries a good impression of the United States in pictures they send abroad.

“We recognize our responsibility,” Johnston declared, “and we are trying in general to do an effective

(Continued on page 4)

MPA Again Offers State Dep’t Mobile Units for Overseas

WASHINGTON, March 8 — Motion picture companies would like to re-

(Continued on page 4)

$1/2 Million to RKO From 25 ‘Pan’ Runs

Net rentals to RKO Radio on the first 25 engagements of “Peter Pan” are in excess of $500,000, it was learned here at the weekend. On this basis, the Walt Disney feature potentially could remit a $1,000,000 net to the distributor on 50 dates. It is esti-

(Continued on page 4)

12% of Film Revenue From Overseas in ’52

Washington, March 8 — Forty-two per cent of the film industry’s dollar revenue in 1952 came from outside the United States, Motion Picture Association President Eric A. Johnston declared at the weekend. He told a Senate Foreign Relations subcommittee that approximately 70 per cent of the playing time on screens all over the world is filled by Hollywood pictures, and that 200,000,000 people watch U.S. pictures abroad.

We recognize our responsibility,” Johnston declared, “and we are trying in general to do an effective

(Continued on page 4)

Lichtman Sees New Era in TV Tieup

A new era of cooperation between motion pictures and television was predicted at the weekend by Al Lichtman, director of distribution of 20th Century-Fox, as the result of his company’s tie-up with the CBS Ed Sullivan “Toast of the Town” TV show. The first program of the two-year agreement was telecast last night.

Lichtman termed the agreement “a great boon to both television viewers and motion picture audiences who now can share the accomplishments of both media.” Under the agreement, 20th Century-Fox productions will be highlighted in advance of release by the showing of dramatic or production highlights on the Sullivan show.

Lichtman cited Sullivan as one

(Continued on page 4)

RKO Will Release Lesser’s 3-D Film

HOLLYWOOD, March 8—J. R. Grainer, president of RKO Radio, and Sol Lesser, president of Sol Lesser Productions, today jointly announced here that RKO will distribute Lesser’s new third dimension film entitled “The 3-D Follies.”

May 1 will be the release date of the 3-D film, Grainer announced. It will be RKO’s first third dimensional film, and is also said to be the first musical film to be made in stereoscopy in the history of the motion picture industry. The process is known as Stereo-Cine, and was developed by Rafael G. Wolff.

“The 3-D Follies” is in Eastman color, and is a full-length feature running approximately 90 minutes.

(Continued on page 4)

Reaction Mixed To Draw of 3-D Fight Picture

Novelty Aspect Weighted Against Home TV Factor

By MURRAY HOBOWITZ

The planned three-dimensional filming of the Rocky Mountains by Jersey Joe Walcott heavyweight championship bout has created quite a stir among top circuit executives, with expressions running hot and heavy on the film’s box-office value. Although reactions to United Artists’ announcements were mixed, nearly every exhibitor canvassed felt strongly about the subject.

A United Paramount Theatres executive highlighted the novelty aspect of the first fight film to be seen in 3-D. If the price is fair, he added, the film may be booked at the New York Paramount, running concurrently with “The House of Wax,” the 3-D Warner Brothers

(Continued on page 5)

3-D Future May Rest On First 3 Films, Observers Believe

By AL STEEN

The future of tri-dimensional pictures may rise or fall with the release of the first trio of 3-D features scheduled for initial showings this spring, according to some trade observers. The industry will watch with vital interest the public reaction to Warner Brothers’ “House of Wax,” Columbia’s “Fort Ti” and Paramount’s “Sangaree,” it was said.

It is believed by some that if these initial features draw as strong as United Artists’

(Continued on page 5)

New Stereophonic Sound from RCA

CAMDEN, N. J., March 8—Stereophonic sound reproduction to accompany any type of 3-D motion picture presentation will be made available by a series of theatre sound systems just developed by RCA Victor.

Engineering development on the new

(Continued on page 5)
Mass. Court Enjoins 2 Men in Booth Rule

Boston, March 8.—An injunction restraining the local projectionists union from requiring exhibitors to deny two men in a booth was granted on Friday by Superior Judge John D. Lee. Signing of the injunction followed an earlier finding of the court against the two men in a similar case.

The union has indicated its intention to take an immediate appeal, but members of the union are determined to depose theatre managers who will be free to have only one operator instead of two in their booths.

$2,550,000 Trust Suit Filed by Left

An anti-trust suit asking for $2,550,000 in triple damages has been filed in Federal Court here by Left Theatres, Inc., operating the Freeman Theatre in The Bronx, against the eight major companies, United Artists, Paramount, Columbia, 20th Century-Fox, RKO, Loew's and National clients, Playhouses and Skouras Theatres. The plaintiffs charge that the distributors profiteered against the likes of RKO, Loew's and Skouras theatres in granting first neighborhood runs.

The Freeman belonged to Loew's before 1934 and played first neighborhood run. According to the complaint, when the circuit sent the right men in, Loew's passed to Left, sought an earlier run, the management was told that it would have to get the concession from Left's. It is claimed that Loew's urged Left to buy the Boston Road Theatre which would enable the operators to get a better run. Left bought the Boston Road but still allegedly could not get first neighborhood run.

The plaintiffs assert that the Freeman is not in direct competition with other theatres.

Marlon Brando Wins British Oscar

London, March 8.—Marlon Brando was named the best foreign actor of 1952 for his performance in “Viva Zapata” in Oscar ceremonies held here by the British Film Academy. In other awards, “Breaking the Sound Barrier” was named the best British picture of 1952, and the best film made anywhere: Sir Ralph Richardson was elected top British actor for his role in the winning movie. Left was voted the best British actress for her performance in “A Streetcar Named Desire,” and Claire Bloom, who co-starred with Charles Chaplin in “Limelight,” was picked as the most promising newcomer.

Howard Smith, Paramount, vice-president; Harvey Appell, Columbia, secretary-treasurer; and Fred G. Schaefer, 20th Century-Fox, sergeant-at-arms.

Tradewise

(Continued from page 1)

location of them, Cinemac's limited to a single theatre.

When, in the coming months, the public will have a choice of well-made 3-D films in theatres, and not be forced to take a chance to determine whether the product is "to go to a so-called stereo movie twice." Public response to date of the 3-D programs now available indicate that it not only will go twice but countless times.

Loeb's statement coming at this stage of the 3-D development might be likened to a prophecy of doom for film representation. Publishers have the grounds that it has not been over-constrasted that the public will buy yesterday's paper. It may over-bolster the fact that a new issue of stereo films is not yet on the stands.

Now come runnings of exhibitor advertising against "ivory tower" newspaper film critics in, of all places, Omaha, Nebraska.

Call yourselves, gentlemen. If those reviewers continue to bother you, you need do only what the public does—turn the page without reading them.

Enter Censorship Bill in Delaware

Dover, Del., March 8.—Censorship of motion pictures and stereoscopic slides shown in public places in Delaware would be established by a Senate bill introduced at the week-end by Senator John M. Longbotham (R-Milford). The bill would set up a three-member board of censors to pass on the morality and propriety of films and slides. The law is aimed at pictures which are "sacrilegious, obscene, indecent or immoral or such that tend in the judgment of the board to corrupt or corrupt the morals of the reeds that require that films be certified by the board before their showing.

WB District Heads Return to the Field

Warner Brothers district managers returned over the weekend to their respective headquarters following a two-day meeting at the home office held by Ben Kahnenman, vice-president in charge of distribution. The company's product for spring and summer highlighted the confab.

District managers will hold local meetings of branch managers and salesmen in their territories.

Cinema Circuit Robbed

Max Cohen's Cinema Circuit Corp. here was robbed of $4,300, representing receipts of the Harris, Anco and Amsterdam theatres in the 18-21, 9-14 and 17-22 district, when Joseph Quigley and Eugene Lesner, manager of the Capitol Theatre, were making a night bank deposit.

Zukor Honor Guest at Astoria Studio

Adolph Zukor, Paramount board chairman now celebrating 50 years in the industry, this afternoon will return to the scene of his early triumphs—the former Paramount Studio in Astoria, L. I., which Zukor, Mr. and Mrs. the Army Signal Corps Photographie Center since March 9, 1942.

Zukor is the guest of honor at the unveiling of new murals depicting the history of the Astoria studio, which Paramount built in 1921. This ceremony, to take place in the officers' club, will be attended by many veteran cameramen, stage hands and other former employees who got their start in the film business working for Paramount in the studio.

Terry Rarasaye, editorial commanding officer of the Photographic Center, will greet Zukor in the same office that the latter occupied during Paramount's period of operation.

Mexican Night at Tent 35, March 18

A Mexican "fiesta" night to acquaint Variety Club members with some of the attractions that may be encountered should they attend the Variety International annual convention in Mexico City, May 18-21, will be held in the rooms of the Piccadilly Hotel here Wednesday, March 18.

Free to members, the evening will offer refreshments, entertainment and souvenirs in Mexican style, in addition to screening of a scenic film on Mexico City and Acapulco.

Davies Into C.E.A. Presidency Tuesday

London, March 8.—John W. Davies, London exhibitor, will become president of the Cinematograph Exhibitors Association at the annual meeting to be held here Tuesday. Claude H. Whincup becomes vice-president with succession rights to the presidency a year hence. Whincup operates 14 theatres in the Leeds area. Edward J. Hurst continues as the association's treasurer.

Newsreels Plan Stalin Coverage

American newsreel companies are working on plans to cover Stalin's funeral and subsequent events in the Soviet Union.

A spokesman for one newsreel company said that application may be made here or abroad for pooled camera representatives to go to Moscow to film the historic events. The cameramen, he explained, would be sent from the Continent. It may be decided, however, that there will be no official Soviet filming of the event, if American cameramen are barred.

Zukor's抛弃的丑闻

阿道夫·祖科，派拉蒙董事会主席，以庆祝他在这个行业50年的纪念日，本周四下午将返回他早期胜利的现场——前派拉蒙工作室在阿斯托里亚，纽约市，派拉蒙于1921年建造了这里。这个仪式，将在军官俱乐部举行，将被许多老摄影师、舞台工人的员工受过教育的人出席，他们是开始在电影行业工作于派拉蒙在工作室。

特里·拉拉萨耶，摄影指挥官的编辑，将是祖科在相同的办公室中，那里他担任过期间的经理。

墨西哥之夜在帐篷35，3月18日

一个墨西哥“节日”夜来 acquaint Variety Club成员与一些的吸引力，可能被发现应该他们会参加的Variety International年会反映在墨西哥城，五月18-21，将被举行在房间的皮卡迪利酒店这里周三，3月18日。

对成员免费，这个晚上将提供 refreshments, entertainment and souvenirs in Mexican style, in addition to screening of a scenic film on Mexico City and Acapulco.

戴维斯进入C.E.A. 总统周二

伦敦，3月8日.—约翰·W·戴维斯，伦敦的展览者，将成为C.E.A.主席，将在每周二的年度会议被举行于这里。克劳德·H·温克普成为副主席与选举权利连续到任期的总统一年之后。温克普运营14家的剧院于利兹区。埃德华·J·赫斯特继续作为协会的总裁。

新闻片计划斯大林的报道

美国的新闻片公司正在工作于计划来覆盖斯大林的葬礼和随后的事件在苏联的事件。

一个新闻公司的代表说，申请可能被做在这里或国外为联合的摄像代表者去到莫斯科来拍摄这个历史事件。这些摄像者，他解释，将会被被从欧洲的，如果美国的摄像者是被限制的。


“Light housekeeping . . . a necessity”

Obvious to everyone may be the fact that not enough light is getting to the screen; or that the sound system is not functioning properly.

The reasons, however, may be varied—equipment failure, inadequate housekeeping, or a drop in power output.

Aid in this type of trouble-shooting may be obtained from the Eastman Technical Service for Motion Picture Film which Kodak maintains at strategic centers to cooperate with producers, processors, and exchanges and exhibitors.
NEW drive-in replacement speakers, one four inches square and the other 5 and one-eighth inches square, have been placed on the market by Permafoil Corp., of Chicago and Glendale, Calif. They are installed in a voice coil gap that is larger than usual, designed, the company explains, "to prevent rubbing of the voice coil, a cause of many speaker failures." Metal parts of the speakers have been given a dichromate treatment designed to prevent rusting. A special cork gasket is used instead of the ordinary water absorbent paper type to prevent warping of the wood due to swelling and backing out of the gasket. The cone is water and fungus-proof.

A new coin changer, featuring a hidden storage box and a top tray, both removable, has been announced by the Metal Products Engineering Co. of Los Angeles. "The M. P. Jr. Coin Changer" (shown here-with) has an aluminum body with a green hammer tone finish. Its dimensions are 8 x 10 x 6 1/4 inches, and it weighs nine pounds. Capacity of the changer and top tray combined is 1250 from one cent to 50 cents. There is utility space in the top tray, and a special slot to hold 10 silver dollars. A feature of the coin changer, which is the company's base attachment for the changer, which converts it into the roll-out type. The sole theatres distributor is Norpax Sales, Inc., New York.

Magazines, of 24-inch diameter for third dimensional projection have been developed by Edwin Holm, president of the Holm Corp., to be distributed through authorized theatre equipment dealers for delivery in late April. Holding 5,000 feet of film, the magazines have steel bodies and covers of extra strength to absorb the additional film weight, with dimensions ample enough to prevent the reels from rubbing against the walls.

New pre-fabricated and pre-finished panels for ceilings and walls in commercial interiors have been developed by Marsh Wall Products, Inc., Dover, Ohio, manufacturers of Marlite plastic-finished wallboards. The panel is known as "Korelock," the panels are constructed with an interlocking wood core between three sheets of Masonite Delux. The face of the panel has the baked Marlite finish and the back is scaled and baled. The wood core provides a tongue and groove design for concealed fastening. Panel sizes available are 24 x 48 and 24 x 96 inches, and they are manufactured in cream and white in a satin semi-lustre and in distinctive wood patterns.

U.S. Films Do Good Abroad

(Continued from page 1)

films and only 15 per cent contained "some kind of violence."

Senator Gillette (D., Iowa) told Johnston he didn’t want it thought that "this is an inquisition and that we are bringing any fight against the industry. "But," he added, "you do make mistakes in judgment.

Johnston agreed and Gillette asked what could be done to protect pictures from mistakes in judgment.

Johnston explained that one MPAA official devotes all his time to working with pictures which will be seen in foreign markets, because they contain nothing objectionable. In addition, he said, each company has a foreign specialist who goes over his company's product with the same view.

All this is done, Johnston said, before the completed negative of the picture is made.

He also pointed to the Production Code, as a guarantee that certain limits will be maintained, and pictures made in this country adhere to the code, he said.

Johnston said the industry has a "conscious desire" to help United States in the pictures it sends overseas. "With our conscious desire," he went on, "we want to help United States do a more effective job overseas than any other information medium.

MPAA Offers

(Continued from page 1)

MPAA offers to extend it to other areas. The Department turned down the offer, Johnston stated.

He told the committee that MPAA now could like to renew the offer to the Department.

As outlined by Johnston, the plan submitted to the Department called for member companies to purchase mobile units equipped for motion picture projection and turn them over to the information service companies also offered to "open their whole library" to the Department so the Department could select the feature pictures which would, in its estimation, be best suited for the areas where the mobile units would operate. When the service companies turn over the Department, the companies also proposed that a small admission fee be paid, Johnston said. This was because they believed that "if people don’t have to pay for a picture they think it’s propaganda," according to the MPAA president.

The money coming from admissions would go toward paying back the cost of the equipment to the companies, Johnston said, and any deficit remaining would be made up by the State Department.

‘Pan’ Gross

(Continued from page 1)

be three times greater than it has been on any other Disney production playing first-run in New York.

Disney executive estimate a world gross on “Peter Pan,” is reported that the Disney organization has hopes of equaling or exceeding Cecil B. DeMille’s ‘Greatest Show on Earth’ gross, which is bordering on the $12,000,000 mark. In any event, Disney and RKO executives are certain that “Pan” will gross at least $7,500,000 on its first time around.

In the THEATRE Equipment World . . .

with RAY GALLO

hitching a ride. Although the committee is investigating the effectiveness of the State Department’s overseas information program, most of Friday’s hearings dealt with the effect that Hollywood films are having overseas. Chairman Hickenlooper (K., Iowa) said the same committee had received reports and letters from observers who felt that in some instances Hollywood films are "damaging" the government’s program.

Johnston’s denial of this charge was corroborated by another witness Friday George H. Allen, by the foreign managers committee of the Motion Picture Export Association and president of Paramount Films, Weltner declared, "We know we have a problem and we really work at it."

Quoting from letters coming from observers in Indonesia, Germany and the Philippines, Hickenlooper pulled out such statements as, "One movie that is very popular takes the bottom out of our program for a while. Another observer wrote, Hickenlooper said, these letters in setting up a United States Information Service at great cost only to find that it undermined the Hollywood pictures. He also quoted a group of German officials who say “a serious, immediate threat” to their culture by Hollywood pictures and their bad effect on the youth of the country.

Johnston answered by saying that for every letter Hickenlooper produced deeming American films he could produce 20 lauding them. He quoted former Ambassador to Italy, Charles Dunn as saying that the “single most important thing combating Communism in Italy” was “Ninotchka.” Many times, he went on, the people who write letters attacking pictures have not seen them as the company is a base attachment for the changer, which converts it into the roll-out type. The sole theatres distributor is Norpax Sales, Inc., New York.

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‘Pan’ Pulls $10,000 In Candy Sales

Cleveland, March 8. — The RKO Palace here, during the first week of the Disney’s “Peter Pan,” did a concession business of $10,000, equal to an average week’s box-office business, according to a report drew $45,500, establishing a Cleveland record.

Distributor Talks

(Continued from page 1)

handling much of the committee’s investigation into exhibitor complaints to date, said that either or committee counsel Charles M. Noone—or possibly both—would talk to New York distributors during the week of March 15. It was also learned that the committee has received requests to investigate local trade situations from the Independent Theatre Owners and from Allied’s Eastern Pennsylvania unit, Amis said. North Central Allied’s request was made by chili Humble and Thye; Pennsylvania to Senator Duff. All three senators are members of the committee, which turned the letters over to the staff.

Amis said staff investigators would be asked to talk to the Allied units, or, if that isn’t possible in view of the wide geographical area which the investigation is covering, ask representatives of the units to come here for the hearings scheduled to open late in April.

Rep. Sales Managers

(Continued from page 1)

Memphis, New Orleans, Oklahoma City and Tampa branches are competing for honors in the Southern district headed by sales manager Walter T. Titus, Jr.

Sales manager Paul Webster is being honored by the Chicago, Des Moines, Kansas City, Milwaukee, Minneapolis, Omaha, and St. Louis branches in his Midwestern district.

The Eastern district, which is being headed by John P. Carlin, includes the Albany, Boston, Buffalo, Cleveland, Detroit and New Haven branches.

Sales manager Francis B. Bateman is being honored by branches in his Western district, embracing Seattle, Salt Lake City, San Francisco, Denver, Portland and Los Angeles.

Sales manager James V. O’Gara is being salute by the Cincinnati, Indianapolis, Philadelphia, Pittsburgh and Washington branches in his Metropolitan district.

FP-C Stock Rises on News of 3-D Interest

Toronto, March 8. — From a 1953 low of $18.25 the common stock of Florida Picture-Cinema Corp. advanced to $20.50 in trading on the floor of the Toronto and Montreal exchanges on mounting interest in three-dimensional pictures and the prospect of an excellent 1952 financial report for the annual meeting at the shareholders’ meeting.

A regular 35-cent dividend has been declared for the first quarter of 1953, payable March 16. It is the 25-cent rate that prevailed for several years.
**Fight Film**

(Continued from page 1)

production, which has been booked for the period covering the April 10 fight date.

Negative viewpoints, mainly centering on the fact that the fight will be seen nationally on television, were expressed by other circuit executives. They argued that once it is seen on home television, there would not be much incentive to see the same fight in theatres, despite the 3-D factor. It was also pointed out by those informed that the idea of boxing would be involved in supplying polarizing spectacles, which might mean a lowering of admission prices in some situations.

In between the extreme viewpoints was the prediction that booking the film would be a big gamble. One circuit executive said “It all depends on the filming. The patron may find with the use of 3-D, he'll have one of the fights knocked in his lap.” He said the idea was most unique and the only way to test its effect on the public is to show it. Another circuit top management acknowledged that it was “novel.” They were booking the film because of its availability on home TV, but said it was an “interesting” idea which has to be proven.

Meanwhile, a top UA executive detailed plans for filming, selling and distributing the picture, which will be filmed under Stereophonic 3-D. In order to obtain an interesting, entertaining picture no matter how long the boxing continues, the scene will be dispatched to the training camps of each fighter prior to the bout. There, in absence of control of the staging, novel shots for 3-D will be taken, it was explained. It will take at least three days following the fight before prints will be available for distribution. This time-table, it was pointed out, would make the prints available to theatres in the New York area on the Monday following the April 10 fight date. National distribution would be effected within days afterwards, it was added.

Contract commitments from theatres will be required prior to the bout, which will take place at theержер Stadium. The film will be sold on a percentage basis, with guarantees sought in some situations. As to the Polaroid spectacles, the same pricing policy as that evolved for “Bwana Devil,” another UA release, will be pursued. For the spectacles, theatres will be charged 10 cents per pair, with the cost deducted from the gross before the percentage is calculated.

A UA spokesman declined to be drawn out on the advanced admissions question, saying that was a question for each theatre to decide. UA, he added, has been assured of a proper supply of Polaroid glasses.

The UA executive said that initial reaction to the project has been very good. He maintained that the 3-D film will not “overwhelm” the version seen on home TV sets, dwarfing it not only in size but in “reality.” Film fans will have to use the “catch” glasses, he claimed, and “the picture—the first 3-D fight film—will live as a short subject.”

Among the factors delaying the processing of prints, it was explained, are that two prints will be required. The reason is that the hikes to be matched

**350 Houses to Be Set for Natural Vision by April 1**

Hollywood, March 8.—The Natural Vision Theatre Equipment Corp., has equipped 110 theatres to date for three dimensional exhibition and will have equipped 240 by the end of the month, the company disclosed. Partial equipment has been supplied to “hundreds more throughout this country and abroad,” the company said.

Meanwhile, Natural Vision, under the supervision of Vera Berch Guinburg, is expanding its staff and space to meet worldwide demands. In recent weeks, shipments have been made to theatre supply houses and circuits in Canada, England, Italy, France, Singapore, Capetown and Melbourne. The shipments are for bookings either of United Artists’ “Bwana Devil” or Warner Brothers’ “House of Wax.”

**RCA Equipment to Virginia Drive-in**

Although the adaptability of tri-dimensional films to drive-in theatres has not been demonstrated, Walter Saunders’ Park Drive-in Theatre in Petersburg, Va., has ordered 3-D equipment, according to RCA. The Park is reported to be the first drive-in to order three-dimensional equipment, which includes Selwyn motor hook-up, RCA water-cooled Brite-Arc lamps and generators.

The Park is a 500-car drive-in. Elmer H. Brient and Sons, Washington, D.C. dealer, is supplying the equipment.

**3-D Future**

(Continued from page 1)

“Bwana Devil,” then the tri-dimensional era in the industry will be launched officially and efficiently, “Bwana Devil,” it is said, has been the “novelty guinea pig” and the big test will be whether the public will want to continue to see depth presentations.

Some observers point out that entertainment quality will be the guiding factor, not the novelty of seeing pictures in three dimensions. If the pictures are good, the public will lose some of its current resentment to wearing polarized viewers. The success of the initial three 3-D features is expected to be the signal for a full scale plunge into the new medium by those independent producers who have been holding back, on production until public acceptance has been determined. One distribution executive here said he knew of seven independent producers who have postponed the start of new pictures until the 3-D issue has been decided one way or the other.

**Stereophonic Sound**

(Continued from page 1)

equipment has been completed and it is now in the early stages of production in the RCA Engineering Products plant here.

The announcement by Barton Kreuzer, manager of the company’s theatre and industrial marketing division, followed a preview and demonstration of initial models of the new equipment, presented for a group of company executives by RCA sound engineers, under the supervision of J. E. Volkman, manager of commercial sound engineering.

and carefully edited. Prints for a conventional fight film are usually processed in a day. By April 10, the date of the fight, approximately 400 theatres are expected to be equipped for presentation of 3-D films.

**Two Press Books For 'Sangaree'**

Two sets of press books and accessories are being prepared by Paramount for "Sangaree," which is being produced in both three dimensional and conventional versions.

Theatre playings the 3-D version will receive an entirely different press book and advertising accessories from those playing the standard version. It is presumed that all companies making two versions will do likewise.

There was nothing lily-white about her!

The clinch-and-kill girl they called

THE BLUE GARDENIA

SENSATION COMING FROM WARNER BROS.
ATT to File Reply With FCC on New Industry Position

The American Telephone and Telegraph Co. has filed a motion with the Federal Communications Commission on the industry's "compromise solution" of allowing three channels for television transmission.

An A. T. & T. spokesman said here that the petition would probably be filed early tomorrow. The spokesman declined to state what position A. T. & T. would take on the proposal made by the National Association of Broadcasters, the producers' and the motion picture industry, that the FCC give up its three channels for television.

The American Telephone and Telegraph and the producers' association have worked out a proposal to share the three channels, with the telephone company receiving the middle channel and the producers the upper and lower channels.

The producers' channel would have at least two programming hours each day, during the evening, and the telephone company would have three, during the morning and afternoon.

The motion picture industry in its proposal said that it would give up its request for exclusive theatre TV channels and would agree to abide by any FCC rule that would prevent the motion picture industry from competing with the television industry.

WB Houses Refuses To Pull 'Lime'light

MILWAUKEE, March 8.—Despite an announcement by WB that it had decided to withdraw 'Lime'light from its Sydney screen, the picture will be released at the Warner Theatre here on Wednesday, according to Al Kroul, local manager.

Kroul said that 'Lime'light will be run at the theatre, but will not be marketed there.

File Stays Slated for Korea

The world premiere in Seoul, Korea, of a Hollywood motion picture will take place on March 20 when Paramount's "The Girls of Pleasure Island" will open there under the joint sponsorship of the U. S. Department of Defense and USO Camp Shows.

Stars of the film will make personal appearances in connection with the Seoul and subsequent frontline showings.

ATFP, Writers in New TV Film Pact

ATFP, Hollywood, March 8.—The Alliance of Theatrical Film Producers has signed a contract with the Screen Writers Guild and the three guilds representing the Authors League of America, under the terms of which writers for filmed television shows will receive a minimum of $1,425 for one-hour programs, scaling down to $850 for quarter-hour shows.
Radically New Sound System Claimed by WB

First Installation in Paramount House Here

"Climaxing nearly 30 years of continuing research and development since their introduction of sound to the motion picture, the perfection of 'WarnerPhonic' sound, a new Warner studio-developed high fidelity sound recording and projection technique for motion pictures" is announced by Jack L. Warner, vice president in charge of production for Warner Brothers Pictures, according to a home office statement. It said, "The new WarnerPhonic sound system gives full depth and range to match the hearing power of the human ear, never before possible from the motion picture screen."

The first picture to introduce WarnerPhonic sound will be "House of Wax," the first major studio release in three-dimensional Natural Vision and WarnerColor, also a studio development. It will have its world (Continued on page 5)

NCA to D. of J. on 'Pan' Sales Policy

MINNEAPOLIS, March 9—A request to the Department of Justice for an investigation of charges that RKO Pictures is "fixing admission prices" in the release of Walt Disney's "Peter Pan" in violation of the Federal anti-trust law will be filed as a result of a meeting of the directors of North Central Allied here today.

The directors, following up an indigation meeting of Twin Cities' ex-(Continued on page 5)

U-J Completes Its First 3-D Feature

The completion of the first 3-D feature by Universal-International, "a top budget science-fiction production," titled "It Came from Outer Space," was announced here yesterday by Alfred E. Daff, executive vice-president of the company, who disclosed that U-J plans to release "It Came from Outer Space" in the spring. He pointed out that the company made the production also in the conventional medium.

At the same time Daff said that U-J has completed a two-reel musical (Continued on page 5)

1952 Ticket Tax Income Was 8½% Less Than 1951

WASHINGTON, March 9—General admission tax collections for the 12 months reflecting business conditions in 1952 were about 8½ per cent below collections for the 12 months reflecting 1951 business, according to figures released today by the Bureau of Internal Revenue.

They showed that total collections for the period from Feb., 1952 through Jan., 1953, the 12 monthly collections reflecting business in 1952, amounted to $311,517,781, compared to $340,622,140 for the Feb., 1951 through Jan., 1952 months, reflecting 1951 business.

General admission tax collections include receipts on admissions to concerts, legitimate theatre, sports and other general spectator events as well as to motion picture theatres.

General admission tax collections for Jan., 1953, reflecting Dec., 1952 figures, were $21,974,855, compared to $22,853,932 for Jan., 1952. Total admission tax collections, including roof gardens and cabaret taxes and various miscellaneous admission charges, amounted to $25,782,600 in January, compared to $26,034,691 in January, 1952.

High Court Upholds AFM in Akron Case On Feather-Bordering

WASHINGTON, March 9—The Supreme Court today, in a 6 to 3 decision, upheld that the American Federation of Musicians had not violated the "feather-banding" provisions of the Taft-Hartley law in its demands on the Palace Theatre in Akron.

The Palace, a member of the Gaumont Enterprises circuit, occasioned the use of traveling bands to supplement its screen shows. The Akron AFM local, (Continued on page 5)

RKO Goes Into High Gear On Production

GRAINGER Tells of Plans After Studio Confabs

RKO Radio Pictures will move into high gear on production, ending the lull which has set at the studio during the course of management changes. J. R. Grainger, president, reported yesterday following four weeks of conferences with H. M. Tevlin, studio chief, and other RKO executives.

The company will put two films into production on Monday, a third in production on March 20, and a series of other films beginning in May, Grainger disclosed. A more (Continued on page 5)

Plan 38-Theatre Video Network

PHOENIX, Ariz., March 9—Plans to form a closed-circuit theatre TV net encompassing 38 theatres in the Harry L. Nace, Inc., Circuit of Arizona were disclosed here today. The disclosure came in conjunction with announced plans for KTLY-TV, the television station for which approval was won by Harry L. Nace, Sr., president of the circuit bearing his name; Harry L. Nace, Jr., gen (Continued on page 4)

Theatre TV Move Opposed by A.T.&T.

WASHINGTON, March 9—The American Telephone and Telegraph Co. has told the Federal Communications Commission that the motion picture industry has failed to show that a special theatre television common carrier would be in the public interest. The Motion Picture Association and the National Exhibitors Theatre Television Committee on Feb. 27
Russia Rejects Bid Of US Newsreels

A visit by American newsreel companies to film Stalin's funeral in Moscow yesterday was rejected by the Soviet Embassy in Washington, D. C. The rejection, it was understood, took the form of an immediate démarche.

As a consequence, footage of the Russian dictator's death and funeral which will be seen on American theatre screens will come from official Soviet sources only.

M-G-M Promotions For Bennin, Bailey

In two new M-G-M promotions, Herbert J. Bennin, branch manager of the company's St. Louis office, has been named to the same post in Washington, succeeding Jerome Adams, who resigned to enter another industry, and Thomas E. Bailey, assistant branch manager at Charlotte, replaced Bennin in St. Louis, it was disclosed here by general sales manager Charles M. Reagan.

Both promotions become effective April 6. The two men are M-G-M veterans.

Premiere at Astor Tonight for Para.'s 'Stars Are Singing'

Paramount will unveil "The Stars Are Singing" tonight at the Astor Theatre here at a premiere which will be attended by 600 "typical movie-goers" drawn from a list of 54 neighborhood theatres in the New York Metropolitan area. The "typical" fans will be joined by personalities from the amusement and newspaper fields in the highlight tribute to Rosemary Clooney, who makes her debut in the picture.

The neighborhood houses of the Warner, Randorfice, J. J. Island, Endicott, Lane, Fabian and United Paramount circuits, will be invited to give following lobby drawings. Fifty retail music stores cooperated with the theatres by giving prominent window displays and other types of promotion to the premiere.

Among the invited premiere guests are Montie Lewis, Joan Fontaine, Jane Pickens, Maggie McNellis, Harry James, Charlton Heston, Jack Palance, Blossom Seeley, Betsy Fields, Julius LaRosa, Eddie Fisher, Edward D. Madden, Sid Caesar, Perry Como, Red Buttons, Fay Emerson, Imogene Coca, Boris Raitoff, Eva Gabor, and others.

High Court Rejects Towne Interest Plea

Washington, March 9—The Supreme Court today refused to hear an appeal by the Milwaukee Towne Corp., seeking five per cent interest on the $1,000,000 anti-trust claim it collected from major distributors.

The Milwaukee theatre firm was awarded $891,374 in treble damages, plus $75,000 in attorney fees and $4,871 in costs. The District court and Seventh Circuit court upheld the $75,000 award, but refused to pay interest on this amount, and Milwaukee Towne appealed to the Supreme Court. The Supreme Court today turned down the appeal, but gave no reasons.

Hospital Group Aided By 'Lil' Premiere

Leslie Caron, one of the stars of M-G-M's "Lil," was present at the world premiere of the picture last night at the Trans-Lux 52nd Street Theatre (see photo). Lilli, Caron pled a check representing the proceeds of the benefit showing to Mrs. Charles S. Payson, president of the North Shore Hospital Association of Manhasset, L. I. Jinx Falkenburg McCrory was chairman of the benefit committee.

Personal Mention

ANDRO BERMAN, M-G-M producer, will arrive in New York from London on March 23 accompanied by his wife. They will leave for Europe the following day aboard the S. S. Liberian.

FLORENCE FRIEDMAN, formerly with Kedart in Cleveland and absent from the industry for several months, succeeds ANNE COHN as Italian Films Export office manager and booker in that city.

OLIVER BRIGHTON, M-G-M maintenance supervisor, arrived here yesterday from the Coast for a 10-day home office visit before starting out on another cross-country exchange tour.

ALFRED STARK, TOA president, arrived in New York from Nashville yesterday and left immediately for Washington D. C. to return here today and leave for Europe tonight.

STEVE DAVIS of M-G-M's home office exploitation department will marry HARRET FEIN at the Hampshire House here on Sunday. They will honeymoon at Miami Beach.

NEWTON MELTZER, documentary writer-director, announces the birth of a second child, a son, STEPHEN JOSEPH, to Mrs. Meltzer in Beth Israel Hospital here on Friday.

E. O. WULSCHKE, Alcoe operating manager, has left the Coast for New York and plans to stop en route at various first-run houses to study 3-D installations.

ED GABRIEL, head of Capital Film Exchange in Philadelphia, became a grandfather when Mrs. BOR GABRIEL, gave birth to a son, STEVEN ROBERT.

CARL SCHWYS, banker and theatre circuit manager of Ceyton, O., has been named head of the newly organized Mary Moore Foundation.

LEO J. SAMUELS, Walt Disney Productions worldwide sales supervisor, has returned to New York from Toronto.

CHILL ROBINET, formerly with 20th Century Pictures, is now a salesman for the company in Denver.

JIMMY BELLO of Astor Pictures Co. in Atlanta has arrived in New York to attend the funeral of his mother.

ARTHUR BARNET, owner of the Rex Theatre, Oakland, Cal., will leave on a European trip April 1.

MORI KRUSHEN, United Artists exploitation head, was in Cleveland from New York.

JACK DAVIS, executive of J. Arthur Rank, is due in New York today from London.

BERT ORBE of Redbook Magazine returned here yesterday from the Coast.

Report on ADVERTISING

For the first time, the combined thinking of the industry on this important subject has been ascertained. All three of the Institute's Panels —thoroughly representative of Production, Distribution and Exhibition—have evidenced keen interest in their study of questions dealing with: More informative advertising copy; the need for creation of new advertising styles; misrepresentative appeals; expenditure allocations; comparative newspaper rates; pre-selling through national magazines; and trade advertising policy. The analysis of the opinion of the Institute Panels will appear—

in this week's issue of MOTION PICTURE HERALD

THE HERALD INSTITUTE OF INDUSTRY OPINIONS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ransaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-1000. Cable address: "Quigleyco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Peter H. Shaw, Manager; Raymond Lewis, Vice-Pres. Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Peeke, Advertising Manager; Gus H. Fausel, Production Manager; Howard Reynolds, Managing Editor; William R. Warren, Editor; Chicago Bureau, 230 South LaSalle Street, Urban, Advertising Representative, FT 5-3044; Bruce Trunz, Editorial Representative, II North Clark Street, FT 2-2841, Washington, J. A. Osten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. The Boulder, London. Edited by Martin Quigley. Copyright, 1953, by Martin Quigley. Tel. No. 9-4356, R. K. A. 21, 25th St., N. Y. 1, N. Y.
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Theatre TV

(Continued from page 1)

asked the FCC to authorize a special theatre TV common carrier, using frequencies presently allotted to other common carriers, and to make a policy decision on whether the two sets of frequencies should be allocated to the carrier. The FCC has stated that refusal to cooperate with the new carrier in using the frequencies, A.T. and T. over the week-end file with the FCC a statement urging that the film industry be denied the use of TV.

The phone company argued to the Commission that the film industry petition, if granted, would impair the usefulness of the common carrier frequencies for the public. The motion picture industry is still seeking "preferential treatment," A.T. and T. charged. It said the industry had proved that the public interest, necessity or convenience justified such treatment, and that the industry had not done anything.

In fact, the phone company said, the public interest would not be served by granting the film industry petition. It declared that the evidence shows that A.T. and T. is "qualified and able to furnish the service required for this carrier." The phone company argued that A.T. and T. facilities could be made capable of the wider number of film receivers.

The petitioners, A.T. and T. declared, cannot be more efficient and economical.

The film industry, the petitioners A.T. and T. declared, is a request for the "appropriate pronouncement by the Commission in favor of preferential treatment for organizations whose "form, nature and background." Any organization that applies for a license as a theatre TV common carrier would serve only the population, profitable areas, A.T. and T. said. It argued that this would leave the more costly service in the less populated areas to the phone company, and that this would put an unreasonable burden on the other customers of A.T. and T. and other common carriers.

Zugsmith Heads American Pictures

Hollywood, March 9.—Albert Zugsmith was elected president of American Pictures Corp., at the company's annual meeting, held here Monday evening, and the former studio's executive vice-president was selected were Larry Gross, vice-president, Peter Miller, treasurer and director, and Grace Zugsmith, chairman of the board.

Zugsmith, former newspaper editor and publisher, has been producing motion pictures independently since 1951. Gross formerly owned and operated television station KFNB in San Francisco, and is also a former newspaper publisher, editor and radio station owner.

The company also announced plans to produce a new film in April titled "Girls of the South Pacific." The company's currently released picture is "Invasion, U.S.A."

Dureau Reports B.O. Upturn in South

A substantial uptick in business throughout the central South and Gulf States areas during the past few weeks has been noted by exhibitors, and Dureau, the company's vice-president and general manager of Masterpiece Pictures, Inc., New Orleans, reported here Monday morning.

Dureau is in New York for business conferences with Reelart and other executives. He is scheduled to return to New Orleans on Thursday.

Oresman Buys More RKO Theatres Stock

Washington, March 9.—A. Louis Oresman, RKO Theatres director, has purchased 4,200 shares of RKO Theatres common, bringing total holdings to 36,600 shares, according to a report to the Securities and Exchange Commission.

Ochs Circuit 4-Day Cleveland Meeting

CLEVELAND, March 9.—Herbert and Jack Ochs, heads of the Ochs Management Co., operating seven Canadian drive-in theatres, opened a four-day tour of their facilities at the Hollenden Hotel today. General circuit policy and individual theatre policies were established on the meeting of the drive-ins in the Ochs circuit are family managed, with the manager's wife earning her salary at $125 a week.

Present, in addition to Mr. and Mrs. Herbert Ochs and Mr. and Mrs. Jack Ochs, are Mr. and Mrs. Ross Vickers of London, Ontario, in charge of Canadian distribution of Glenray bar machinery for which the Ochs circuit was the Canadian franchise; Larry and Hilda Back Bar Top Drive-in, Belleville; Randy and Helen MacLennan, Cinemas, Kitchener; Earl Hay, Taylor, Star Top Drive-in, London; Ken and Audrey Larnour, Star Top Drive-in, Caledonia; and Art and Bess Forrester, circuit accountants, and Mr. and Mrs. Fred Stinson of Adkins, Ltd.

Herbert Ochs reports that his circuit is expanded, in 1952, to over 20 per cent of that of the previous year.

Skouras to Coast to Show Cinemascope

Spyros P. Skouras, president of 20th Century-Fox, and Al Lichtman, distribution director, will leave here for the Coast on Friday to prepare for the projected demonstration there of 20th-Fox's wide-screen Cinemascope process. Earley will be preceded by Earl I. Sponable, research director, who will leave for Hollywood on Thursday.

The demonstration of Cinemascope, which will utilize clips from "The Robe," will take place on or about March 27. The scene for the demonstration was shifted to the Coast from New York due to equipment difficulties relating to the sound portion of Skouras' projection room here at the New York demonstration, naturally set for this month, has been postponed.

Wallis Using 3-D Technicolor Camera

Hollywood, March 8.—The new Hal Wallis Productions Dean Martin-Jerry Lewis film, "Money from Home," went into production this morning using the newly developed 3-D Technicolor camera, according to Wallis and his associate, Joseph Rapaport. The film, scheduled for release in 1953, is budgeted at $2,000,000.

U-1 3-D Feature

(Continued from page 1)

cal in the 3-D medium featuring Nat (King) Cole and Russ Morgan and his Orchestra. It is reported out that U-1 had activated its 3-D plans several months ago but withheld all announcements until both pictures were completed.

Further production planning in the 3-D and large screen processes will be announced next week, with participants including Milton R. Racketmil, president; X. J. Blumberg, chairman of the board; Daff; Charles J. Feldman, general sales manager; William Goetz, in charge of production; Joe Posniak, vice-president, and general production executive; David A. Lipton, vice-president in charge of advertising-publicity, and other studio executives. Daff, Feldman, and Lipton are scheduled to leave New York for the Coast on Thursday, the studio said, and Lipton due to follow over the weekend.
premier April 10 at the Paramount Theatre in New York. WarnerPhonic will include a series of sound tracks in addition to the original basic sound track which accompanies the story. It is reported that "the WarnerPhonic technique is as revolutionary as sound compared with silent films. "We have employed a combination of a true three-dimensional process, such as we are using in "House of Wax," but the WarnerPhonic sound will bring out the fullest dramatic and musical results ever obtained from the screen," Warner said. " "House of Wax" marks the beginning of a new era in motion picture making. Audiences will be thrilled and entertained as never before in the history of our industry. "The new film of New York's Paramount is installing 25 special speakers for the "House of Wax" opening. Robert J. O'Donnell, head of the Texas studio, is equipping houses in Dallas, Houston, San Antonio and Fort Worth with similar WarnerPhonic facilities. "House of Wax" opens in Dallas on April 16 and the other Texas theatres will be added in due time. Additional units will be installed for other major "House of Wax" playdates.

From television, the Aloua congressman declared, "A comparison of the admission tax rates between film theatres, to the Theatre Deparment for 1952 shows a decline since 1951 of between 1c to 6c per cent for the city country, with a decline of 17c per cent for Pennsylvania." Van Zandt stated, "The wholesale closing of theatres, which is being brought about by the continuation of this depressive tax, is a serious threat to other small merchants and businessmen. "These are the proven attractions, particularly in small neighborhoods. When a theatre closes, for all or part time, small merchants in the vicinity suffer a resulting loss of trade. It is also generally conceded that there is a consequent decrease of other business values in the neighborhood." He added.

NCA to D. of J.

Inhibitors a week ago, authorized Benjamine, NCA president, to take action to combat which they termed the "evil pre-release practice." The resolution, passed unanimously, directed the NCA to take action to combat the "illicit" type practice.

The board also authorized Berger to obtain an opinion on the legality of picketing theatres, and the NCA to release pictures on an advanced price basis.

Astor Coverage

Savini for exclusive distribution of Pathé Color in the Des Moines territory and a second franchise agreement was closed between Savini and Don Hammer, head of the Independent Film Exchange, Denver.
Boston Judge Gives Safety Film Ruling

Boston, March 9.—In ruling that certain regulations of the Board of Commissioner of Public Safety were "invalid, void and unenforceable," Judge Francis Donahue interpreted the law as to differentiate between "combustible" and "incombustible" in regard to motion picture film. The interpretation, which was given in connection with his granting an injunction against forcing theaters to employ two men in a booth.

The court stated that motion picture film made of the substance known as cellulose acetate or safety film does not constitute "combustible" film. The court further ruled that the section of the safety law prohibiting the use of "combustible or incombustible" film of more than 10 inches in length, except in accordance with the provisions of the law, was beyond the Commissioner's authority so far as it purports to apply to the keeping and use of "incombustible film."

Buchman Contempt Trial Opens in D.C.

Washington, March 9.—The contempt of Congress trial of producer Sidney Buchman got under way today in Federal District court here.

Buchman was cited for contempt for refusal before the House Un-American Activities committee in answer to subpoenas on two different occasions.

Assistant U. S. Attorney William Hirz opened the government's case by putting on the witness stand Frank Tavenner on the stand and having him recite the events surrounding the subpoenas and Buchman's non-appearance.

Tavenner will be called to defend cross-examination tomorrow.

Delay Decision on 'Ronde' Censoring

Albany, N. Y., March 9.—Decision by the Court of Appeals in the appeal by Warner Brothers of the American distributor of "La Ronde," from the ruling of the Board of Regents that the film feature was not liceneable because it was "immoral and would tend to corrupt morals," went over to April 10 because it was thought the state's highest court might announce a decision now.

The case was argued on Jan. 7 by Dr. Charles E. Baker, counsel for the Regents, and by Mrs. Florence Perlow Shintag, attorney for the petitioners-appellants.

Studio Craft Wages Dip

Hollywood, March 9.—Craft workers in studios averaged $109.36 weekly during January, with the work week averaging 40 1/2 hours, according to the monthly report of the Industrial Relations Department.

Essoldo Now U.K.'s 3rd Largest Circuit

London, March 9.—The大规模的Essoldo Circuits, owned by Sir Alfred Shacklock, of Newcastle-on-Tyne, has now become the largest privately owned circuit in British pictures. Exhibitions last week brought Essoldo’s total to 96 theaters. Only the publicly-owned Artisan, G.A.L.A. and Associated British are larger.

Max Seligman Dies Suddenly in Florida

Max Seligman, for the past 24 years purchasing director for Columbia Pictures, died suddenly yesterday in Pottersburg, Fla. He is survived by his widow, Pauline; a daughter, Mrs. Lucille Goodnow; three brothers, Alvin, Bernard and a granddaughter, June Breunasser. Funeral services will be held tomorrow morning at River Memorial Church. Interment will be in Westchester Hills Memorial Park.

$104,000 Dividends Paid Out in Feb.

Washington, March 9.—Publicly-reported cash dividends for the film industry for February amounted to $104,000, a marked increase over the $108,000 in February, 1932, the Commerce Department reports.

Past Award Winners

On NBC ‘Oscar’ Night

Hollywood, March 9.—Twenty former Associated Press reporters will appear on NBC’s telecast and radio broadcast of the 25th anniversary presentation here on March 19, it was revealed today by Johnny Green, general director of the show. The former writers will make the presentations of the Oscars to this year’s winners, marking the first time that this has been done.

Levey to Ft. Myers For ‘Edison’ Scenes

Jules Levey will leave here at the end of this week for Fort Myers, Fla., to complete final production arrangements for the filming of sequences of "The Life of Thomas Edison," which Levey is producing in connection with the Thomas A. Edison Foundation. The camera crew completed its assignment in the Edison home on Sunday and will start shooting today in Milan, O., Edison’s birthplace.

Early next week, the crew will be in West Orange, N. J., the site of Edison’s first film studio, known as the Black Maria, which was moved on a turntable so as to follow the sun. The Black Maria has been re-constructed for the picture, Final shooting will be done at Edison’s summer home and site of his laboratory and botanical gardens.

N. J. Allied Meets At Astor Today

A wide range of subjects will be taken up here today at a membership meeting of Allied Theatre Owners of New Jersey. The sessions will follow a luncheon at the Hotel Astor.

State legislation and taxation are expected to be highlights for discussion. The members also will hear a report of the Board of Publication and the admission tax and will give attention to the pre-release situation and the advancement of multi-polaric pictures.

McCarrthy Returns; New Post In Sight

John G. McCarthy, former vice-president of the Motion Picture Ex¬ press, has returned to New York from a two-month vacation in Nassau and may announce a new position next week.

McCarrthy said yesterday that several deals were “on the griddle,” both within and outside the film industry but that nothing definite had been consummated.
British Quota Continues at 30% for 1954

Government Determined On Early Extension, Too

By PETER BURNUP
London, March 10.—Britain's current film quota percentages will be continued for another year, Peter Thornycroft, president of the Board of Trade, told the House of Commons today. The present quota is 30 per cent for first features and 25 for supporting program pictures.

The Board of Trade president also stated significantly that the government is prepared to institute a statutory scheme continuing the Early Quotaplan after its expiration date in August, 1954, should that be necessary.

He said the Board thought it de-
(Continued on page 5)

Waltinger Is Named Grainger Assistant

Edward L. Waltinger has been named executive assistant to James R. Grainger, president of RKO Pictures. The post is a newly created one.

"Mr. Waltinger is an addition to the RKO executive team," Grainger emphasized, "and is not being brought in as a replacement for anyone. He will have his headquar-
(Continued on page 4)

Equipment Sales Up On Wave of 3-D

By ALSTEEN

The Theatre Owners of America came out yesterday in its first official statement as an organization in protest against "the increasing number of demands for exorbitant film rentals." While expressing itself as being opposed to seeking government decision, the statement said plainly that "it is becoming increasingly clear that the continuation of this policy by distribution will drive exhibitors to seek relief from the Department of Justice."

The statement was prepared by
(Continued on page 5)

Starr To Explore Plan for Foreign Groups To Affixle With TOA

The possibility of the Theatre Owners of America effecting a tie-up with foreign exhibitors' associations will be explored by TOA president Alfred Starr during his current European tour. Starr left here yesterday for a month's stay on the Continent for the purpose of studying exhibition methods abroad.

Starr said before his departure that affiliation of European exhibitor organizations with the TOA was not unlikely, inasmuch as all theatre owners have common operation problems. However, he pointed out that exhibitors on the two continents do not have the same trade problems and that affiliations would involve the exchange of technical information, especially as it relates to three dimensional pictures.

Skouras Urges N.Y. Theatres to Aid Red Cross Drive By Technicolor

An appeal for theatre collections for the Red Cross campaign in the New York Metropolitan area was made yesterday by Spyros S. Skouras, president of the Century-Fox, and chairman of the amusement industry division of the campaign.

Skouras introduced the war veterans, Sgt. Louis A. Capone, Corp. William S. Brady, and Corp. Thomas J. McCauley.

Gov't 16mm. Suit Takes Step Ahead

Hollywood, March 10—The Government's 16mm. suit against 12 film companies moved a step forward today with the last among the defendants filing answers to the amended complaint. The case now enters the pre-trial information-gathering stage, and the Government has given defendant companies interrogatories embracing 29 questions pertaining to company activities back to 1936 and, in some instances, to 1928. Counsel for one defendant said the research involved will take eight months to perform.

Although technically the defendants are required to answer interrogatories or file objections within 20 days, the Government indicated the necessary extensions will be granted on request.

Launch Theatre TV Tests Today

Initial tests and meetings designed to get the best possible television live-screen picture will get under way here today at RCA's Century Theatre and Johnny Victor Theatre, where parts of the March 21 educational program will be shown and discussed.


DuMont Asks FCC to Reconsider Decision

Washington, March 10.—Allen B. DuMont Laboratories, Inc., today asked the Federal Communications Commission to reconsider its Feb. 9 order that the DuMont Pictures controls DuMont.

The request, which is considered to have relatively little chance of success, was taken by observers as an indication that his holding of the DuMont Pictures controlling majority interest is a real asset.
Motion, Equipment Exports
In ’52 Totaled $25,692,819
WASHINGTON, March 10.—Exports of motion pictures and equipment in 1952 were about eight per cent below 1951 shipments, Commerce Department film chief Nathan D. Golden reports.

Golden estimated shipments last year at $25,692,819, compared with $28,085,791 in 1951. The decrease came in shipments of exposed feature films, all types of raw stock except 16mm., sound projectors and 35mm. cameras.

Exports of exposed or developed motion picture feature film fell from 323,836,500 linear feet, valued at $11,762,866 in 1951, to 299,083,722 linear feet, valued at $9,681,480 in 1952. Major drops in shipments were in 35mm. positive film and sound features and 16mm. positive features. Exports of 16mm. negative features increased both in terms of linear feet and dollar value.

Total raw stock shipments fell from 298,028,800 linear feet, valued at $7,092,959 in 1951, to 296,643,072 feet, valued at $6,184,418 last year. Shipments of 35mm. positive raw stock increased in terms of linear feet but dropped slightly in terms of dollar value. All other raw stock categories fell both in terms of footage and dollars.

$1,750,000 Blacklist
Suit Filed on Coast
LOS ANGELES, March 10.—Managers totaling $1,750,000 are sought from 17 film companies, the Motion Picture Association of America, the Society of Independent Motion Picture Producers, 20 individuals and also members of the House Un-American Activities Committee in a court suit filed here by 23 individuals today charging conspiracy to deprive them of employment both inside and outside the film industry.

Shipsments of cameras fell from 18,164 cameras, valued at $1,531,320 in 1951, to 16,614 cameras, valued at $1,316,540 last year. Exports of 35mm. cameras increased both in terms of number and dollar value, while shipments of 8mm. cameras decreased in number but fell sharply in dollar value. Both the number and value of 16mm. camera exports fell.

Report on
ADVERTISING
FOR the first time, the combined thinking of the industry on this important subject has been ascertained. All three of the Institute’s Panels—thoroughly representative of Production, Distribution and Exhibition—have evidenced keen interest in their study of questions dealing with:

More informative advertising copy; the need for creation of new advertising styles; misrepresentative appeals; expenditure allocations; comparative newspaper rates; pre-selling through national magazines; and trade advertising policy.

The analysis of the opinion of the Institute Panels will appear—

in this week’s issue of
MOTION PICTURE HERALD
M-G-M SCORES ANOTHER FIRST!

A unique promotion idea for a great box-office attraction, M-G-M’s sparkling TECHNICOLOR musical!

I LOVE MELVIN

THIS IS M-G-M’s TIE-UP WITH Look:

1—The LOOK cover above featuring Debbie Reynolds is part of the story theme of “I LOVE MELVIN” and appears importantly in the production.

2—The same cover that appears in “I LOVE MELVIN” is on LOOK, issue of April 7th, out on March 24th.

3—The same issue carries a story about Debbie, Donald O’Connor and “I LOVE MELVIN.”

4—LOOK will furnish magazine distributors with thousands of 2-color “I LOVE MELVIN” truck posters (size 44” x 28”).

5—LOOK will distribute 50,000 “I LOVE MELVIN” newsstand cards.

6—LOOK field men and American News Company branches are at your service. Communicate with them.

26 MILLION PEOPLE SEE FILM’S HIGHLIGHTS ON T.V.

On Sunday, March 22nd, on Ed Sullivan’s CBS “Toast Of The Town” the nation will see highlight scenes and hear musical excerpts from “I LOVE MELVIN.” Seeing is believing. It’s like a trailer in homes across America.

THE SHOWMANSHIP MUSICAL!

On March 14th NBC’s “What’s The Score” 3:30 P. M. will play the M-G-M Records Album. See the press book and use the live-wire ideas. From coast-to-coast the folks will be saying “I LOVE MELVIN.”
Independents Hit IFE in MPA Talks

A sharp protest against the subsidization of the Italian Films Export company by major American film firms was issued here yesterday by Joseph Burstin, president of the newly-formed Independent Motion Picture Distribution Association of America, Inc.

The IFE, Burstin maintained, has been organized as a distributing organization for Italian films in the U. S., to the detriment of established independent distributors of this country. Burstin contended that the IFE was contrary to the principle of private free enterprise. These sentiments, Burstin added, were forwarded to the Motion Picture Associations of America in protest to recent meetings between himself and Eric Johnston, MPA president.

Other officers of IMPDA are: Arthur L. Mayer, Max Goldblum, vice-presidents; Sanford W. Weiner, secretary; George Margolin, treasurer.

Technicolor Profit

Approximately $6,753,000.

Doctor Kalnus noted that 97 features in color by Technicolor or prints by Technicolor exceeded by 21 the receipts of RCA in 1951. The British affiliated company produced 28 features, making a total of 125 Technicolor pictures in 1952. He expressed the opinion that the advent of the new wide angle and/or three-dimensional processes will mean an increasing demand for Technicolor services and products.

Negative Sales High

A new record high for negative sales was set with a total of 29,887,631 feet for 1952, compared with the previous high of 27,954,671 feet for Technicolor, which in 1951, Technicolor's net sales in 1952 were $313,835,829. In 1951 they were $209,471,724.

Kalnus said that Technicolor is taking no position with respect to the competitive mergers and/or expansion processes. "We are 'cooperating with most of them in the interests of the motion picture industry through the omission of any device which will enhance the entertainment value or lower the cost of screen presentation entertainment," he said.

Technicolor, Ltd., the British company, also had a record-breaking year in 1952. Total footage was 162,016,619, an increase of 44,684,149 feet over 1951. Total profit before taxes was $7,780,012, compared with $4,455,159 in 1951. Net income was $4,203,012 (1951, $1,189,011).

Thirty-four features are in production, all being prepared by Technicolor, Ltd.

DuMont Plans

Indication that DuMont is prepared to go to court to fight the FCC's finding. A request for reconsideration is necessary preliminary to a court appeal.

The FCC finding that Paramount Pictures Corp. and DuMont Television Network have made a decision which approved the American Broadcasting-Crestone Theatres merger and which found both Paramount and DuMont in violation of icle 1934 Act of Congress, and the Federal Communications Act of 1934, was announced yesterday.

Broadcasting

Burnett is at Paramount to discuss the Violation of the Communications Act of 1934, and the Federal Communications Act of 1934, was announced yesterday.

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HITS RENTALS

(Continued from page 1)

Walter Reade, Jr., executive vice-
president of the TOA, said that the
TOA board president Alfred Starr and
general counsel Herman Levy, elabo-
rated on the letter's position in a trade
press conference.

The trio of TOA leaders said they
were particularly alarmed over the
rental demands because "at this moment" there
are available a number of pictures
with strong box-office appeal. Reade
simply labeled such a product as "Peter
Pan," "Hans Christian Andersen," "Moulin
Rouge," "Sagamore," "Iwana De Llana
Doe Call Me Madam." He said he may
have left out many other big potential
picture rentals, but that it was
almost necessary to have these
features in order to stay in business.
The exhibitors' plight, he added, the
TOA board were writing on the
so-called "average" picture, pointing out
that top rentals were going to the
lesser films. However, it was
indicated that this was impossible because of
the high territories.

Starr said he preferred that an
adjustment be made on an individual
basis, with an appeal to the business sense
of the distributors. However, if it is
a "friendly" approach to the problem
fails, he said, then the issue will go
to the TOA board of directors for action.
He said he hoped the distributors
would not be so short-sighted as not to
realize that they are driving their
customers—and their business—
out of business. The distributors, he
said, must provide the means, through
top film rentals on top pictures,
to keep their customers in business.

Starr and Reade said it was
not the TOA policy to "call the
cops," preferring to explore
all other alternatives to achieve
results. The end result of going
to the government on these
matters, Starr said, had
resulted in discussions with the exhibitors
"getting the dirty end of the
deal." He said he disliked to see
the industry opened for govern-
ment regulation and control of
the industry, but, he asked,
"Wouldn't it be better to settle
on a friendly basis?"

Reade asserted that the array
of good product on the way during
the next 90 days was the type that
"will keep us in business" and he added
that he hoped the dissentions would
realize they must share the respon-
sibility of keeping theatres in
business.

Several years ago when the dis-
tributors claimed they had to have
higher rentals because of higher
production costs, the exhibitors cooperated,
he said, but now the "shoe is on the
other foot."

The TOA statement, as issued by
Reade, while not advocating immedi-
ate Justice Department action did,
however, appear to parallel certain
tenets of the stand adopted by Allied, in-
dicating, according to some observers
who the two associations seem to be
closer than ever in alignment.

In regard to the terms asked on
the bigger pictures, TOA said:

"We feel that this practice is
economic and is wrong and is
unfair and unjust. We feel,

TOA PLANNING 3-D CLEARING HOUSE

A clearing house to channel
information on tri-dimen-
sional developments to
members will be set
shortly by the Theatre Owners
of America. News of
technical advancements, initia-
 tion problems and pub-
lic acceptance of 3-D pictures in
release will be included in
special bulletins and in the
associations "Progress Re-
ports." The clearing house will
be handled by Dick Pitts
of the New York office.

U.K. QUOTA

(Continued from page 1)

U.K. Quota

too, that there is no sub-
stantial evidence before us of
concerted action by distribu-
tors in the employment of this
practice, the end result is that
exhibitors are being forced
by all almost of the existing
distributing companies to agree to film
rental terms that leave them no
alternative but to increase
their customary admission
prices.

"The decision of the courts in U. S.
S. v. Paramount, et al., and the
entry of the distributors into
these agreements, has
entered therein, all had as a
major basis of their philosophy that the
distributors were not to compel nor
to control admission prices. The current
practice of demanding unrealistic film
rental is, in our opinion, bringing
about indirectly what the law has
declared to be illegal if done directly.
It cannot be that the courts and
the Department of Justice expected this
development to occur, nor that they
will condone it. It has become
increasingly clear that the continu-
ance of this policy by distribution
will drive exhibitors to seek relief
from the Department of Justice.

Starr said that the projected me-
eting with Allied on trade prac-
tices and arbitration would not
be held until after he returned from his
European trip, which will end about
April 15. He said he was aware of the
fact that Allied president Wilbur
Diller had to get his board's sanction before
such a meeting could be held, the
Allied board will meet late
this month in Milwaukee.

Starr expressed the belief that
arbitration was not "dead" despite
some opinions within the trade to the
counter.

AID RED CROSS

(Continued from page 1)

Mamoro, who described Red Cross
services performed for them and other
wounded veterans.

Other speakers included E. Roland
Harriman, American Red Cross presi-
dent; Albert C. Simmonds, Jr., chair-
man of the New York chapter; Austin
Aack, vice-president and general
counsel of Paramount Pictures, and
Vanessa Brown, film and stage
actress.

Harry Brandt, president of the
Independent Theatre Owners of
New York, called the presentation of
New York, pledged that
organization's members to theatre
co-operation during the
campaign.

Skuaras said a John Wayne cam-
aign trailer is being made for theatre.
Herman Robbins, president of
National Screen Service, volunteered
the services of his company in its
distribution, and Paul Terry of Terry-
toons offered his services.

CODE IN MEXICO IS BEING REVISED

MEXICAN Film Industry is being
revived by Jos6 Lclos de Lar-
rea, the new director general of
the National Cinematogra-
phic Board. The code will
modernize the existing one
that has been in effect for
several years.

EQUIPMENT SALES

(Continued from page 1)

of these items for the first quarter of
1953 are expected to be consid-
ably higher than for the corre-
ponding quarter of 1952, he said.

"As interest in three-dimensional
motion pictures increases, added
O'Brien, "many theatres are finding
that their current equipment is not
in sufficiently good condition for
the screening of 3-D pictures."

APPOINT KUPFERMAN CINERAMA ATTORNEY

Theodore R. Kupferman has re-
signed from the legal department of
National Broadcasting to become
general attorney for Cinerama Produc-
tions, it was announced, by
Ludwin Roberts, Jr., Cinerama
president. Kupferman will be associated
with the law firm of Chapman, Bryson,
Wald and O'Brien, general counsel to
the company.
THE RECORDS HAVE STARTED TO FALL!

RITZ, LA.-OUT OF THIS WORLD!

Watch it next in Miami...March 12th at Carib, Miami and Miracle Theatres! ...and March 25th at Roxy, New York! and everywhere for Easter!

IRVING BERLIN's

"CALL ME MADAM"

TECHNICOLOR

ETHEL MERMAN • DONALD O'CONNOR
VERA-ELLEN • GEORGE SANDERS

Music and Lyrics by IRVING BERLIN

with BILLY DE WOLFE

Produced by SOL C. SIEGEL Directed by WALTER LANG
Screen Play by ARTHUR SHEEKMAN

Based on the Musical Comedy "Call Me Madam" by Howard Lindsay and Russel Crouse

THERE'LL BE NO EASTER LIKE A 20TH EASTER!
Rackmil Sees 3-D Ushering In New Era

Stresses Forward Push While Admitting Doubts

By MURRAY HOROWITZ

The excitement engendered by three-dimensional films has ushered in a new era for the motion picture industry comparable to the advent of sound, Milton R. Rackmil, president of Universal Pictures Co., told stockholders here yesterday at the company's annual meeting.

Rackmil made it clear that his prediction of a new era was not based on the 3-D excitement in itself, about which he expressed many doubts, but the forward push the new (Continued on page 4)

Milton Rackmil

Urge No Let-up In Anti-tax Drive

MIAMI, March 11—Sam Pinanski, co-chairman of the Council of Motion Picture Organizations, cautioned the industry today against any slackening of efforts to obtain exemption from the Federal 26 per cent admission tax.

At the same time, he praised the work of the National Tax Repeal Campaign Committee.

Pinanski, who is vacationing at the Roney-Plaza Hotel, said Col. H. A. Cole and Pat McGee, co-chairmen of (Continued on page 4)

Jones Says Calif. Solons for Tax Bill

California Congressmen are supporting the Mason Bill, (H.R. 157), which would exempt motion picture theatres from the 26 per cent Federal admission tax, according to Burton J. Jones of La Mesa, Cal.

Jones, who is president of the Southern California Theatre Owners Association, has spent the last two days in Washington conferring on the (Continued on page 4)

GOV'T CONTROLS TO END JUNE 30

Administration Officially Lifts Curbs on Theatre Building and Industry Equipment

WASHINGTON, March 11.—The Administration has officially annoucened that present controls on theatre construction and the production of film and theatre equipment will end on June 30.

After that date, official Government allocation controls will be used to channel materials only to top military and atomic energy production and construction. All other production and construction will be free to go ahead, without any Government interference —or help—providing they can get materials in the open market.

The new policy was announced by Acting Defense Mobilizer Arthur Fleming. Orders carrying out the new policy will be issued "in a few days," he said.

In Oct., 1950, theatre construction was banned except in the most exceptional cases, and this tight ban was renewed in effect through Dec., 1952. Since the first of the year, construction controls have been greatly relaxed, but they still are on the books and will apparently remain there until (Continued on page 4)

N. J. Allied Facing Censorship, Tax Bills in Trenton

Two New Jersey legislative measures involving censorship and taxes are of prime concern to exhibitors of the state and Allied Theatre Owners of New Jersey is mobilizing its forces to combat them under the guidance of George Goldenson, the unit's legislative chairman.

Wilbur Snaper, president of both the state unit and national Allied, said here yesterday that Assembly Bill No. 200 empowers communities to set up local censoring boards, which, exhibitors believe, will create a dangerous precedent. The bill has come out of committee with no recommendations, but it is reported that it will come up for a vote in Trenton on Monday.

The other measure, Assembly Bill (Continued on page 4)

Declaré 2 Dividends, First for AB-UP

American Broadcasting-United Paramount Theaters yesterday declared two dividends, the first since the consolidation of the two companies last Feb. 9.

Leonard H. Goldenson, president, announced that the board of directors declared dividends of 14½ cents per share on the preferred stock and 25 cents per share on the common stock payable April 20 to holders of record on March 17.

According to Goldenson, the 14½ cents (Continued on page 4)

Goldwyn Blasts Exhibitors for Terms Protests

Advanced Prices to Be Policy on "Andersen"

Samuel Goldwyn yesterday gave a strong retort to exhibitors who have been protesting increased percentage terms and advanced admission prices on top pictures, declaring that he believed exhibitors had "their nerve" to make such protests. He said flatly that his "Hans Christian Andersen" would play only at advanced prices and that if exhibitors do not want to play it, they do not have to.

At a trade press conference here, Goldwyn asked how producers could (Continued on page 5)

Goldwyn Awaits 3-D Process Uniformity

Asserting that there is no "real" three dimensional system as yet, Samuel Goldwyn said here yesterday that he is holding all production plans in abeyance until there is a uniformity of methods. Goldwyn said that he is developing two production projects for the future but that he would await developments of the various processes before proceeding.

Goldwyn said he did not believe that true three dimensions were obtained through the polarized viewers, (Continued on page 5)

NY Projectionists Talks Hit A Snag

There was no evidence yesterday of any break in the stalemate on contract negotiations between IATSE Projectionist Local No. 306 and circuit exhibitors in the New York Metropolis area. Both sides in the dispute acknowledged that no future meetings have been scheduled.

Meanwhile, projectionists continue to work under the extended agreement, (Continued on page 4)

TV Sales Down in Six Major Cities

Soft markets for television sales were reported in trade quarters yesterday to prevail here, in Detroit, Chicago, Cleveland, Philadelphia and Boston. A slump in sales has been noticeable for some weeks and no improvement is foreseen in the immediate future, it was said. Somewhat offsetting the slump are sales in newly opened TV territories.

Noticeable improvement in theatre attendance has been reported in the six major cities where the TV market has gone soft, as well as elsewhere throughout the country.

Set Further Tests On March 21 Event

Further tests for the March 21 educational theatre TV program, to be seen in six New York theatres and one New Jersey house, were scheduled yesterday following the initial test at RCA's Center Theatre here.

The group of technicians and TV circuit executives agreed to hold another test next Thursday morning and afternoon, in addition to one on the following day. The last two tests will be devoted to a full dress rehearsal of the one-hour show, sponsored by the Technical Society's Council of New York.

A filmed portion of the projected (Continued on page 4)
$10-Million in Col. Films on Schedule

Hollywood, March 11.—Nine productions, budgeted in excess of $10,000,000, are scheduled to complete Columbia's sound stages during March, including its third three-dimensional picture. "From Here to Eternity," "Miss Sadie Thompson" and "The Big Heat," commenced shooting during the first 10 days of the month. These will be followed by "Reneague Canyon, (3-D)," "Ten Against Caesar," "Operation 16-Z," "Rough Company," "Last of the Pony Express," and a new series of adventures of Captain Kidd.

W.B. Will Premiere 'Wax' Abroad and in U.S. At Same Time


The picture will be world premiered at the Paramount Theatre in New York on April 10 and already is booked for a London opening at the Warner Theatre in mid-April. The London premiere will be followed by openings in other world capitals as rapidly as prints become available.

Dates also scheduled include: April 22; Singapore Straits Settlements, April 23; Hong Kong, April 23; Havana, April 25; Bangkok, April 25; Mexico City, April 25; Lima, April 26; Panama, April 27; Caracas, April 27; San Juan, April 28.

No Buchman Decision

WASHINGTON, March 11.—A Federal District Court jury reached no conclusion today on a contempt of Congress charge against producer Sidney Buchman. The jury will return tomorrow to resume deliberations.

Vandalism Costs Lust $500 Weekly

Washington, March 11. — Vandalism, chiefly by teenagers, is costing more than $500 a week in damage in his eight-theatre circuit, reports Stallworth Lust.

Lust has taken the problem to Parent-Teacher associations. Among the complaints listed: theatre seats, toilet seats torn off, obscene words written on restroom walls, damage to drinking fountains, and theft of drive-in speakers. Lust says he now employs a man full time to patrol the theatres and see that this man isn't able to keep up with the damage.

In hopes of working up a campaign to combat the vandalism, Lust plans a lunch-meet with representatives of the PTA and school and law enforcement officials, and student representatives.

Personal Mention

BARNEY BALABAN, Paramount president, and George W. Weltner, foreign chief, are on the Coast from New York.

WILLIAM LESCZEK, theatre architect who installed Civicana in New York, will speak in Detroit tomorrow before the Michigan Society of Architects at the Statler Hotel.

J. BOE HOFF, president of TESMA and general sales manager of Ballantine of Omaha, is in New York from that city.

S. H. FABIAN and his son, Edward L., were in Albany from New York for the funeral of Alex Sayles, late Fabian Palace manager there.

CLARE ROLOFF, De Vry Corp. public relations head, is here from Chicago.

See Little Chance for N. Y. Censor Bill

ALBANY, N. Y., March 11.—The expected introduction of a bill to repeal motion picture censorship legislation in New York State has not materialized in the 11th session of the Legislature. The probability of such action now is slim, in view of the fact that March 21 has been tentatively fixed for adjournment. Introduction of a bill would be possible now only through the rules committee of the Senate or Assembly. A favorable committee report and house votes, at this late date, is most unlikely.

Sonya Levien Gets Writers’ Award

Hollywood, March 11.—The Screen Writers Guild has bestowed the "Laurel for Achievement" award on Sonya Levien, for consistent screen contributions over the years. The award was made at the fifth annual SWG presentation dinner at the Palladium here. Miss Levien was given the award for the best comedy, "The Quiet Man," Betty Comden and Adolph Green for the best musical writing for "Singin' in the Rain," and Carl Foreman for the best dramatic writing in "High Noon."

Gulf Allied Hears Simms, DeJarnette

NEW ORLEANS, March 11.—Members and non-members gathered at the Jung Hotel here yesterday for the Allied General meeting. Near John Simms of National Theatre Supply discuss in detail the approximate cost of large screen TV equipment and installation. W. V. De Jarnette, Altex representative, and Tom Neely, local NTS manager discussed various 3-dimensional systems.

The HERALD INSTITUTE of Industry Opinion

FOR the first time, the combined thinking of the industry on this important subject has been ascertained. All three of the Institute’s Panels—thoroughly representative of Production, Distribution and Exhibition—have evidenced keen interest in their study of questions dealing with:

- More informative advertising copy; the need for creation of new advertising styles; misrepresentative appeals; expenditure allocations; comparative newspaper rates; pre-selling through national magazines; and trade advertising policy.

The analysis of the opinion of the Institute Panels will appear—

in this week’s issue of Motion Picture Herald

Report on ADVERTISING

Vandalism Costs Lust $500 Weekly

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Denies Beaverbrook Ad Peace Initiative

Max Aitken, son of Lord Beaverbrook, stated in a cable to Motion Picture Daily from London yesterday, that the Beaverbrook Express newspapers have made "no overtures to American film advertisers" to solve the differences between them and the Express papers. Aitken added, "The opposite was the case."

Referring to a dispatch from London, published in Motion Picture Daily on Feb. 25, Aitken said: "No undertaking was ever given to curb the Beaverbrook film critics. Nor would such an undertaking ever be given."

Most American film companies in London, riled at habitual sniping at American pictures by Beaverbrook film critics, discontinued their advertising in those papers several months ago.

J. Arthur Rank’s companies, acting simultaneously, did the same. Distributors and theatres report there has been no decrease in business since the advertising in the Express group was stopped.

La Salle College Award to Harris

PHILADELPHIA, March 11.—John H. Harris, Pittsburgh showman and big boss of Variety Clubs International, will be the recipient of the La Salle College Alumni Association "Signum Fidei" (sign of faith) medal. The award is made every year to the person who has done the most to advance Christian principles. His virtue of his work in founding Variety Clubs International is the outstanding amount of philanthropic work these clubs perform annually. Harris was selected by the committee for this year.

The award will be presented to Harris on April 12 on the campus of La Salle College here.
TO OUR HOUSE ........ APRIL 10th

JACK WARNER
WARNER BROS. STUDIO
BURBANK CALIFORNIA

DEAR JACK: ALL OF OUR ZONE MANAGERS AND HOME OFFICE STAFF SAW THE FOOTAGE OF THE HOUSE OF WAX THIS AFTERNOON AND ALL ARE UNANIMOUS IN THEIR ENTHUSIASM OF THE WONDERFUL PROGRESS AND ADVANCEMENT OVER ANYTHING YET SEEN. THE THIRD DIMENSION WAS SO VIVID AND THE USE OF THE MEDIUM ITSELF SHOWED SUCH ADVANCEMENT THAT IT REALLY JUSTIFIES ALL OUR HOPES ABOUT THE FUTURE OF THIS METHOD OF ENTERTAINMENT. UNQUESTIONABLY WARNER HAS AGAIN PIONEERED AND ADVANCED THIS NEW METHOD OF PRESENTING A STORY. CONGRATULATIONS AND THANKS.

SI FABIAN
Gov't Controls

Rackmil Sees New Era

N. J. Allied

June 30. On the production front, the so-called controlled materials plan, which under which manufacturers of theatre equipment and other products are allocated steel, copper and aluminum in terms of certain percentages of their pre-Korea consumption, this, too, will be put into effect through the second quarter of this year.

Under the new plan taking effect July 1, only military and defense contractors will be granted Government allotments for materials and equipment for production and to vote for the Mason Bill, will have to get their supplies without Government assistance on the free market. They'll be able to use whatever they can get, without the need of getting any Government approval.

What this amounts to, ODM officials explained, is a negative control over non-military production and construction. Instead of telling the producers and builders exactly how much materials they can use and what they can use, it will tell them how much of the output of steel, copper and aluminum will not be available on the open market.

A few products, like nickel, stainless steel, tungsten, molybdenum and other strategic materials and 100 per cent Government allocation, will be available until June 30 to stockholders desiring to buy and sell scrip certificates for fractional shares as agent on behalf of the stockholders. Under this arrangement, the company intends to continue the existing arrangement of its bank's services. This service will be available until June 30 to stockholders desiring to buy and sell scrip or to round it out into full shares.

Anti-tax Drive

The National Tax Committee, had done “a marvellous job” in uniting the industry behind the cause. The committee will continue to need help in getting the Mason Bill through Congress “if it is to be hoped, therefore, that everybody in our business will hold himself in readiness to give whatever further assistance may be necessary to these men who are performing such a monumental task.”

For Tax Bill

Admission tax with members of the California Congressional delegation. Feit said, “I got a wonderful feeling about the Mason Bill, which is now before the House Ways and Means Committee awaiting a hearing.

technical advance has given the industry a great lift. When the public answers such questions as the novelty aspect of 3-D, the system it prefers, the question of specified (Continued from page 1) Rackmil, executive vice-president, and Charles Borsbard, general sales manager; Walter Branson, assistant general sales manager; and Nat Levy, Eastern division manager. David Prince, Southern division manager, will join them in Chicago.

No. 170, would permit the state to go on adversely affect the industry with trousers to theatres showing closed circuit television and other sporting events. At present, each a theatre is allowed only a few thousand dollars in the state but its impact would be felt as more theatres install large screen television. The bill is considered by New Jersey Allied to be discriminatory, exhibitors feeling that they should be treated the same as bars and taverns having television sets. If passed, the bill would mean that there would be a 20 per cent tax on tickets to television performances.

Changed Their Minds

Snaper said that the wave of pre-releases and demands for higher terms and increased admission prices were factors in members changing their attitude toward exhibitor organizations. Speaking for his own unit, Snaper said that recent court rulings that did not only did not bring greater attendance but a large number of non-members who joined or put their foot down. Snaper said that exhibitors who previously believed that they did not need an association have changed their minds. He also said that in New Jersey, Snaper said that he believed if the policy of pre-releases and higher terms and increased admission prices will have to go back. He said that in one area in which he has theatres, seven out of ten couples within a year had either moved more closed or dropped to part-time operation in the last two years.

At a membership meeting Tuesday in the Hotel Astor, the committee voted to hold a state convention this year in Atlantic City. No one was held last year due to the state election. Considerable time was given over to three dimensional pictures at the Tuesday meeting. Members who had played “Bwana Devil” gave a report on their experiences and cautioned other members on possible mistakes in installation.

Projectionists

(Continued from page 1) the expiration date of which was last August. The dispute centers around union demands for a 15 per cent wage hike, inclusive of welfare provision, above the $87 per week paid per man currently, in addition to a five per cent welfare provision. Affected are the following: Loew's, RKO Theatres, Stanley-Warner, City Investment, Radio City Music Hall, and the Paramount, Rivoli and other Times Square first-run theatres.

1st Grainger Sales Meet in Chicago

James R. Grainger, president of RKO Pictures, will meet with the company's home office sales executives and district managers in Chicago for the next three days to discuss the results of his recent visit to the studio and his conferences with Howard C. Wollman, RKO general counsel.

The meetings will mark Grainger’s first get-together with RKO's key executives since he was elected president of the company in Feb.

Accompanying him to Chicago from the home office will be Edward L. Darrin, head of RKO’s theatrical division; Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager, and Nat Levy, Eastern division manager. David Prince, Southern division manager, will join them in Chicago.

Further Tests

(Continued from page 1) show was seen yesterday by the technical group. General reaction was that the film was not as good for the theatre TV medium as the “live” program projected on the large-screen, which was taken off the air.
**Review**

**“Lilt”**  
(Metro-Goldwyn-Mayer)  
_Hollywood, March 11_  

_MANY a time and of, during the 81 minutes of this delightful entertainment, the Technicolor camera comes up with a sequence as three-dimensional as anything we have previously seen and this is without trying. It is also without need, for “Lilt” has some very special dimensions of its own, measurable by degree rather than by number, and the chief of these is charm, carried here to the nth power. Like most of truly great pictures, this one is hard to describe precisely, but the pleased people who see it on opening day can be depended upon to convey the news of its merits clearly and productively to friends and acquaintances, as the way they do, sure to gratify all types of people in all kinds of theatres, and likely to run long in most of them.

The principal players in “Lilt” are Leslie Caron, Mel Ferrer, Jean Pierre Aumont, Zsa Zsa Gabor and four Walton & O’Rourke puppets named Carrot-Top, Marguerite, Raynard and the Giant. The producer is Edwin H. Knopf, who used a screenplay by Helen Deutsch, based on a story by Paul Gallico, and who also wrote, with Bronislaw Kaper—who furnished the music for the picture—the single song in the film, “Hi-Liti, Hi-Lovi,” which could become a great hit. All of those named, including the puppets* are likely to be remembering this film as their favorite credit when they come to the age of dandling grandchildren on reminiscence legs.

The splendid film these talented co-workers have put together may be most precisely termed, perhaps, a practical fantasy. That is, the things that happen on the screen probably could, but probably wouldn’t, yet are most important. Fascinating things nevertheless. The picture combines the finest of film story-telling with the artistry of the puppeteer and the grace of the ballerina (no all-out ballet dancing here; just simple stuff that even the puppeteers can go in on), the presentation of the charming, unsophisticated French girl who finds wonderment, bepuzzlement, enlightenment and finally romance as an impromptu member of a small French carnival troupe. Miss Caron is magnificent as the principal character, and so are all the others.

Running time, 81 minutes. General audience classification. Release date, not set.

William R. Weaver*

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**Goldwyn Blasts**  
(Continued from page 1)

be encouraged to make great pictures if “exhibitors talk like that.” He said that the negative cost on “Ander- sen” was $8,000,000 and that the picture would have gross $8,000,000 before he could break even. Goldwyn said he was having trouble in selling “Ander- sen” because it is his biggest hit. He also said that the minimum admission price for children would be 25 cents on the picture; he sharply criticized the policy of some theatres in allowing children to see the important product for as low as nine cents and, in some cases, for no charge at all.

**Goldwyn Awaits**  
(Continued from page 1)

adding that “there is still a great deal of work to be done in this field,” he said that he couldn’t afford to “jump into the new-exhibition picture scene that he wanted to wait until he could use the right method to the fullest extent. So far, he said, he is not excited about the various developments, but he contended that “out of all this process of change, I see larger audiences and a greater chance for motion pictures than ever before.”

Goldwyn stated that he had not seen CinemaScope but that he knew the Cinerama and most of the other processes, adding that “I do not believe that any system based on glasses is the final answer.” He said that he was not sure that Cinerama would be economically adaptable for general use even though it has been very successful in its New York run. “However,” Goldwyn added, “I am sure that out of all the work being done, a uniform system will be developed that will give the public all the advantages of sound and color plus a new dimension. With this uniformity, the basic entertainment value of motion pictures will be greatly increased.”

In the rush of excitement about the new processes, Goldwyn said, “I’ve been told that the public won’t accept novelty in place of real values. The public wants something that will enable them to see without glasses on the screen, just because it is new, but tomorrow the public will want to be entertained with a final version of motion picture entertainment that is based on telling a story that keeps the audience interested and enter-tained.”

Goldwyn will be in New York until April 22 when he will depart for an extensive tour of Europe. He is now in his eighth week—and his performance in “Hans.”
EXCLUSIVE

THE ONLY FULL-LENGTH FEATURE
IN COLOR BY Technicolor
OF THE CORONATION
OF QUEEN ELIZABETH II

NARRATED BY
LAURENCE OLIVIER

NARRATIVE BY CHRISTOPHER FRY
MUSIC BY THE LONDON SYMPHONY ORCHESTRA

THE J. ARTHUR RANK ORGANIZATION PRESENTS
"A QUEEN IS CROWNED"
A UNIVERSAL-INTERNATIONAL RELEASE

AVAILABLE ABOUT JUNE 10th
ONLY THROUGH UNIVERSAL FILM EXCHANGES

It will be well worth your while to wait just a few more days after the Coronation on June 2 in order to show your patrons nothing less than the whole story of this once-in-a-lifetime experience.

CONTACT YOUR UNIVERSAL BRANCH MANAGER NOW!

Film Ads Need An Overhaul, Panel Agrees

Industry Opinion Also Hits Misrepresentation

The industry's advertising in need of an overhaul, a large majority of representatives of production, distribution and exhibition agree in the current Motion Picture Herald Institute of Industry Opinion, published today.

At the same time, the panelists agreed that no pat rules can be laid down for motion picture ads. Each company has been individual pictures and circumstances call for their own, not general procedures.

The highest percentage of the panelists of all three branches of the industry, 93.53 per cent, are agreed that film advertising should abandon older styles and techniques, even those tested by previous successful use, in favor of a search for distinctive new styles of motion picture advertising.

The next largest combined percentage (Continued on page 7)

Wayne-Fellows Sign New WB Contract

Hollywood, March 12.—The continuation of the present releasing deal between Wayne-Fellows Productions, Inc., and Warner Brothers was disclosed here today by Jack L. Warner, executive producer. John Wayne's next picture, according to present plans, will be a Western in 3-D and in WarnerColor.

Under the deal, John Wayne will star in some of the pictures to be produced (Continued on page 7)

Texas COMPO Film Exposition Deferred

Dallas, March 12.—The Motion Picture World Exposition which had been planned as a project for the State Fair of Texas in October is in doubt. The plan for the subsequent transfer of the exposition to a 22-car streamlined train also has been deferred until next year, when it will be presented as outlined by Paul Short.

R. J. O'Donnell, co-chairman of the (Continued on page 7)

MPAA Delays State Censorship Attacks Pending High Court Rulings

Washington, March 12.—The Motion Picture Association of America has decided to see what two high courts say on two pending censorship test cases before pushing ahead any further with a campaign to repeal state censorship laws.

That was the answer of an MPAA official who asked about the dealth of state bills to repeal state censorship. He said the MPAA had at one time decided to launch an all-out legislative drive this year, but had more recently decided to wait out higher court action on the Ohio newsreel censorship challenge and on the "La Ronde" case in New York.

Ezell Outlines Program of New Int'l Drive-in Group

Dallas, March 12.—The program of the new International Drive-in Theatre Owners Association was outlined here by Claude Ezell, president of Ezell and Associates, founder of the world-wide drive-in group.

The association will act in concert to decide such problems as discriminatory laws, print shortages, unfair insurance rates, higher film rentals and other factors, Ezell declared.

The operator of one of the world's largest independent drive-in circuits outlined the purposes of the organization at an executive committee meeting of the Texas Council of Motion Picture Organizations.

Deemed Ezell: "The International Drive-in Theatre Owners was created primarily because drive-in theatres have, since their inception, been locked upon by certain elements necessary to our business as aliens and not an essential part of the industry."

He said every drive-in theatre owner and manager in the world is eligible for membership in the new group (Continued on page 7)

Technicolor Ready To Make 1-Strip Negatives in Color

Hollywood, March 12.—With new machinery and process improvements installed in the Technicolor laboratory here, the company now has facilities available for the processing of the newer single strip color negatives such as the Eastman, Ansco and other processes, Dr. Herbert T. Kalman, president, disclosed here today. In addition, he said, new developments make faster delivery of rush prints and release prints possible.

With the new improved and expanded (Continued on page 7)

CinemaScope Exhibit Pulling 400 Exhibitors

Showmen from All Over US Head for the Coast

Approximately 400 exhibitors from all parts of the country are expected to attend, at their own expense, 20th Century-Fox's demonstration of CinemaScope at the company's Hollywood studios next week. As of yesterday, 200 invitations to exhibitors had been accepted and the list is expected to reach the 400-mark by the end of the demonstration period on March 20. Large circles are sending representatives to see both independent and exhibitors (Continued on page 7)

M-G-M Expands Use Of TV in Promotion

In addition to the preview presentations on Ed Sullivan's "Toast of the Town" CBS-TV program, M-G-M is using the television medium to promote its product. The company is planning to re-release "Trader Horn" shortly and will use special television trailers in its promotion. Television trailers also are being used experimentally on "A Woman's Face" and more or less extensively on "Jeopardy." Meanwhile, four more M-G-M (Continued on page 7)

Salome

Presenting a huge cast topped by such potent marquees as Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson and Sir Cedric Hardwicke, this $2,000,000 production by Buddy Adler of the climactic period in the life of Salome comes now to take its place in trade history alongside "David and Bathsheba," "Samson and Delilah" and all those other works in kind which (go back and check on down from D. W. Griffith's "Judith of Bethulia" if in doubt) have proved so positively and profitably that the big-scale Bible-story is the safest, surest and payingest type of box office product discovered to date. It's as nearly axiomatic as anything in show business can be that "Salome" will pile up profits all along its exhibition course, for it is a characteristic of the Bible-story that the big towns and the little ones, the near places and the far, respond uniformly to its billing—and the title of this one sells especially well.

Producer Adler has given the Salome story painstaking and luxurious handling. The painstaking began with the making of choice between the various versions of the Salome story available in the different translations (Continued on page 2)

Senate Prober to Talk to Majors

Washington, March 12.—Senate Small Business Committee counsel Charles M. Moore said he had appointments arranged in New York City next week with officials of virtually all the major distributors.

Moore will talk to the home office officials to get material for the Committee's investigation and hearings on industry trade practices. He said most of the meetings are arranged for Wednesday and Thursday.
**Full Agenda for MPEA Meeting**

A 16-point agenda has been set for foreign department members of member companies of the Motion Picture Export Association when they meet here next Wednesday.

The program consists of discussions on a new film agreement in Spain, the new import agreement in Italy, the "Goldene Kule" celebrations in and around Africa, Easty plan developments in England, legal fees in Brazil, Mexico, France and Italy, the allocation of TV screen time in the new TV plan, committee recommendations in Ibdotso, by-laws of the newly-created film board in Ecuador, a status report on Japan, a report on Argentina, indemnification of employees in Peru and progress reports on Belgium and Norway.

**Cinerama Names Hartley Treasurer**

The election of John H. Hartley as treasurer of Cinerama, Inc., repre-senting Bank M. B. and discharges here yesterday by the company.

Smith will retain his position as secretary and director of the company. Hartley, who has resigned as cashier and trust officer of the National Marine Bank at Great Barrington, Mass., will assume his new duties on Monday.

**Buchman Is Found Guilty of Contempt**

WASHINGTON, March 12.—A Federal District Court jury today found anti-war writer and author Sidney P. Buchman guilty of contempt of Congress for failing to answer a House Un-American Activities Committee subpoena in Jan. 1952.

The jury reached an agreement Monday after it had deliberated for the second time that it could not reach a verdict. Judge T. Blake Kennedy urged the jury to try it once more, and the verdict was reached yesterday.

Buchman will be sentenced Monday and face up to a year in jail and a fine of $1,000. Following the conviction he will be permitted to go free on bond.

**Gillis and Ableson In New Para. Posts**

Herbert Gillis has been promoted from sales manager at the Paramount Philadelphia branch office here to general manager at Cinerama here, effective Monday. A. W. Schwaberg, president of Paramount Film Distributing Corp., announced here yesterday. Gillis succeeds William Meier, who will remain at Cincinnati as sales manager.

Father and son personnel change involves Robert Ableson, who has been promoted from salesman in Los Angeles to branch sales manager succeeding Ralph Carnichael, resigned. Ableson will take over on April 6.

**‘Wac’ Follows ‘Hans’**

RKO Radio’s “Never Wave at a Wac” will be the next attraction at the Shubert Theatre here, following “Hans Christian Andersen,” which is now playing a 16th week and very likely will continue throughout Easter.

**Fears Upped Prices Endanger Tax Repeal**

Columbus, March 12.—Robert Wile, executive secretary of the Greater Miami Theatre Owners of Ohio, has a new reason for opposing pre-re- lease, high-price pictures.

Such policies, he said, compel exhibitors to raise their admissions; the total amount of admission revenue the Treasury will be greater; the Treasury will be given an argument against repeal of the 20 per cent Federal tax.

**20th Opens Merman Film in Miami**

MIAMI, March 12.—A crowd of 10,000 was on hand tonight to see and cheer Ethel Merman leading a motordrome along Lincoln Road to the Capitol Theatre, where 20th Century-Fox’s “Call Me Madame” had its world première.

The motordrome included 150 members of the Greater Miami Boys Drum and Bugle Corps. It kicked off on an evening of festivities culminating with the showing of the Irving Berlin musical.

Miss Merman, in whose honor today was named “Ethel Merman Day,” was welcomed by Mayor D. Lee Powell, who presented her with keys to the city.

**NEW YORK THEATRES**

RADIO CITY MUSIC HALL

“THE STORY OF THREE LOVES”

Rockefeller Center

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Oklahoma Support Goes to Mason Bill

Oklahoma City, March 12.—The Oklahoma unit of the Council of Motion Picture Organizations will join other industry groups in concentrating its tax efforts on the Mason Bill, H. R. 157, according to chairman William E. Loewenstein. In a letter to the state’s exhibitors, Loewenstein urges them to contact their Senators and Representatives at once and to use the word “exceptional” and not “repeat” the 20 per cent tax. He also asks the exhibitors to stress the urgency of the bill and requests that “not be encumbered by any other amendments.”

Theatres in Buffalo Face A 5% Tax

BUFFALO, March 12.—Mayor Joseph Mrak has proposed a five per cent business tax on admissions to the other levies in his tax-fariden budget for 1953-54. Public reaction to the plan is one of surprise, however, by the proposal has been overwhelmingly antagonistic. Officials of groups concerned have voiced strong disagreement in a letter of the Buffalo Theatres Association to raise $600,000 annually through the admission tax.

A spokesman for the industry in commenting on the proposed tax on theatres, said: “Theatres are one of the most heavily taxed enterprises in the country. To add a five per cent Federal tax, such taxes on the industry are definitely discriminatory. But any vote of the 20 per cent tax cut down or eliminated. I don’t think the business could stand another tax.”

Tenn. Tax Repealer To the Governor

NASHVILLE, March 12.—Tennessee’s legislature has passed a bill repealing the governor for signature a bill repealing a 1949 law authorizing cities and counties to levy a 20 per cent tax on admissions to amusement places.

The local taxing power has never previously been authorized to tax admissions on the basis of the 10-cent Federal tax. Such taxes on the industry are definitely discriminatory. But any vote of the 20 per cent tax cut down or eliminated. I don’t think the business could stand another tax.”

Savini to St. Louis

On Franchise Deal

R. M. Savini, president of Astor Pictures Corp., here yesterday to confer with Gorelick and Phillips, of Reahart Pictures of St. Louis, Inc., said negociations whereby Reahart will take over the franchise to distribute Astor product exclusively for the territory.

The Astor president will then fly to Hollywood for conferences with Hal Roach, Jr., to line up features now in production for Astor release in 1953 and 1954.

‘Lill’ Breaks 2 Records

“Lill” opened here Tuesday at the Trans-Lux 22nd Street Theatre to a record-breaking first-day gross of close to $2,800 and hit another record-breaking $2,000 for the second day, the theatre reports.

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Next week, a momentous new era in motion pictures will be launched at our Studios when we present the first demonstrations of CinemaScope, the most eagerly anticipated development in the history of entertainment.

In addition to showings for industry executives, studio heads, producers, technicians and representatives of the guilds and the press, Mr. Spyros P. Skouras, president of our company, has scheduled a series of showings for exhibitors, personally prepared by Mr. Darryl F. Zanuck and revealing the unparalleled new vista of entertainment potentialities created by the advent of CinemaScope.
Announces

In conjunction with the Press

A Series of Four Demonstrations Especially for the EXHIBITORS OF THE UNITED STATES AND CANADA will be held
FRIDAY, MARCH 20th, at 2:30 P.M.
and SATURDAY, MARCH 21st,
at 10:30 A.M., 2:30 P.M. and 5 P.M.
ON STAGE 6 OF OUR STUDIO LOCATED AT WESTERN AVE. AND SUNSET, HOLLYWOOD, CALIF.

We hope you will be able to attend these demonstrations, along with those of your associates who should share this wonderful experience.

Al Lichtman, Director of Distribution, 20th Century-Fox
“One Girl’s Confession”  
(Continued)

A STORY of fate and irony is spun in this Hugo Haas vehicle which is this week’s highest-billed entry at the local theater. Director in the picture in which he also acts and for which he wrote the script, Attractive Cleo Moore is the victim of strange and ironic twists of fate. Miss Moore plays the part of a waitress in a top-flight waterfront restaurant, a position she has only lately taken up by the owner. Throughout the picture the camera shows a tendency to linger provocatively on the contours of Miss Moore. It seems that the restaurant owner not only misidentifies Miss Moore, but years ago chased her father for a week and a half. One day Miss Moore spots the owner collecting some $25,000 in an illegal transaction with a seaman. She plans her retribution and carries it out by stealing the money and hiding it. Next she confesses the theft to the police and serves out her jail sentence for the crime.

Free once more she goes to work again in a restaurant owned by Haas. Gradually she grows to trust Haas, and when he grows thick with her because of a gambling debt, she offers to help by advising him where the $25,000 is buried.

Once again fate intercedes ironically. Circumstances indicate that Haas will the money, and so Miss Moore hits him on the head with a bottle, apparently killing him. Too late, she learns that Haas never stole the buried loot. Whereupon Miss Moore digs it up, donates it to an orphanage, and surrenders to the police. It has all come right. It develops that Haas was not killed but merely sustained a few forehead scrapes.

The one thing in Miss Moore’s life that is not juxted is her romance with Glenn Helms. And when the curtain comes down she seems happily headed for matrimony. Throughout the picture there are imaginative touches that enhance the entertainment value.

Others in the cast are Ellen Stansbury, Anthony Jochin, Burt Mustin, Leonid Kinskey, and Hattie Husher. Running time, 74 minutes. Adult audience classification. For April release.

“Luxury Girls”  
(Cinco Productions-United Artists)

THE efforts of a group of pseudo-sophisticates in a swanky school for girls provide a background for “Luxury Girls.” The teenager’s youngest accurately portray their roles as obsessions by-products of an existence that offers them everything except parental guidance. At times the dialogue is a bit choppy and the story and interest are only relatively effective.

Director Piere Mussetta and Carlo Civallerio, the producer, have squeezed a few moments of suspense and some good shots of the Alps out of Eino Pihl’s screenplay. Miss Helms casts a lovely shadow over the school for the international smart set. She is immediately dominated by the school’s ring-leaders and forced into a room with a scholarship student. It is only when a wealthy young American becomes interested in Miss Helms that she is included in the international clique of the upper tenners. Trying to follow her father’s advice to mature, she rejects her young-scholarly friend and takes up with the “worldly” set.

Even the wealthy American repulsive she maintains contact with him to keep up appearances. When she falls in love with a local mountaineer, Miss Helms realizes the life she has been leading is quite barren. She resolves all her interests but she exercises extreme perseverance and emerges the master of the situation.

Others in the cast are Anna Maria Ferrero, Jacques Sernas, Steve Barelly, Marte Vldy, Brunella Bovo, Rosanna Podeste, Elice Cegani and Claudio Corgi. Running time, 96 minutes. General audience classification.

Para. to Use TV On ‘War of Worlds’

Paramount is preparing to launch a television promotion campaign on “War of the Worlds” on a national basis.

Seek Insurance Law

ALBANY, N. Y., March 12—Com-  
groan bills have been introduced by Senator Herbert J. Sorin of the Bronx, and Assemblyman Bea Welbel of East New York, which require that businesses operating under a license from a municipality and charging public admission fee, to secure and maintain minimum liability insurance of $25,000 for personal injuries to one person, and $50,000 for more than one person in one accident. An amend-  
ment to the General Municipal Law, the measures have been referred to the Cities Committees in each house.

Rank’s Theatre TV into W. Germany

LONDON, March 12—J. Arthur Rank’s Cinema-Television company is installing the first large screen television in Western Germany. The installation is being made at the Europa Theatre, Dusseldorf, where two weeks of “Master of Ceremonies” will start Saturday. The equipment will operate on German and standard European TV programs.

“Wax” in Frisco and L.A.

Added to Warner Brothers’ dom-  
enic plays on its three-dimen-  
sional “Master of Ceremonies” is Los Angeles and San Francisco. The film will open at the Paramount Down-  
town and Paramount Hollywood in Los Angeles on April 17 and at the St. Francis in San Francisco on April 21.

March, Nagel Handle NY Awards Airing

Fredric March and Conrad Nagel will be the principal figures of the New York portion of the Academy Awards presentation program to be broadcast and telecast on NBC Thursday night.

Nagel will be master-of-ceremonies at the International Theatre in New York, where former “Oscar” winners and nominees for this year’s awards will appear in the East will congregate. Nagel also will serve as commentator for those portions of NBC’s 90-minute Coast-to-Coast telecast and radio broadcast that originate in New York. March will present any “Oscars” that may be won by nominees in New York.

Boston to See Part of Awards TV

BOSTON, March 12—Television  
viewers here will be able to see some of the telecasting of the Academy Awards ceremony on Holly-  
wood on Thursday, after first being  
told that a sponsor conflict would not permit airing in this area. WBZ-TV has finally cleared sufficient time to take the final hour of the 90-minute telecast.

Rome Customs Law Strictly Enforced

The Rome customs office has in-  
formed importing firms there that it intends to enforce strictly a law re-  
quiring that goods lying at customs be imported or refor-  
edward within three months from their arrival, or the customs authorities “shall consider them abandoned upon ex-  
piration of such period, and shall dis-  
pose of the goods by putting them on sale.” This change was disclosed here by Norman Barnett, vice-pres-  
dent of Barnett International Forward-  
ers.

Savage to NBC Film Unit

David Savage will join the NBC film division as manager of film pro-  
curement on Tuesday, Robert W.  
Brower, vice-president in charge of  
the division, has announced. For the past two years manager of the film department for WJTV-S TV, Savage was associated previously with Offi-  
cial Films in its promotional and sales activities, and just prior to that spent several years in Eastman Kodak’s research development and testing division in Rochester.
Showman Suggests Poll in Nation’s Theatres to Name Hollywood’s ‘Bests’

Des Moines, March 12.—The Council of Motion Picture Organizations or exhibitors nationally could conduct a month-long poll to determine the best pictures, supporting actors, supporting and other phases of motion pictures in which the public is interested, and have something of greater value to exhibition than the Academy Awards.

That such an idea is possible is made evident by Hollywood. Jones, secretary of the National Allied Picture, Iowa and Nebraska and Mid-Central, in a current organizational bulletin.

"We have the means of naming the real national champions of everything in the movie business," Jones writes. That method of selection, he adds, "would give the public a voice, it would give a true picture, and should really get some publicity for motion pictures."

"I don’t think it has been by not interested in this.

A similar suggestion was made by Hollywood exhibitor Mervyn LeRoy in Motion Picture Daily on Feb. 24.

Ezzel Outlines

international organization.

The idea of the new association, he continued, is to work together for the good of the industry. In short, that he is in making arrangements with Herman Robbins, president of National Screen Service, the services of Paul Short, executive of that organization, to be chairman of the executive planning committee to prepare advertising, promotional, and public relations campaigns, and to design surveys involving the future operations of the theatre. The results of the surveys will be revealed at the international convention of the Texas M-P-A conference and the International Drive-in Theatre Owners Association, Sept. 28-30.

List Those Attending


Film Exposition

(Continued from page 1)

Texas Council of Motion Picture Organizations and director general of the film exposition, said the reason for the postponement was the necessity for the Texas M-P-A members to devote their efforts to the campaign for the repeal of the Federal admission tax.

Technicolor

(Continued from page 1)

panned plant. Technicolor is prepared to handle either type of photography used by producers; that is, Technicolor three-strip or any of the single-strip color negatives.

M-G-M Expands

(Continued from page 1)

films have been set for TV previews on the Sullivan show, continuing the promotion program that it inaugurated last January. The next four pictures from which scenes will be presented are “I Love Melvin,” March 22; “Small Town Girl,” April 12; “Never Let Me Go,” May 3, and “Dream Wife,” May 31. Howard Dietz, M-G-M vice-president, said here yesterday that although Sullivan will present excerpts from other companies’ pictures from time to time, the major work will be provided by his company.

Legion Puts Four Films in Class B

Four films were placed in Class B and 15 in Class A in the latest Legion of Deeny report. Films placed in Class B are "Devotion" and "Duel Without Honor," IFE Releasing Corp., "The G-Man’s Confession," Columbia, and "Battle Circus," M-G-M.

March is American Red Cross Month. GIVE!

March is American Red Cross Month, the program is的好处的。
**Motion Picture Daily Reviews**

**“The Blue Gardenia”**
(Warner Brothers)

**“Cry of the Hunted”**
(Metro-Goldwyn-Mayer)

**Desert Legion**
(Universal-International)

**“On Top of Old Smoky”**
(Columbia)

**Reade Plans Stage Attractions for ’53-’54**

**Cincinnati to Stage Industry Exhibit**

**London Gets ’Pan’ Apr. 16**

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**The Blue Gardenia**

The exploitation-wise Alex Gottlieb has put together here some marquee names that are also talented, a setting that is Hollywood but not the picture of Hollywood that most of us imagine and who so solemnly determine attendance patterns, the picture has more than the standard equipment for commercial success. With Anne Baxter, Ann Sothern, Richard Conte, Raymond Burr and Jeff Donnell in principal roles, it's an all-star cast produced by Nat (King) Cole and his musical accompanies in a performance of a song named for the title and figuring in the story. Quite a packet of sales points.

**Cry of the Hunted**

THIS is a vigorous drama of the hunter and the hunted and rates well as entertainment fare. Despite a few isolated moments in which credibility is taken, it holds the audience in fascination. Vittorio Gassman plays the tough-handed young man serving a prison term for being an unwitting accomplice in a robbery. He makes a dashing flight from the Louisiana penitentiary and is the duped victim assigned to bring Gassman back, and a grim cat and mouse game gets under way.

**Desert Legion**

CAPITALIZING on a bare-chested Alan Ladd, dislusso-beauty such as Arlene Dahl and a foreign legion atmosphere, this picture moves along at a fairly fast clip. The plot itself is no unusual, but it adequately serves as a vehicle for flattles of two-listed action.

Ladd, a captain in the French Foreign Legion, leads a patrol unknowingly to annihilation. He is rescued by Miss Dahl but he refuses to trust her because he suspects her of being one of the followers of an Arab bandit. In reality, Miss Dahl is an Arabian princess who lives in a fertile desert paradise. Only after Ladd is released and allowed to be saved by the Legion, does the captain begin to believe the beauty's plea for aid.

**On Top of Old Smoky**

FLAVORED with a few songs, gunplay and hard riding, “On Top of Old Smoky” is an up-to-par Gene Autry Western that is sure to please Autry fans and all others who like action pictures. Gail Davis provides the feminine touch, which is not too abundant. Autry and the Cass County Boys give out with the music.

It's a formula theme but well done, centering around a toll road operated by Shakelton, a man who is laden with guilt and a murderer on the run, and a boy who is taken to an evocative land which was thought to exist only in fairy tales. Here, Ladd discovers the peace of the inhabitants is threatened by lust for power of Richard Conte, later to be the lady's lover. After a number of stormy sessions, in which the existence of the Legion bandit is threatened, the hero proves his mastery over evil and Miss Dahl.

**Reade Plans Stage Attractions for ’53-’54**

Currently in the process of lining up a complete Program of stage attractions for 1953-54 is H. F. Reade, in charge of circuit's motion picture houses in New York and New Jersey. Walter Reade has announced the booking of a musical, a comedy and a ballet.

The Ballet Theatre will play a single performance on April 17 at the Alvin in Philadelphia. The Metropole McElhiney show, featuring the Metropolitan Opera has been selected as one of the forays on the tour, which opens March 27, 28 and 29 at the St. James in Ashbury Park, the Community Playhouse in Morrisville and the Oxford in Plainfield, N.J., and all of the houses are in New Jersey.

**Cincinnati to Stage Industry Exhibit**

CINCINNATI, March 12—A metropolitan area motion picture exhibit will be held by the Cincinnati Daily Vingman, starting Monday and continuing through April 9 in the Cincinnati Gas & Electric Co. building. It will be patterned after the successful motion picture exhibit at the Ohio State Fair last year.

**London Gets ’Pan’ Apr. 16**

Wal Disney's “Peter Pan” will have its European premiere at the largest metropolitan centre in London on April 16, it was announced here by Radio, which is distributing the all-cartoon feature.
Tradewise
By SHERWIN KANE
LAST week’s report by television set manufacturers and dealers of a continuing drop in sales in six of the nation’s largest metropolitan markets is but another confirmation of the evidence that has been accumulating for some time that television’s hold on the public lasts only until its novelty stage has passed and audiences have become satiated.

It is significant that the six markets cited—New York, Chicago, Detroit, Boston, Philadelphia and Cleveland—were among the first to accept television on a mass scale and with the most telling effect upon theatre attendance. It would now appear that the same centers are to be among the first to weary of the miniature screens and return to the theatres. For box-office grosses in every one of those cities have been showing steady improvement for some time, continuing even, through the current Lenten season. It might well be that the parade has begun.

Los Angeles, the other major metropolitan market which turned
(Continued on page 2)

QP Annual Awards To Be Judged Today

Judging of the 19th annual Quigley Showmanship Awards, conducted by the Managers’ Round Table of the Motion Picture Industry, is underway today at Toots Shor’s Restaurant here. Forty campaigns selected from the four quarterly evaluations will be examined by the panel consisting of advertising-exploitation managers of distributing companies, circuits and exhibitors.

Two equal grand awards will be made for campaigns in large and small
(Continued on page 4)

Urges Big Push on Anti-tax Drive Now

All theatre men were urged at the weekend to intensify their drive for the repeal of the 20 per cent Federal admission tax in a special bulletin issued by Pat McGee, Theatre Owners of America’s co-chairman of the Council of Motion Picture Organization’s anti-tax drive. He said, “We expect a House vote sometime in April” on the Mason Bill to repeal the tax.

McGee suggested that wires and let-
(Continued on page 2)

Multiple Problems Facing
3-D in Drive-in Theatres

By AL STEEN

Conversion of drive-in theatres to tri-dimensional exhibition is still an unsolved problem and, because of a variety of factors, the solution is not in immediate sight, according to theatre equipment authorities. Specialists are working on the obstacles and it is believed that eventually the wrinkles will be ironed out but the process will be slow, equipment men say.

One drawback, it was said, is the larger expense even if conversion were a comparatively simple process. A principal item is the necessity for two large generators. Then, too, the screen companies are not equipped to make the special screens of the size needed for drive-ins. Currently, the largest screens obtainable are 24 by 32 feet.

Because the reflection from the screen is directional to the projector, equipment men say that only the occupants of those cars down the approximate center of the area will be able to get the three dimensional effect. It is estimated that the passengers in 50 per cent of the cars will
(Continued on page 2)

Series on TV to Plug ‘20th’s Product

Widening the scope of its national television program with Ed Sulli- van’s “Toast of the Town,” 20th Century-Fox is arranging for the showing of specially-filmed peepshow clips on the CBS-TV show, in addition to the regular presentation of scene highlights from its upcoming pictures.

An example of the publicity approach will see a clip picture Ethel
(Continued on page 5)

Lewis and Goldberg In L.F.E. Posts

Continuing to step up its expansion activities, L. F. E. Releasing Corp. has appointed Bernard Lewis to a new executive position and named Fred Goldberg publicity manager. It was reported here at the weekend by Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation.

Lewis, publicity and promotion man-
(Continued on page 2)

‘Trouble Along the Way’

(Warner Brothers) Hollywood, March 15

THIS is one of the big money pictures of the year. Maybe the biggest one of them. Time will tell about that, as it did about the directly comparable “Going My Way,” but it’ll be big enough, never worry. It is John Wayne’s all-around best picture to date. He is taking in a lot of territory—and it contains John Wayne’s all-around best performance, a pair of circumstances that augur an astronomical box office total. More than that, it figures to make a great many million dollar picture theatre-goers very happy about the whole thing, and to restore confidence in the old truism that motion pictures, when they’re good, are the best entertainment business has devised so far. This is a picture to measure your theatre with, thus: if it doesn’t gross capacity, sell the joint. But it will.

Besides Wayne, who never had a more congenial co-star, goes Charles Coburn, who could start a new career from here if he cared to, and a child named Sherry Jackson whose acting ability is the kind the Academy has in mind when it speaks of Oscars. These are the three big three of the
(Continued on page 4)

3-D Gathering Momentum in
The Northwest

Expect 100 Theatres to Be Ready by June 1

MINNEAPOLIS, March 15.—Theatres in the Northwest are swinging to three dimensional exhibition on a large scale, with estimates that more than 100 houses in Minnesota and North and South Dakota will be equipped by June 1. Led by the Minnesota Amusement Co., other circuits and a large number of smaller situations have placed orders with local equipment houses. Latest to join the parade is the RG&L Pantages Theatre here which will open March 25 with Sol Lesser’s 40-minute Technicolor feature starring Ann Sothern, “House of Wax.”

A unique feature in the theatre’s installation is that it will be the first one in the Northwest district to equip the April 1 opening by the RG&L Pantages. A new feature is the RG&L Pantages district manager, the circuit’s other theatres in that area will be equipped for 3-D as quickly as screens and other equipment become available.

Equipment orders have been placed by Edward Ruben’s Hollywood Thea-
(Continued on page 4)

WarnerPhonic Set

For 2 More Houses

Contracts for the installation and equipment of WarnerPhonic sound, to be used in conjunction with Warner Brothers’ 3-D “House of Wax” at the Fox Theatre in Hollywood and the Fox in St. Louis, was disclosed at the weekend by Altec.

The equipment will be furnished and installed in time for the showing of the “House of Wax” at the Paramount by April 17 and the Fox by April 28. These two theatres are in addition to the two WarnerPhonic sound installations which Altec is completing at the
(Continued on page 4)

U-I to Intensify
Campaigns on 14

An intensification of national promotional patterns such as those being used during Universal-International’s current “Charles J. Feldman Silver Anniversary Drive,” was announced at the weekend by David A. Lipton, vice-president in charge of advertising and publicity. Following two weeks of meetings with home office executives on 14 pictures to be released during the late spring and summer.

(Continued on page 2)
Personal Mention

ROBERT S. BENJAMIN, chairman of United Artists, and MAX E. YOUNGSTEIN, vice-president, will leave New York today by plane for Hollywood.

ARNOLD PICKER, United Artists vice-president in charge of distribution, returned to New York over the weekend from Rio de Janeiro, after a six-week tour of England, France, Germany and Brazil.

ROBERT T. MURPHY, general manager of the Century Theatre, has been named head of the new division of the company for the current Red Cross drive in that city.

HUGH J. CAMPBELL, general manager of the drive-in theatre division of United Artists, has been named head of the new division.

JAMES BRIGHAM, Natural Vision technical expert, will address the Radio-Television-Newsreel Working Press Association at the Americana Hotel on Tuesday at 7:30 p.m. on 3-D filming techniques.

WALT DISNEY has been chosen "Prince of Laughter" by the Junior Comedians of America for the eighth annual "National Laugh Week" to be celebrated April 12th.

MENNA JACKER, daughter of Earl Jacker, Columbia's general sales manager, and Mrs. Jacker, was married yesterday to Larry KAHN at the Temple Israel here.

ARTHUR ISRAEL, assistant to BARNET BALARIN, Paramount executive, will return to New York from Salt Lake City.

RAYMOND KELLER, Walt Disney Productions representative, is in Mexico City to supervise dubbing of "Peter Pan.

HARRY POST, owner of the Astor Theatre, East Hartford, Conn., has been elected a director of the Chamber of Commerce.

MEYER STERNER, 20th Century-Fox associate publisher, will return today from Florida.

MICHAEL GOULD, Paramount sales man, is being transferred from the Cincinnati to the Cleveland branch.

JOSEPH WALSH, manager of Paramount's branch operations, left here yesterday for Buffalo.

JOSEPH GOPH, manager of the Crown Theatre, Hartford, was married to Loretta DOMINIC.

DEAN MALCOLM of Warner Brothers in San Francisco, announces the birth of his first child, a son.

VICTOR SAVILLE, producer, is in New York from Hollywood.

Motion Picture Daily, March 16, 1953

Directors Guild to Give Award to Best Film Critic

Hollywood, March 15.—An annual award to the professional motion picture critic who writes the "most enlightening and constructive" of the year will be granted by the Screen Directors Guild.

The award, to be given to the President of the guild, explained that the award would be given to the critic whose writing pointed out the limitations and advantages of a film. "His pointing out the faults and shortcomings of the industry," he said, "is praise and commendation of its virtues. We believe that honest and wise criticism is the best way to build up both the industry and the audiences who create pictures and to the audiences that see them."

Testimonial Tonight For Earl Hudson

Detroit, March 15.—Civic leaders of Detroit and industry representatives from all over the country will attend the banquet honoring Earl J. Hudson, prominent Detroit theatre executive, at the hotel on Monday night at the Statler-Capitol Hotel.

Spearheading the testimonial is the Variety Club of Detroit.

Director of the Markway, general manager of the Michigan's Co-Operative Theatres of Michigan, is chairman.

Hudson has been appointed executive vice-president of the Western division of American Broadcasting, the television and radio stations, in Los Angeles and the television and radio stations in that city and in San Francisco. Prior to the new appointment, Hudson, 43, served for many years as President of United Detroit Theatres, a group of 17 theatres now affiliated with AB-PT.

Lewis and Goldberg (Continued from page 1)

Hollywood has been named to head a new operation which will coordinate, I.R.A.C.'s long-range production and promotion publicity in Radio City operations in this country. He will also manage expanded exploitation and exhibitor-relations activities.

Goldberg last week resigned as assistant public relations manager for Radio City here and will assume his new duties on March 23. Before RKO, Goldberg served a number of years in the city department of Paramount Pictures, handling New York newspapers, syndicates, trade papers, promotions and exploitation.

The Goldwyn Story In 'Home Companion'

Frances Goldwyn has written a story entitled "I Love Making Movies with Sam," which will appear in the April issue of "Ward's Home Companion." It is a behind-the-scenes tale of the home and studio life of Samuel Goldwyn and Frances Goldwyn. The pictures taken on the set of "Hans Christian Andersen" are used to illustrate the story and home-movie records are devoted to text and layout.

Tradewise...

(Continued from page 1)

clearly in huge numbers from theaters to home TV, also is among the great exhibition areas which has been showing heartening improvement in their attendance for some time. Although no softness in TV set sales was reported in the Los Angeles area, it is to be noted that Charles Skouras, leading exhibitor in the territory, who was quoted in national publications as predicting that television would close one-half the sales of theatres, has reported substantial increases in the business of his theatres there. It would seem that in itself would prove his prophecy in error and mortify him from repeating it today.

Not only have TV set sales slumped in the metropolitan areas named but it was also reported that there were no forecasts of improved sales weeks immediately ahead. Thus the slump might well approach the summer hibernation season of TV's major attractions, extending it to the fall.

In passing, let it be noted that there is no publicized jubilation in the motion picture industry over television's current problems, which are not limited to declining set sales but include, as well, skyrocketing program costs. Nor are there irresponsible predictions by self-appointed stylists that the economic demise of television is near at hand, as there were in abundance about the future of the motion picture theatre over the past several years. This industry, it would seem, is content for the moment with the rosy promise of its own new, technological future, and it is content to place in it as a paid salesman of motion pictures and the theatre.

U-I to Intensify

(Continued from page 1)

Lipton returned to the Coast on Friday.

At the same time, Lipton revealed that "Thunder Bay," new James Stewart picture, will be backed by "the greatest promotional effort in the history of the company." It is scheduled for a series of July pre-release engagements and an August release.

Highlighting the campaign will be an increasing use of television where possible, and their own programs. For the first time, the television use of stars, featured players and studio technical personalities for the U-I campaigns are being emphasized.

Special campaigns are being developed for the J. Arthur Rank Organization, "Great Sea," and "Carmen from Outer Space." 3-D film, is also to be given national campaign.

The use of touring personalities for the home-theatrical campaigns is one of the most of the pictures featured in the Picture of Spillane Novel to Be First

With Dunning 3-D

The first feature to utilize the new Dunning "three-dimensional process" is "The Jury," the first of Mickey Spillane's best-sellers to be filmed, it was announced yesterday by Arthur B. Krim, president of United Artists, who will supervise the picture, and Victor Saville, the producer.

The agreement under which the Dunning process is to be used was concluded Friday between Saville and Nat Levine, licensing agent for Dunning, who fixed the terms of the agreement to begin in Hollywood about April 1.

The Dunning process features the use of both home and national crew employed for a conventional production. The camera, including motor, weighs, about 60 pounds, and the "Blimp" about 40 pounds, "which gives the equipment the advantage of considerable portability," says UA. The potential Dunning finder that combines two stereopticon images into a single composite picture also will be used in filming "I, the Jury."

3-D and Drive-ins (Continued from page 1)

not be able to get the full benefit of the new process. It is also believed that the images will be distorted by weather elements such as fog and rain. Because drive-in screen have more than sixteen feet of reflective light, it is believed that even two-and-a-half three times that amount would hardly be enough for good registration.

In production, the use of drive-in screens, is believed by some that it would be impossible to coat them with a metallic paint and obtain a smooth surface. Despite these obstacles, a few drive-ins are preparing to install equipment.

Anti-tax Drive (Continued from page 1)

ters to Congressmen should point out that some of them remain open on borrowed funds with the hope of early relief which, if not granted soon, may mean disaster. Other plans which should be stressed, McGee proposed, are that quick hearings and an early vote are needed, since approximately three theatres close every day. Landlords, bankers and other business men, aware of conditions in the industry, may be urged to write the Congressmen and Senators, McGee stressed.

Feldman drive, is being continued for the two pictures remaining to be released during the drive. "Desert Legion" and "Abbott and Costello Go to Mars," are "Lone Hand" will be given a Texas territorial situation premiere in April with a group of U-I starslets scheduled to participate in the presentation while Ronald Reagan and Ruth Hampton are to tour key cities in the East in national promotion of the launching of "Law and Order."
NOW
over 5000 more theatres can
strike a...

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NATIONAL 7mm
"SUPREX" CARBON

Closely following general acceptance of the sensational, new 9mm "Suprex" carbon, NATIONAL CARBON now offers greatly improved screen light for theatres with variable-feed, mirror-type lamps, using 7mm high-intensity carbons. Specifically, the new "Suprex" carbon provides the following advantages:

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CinemaScope

(Continued from page 1)

other industry officials. As the contingent of industry representatives left for the Coast, 20th-Fox at the weekend closed the names of scores of exhibitors and others who planned to attend the demonstrations.

Those from 20th-Fox foreign department are: Clarence Silverstone, president of the International Corp.; and Albert Cornfield, managing director for Europe, Scandinavia, North Africa, and the Middle-East; and Leslie E. Whelan, advertising, publicity and exploitation director of the International organization; Euanime Silverstone, vice-president of the International Corp.; William J. Kipper, managing director, England; Edward D. Cohen, supervisor of Central and South America; Edward Eustis, supervisor of the Far East; Allen Noye, managing director, Mexico; Spyros D. Skouras, Jr., head of Skouras Theatres, Greece; Ernest Tornbohm, manager of Tornbohm Theatres Ltd, New Zealand.

Among theatremen who have accepted invitations are: Louis Schiefe, Gloversville, N.Y.; R. D. Martin, Columbus, Ga.; Sonny Shepard and Harvey Fleishman, Miami; George Stoney, Nashville; Stan Goldstein, Springfield, Mass.; David B. Wallerstein and Jack Ross, Chicago.

Exhibitors attending from the Chicago area are: James Silverstone, Chicago; Charles Horgan and S. J. Gregory. Also R. J. D’Ouville, Dallas; Judson Gordon, Beaumont, Tex.; Ed Rowley, Dallas; John Lang, Jr., Dallas; and Al Wold, Detroit.

From the Los Angeles area are expected picture. Along with them go Donna Reed and Marie Windsor, in the maiden and the menacing roles, respectively, but the distaff side of this story is the short side.

The comparability of this picture to “Going My Way,” mentioned above, is a matter of setting, manner and tone, rather than of detail, and it is as comparable, in those respects, to “The Bells of St. Mary’s” and “Come to the Stable.” In each of these a Catholic institution is the kind of background around which the story revolves. In “Trouble Along the Way” the financially-distressed institution is a small Catholic college that is to be abandoned in consequence of being $170,000 in debt and going deeper by the minute. That foundation similarity is about the only one of moment, and if it didn’t limit the success of the others it would not have to forebore the destitute the destiny of this one.

Wayne plays, with complete naturalness, a discredited football coach who is about to have his 10-year-old daughter taken from him by juvenile authorities when Coburn, Father Rector of impoverished St. Anthony’s College, offers him employment as coach in hope of earning, through football receipts, money needed to pay off the school’s indebtedness so it need not be closed down. The ways and means by which Wayne and Coburn manage to come up with a football squad capable of beating the best sent against it in Yankee Stadium (before Coburn learns the facts of football life and cancels the deal) are shown in tremendously amusing, and also informative, fashion. The working out of the problems faced by the school, the coach, his daughter, and the many others concerned, is accomplished in a manner too entertaining to be flattened out in a stupid synopsis.

Melville Shavelson, who became a producer on this occasion, wrote the script, with Jack Rose, from a story by Douglas Morrow and Robert Hardy Andrews that may or may not have worn another name but couldn’t stack up better than as handled here.

Michael Curtiz, the most versatile director on this or any continent, directed the picture with warm understanding of its human values as well as of its great comedy content.

It’s a fine, strong, completely credible and yet steadily surprising story. It might have been just as fine, or a little finer, if Wayne hadn’t been required so constantly to reflect on Miss Reed’s legs and love life, but the character’s intent is repitable in an instant and the fault doubtful will be overlooked by the otherwise delighted audiences.


CHARLES SKOURAS, MIKE RENGER, GUS METGER, HENRY M. LOCKART, AL HANSON

Annual Awards

(Continued from page 1)

They called her...

"THE BLUE GARDENIA"

and there was nothing lily-white about her!

Sensation coming from Warner Bros.

3-D Gathering

(Continued from page 1)

3-D Gathering

(Continued from page 1)


ist Houses

Smaller houses placing equipment orders with either National Theatre Supply, or French Theatre Supply include the following: Avon, Hancock, N. D., and Wiley Rapids, Wis., owned by S. J. Becker; Gopher, Wheaton, Minn., Tom Richardson, Owatonna, Owatonna, Minn., Dr. L. Robinson, Rice Lake, Wis., Superior. Wis., Roy McKinnon; Doris theatre, San Diego, Cal.; Nicholson theatre, Fairmont, Minn., John Brandenburg, Detroit; Rice Lake, Minn., Metropolitan Theatre; Rice Lake, Pine Island, Minn., A. L. Olson, Lake theatre, Arlington, Minn., Edder Bros.; LeRoy, LeRoy, Minn. L. L. Warner Bros.; Marquette, Casco, Minn., Minn., Lawson Winters. Also, Benjamin Berger’s Fergus at Fergus Falls, Minn., Hopkins at Hopkins, Minn.; Marshall at Apache, S. P., La Crosse Lake, Minn.; Cavalier, Cavalier, N. D., and the Park at St. Louis Park, Minn.

Minnesota Amusement Co., last week announced play dates between April 3 and May 22 for “Bwana Devil” at 12 more of its area houses. The number to be added is the number at which Arch Oboler’s United Artists film will have played. The list includes: Paramount, St. Cloud, Minn.; Fargo, Fargo, N. D.; State, Hibbing, Minn.; State, Virginia, Minn.; Chateau, Rochester, Minn.; State, Winona, Minn.; Paramount, Idaho, Minn.; State, Mankato, Minn.; State, Minot, N. D.; Capital, Aberdeen, S. D.; State, Deadwood, S. D.; Palace, Superior, Wis.; Drake, Sedgewick, N. D.; Plaza, Watertown, N. D.; State, Mitchell, S. D.; Lake, Portage, Minn.; Paramount, Echo, S. Dak., State, Madison, Wis.; Waco, Minn. will also equip the Egyptian at Swan Lake, Minn. for 3-D pictures.

Theatres equipped with 3-D before or by June 1 will have, in addition to “Bwana Devil” and “Stereo Technicolor,” new films available. United Artists is accepting bids for 3-D film of the forthcoming Marciano-Walcott championship fight. Warner Bros.‘ House of Wax, opens in New York April 10, has called for bids on first run in Minneapolis, St. Paul, Minneapolis, Guthrie, Salt Lake, Bia’s “Fort Ti,” scheduled for a late April release, will call for bids shortly.

WarnerPhonic

(Continued from page 1)

New York Paramount and the Paramount in Los Angeles, in time for their “Wax opening.”

Despite the organization of Altec’s engineering personnel and plant facilities for full WarnerPhonic sound production, it will be possible to deliver multiple-track sound equipment only to a very limited number of theatres in time for the “House of Wax” openings, it was stated. Altec has been working with Warner Brothers on the Coast in conjunction with its WarnerPhonic program.
In the THEATRE Equipment World . . .

with RAY GALLO

A NEW series of half-hour NBCchutums, “Eye Witness,” will bow onto the TV screen, Monday, March 30, replacing “Hollywood Opening Night” in the 9:40 to 9:30 P.M. slot. The Neptune production will be directed by Perry Lafferty and will be sponsored on alternate weeks by Enms. . . . The music goes ‘round and around, history repeats itself, life itself is a series of cycles and it is natural for station call letters to do the same. . . . Some years ago, NBCchutums came up with a bright idea to perpetuate the letters of the NBCchain, by successfully petitioning the FCC to permit the change from WEAF to WNBC, WABC, the CBS N.Y. outlet, similarly effected a change to WCBS. Starting with WCBS, WABC was next, belonging to American Broadcasting Co., which discarded the ancient WJZ call letters . . .

Elective to new posts on the board of directors of Henry Heide, Inc., New York, of three granssons of the late Henry Heide, Sr., founder of the H. H. Heide candy manufacturing firm, has been announced by Herman L. Heide, president. Andrew H. Heide, formerly vice-president, was named executive vice-president; Victor H. Heide, formerly assistant vice-president, was elected executive secretary and treasurer, and Vincent H. Heide, formerly assistant vice-president, is now vice-president and secretary.

The Camera Equipment Co. of New York has been appointed as another distributor for the Prestoloid “butted” film splicer, known by the trade-name of “Fresco-Splicer,” and manufactured by the Prestoloid Manufacturing Corp. of Long Island City, N.Y.

H. J. Foster has resigned as vice-president of Spacarb, Inc., manufacturers of automatic soft-drink dispensers, according to an announcement by L. H. Houston, president. Foster’s duties in the past month have been advertising, and advertising will be assumed by Howard Richardson with the temporary assistance of H. C. Minton. Foster, who joined Spacarb in 1949, has not announced his plans but he intends to remain in the vending field.

For the prevention of injuries to fingers from accidental door closings the Magic Door Division of the Stanley Works of New Britain, Conn., has developed a new flexible plastic striping, called “Standard,” it runs the full length of the door at the door jamb, sealing off the danger area from top to bottom. It is fastened to the door frame with aluminum anchor moldings.

A new automatic hot chocolate dispenser with a stainless steel forward, is now being distributed by the Interstate Restaurant Supply Co., Los Angeles. Called the “Presto-Plunger” it has a thermostat control designed to keep it at the right serving temperature and a motor-driven agitator which stirs the chocolate constantly to prevent milk scum.

Television-Radio

with Pinky Herman

The Violin Virtuoso of Waukegan, III., has been the nation’s triple-threat star of show biz for so many years that it’s news when he DOESN’T win. With his monthly TV show now a regular feature, Jack Benny is now eligible for the TV crown and though we’re about eight months from the results of the 1953 television editors Fame poll, we’re looking odds that Rochester’s boss finishes in the money . . . Producer Walt Framer, stars Benny Myerson and Randy Merritman and two regular models of “The Big Payoff” will head for the Coast where that program will originate for two weeks starting Monday, March 30 . . .

Filmcraft Productions, which acquired the TV rights to the entire Mark Twain works, is currently filming a new video series, “Mark Twain TV Theatre.” Siegfried M. Herzig, writer of numerous Broadway plays and screenplays, is assisting novelist Robert Nathan in adapting the Twain stories for TV. Gene Mann has joined Filmcraft as veepeme as charge of creative production and sales . . .

Starting Thurs., April 2, KTLA-TV will have an exclusive two-year assignment to the Lewis W. Foster TV film series (26 half-hours) in Gotham and will be given publicity on TV’ schedule. Starting this week and walked off with several thousand dollars worth of prizes. (But he’s a loyal cineman. Still positive “Movies are your best entertainment.”) . . . Memo to Doris Schary—Alton Alexander, who was your assistant back in the Coast. He’s a new producer at Cedar Lake Camp, N.Y., has authored over 300 TV scripts for the ABC TV “Hollywood Screen Test” series . . . Ralph Paul, announcer of “Strike It Rich,” is now a real drum-beater. He returned from a Haitian vacation (a new rhyme, Fred Norman) with a Voodoo drum . . .

310 Video Stations Approved to Date

Washington, March 15—The Federal Communications Commission approved 29 additional television stations, the largest batch of approvals issued this far in the freeze. The total approved since the lifting of the freeze now stands at 310.

TV Series (Continued from page 1)

Herman, star of “Call Me Madam,” heading a motocade to the Miami premiere of the musical to be presented on the March 22 show. A teaser trailer for the March 29 presentation of scenes from the Irving Berlin musical will also be featured that evening.

The two “plugs” will be followed on the April 5 telecast by a six-minute program announcing the new Tuesday afternoon Presi- dent’s Lady.” “Titanic” will be on the April 19 “Toast of the Town” and will get additional publicizing May 3.

Hendricks, McManus Promoted by Warner

Hollywood, March 15—Bill Hendriks has been appointed as Alex Elovich as assistant publicity director for Warner Bros. studio. Hendriks begins his new duties tomorrow. At the studio for the past five years as chief exploitation man, Hendriks was with Warner Theatres in the South, Midwest and on the Pacific Coast for 19 years before that. Stepping up into Hendriks’ former exploitation spot is John G. McManus, former district and publicity manager for Warner’s Pacific Coast theatres.

Cinema Lodge Cites Liebowitz Tonight

Civic and religious leaders will join Cinema Lodge East Coast officials at the Hotel Astor here tonight in paying tribute to Judge Samuel Liebowitz of the U.S. Senate. Charles W. Tohey of New Hampshire, will present the “Cordwinder” to Judge Liebowitz and will be the principal speaker.

Kaye Drops Monday Night Performances

After 81 consecutive performances, without a break off, Henry Kaye will take one night’s rest each Monday, starting tonight. The policy will be in effect for the rest of Kaye’s reserved seat engagement.

“Corsica” A UA Film

“The Bandits of Corsica” is being distributed by United Artists and not by Universal-International, as erroneously stated in a review of that production which appeared in Movie Picture Daily on Friday.

3 Televion COMMERIAL • THEATRICAL

30

310 NINTH AVENUE, N.Y. 36, N.Y.
LUXEMBOURG 2-2988

MOTION PICTURE DAILY
My deepest appreciation to the radio editors who have again selected me in the annual Fame poll as

CHAMPION OF CHAMPIONS

and

BEST COMEDIAN

and my program as

BEST PROGRAM

Sincerely,

JACK BENNY
Para. Moves Forward on 3-D Problems

Seeks 'Fusing' of 3-D And Wide Screen System

Three-dimensional and wide screen developments by Paramount Pictures were revealed here yesterday with the return at the weekend from the Coast of Barney Balaban, president, and Paul Raibourn, vice-president.

The developments were these:

1. Attempts are underway to "fuse" Paramount's 3-D system with a process similar to CinemaScope.

2. Solutions are being found by Paramount's research department to the 3-D problems of drive-in theatres.

3. Paramount has begun construction of a "proving ground" at its studio to test various models.

(Continued on page 5)

20th-Fox Changes Production Plans For CinemaScope

Twentieth Century-Fox stepped up its CinemaScope activities yesterday with the affirmation that the company shortly would confine its entire production schedule to the new widescreen process. At the same time, the company reported from the Coast that, in line with the policy of converting exclusively to CinemaScope, six pictures for which production dates had been set for April, June and July had been taken off its schedule.

Darryl F. Zanuck, production chief, (Continued on page 4)

New Norwegian Pact: Rentals Up 33½%

An agreement in principle between the exhibitor's association in Norway and the Motion Picture Export Association has been reached, calling for an increase in rentals for American pictures by 33 1/3 per cent, it was announced yesterday by Eric John- ston, MPEA president. In making the announcement, Johnston said that the new pact covers only conventional

(Continued on page 5)

Bergman Favors Expanding Quigley Awards Judging

(Picture on page 1)

The suggestion that producers and distributors join in the judging of picture campaigns by theatre managers for the annual Quigley Showmanship awards was made by Maurice Bergman, Universal-International public relations executive, who was the principal speaker at the 19th annual luncheon at Toots Shor's restaurant here yesterday for the advertising-publicity executives who comprised the panel of judges.

"I think it is important that producers and distributors know how their product is being sold," Bergman said. "As much thought should go into the selling of pictures as into their production."

Bergman was introduced by Mar- tin Quigley, who presided at the luncheon. After welcoming the appropriately 60 executives present, Quigley introduced two visitors from Canada, Larry Grabiner, advertising director of Odeon Theatres, Ltd., and James Nairn, advertising manager of the Famous Players Ca-nadian circuit. Also introduced were two previous Grand Award winners, Harry Goldberg of Stanley-Warner Theatres and Charles Hacker of Radio City Music Hall, and Walter Brooks, editor of the Managers Round Table section of Motion Picture Herald, which conducts the annual Show- manship Awards contest.

Quigley reported that membership in the organization had increased to 4,883, the largest in its his- tory.

Bergman later pointed out that along with the increase in membership, there are more individual show- manship campaigns entered in this Contest.

Cahill Heads WB Hospital Coin Boxes Technical Activities

Frank E. Cahill, formerly of the Warner Brothers Circuit Management Corp., has been named coordinator of technical activities for War- ner Brothers Pictures, effective immedi- ately.

Cahill, well-known motion picture engi- neer, first became associated with mo- tion pictures in 1925 when he joined First National as assistant to the vice-president and Treasurer. In 1926 he became assistant to the

Frank Cahill

' Ike' Likes Trade Plan by Johnston

WASHINGTON, March 16.—A suggestion by Eric Johnston, president of the Motion Picture Association of America, that a young economic advisor be appointed to try to improve private trade dealings between the United States and foreign nations was carried forward by Presi- dent Eisenhower.

Johnston made the proposal to the President in his capacity as chairman of the International Advisory Board.

The MPAA president later said that President Eisenhower was highly in favor of the idea.

Supreme Court Asked to Shift Bidding Ruling

Jackson Park, Towne Appeal From Verdict

By J. A. OTTEN

WASHINGTON, March 16.—The Jackson and Milwaukee Towne theatres today asked the Supreme Court to overturn a Circuit Court ruling that they must outbid competing theatres in order to get choice films.

The two cases, appealed to the Su- preme Court by Jackson's attorney, Thomas C. McConnell, were the third and fourth trade practice cases to be dumped into the Supreme Court's lap- winder, the last 10 days.

Although the Jackson Park case deals with the Chicago theatre situation and the Mil- waukee Towne case with the situation in Milwaukee, both appeals present the identical

(Continued on page 4)

New Altec 3-D Deals As Shortage Looms On Some Equipment

Altec here yesterday accepted additional contracts for the installation of 3-D equipment and stereophonic sound in Paramount and Stanley-Warner theatres for the showing of "House of Wax" but, because of a short supply of some items of equip- ment, the company is not committing itself on the fulfillment of further orders. Currently there is a shortage of magnetic heads and interlock motors. An Altec salesman said there was no definite assurance of

(Continued on page 4)

2 More Productions Started by RKO

Hollywood, March 16.—Increased production activity got underway today at RKO Radio with two top-budgeted pictures, both in color, going before the cameras. The two are "Sec- ond Chance" and Edmund Grainger's "Arizona Outpost."

"Second Chance" stars Robert Mitchum and Linda Darnell. Pro- duced by Sam Wiesenfeld under the supervision of Grainger, the film is

(Continued on page 4)
Personal Mention

SOL LESSER has arrived in New York from Hollywood.

Mrs. Robert Nevogd, wife of the Interstate Television Corp. sales executive and daughter of G. Ralph Branton of Rockefeller's vice-presidential staff, gave birth to a son, Christopher Michael, at the Queen of the Angels Hospital in Los Angeles last Tuesday.

William B. Zellner, head of M-G-M short subject and newscast division, will arrive in Jacksonville today from New York, where he will also stop in Atlanta, Charlotte and Washington.

Suzanne Marie White, secretary to John H. Mitchell, vice-president and general sales manager for Screen Gems, has become engaged to Edwin H. Frank, Jr. and will be married in June.

Elmer C. Wendgar, an official of the Buffalo projectionists union, is director-of-training of the Ringling Bros. and Barnum and Bailey Circus to be staged Easter week in Memorial Auditorium here.

Emil Velasco, head of the recording studio bearing his name, returned here last night from a business trip to Florida.

Allen W. Wintefi, Hartford Times motion picture editor, is in Hollywood for the Academy Awards program and will fly back to Hartford on Sunday.

Hugh Owen, Paramount Eastern and Southern division manager, is in Charlotte, to conduct the sixth of a series of branch meetings.

Arthur Freed, M-G-M producer, will arrive here from the Coast next week and will hold aboard three days later.

Matt Kennedy, New Haven projectionist, is recuperating at home following surgery.

Nat Liebeskind, independent distributor, is in Fifth Avenue Hospital here recuperating from surgery.

Harry Stevens of Life Magazine has returned here from the Coast.

Mexican Motif for V.C.'s 'Fiesta Night'

The New York Variety Club's “Fiesta” tomorrow night at the Piccadilly, will be of cooperation with the Mexican Taste Variety Team and the Mexican government. The Mexican Team has sent flowers, tequila and souvenirs for the event, as well as Mexican hors d'oeuvres. Mexican music and dance have been booked by the Carlos Montalban. Decorations will have a south-of-the-border motif. Four Mexican girls "ambassadors" are being sent by the Mexican Team. The party will start at 7:30. Max Wolf is in charge of the entertainment.

Outlay for Theatres Drops in Canada

Ottawa, March 16—Described a better supply situation in labor and materials, Canadian investments in capital and maintenance expenditures by theatres will decline to $2,800,000 during 1953, compared with $4,200,000 in 1952, $5,700,000 during 1951. Construction of theatres will account for only $1,500,000 in 1953, compared with $5,000,000 in 1952 and $6,500,000 during 1951.

Construction of theatres will account for only $1,500,000 in 1953, compared with $5,000,000 in 1952 and $6,500,000 during 1951.

Buchan Is Fined $150 for Contempt

Washington, March 16—Producer Sidney Buchan was fined $150 and given a one-year suspended sentence for having been convicted of contempt of Congress charges.

Buchan was convicted for refusal of appearance before a subcommittee of the House Un-American Activities Committee in Jan., 1952. Federal Judge T. Blake Kennedy ordered Buchan to appear for the Hearing, but Buchan declare that he had "acted in good faith" and had meant no contempt.

Ankers-Lob Named


With Succeeds Sayles

Albany, N. Y., March 16—William C. (Bill) With has been promoted from assistant manager to manager of Fabian's Palace, the late Alex Sayles, it was announced by S. Fabian, head of Fabian Theatres, and by division manager Saul J. Ullman.

$35,000 for 'Madam'

"Call Me Madam" grossed $35,000 for the first four days of its premiere showing at the Carib, Miami and Miracle theatres of the Venetian circuit, and was sold out to top all gross marks at these houses. A first week's gross of $50,000 is estimated.

Sam Miller on His Own

Washington, March 16—Sam Miller, formerly with the Federal Communications Commission, is now operating his own law office here, and will specialize in communications

Set Catholic Film Festival

The first Catholic mission film festival in the United States will be held in conjunction with the Centenary Exhibition at the 6th Regiment Armory here, from May 31 to June 6. A United Nations representative, Anarchist Archdiocesan director of the Society for the Propagation of the Faith, is chairman of the committee, which will evaluate the films. Martin Quigley heads the committee which will evaluate the films submitted. The closing date for entries is April 15.

Three awards will be made by the judges for the best films entered in competition this year, with all legal film practices, has been filed by attorneys Seymour Simon of this city and Henry Stites of Louisi ana. The government action charged pooling of pictures by two Alliance pictures and other theatres in the New York area.

Services Held for Marcel (Selly) Kann

Funeral services were held at Riverside Chapel here yesterday for Marcel (Selly) Kann, New York theatre owner and brother of the late Maurice (Red) Kann, former vice-president of Quigley Publishing Co. Kann died suddenly in New York last Saturday. He is survived by a brother, Benjamin, of Boston, and by a sister-in-law, Mrs. Frances Kann.

Edith Prigozy resigns

Edith Prigozy, who has been associated with 20th Century-Fox International Corp. for the last 11 years, has resigned her position as sales representative at sales offices in Canada. Miss Prigozy has opened her own law office here, and will specialize in communications

‘Strengthen’ Decca By ‘U’ Investment

Decca Records stockholders were informed yesterday that Decca's $5,480,181 investment in Universal Picturesstrengthens Decca's prospects for 1953.

The statement, carried in Decca's 1952 annual report, continued: "The earnings of that company (Universal) are now increasing at a rate in its recent history. Moreover, the diversification of Decca's interests, by participation in television, radio and other areas of the entertainment world, constitutes a source of strength."

According to the report, earned $953,265 in 1952, after provision for taxes and all other charges, compared to $855,164 in 1951.

Personalities on Dais For Sullivan Fete

In a further advance in the plans for the Associated Motion Picture Advertisers luncheon salute to Edward Sullivan at this Hotel Piccadilly here, AMPA president Harry K. McWhirr discloses that after the guests arrive on the dais: Roberta Peters, Metropolitan Opera star; Marlo Lewis, co-producer with Sullivan of the TV show, "Toot of the Town"; Dwight Mills of the Kenyon Eckhardt agency and Paul Lazarus of Columbia Pictures, had Hubbell Robinson, vice-president of CBS-TV.

Steve Brody Heads Coast Charity Drive

Hollywood, March 16.—The Permanent Charities Committee has selected Steve Brody, retiring president and head of Allied Artists, to serve as campaign chairman of PCC's 1954 "Save Jaffa" benefit. Steve Jaffa succeeds Brody in the presidency.

March Is American Red Cross Month. GIVE!
“Light housekeeping ... a necessity”

Obvious to everyone may be the fact that not enough light is getting to the screen; or that the sound system is not functioning properly. The reasons, however, may be varied—equipment failure, inadequate housekeeping, or a drop in power output. Aid in this type of trouble-shooting may be obtained from the Eastman Technical Service for Motion Picture Film which Kodak maintains at strategic centers to cooperate with producers, processors, and exchanges and exhibitors.
April 15 New Filing Date in 16mm. Suit

Hollywood, March 16.—Counsel for the Government and for the defendants in the 16mm. suit case have signed a stipulation granting a retrial order until April 15 to file objections to interrogatories served the week before last.

The defendants claimed the interrogatories required research too burdensome for completion within the usual 20-day period.

Supreme Court

(Continued from page 1)

issue: could the Circuit Court change provisions of earlier decrees, growing out of private anti-trust actions, that permitted the theatres to get first-run films competitively bidding, and only on payment of a "fair and reasonable rental?"

The original decree in the Jackson Park case said the theatre could get first-run films on payment of such rentals. In July 1951, however, five distributors—Fox, Paramount, Loew's and Warner Brothers—asked the Circuit Court to amend the order by clarifying that the Jackson Park must bid against other theatres in the same competitive area.

The District Court refused to make this change, but the Seventh Circuit Court of Appeals approved the distributors' suggestion.

In the Milwaukee Towne case, the same pattern was followed. In March, 1952, the same five distributors and Columbia asked the District Court to change the earlier Milwaukee Towne decree to require competitive bidding. Again the District Court refused and again the Circuit Court approved.

Appeal to the Supreme Court

of the United States the action of the Supreme Court, McConnell declared: "The Circuit Court, under the guise of construction, has changed a decree without any showing of any unremediable change in conditions existing at the time the decree was entered; has assumed jurisdiction to re-hear an issue decided against respondent's (the distributors') contents some few years before; and under the guise of construction has written into a decree a provision for competitive bidding without any of the safeguards provided for in the government decree which this court struck down in the Jackson Park case."

76 TV Stations

(Continued from page 1)

TV stations and affiliates, and as a delayed telecast by an additional 17 TV outlets. The coverage is being key to the Easter Week openings of the comedy, which co-stars Hope, Mickey Rooney and Marilyn Maxwell. The picture will have its TV premieres in many of the cities reached by the March 29 telecast a few days following the network show.

Appearing with Hope will be an array of Army "brass" to discuss the recruiting drive and also the Military Police background of the film.

Maurice A. Bergman, Universal-International Public Relations director, executing the 19th Annual Quigley Showmanship Awards luncheon at Toots Shor's restaurant here yesterday for industry advertising-publicity executives who comprise the judges for the annual awards. Flanking the speaker, shown standing at the dais, are, from left to right: John J. O'Connor, vice-president of Universal; James A. Mulvey, president, Samuel Goldwyn Productions; Si Seidler, advertising manager, M-G-M; Martin Quigley and William J. Heineman, vice-president of United Artists in charge of distribution.

Quigley Awards Judging

(Continued from page 1)

year's contest than ever before. The large panel of judges examined the campaigns yesterday and cast their votes. The votes are now being tabulated and the results will be announced within the next few days.

Commending the annual Showmanship Awards for the encouragement they give to "new blood in the industry" and the stimulus they provide to better picture merchandising, Bergman said the awards have added enthusiasm and boosted showmanship down through the years.

Begun in 1954

Recalling that the awards were begun in 1934, Bergman said they did much in that depression period to encourage managers to extend themselves in all fields of their business, and that the awards, in the industry's good times and bad, "have been a plus factor in the marketing of pictures, which always is so essential.

Bergman also cited the recently published results of Motion Picture Herald's Institute of Industry Opinion on motion picture advertising, which revealed that a large majority of the panel favored an overhaul of industry advertising in the hope of creating new and distinctive types of films campaigns.

The panel results were termed "interesting" and evidence that "we can't stand still," according to Bergman.

The Universal-International executive spoke in place of Walter Beadle, Jr., independent circuit operator and chairman of the executive committee of Theatre Owners of America, who was taken ill late last week and is still undergoing hospital treatment and who was unable to be present.

At the data was: Graber, John J. O'Connor, Universal vice-president; James A. Mulvey, president of Samuel Goldwyn Productions; Si Seidler, M-G-M advertising manager; Bergman, Quigley, William J. Heineman, United Artists vice-president and head of distribution; Jerome Piedman, vice-president and advertising-publicity director of Paramount Pictures Distributing; S. Barrett McCormick, motion picture advertising executive, and Nairn.

Others present were: Stack, Ackerman, Paramount International; Leon Brabner, RKO Radio Pictures; Fred Klason, Mutual; David Shulman, Loew's International; Sid Blumenstock, Paramount Pictures; Howard Calley, Republic Pictures; Samuel Cohen, United Artists; Stanley A. Dore, Loew's Theatres; Edward C. Dowen, Loew's; Steve Eisen, Republic Pictures; Fred S. Frank, Loew's; Al Floishesliemer, RKO Radio; W. M. Groves, M-G-M; Maurice Goldstein, M-G-M Pictures; David Goodman, Samuel Goldwyn Productions; Roy H. Garay, RKO Radio Pictures; Also, Mercey Houser, RKO Radio; Jerry Keyser, Warner Brothers International; Ralph Langer, Century Theatres; Al D. Lowenthal, Universal; Lawrence E. Lipsitz, Columbia Pictures International; Jeff Livingston, Universal Pictures; Free Lynch, Radio City Music Hall; Harry K. McWeaver, Screen Guild; Jerry Mandell, RKO Theatres; Sidney Meisel, Paramount Pictures; Robert Mooney, Goldwyn Productions; Rutgers Nelson, RKO Radio; Jack O'Brien, Radio City, Chicago; William Loew's International; Sid Richetz, Warner Brothers; Fred Rose, National Screen Service; Jonas Rosefield, Metro-Goldwyn-Mayer; Robert Saltzman, RKO Studs; Sidney Schaper, Columbia Picture Company; Charles C. Seiler, Loew's; Dan Terrill, Loew's; Jack Walzer, Waltner's Western Corp.; Francis M. Winke, United Artists.

Queries on 2nd-Hand 3-D Equipment!

Chicago, March 16. The 3-D revolution is reaching the sticks. The Movie Supply Co. here received a query from a small theatre in South Dakota about the possibility of buying second-hand 3-D equipment for his theatre.

20th-Fox Production

(Continued from page 1)

stated upon the arrival of Spyros P. Skouras and Al Lichtman from New York that the last two pictures to be made in the three-dimensioned version of the film would be "The Preparing," based on April 6, and "Waterfront," slated to roll April 7.

Initial Demonstration

Meanwhile, the initial demonstration of CinemaScope at the studio will be held tomorrow instead of today, as originally planned. This showing will give for members of the trade, trade and international press. Demonstrations for exhibitors, studio heads and the public will be held later in the week. During the four days of showings, CinemaScope will be demonstrated and discussed by officials of Columbia, Universal, Paramount, RKO Radio, United Artists, Warner Brothers, Republic, Allied Artists, Cinerama, Loew's, and hundreds of exhibitors.

The six pictures that were taken off the production chart were "Justice Brown," "Camp Followers," "The Big Fight," "The Form Divine," "The Black Widower," and "The Fifth Rider.

The last two stories eventually are to be converted to CinemaScope. Charles Entenfeld, 20th-Fox vice-president, felt here for Hollywood yesterday to join other company executives who departed over the weekend.

Altec Deals

(Continued from page 1)

early additional equipment delivery. Because Warner Brothers will have their orders for prints for "Wax." stereoscopic and require the shortest of equipment will not delay openings in some theatres.

Altec has contracted to install the stereoscopic sound in Darryl Zanuck's preview room at the 20th Century-Fox studios and the preview theatre at the 20th-Fox home office.

Latest theatres for contract for the Altec installation service are Paramount's Chicago in Chicago and Warner's Mansfield, Pennsylvania; Stanley Loew's Boston; and the Fifth Reader.

Previous deals were made for the Paramount in Hollywood, Paramount in Los Angeles, Fox in St. Louis and the Paramount in New York.

Coin Boxes

(Continued from page 1)

services them with new displays.

The project committee hopes to build the number of participating theatres to 5,000 during the next few months.

March Is American Red Cross Month. GIVE!
Review

"Code Two" (Metro-Goldwyn-Mayer)

A SUSPENSEFUL film aimed at less sophisticated audiences has been fashioned by M-G-M. "Code Two" is a neat little story along formula screenplay by Marcel Klauber that dramatizes the lives of three rescuers at the Los Angeles Police Academy. They are Ralph Meeker, brash, headstrong and something of a wolf; Robert Horton, quiet and unassuming and happily married to Sally Forrest, and Jeff Quick, a straight-laced, all-American type who is a bit green at the heart but growing. The three join the motorcycle corps—they like the uniform, the adventure and the high pay.

When Richard is murdered by black marketers while he and Meeker are on a joint patrol, the latter vows to catch the culprits, feeling, as he does, responsible for Richards' death. This involves a good deal of hunchwork watching—some tense moments, some shots of the truck known to have run over Richards. The trail leads to the hideout of a bunch of modern-day cattle rustlers, who hijack local steers and sell the meat at today's fantastic beef prices. The climax is a hair-raising fight, with fast driving, exciting motorcycle chases and a feel-good ending.

The film is nicely paced and includes some interesting sequences on the training of the motorcycle corps. In Theu picture, several steers are seen running away from the pens. The film was directed by John Paddy Ryan, with Charles Trenet, a well-known character actor, as the head of the motorcycle corps.

Cahill Heads (Continued from page 1)

Donnenfeld Appointed

Bernard Donnenfeld has been named vice-president and a member of the board of directors of Paramount Pictures and will be located in Los Angeles. He was promoted to vice-president in February and is currently the general manager of the studio, where he has served as production manager and head of department since 1949. He is a graduate of the University of California and has been with Paramount since 1927. He is a member of the American Society of Cinematographers and the Motion Picture Producers Association of America.

Project Honors Sudekum

NASHVILLE, March 16.—A 500-unit housing project, opened here for public use last week, is known as "Tony Sudekum Homes," honoring the late founder of Crescent Amusement Co. Sudekum, among the producers and directors of television programming and production for Warner Theatres. It was also in charge of the film production activities for the theatre circuit.

During World War II, Cahill was an officer in the army and served with the Signal Corps. As a colonel with the Signal Corps, he was Executive officer of the Army Pictorial Service, and was also contracting officer for the government and supervisor of the installations in the Signal Corps Photographic Center.

Norwegian Fact

(Continued from page 1)

pictures and that films in three di

Second Probe Into Color Television

WASHINGTON, March 16.—The House Commerce Committee will look into the color television situation, Chairman Wolvert (D., N. J.) has announced. The hearings will start on March 24.

This will make the second Congressional color TV investigation. The Senate Commerce Committee was organized earlier it was going to study the subject.

Wolvert said House hearings would go into why color sets have not been marketed recent developments in color TV, and the outlook for when color TV will be available.

The New Jersey Republican made the announcement as the Committee resumed questioning of Federal Communications Commission Chairman Walker—questioning that started in mid-February. Two Commerce Committee members, Representatives Boyd (R., Cal.), and President (D., Tex.) asked questions about the status of the theatre television proceedings, but did not pursue this line here.

Walker said hearings had been held, and the Committee had industry help, including TV producers. The Government was in the process of making a decision on the matter, and Walker said that the FCC was considering a number of issues.

At another point, Wolvert said that under certain circumstances it might be necessary to consider radio and television stations as common carriers and have their advertising rates subject to government regulation.

Huston Film to U.A.

United Artists will release John Huston's next film, "Beat the Devil," starring Humphrey Bogart and Jennifer Jones, according to UA President Arthur Krim. The film, currently in production, will be a Tarantino production in association with Romanus Films.
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<td>TANGERINE DREAM (Color) George Brent D—73 min.</td>
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<td>ALPINE SKY (Color) George Brent D—73 min.</td>
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<td>Feb. 8</td>
<td>TANGERINE DREAM (Color) George Brent D—73 min.</td>
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<td>ALPINE SKY (Color) George Brent D—73 min.</td>
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<td>Feb. 15</td>
<td>JALOPY (Color)</td>
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<td>Mar. 1</td>
<td>KANSAS PACIFIC (Color)</td>
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<td>Mar. 8</td>
<td>PRINCE OF PIRATES</td>
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<td>WHITE LIGHTNING (Color)</td>
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<td>Mar. 22</td>
<td>THE HOMESTEADERS</td>
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<td>Mar. 29</td>
<td>FORT VENGEANCE</td>
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<td>Apr. 5</td>
<td>THE MARSHMAN</td>
<td>Wane Morris</td>
<td>D—41 min.</td>
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<td>Apr. 12</td>
<td>THE MARSHMAN</td>
<td>Wane Morris</td>
<td>D—41 min.</td>
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**Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following:**

3-D Spectacles

Film Labs Set

A Headache to

Warner, Para.

‘Wax’ Bookings Top

Supply of Viewers Now

By MURRAY HOROWITZ

Paramount and Warner Brothers, with upcoming 3-D feature releases, have acquired the polarizing spectacle headache, a condition which United Artists has experienced since its purchase of Arch Oboler’s “Bwana Devil.”

A canvass of the spectacle situation revealed that bookings of Warner Brothers’ “House of Wax” are being held up because IB currently cannot assure many theatres of an adequate supply of viewmasters. “House of Wax,” made in the Natural Vision 3-D process, will have its New York opening at the Paramount on April 10 and is set for national release April 25.

A Paramount spokesman acknowledged.

(Continued on page 4)

Name 20th, Skouras

In N.Y. Trust Suit

An anti-trust suit asking $1,500,000 triple damages was filed in Federal Court here yesterday against 20th Century-Fox and Skouras Theatres by the Westway Operating Co., operating the Symphony Theatre at 2531 Broadway, New York.

The plaintiff charges that it asked

(Continued on page 4)

Eight More State

Legislatures Quit

Washington, March 17.—Eight more state legislatures have adjourned without taking action harmful to the film industry, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

Six of the eight have quit for keeps for this year. They are Idaho, Montana, South Dakota, Idaho, Utah and Wyoming. A seventh, Washington, has already gone back into special session, and the eighth, Georgia, returns in November.

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**Personal Mention**

SIMON H. FARIAN, president of Stanley Warner Theatres; SAMUEL ROSEN, executive vice-president; and HARRY M. KALMANT, vice-president and general manager, will fly to the Coast from here today for the Cinema-Scope conventions.

LOUIS W. SCHWING of Schine Circuit, Gloversville, N. Y., and CHARLES A. SMIAWITE, Warner Brothers zone manager, represented the industry at the annual dinner and gridiron show of the Legislative Correspondents Association in the Ten Eyck Hotel, Albany.

JOSSEPH WALSH, Paramount branch operations manager, will leave Buffalo today for Albany, and will also visit the Boston and New Haven exchanges before returning to New York on March 28.

NATE WINIG, retiring chief barber of the Albany Variety Club, was presented with a luggage set at the Tent's Labor Day dinner in the Colonic Country Club there.

A. W. SCHMEID, president of Paramount Film Distributing Corp., and JERRY PICKMAN, advertising-publicity vice-president, will leave here today for Hollywood.

SEWARD BENJAMIN, secretary of United Artists Corp., announces the birth of a daughter, Ann Lesley, to Mrs. Benjamin at French Hospital here on Monday.

J. J. FITZGERBINS, president of Famous Players Canadian Corp., is reported making good recovery from a recent illness.

LEON BRAWETZ, director of exploitation for Samuel Goldwyn, leaves here today for Cincinnati, St. Louis and Kansas City.

WILLIAM F. ROGERS, M-G-M vice-president and sales consultant, is due back from a Florida vacation next week.

E. K. (Ted) O'SHEA, Paramount distribution vice-president, will return to New York today from the Midwest.

JOHN C. FLENN, Allied Artists advertising-publicity manager, will fly to New York from Hollywood tomorrow.

E. S. GREGG, vice-president and general manager of the Westrex Corp., is in Hollywood from New York.

ALFRED HITCHCOCK, director, has returned to Hollywood from a three-week personal appearance tour.

DAVE CANTOR, RKO Radio home office exploitation director, leaves here for Boston today.

SOL A. SCHWARTZ, RKO Theatres president, has left New York today for the Coast.

**Press Books Streamlined With RKO Shift to Coast**

RKO radio press books for exhibitors have been redesigned and modernized with the shift of production of them to Hollywood from New York, as part of the recent move to center all of the company's advertising and publicity on the Coast.

The manufacturer has been turned out entirely in Hollywood is for "The Hitch-Hiker," which offers two new features—a special radio and television section to which selling suggestions have been contributed by people in these media, and an exploitation section that includes ideas submitted by a panel of prominent Coast managers.

The press book was conceived under the supervision of Elliston Watson, manager, and general manager, is for the sale of advertising agency. Copy and editorial material was prepared by Phil Gersdorf of RKO, and Mel Riddle of the agency.

**American Weekly: Video Award at NTFC Meeting**

For having performed the best job of retail cooperative tie-in advertising in connection with 20th Century-Fox's "Saratoga," Charles R. Taylor, director of advertising-publicity for the Center Theatre, Albuquerque, N. M., is the first prize winner in the American Weekly $1,000 showmanship contest.

The first prize, $500, is followed by five runner-up awards of $100 each, won by Gerald L. Atkin, advertising-publicity manager, Warner Bros., New York; Mrs. P. M. Thomas, Parker Theatre, Parkersburg, W. Va.; Tony Masella, Loew's Poli Palace, Mahanoy City, Pa.; Morris Rosenthal, manager, Loew's Poli, New Haven, and Lou Cohen and Norm Levinson, Loew's Poli, Hanford, Calif.

Assisting Taylor in the preparation of the winning campaign was Leon Seini, manager of the Center, with his assistant, James Sullivan, advertising-sales manager, division manager of AB-PIT in Buffalo.

Judges were Walter Brooks of Motion Picture Herald and Chester Friedman of Boxoffice.

**Grainer to Chicago For Sales Meeting**

James R. Grainger, president of RKO Radio, and other top home office executives will arrive here on Friday for a two-day tour of sales offices from Friday for Chicago where they will meet with the company's division and district managers on Friday, and Saturday and Sunday at the Blackstone Hotel.

Grainger will report on the results of his recent visit to the various studios and his consultations with Howard Hughes, chairman of the board, and C. J. Tewlin, in charge of studio operations.

The sessions will mark his initial official meeting with key field sales executives. He will be accompanied by Edward L. Wachtman, his executive assistant; Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager, and Nat Lew of Eastern division manager.

**Preston to Leave Jacobs**

HOLLYWOOD, March 17—Joel Preston, manager, will leave the Warners and leave the public relations office here, where he has been an associate for the past several years to go into business on his own, effective Friday.

**To Film Industrials In 3-D Process**

Formed for the purpose of making three-dimensional industrial films, Three D Films, Inc., has been incorporated in Albany. The company will have its headquarters at 1449 Oxford St. in New York. It is headed by Lou Carroll.

**Paper Holds 'Hans' Doesn't Need 3-D**

SAL EXE CITY, March 17—Three-dimensional films will add much to the public's enjoyment but "quality" entertainment, "whether it is in two or three," will decide the industry's future, the deposits were stated in a brochure editorial. Samuel Goldwyn's "Hans Christian Andersen" was cited as an example.

"The public does not often endorse a motion picture," the editorial states, "but it endorses this one for its sheer beauty and delightfulness as well as because of the way it brings to life a part of the cultural heritage to which every child is entitled." The Film Daily's new imaginative method of selling "Andersen" followed in its advertising.

**Norling Stresses 3-D Screen Size**

It is of the greatest importance that the size of the screen be known in advance," he said. "For they picture pictures, John A. Norling, inventor of the Norling 3-D camera, told a meeting held in New York by the Atlantic Coast Section of the Society of Motion Picture and Television Engineers.

Norling's address, titled "The Practical Application of Stereo Principles to Motion Pictures," emphasized that there is a direct relationship between the size of a screen of which the stereoscopic picture is to be projected and the way the stereo picture is photographed.

**'Good Housekeeping' Plug for Cinemar**

Cinerama is given an enthusiastic plug" by Herbert R. Mayes, editor of Good Housekeeping, in the April issue.

"See it (Cinerama) as soon as you can," Mayes writes. "It is an absolutely new adventure in the realm of motion pictures, a breathtaking astonishment. It's different, altogether different, from anything you've ever seen or heard in a movie theater." He asserts in part.

**Alperson, Jr. to Film In New 3-D Process**

HOLLYWOOD, March 17—A new three-dimensional mechanism, Depth-Vision, which utilizes two standard cameras and requires that audiences wear viewers, is to be used on an un-named feature Edward L. Alpersion, Jr., has scheduled for production.
BOGIE DOES IT AGAIN!
(That Academy Award winner for "African Queen" is terrific!)

First 13 Spots Beat M-G-M's Famed "Above And Beyond"!

M-G-M presents
HUMPHREY BOGART JUNE ALLYSON
BATTLE CIRCUS
With KEENAN WYNN - ROBERT KEITH
Screen Play by RICHARD BROOKS
Based on a Story by Allen Rivkin and Laura Kerr
Directed by RICHARD BROOKS
Produced by PANDRO S. BERMAN

GOLDMAN GETS GOLD!
Above ad prepared by Goldman Theatres is just part of their socko showmanship campaign. This mat (3 col. x 120) is available from National Screen. See M-G-M press-book for big variety of other showmanship ads.
motion

Lament of A Man Who Has Been Making Love to His Lady Friend in a Theatre Balcony for Two Decades

Will you love me as much in 3-D, as you did in the days of sound?

Or when the pictures were silent, and just shadows were moving around,

Will our love be just as placid, as when the box was always pitch dark,

Or must we go schizophonic, with a high intensity arc?

Our nights of balcony necking, I fear, have disappeared with the years,

If I have to hold those gosh darned polarized glasses on my eyes and ears?

—Al Steen

Asides & Interludes

—by James Cunningham

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TNT Hits

(Continued from page 1)

"compromise" proposal of the National Exhibitors Theatre Television Committee, the Motion Picture Association of America. The proposal, submitted to the FCC before the agency completed its publicly ended its inquiry, would authorize the use of existing fixed channels by commercial television companies furnishing only a theatre television service.

Alternative Procedures

Halpern's petition stated that "although the common-carrier theatre television service recommended by the Commission deserves Commission consideration, TNT feels that the Commission should consider not only this but also alternative procedures to meet theatre television service requirements."

TNT, in its bid for "a full and fair" hearing, stated that the Commission should consider not only this but also alternative procedures to meet theatre television service requirements.

Set Ky. Premiere for 'Every Thursday'

Universal's "It Happens Every Thursday," starring the well known hero of the weekly newspaper, will have its world premiere at the second annual "Country Editors Conference." A "set shooting" will be held under the sponsorship of John Lair in Renfield Valley, Ky., on May 7, serving to launch the series of theatrical openings in the three-state area of Kentucky, Ohio and Indiana. Lair conducts a weekly radio show covering CBS' "The Renfield Valley Sunday Gathering."

Del. Sunday Film Bill

DOVER, Del., March 17.—A bill to permit the showing of motion pictures on Sundays outside the limits of incorporated municipalities in the state has been introduced in the Delaware legislature. Under the bill, which will be enacted to 6 p.m. or between 6:30 and 8:00 P.M.
RCA's SALUTE to the Motion Picture Industry

THE FIRST NATIONWIDE PRESENTATION OF THE ACADEMY AWARDS

As a grand climax to 25 years' creative effort, the motion picture industry this year invites the American public to see the Academy Awards ceremony. (NBC-TV, Thursday, March 19, 10:30 p.m. EST.) For the first time ever, the entire nation will witness this most glamorous of all motion picture events.

WE, AT RCA, ARE PROUD of our part in this important undertaking. We take pride in our long association with the motion picture industry. We are proud to be the first to join with the Academy of Motion Picture Arts and Sciences as it opens its doors to the nation.

THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
Hudson Is Cited At Detroit Dinner

Detroit, March 17.—"Coast to Coast Theatre Presents "California Here I Come," an Earl Hudson $85,000 Production With an All-Star Cast of Thousands of Friends.

Another Keough, WGN-TV. Those friends are the gathering of several hundred friends to Detroit last night.

Leaders from all walks of life in Detroit joined with motion picture executives in the appearance of Earl Hudson, newly appointed vice-president of ABC’s Western division, at a banquet.

Variety magazine heralded the testimonial which brought film executives here to pay tribute to Hudson with one of his many years of service to Detroit, as a civic leader and as president of United Detroit Theatres.

Toastmaster was Robert J. O’Donnell, president of Interstate of Dallas and past chief Barker of Variety Clubs International.

Speakers included Leonard H. Goldenson of New York, president of ABC-Paramount Theatres; Harvey Campbell, of the Detroit Board of Commerce and Dr. A. C. Forstenburg, dean of the Medical School at the University of Michigan.

The United Cerebral Palsy Association of Michigan presented Hudson with an award to which he read: "In recognition of Earl J. Hudson’s unerring leadership and foresight in behalf of those unfortunate persons afflicted with cerebral palsy.

A silver plaque which praised Hudson’s "outstanding record as a civic leader, as one of his executive, whose contributions to humanity, especially in the founding of Variety’s work for those afflicted with cerebral palsy,” was presented by the Variety Club of Detroit.

Industry C1earty of ‘Reds’ Says an ‘Ex’

Hollywood, March 17.—Screenwriter Martin Berkeley, former Communist star witness at the 1951 hearings of the House Un-American Activities Committee here, said in an address to the North Hollywood Civic Association, California American Legion, “Those of you who have avoided motion picture theatre became by publicized and inflamed can now attend, knowing that your fight has been won. Major studios do not have a single Red working for them who has been named before the Congressional committee. I tell you there isn’t an industry in the entire country that can match that record.”

Lawler Heads Circuit

Hartford, March 17.—Carroll J. Lawler, formerly head booker for Jamestown Amusement Co., New York, and more recently Paramounnt-Publix, has been named general manager of Hartford Theatres, succeeding the late Gus Schaefer.

Lamont Opens Drive-ins

Albany, N. Y., March 17.—Harry Lamont of Albany will open the Overlook Drive-in at Poughkeepsie on Friday. The Hyde Park Drive-in, near Poughkeepsie, will start its season on the same date. This year’s opening is several weeks earlier than last year’s.

Review

"Problem Girls"

(Columbia)

SOME unsavory characters suffering from psychopathic ailments provide the audience with this unusual production which was written and produced by Aubrey Wisberg and Jack Pollexfen. Even though the settings and characterization are depressing, the film should have appeal to those who are interested in the subject. Those who have been over the abundance of neurotic misfits in the picture; even the sympathetic and kindly professor is a wive-nurderer who has served 20 years in a penal institution.

Ross Elliot, a young psychology instructor awaiting his license to practice, manages to provide the number of the non-psychology deficient young girls. Even though the students are ill, they possess a strong hold over the faculty since they come from wealthy families who pay exorbitant fees to the university's service of young daughters committed to a state asylum. A serene alcoholic is the nominal head of a faculty of equally neurotic and abnormal individuals who are otherwise unrecognizable.

Against this background, we find the young instructor attempting to care for the girls and decipher the reasons for the school recovering the attention of his wife’s business. When he studies up on his amnesia plot of the school directors, Elliot suddenly finds himself involved in a case of murder blackmail and a million-dollar inheritance. The means by which he solves the mystery, rescues a drugged amnesia victim and assures the triumph of justice, take up the major portion of the film.

Acting, production and direction values are adequate. The story is a tripe meven but there is sufficient mystery to manage a bit of interest.

Other roles in the cast are: Jochim James Sey, Marjorie Stapp, Roy Regnier, Eileen Stevens, Tom Charlesworth, Beverly Garland, Joyce Jameson, Marj Jarvis, Mary Corday and Teddi Dennis.

Film Labs

(Continued from page 1)

cost finding and accounting methods, collect and disseminate trade statistics and data, promote and assist in the exchange of reliable credit information and disseminate accurate and reliable information concerning the outstanding of bonds, debentures, and securities and any other transactions pertinent to the motion picture laboratory industry. A meeting of charter members will be held here today to prepare letters of invitation to laboratories throughout the country. It is planned to hold the first national meeting in Hollywood next month in conjunction with the convention of the Society Motion Picture and Television Engineers. At that time there will be a new election of officers and directors.

For the founding of the group was conceived by a group of laboratory men attending the SMPTE convention in Washington last October. A subsequent meeting was held in Washington and another in New York in mid-January. Active in the formation of the association were Neil Keen of the Calvin Co., Kansas City, Byron Kondabish of Byron, Inc., Washington, and Stott.

Arbitration Probe

(Continued from page 1)

now wanted to learn the distributors’ side of the story.

The meeting today will include Ansley B. Craig, vice-president of Paramount Pictures, and general counsel of Paramount Pictures, and others who participated in the various arbitration negotiations last year.

Nooie will meet tomorrow with sales executives of several film companies to determine the trade practices general. It is not definite whether the sessions will extend into Friday. The committee’s investigation and hearings on film industry operations as they relate to exhibitor-distributor problems.

Arbitration Probe

(Continued from page 1)

national Pre-Selling

PHILIP T. HARTUNG, movie editor of "Woman’s Home Companion," recommends “She’s Back on Broadway.” "Mollie Rongy," "The Naked Spur," "The Jazz Singer," "Jeopardy!," and "Tonight We Sing!"

Appearing in the same issue is the Frances Goldwyn story, "I Love Making Money with Sam." Also in the issue is a table of contents page ad on “Sommbrero.”

Louis Berg, movie editor of This Week Magazine, reported on Walt Disney’s “True Life Adventures” series in the March 15 issue. Berg says “If Hollywood seems to concentrate on the animal side of human nature, Disney is bent on demonstrating the human aspects of animal life.” Disney says, "Animals have tender feelings, intelligence, and even a sense of humor."

“Lili,” the M-G-M picture now at the 52nd St. Times Square Theatre, is reviewed in the March issue of Life. A half is devoted to photographs taken on the “Lili” set which features Leslie Caron, the picture’s star.

A Kapalki caricature in full color of the stars in United Artists’ “Moulin Rouge” appears on the front cover of Pictorial Review on March 22nd.

The stars portrayed are Jose Ferrer, Zsa Zsa Gabor, Suzanne Flon and Colette Marchand.

“Angel Face,” “The Story of Three Loves,” and “The Girls of Pleasure Island” are recommended in McCall’s April issue. Each picture received space in “McCall’s Goes to the Movies” guide.

Alfred Hitchcock, director of Warner’s "13 Ghosts," has written a history of "The Chlosterford Clue Murder" for the 1885, for the March issue of American Weekly.

Lonnell Parsons chose “The Stars are Singing” Movie Citation of the month” in the March issue of Cosmopolitan. “Off Limits” was picked as the best comedy, and "City Beneath the Sea" as the best adventure film of the month.

Also in the issue is a full color ad on “Peter Pan.”

“Battle Circus,” “The Story of Three Loves” and "Justice Is Done" are reviewed in the current issue of Time magazine. Also recommended are "Lili," “Peter Pan,” “Don Camillo,” “Moulin Rouge," "The Memphis Belle," and "Come Back Little Sheba."

WALTER HAAS

"Hall" Show Opens Mar.26

Radio City Music Hall’s three-part extravaganza opened by the world premiere of Warner Brothers’ "By the Light of the Silver Moon," the New York opening of the production tomorrow night at the Roxy Theatre, will be the run of a gross of $6,500 for the opening of "Merry Christmas" tomorrow evening at the Ritz Theatre, compared to a gross of $4,500 for the opening of "My Cousin Rachel" during the Christmas holiday, it is reported.
"I love watching Sam make movies!"

by Mrs. Samuel Goldwyn

Want to read something good? Buy, borrow, or swipe a copy of the new April Companion—on the stands right now. Settle down with Frances Goldwyn's who-should-know-better-than-I story, I Love Watching Sam Make Movies. Learn how Sam Goldwyn really operates . . . how he moved heaven and earth turning a hunch and a horde of impossible temperaments into a tremendous success called Hans Christian Andersen.

It's a fascinating story in its own right, and another example of why more than 4,300,000 readers count on the Companion for movie news and guidance every month . . . of why Hollywood has invested more money in the Companion during the past seven years than in any other monthly magazine.*

*Except, of course, the fan magazines.
REGARDING TV SUPPORT FOR

IRVING BERLIN'S

CALL ME MADAM

Technicolor

FOR EASTER!

On Sunday, March 29th, the top-rated TV show ED SULLIVAN'S "TOAST OF THE TOWN" will pre-sell "CALL ME MADAM" for you with a preview of highlight scenes from this great 20th Century-Fox musical. This tremendously popular program is viewed in homes coast-to-coast via CBS-TV network and affiliates.

CASH IN ON THIS GREAT PROMOTION!

Now is the time to plan and purchase spots just before and after "Toast of the Town" when it pre-sells "Call Me Madam" in your city! Put this hour-long TV show to work for you!

THERE'LL BE NO EASTER LIKE A 20th CENTURY-FOX EASTER!
CINEMASCOPE IMPACT IS IMPRESSIVE TO OBSERVER

By WILLIAM R. WEAVER

Hollywood, March 18.—On a screen 63 feet wide by 25 feet high, with a horizontal curvature of five feet, 20th Century-Fox today demonstrated the CinemaScope process at its studio here for the benefit of the press and leading industries in five morning, afternoon and evening showings.

The material screened ranged from an automobile race, photographed experimentally at a local speedway last weekend, to two finished sequences of “The Robe,” with a wide variety of scenes that had been shot for the studio’s guidance in using the CinemaScope technique.

Despite the fact that none of these films had been finally edited or scored, all were powerfully promising that CinemaScope will be a great factor in the future of the cinema trade. Scenes from “The Robe” and “How to Marry a Millionaire,” sharply different subjects, showed with impressive impact CinemaScope’s flexibility, versatility and dramatic capacity.

Stereoophonic sound, with which the studio screening room

(Continued on page 4)

3 More Showings of CinemaScope Today

HOLLYWOOD, March 18.—There will be three separate demonstrations of the CinemaScope process at 20th Century-Fox studios this week and three more on Friday, with one on Saturday.

RKO Radio, Samuel Goldwyn and Warner Bros. studio representatives will see it at 10:30 A.M.: United Artists, Production Code Administration, and independent producers, 2:30 P.M.; and Warner Brothers, 4:00 P.M.

Republic and Allied Artists studios and artists’ representatives will view CinemaScope on Friday, 10:30 A.M.; exhibitors and international press, 2:30 P.M.; and Southern California exhibitors, 5:00 P.M.

Another exhibitor demonstration will be held Saturday, at 10:30 A.M.

Loew’s to Film in CinemaScope Soon

Loew’s, Inc. soon will announce plans for its first picture in 20th Century-Fox’s CinemaScope process, according to John Chandonneau, president of Loew’s. The announcement was issued here by Nicholas M. Schenck, president of Loew’s, and Spyros P. Skouras, president of 20th-Fox.

The announcement stated that previously reported rumors have now been concluded for Loew’s “to move forward with CinemaScope.”

Seven Get New UA Foreign Dept. Posts

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, reports seven promotions and key appointments involving operations in Continental Europe, Latin America and South America.

San Bekeres, South American supervisor, has been named supervisor of all of Latin America and will transfer his headquarters from Buenos Aires to Mexico City.

Alfred Katz, formerly Caribbean supervisor, has been promoted to the home office foreign executive staff.

The Technicolor production is “Black Knight,” “Annapolis ’53,” and “Witchita,” which three Mirisch will produce personally, and “Haji,” a Walter Wanger production. The threedimensional production is “Maze,” with Richard Freeman named as producer.

(Continued on page 4)

Senate Counsel Sifts Data On Arbitration

Distributors’ Side of Problem Told to Noone

The distributors’ position in the efforts to set up a system of arbitration for the film industry was placed before counsel for the Senate Small Business Committee at a meeting here today by Charles Noone, the committee’s attorney, and legal heads of three major companies, Austin Koons of Paramount, Adolph Schmelt of Universal and Robert Perkins of Warner Brothers, who were active in the drafting of the distributors’ proposals, reiterating the companies’ stand against the arbitration of film rentals and explaining the increased costs of operations.

The attorneys told Noone

(Continued on page 4)

RKO Theatres ’52 Net, $1,025,913;

Slight Dip from ’51

A net profit of $1,025,913, after all taxes and charges, including a loss of $145,059 on the sale of capital assets, was reported here yesterday by RKO Theatres Corp., and subsidiaries for 1952. This compares with a consolidated net of $1,322,009, including a profit of $381,840 on the sale of capital assets before taxes, for the previous year.

The profit on operations before deductions, including depreciation, dividends, interest and taxes, was $8,355,663, compared with $8,350,610 in 1951. The provision for estimated income taxes in 1952 amounted to $673,000, or $550,000 less than 1951 taxes which totaled $1,225,000.

20th - Fox Common Hits Year’s High

Twentieth Century-Fox common stock climbed to a new high for the year yesterday when it closed at 13%, after a record 13% on Tuesday. The stock price has almost doubled since Nov. 30 when the closing was 10%. The low for this year was 13%.

Dedicate Drive-ins ‘To the Family’

Dallas, March 18.—“Dedicated to the Entertainment of the Family” is the creed of the new International Drive-In Theatre Owners Association, organized by Claude Ezell, president of Ezell and Associates, drive-in circuit.

“The cardinal principle of the drive-in operation is entertainment for the family, and it is for this reason,” stated Ezell, “that we have accepted the suggestion of Phil Isley, president of Phil Isley Theatres, for the drive-in creed.

AA to Make 23 in Next Six Months

HOLLYWOOD, March 18.—Allied Artists executive producer Walter Mirisch announced today that 23 pictures will be filmed by that company in the next six months. Believed to be the biggest number scheduled by any studio for that period, the listed attractions include four in color by Technicolor, four in other colors, and one in Natural Vision 3-D.

The Technicolor productions are “Black Knight,” “Annapolis ’53,” and “Witchita,” which three Mirisch will produce personally, and “Haji,” a Walter Wanger production. The three-dimensional production is “Maze,” with Richard Freeman named as producer.

(Continued on page 4)

See TV Effect Altering In Each Time Zone

Sixty-seven television stations and 190 radio broadcasting outlets of the National Broadcasting Co. will carry tonight’s “Oscar” ceremony, the Academy Awards Picture Arts and Sciences to a potential audience of an estimated 60,000,000 listeners and viewers.

The competitive effect of the program, which gets under way on the Coast at 7:30 P.M. (PST), on theatre attendance is expected to vary in each time zone. The most negligible effect is due in the East, where the program will be seen and heard between the hours of 10:30 and 12:00 P.M. (EST).

House Unit Would Support Five-Year Limitation on Suits

WASHINGTON, March 18.—A House Judiciary subcommittee today tentatively endorsed a proposed bill that would establish a uniform five-year Federal statute of limitations on private treble damage anti-trust suits.

The Motion Picture Association of America has been urged a statute.

Vol. 73, No. 53
NEW YORK, U.S.A., Thursday, March 19, 1953
TEN CENTS

‘Oscar’ Show Audience Put At 60,000,000

Senators and others were invited to attend the Oscar show, which was held in the newly constructed TV City, an area of the Universal studios.

Three more screenings of the Academy Awards will be held this week at 10:30 A.M. and 2:30 P.M. with an 8:30 P.M. show on March 20.

The Oscar show was held at the Universal Amphitheatre, the largest in Hollywood.

(Continued on page 4)
12 Telethons Netted Palsy $2,287,612, Says Goldenson

Eleven telethons conducted for United Cerebral Palsy in as many major cities last week, bringing in a total of $2,287,612, it was announced yesterday by Leonard H. Goldenson, U.C.P. National President, at an American Broadcasting - Paramount Theatre.

The gross over-all average, actual collections from the 12 TV marathons totaled $98 per cent of the amounts pledged when the shows went off the air. The percentage of the funds raised was made by the Palsy Fund.

Top moneymaker of all the telethons was the 18-hour show over Station WABC-TV, New York, on Dec. 7-8, which was opened with a production by their President, Dwight D. Eisenhower. The show which featured 200 stars of the entertainment world under the direction of Dennis James, brought in $642,824, or 41 per cent of the $1,553,527 pledged.

Three other cities also went over the top. A Los Angeles telethon with a cast headed by Bob Hope, UCP Luncheon Chairman, was held in May, 1952, with collections of 112 per cent. Jack Webb shared the "MC" chores in that show over Station KFEC.

Fiesta Night Opens New V.C. Clubrooms

More than 100 members and guests of the New York Variety Club formally initiated the Tent's new headquarters in the Piccadilly Hotel last night with a "Fiesta." In cooperation with the Mexican government's tourist bureau, represented by Carlos Bas, the party was conducted along "South of the Border." The pizzazz of Mexican decorations and refreshments the Mexico City Variety Tent sent boxes to the ladies. Co-Chairman Randy Williams's entertainment was in progress from 7:30.

In addition to chief banker Ed Lachman, others who handled the affair were George Waldman, Si Seymour and Harry Mannsfield.

Variety Milk Train Plan Is Abandoned

Boîtres, March 18.—Because of unforeseen complications, especially the waiving of the government duties which would allow Variety Clubs to bring rock milk into Mexico City, a plan for a " milk train" in Mexico City, after a conference with international affair chief Jack Beresin, and Max Gomez of Mexico City, William O. Koster, president of the milk drive, said that it was decided it would be impractical to continue with the projects of Variety's "Good Milk Will Train." Koster has so notified all Variety Clubs and also stated "we are sure that our efforts are appreciated by the public for their interest and cooperation."
THIS is one of the big money pictures of the year. Maybe the biggest one of them. Time will tell about that, as it did about the directly comparable “Going My Way,” but it’ll be big enough, never worry. It is John Wayne’s all-around best picture to date—which is taking in a lot of territory—and it contains John Wayne’s all-around best performance, a pair of circumstances that augur an astronomical box office total. More than that, it figures to make a great many millions of motion picture theatre-goers very happy about the whole thing, and to restore confidence in the old truism that motion pictures, when they’re good, are the best entertainment show business has devised so far. This is a picture to measure your theatre with, thus: if it doesn’t gross capacity, sell the joint. But it will.

Michael Curtiz, the most versatile director on this or any continent, directed the picture with warm understanding of its human values as well as of its great comedy content.

Besides Wayne, who never blew more congenial casting: Charles
Phoebe A. Newland

Motion Picture Daily
Thursday, March 19, 1953

'Motion' Show

allowing patrons to see both a motion picture and the Academy program.

NBC, through advertisements in newspapers throughout the country, has publici-
tized the fact that the first telecast of Academy Award ceremonies in the Academy's 25 year history. The broadcast, which was planned for an hour performance, will be augmented by a potential foreign radio audience of $1,000,000 to be reached by NBC's network of Radio Ser-
vice and foreign stations.

While it was acknowledged in trade quarters that the telecast may improve given the abundance in some sec-
tions of the country, other trade sources pointed to the huge audience which was reached by TV and its potential benefit to the industry.

For the first time in the 25 years of Academy Awards, a New York cere-
monies at NBC's International Theatre will be added to the Hollywood pres-
entations at the RKO Pantages Theatre. It was because of the New York angle, it was learned, that the program was constructed to one-and-
half hours in order to give the Negro audience, which is still very large, its full value.

The broadcast and telecast is being sponsored by the RCA Victor division of the Radio Corporation of America. NBC paid $100,000 for the radio and TV rights to this year's "Oscar" presentations, according to Charles W. Huntington, NBC president, who will also participate in the telecast.

The $100,000 paid out by NBC beat out the old record of $75,000, which hinged on getting the approval of film company's for a television tele-
cast. The Armed Forces Radio Service, in addition to carrying the event to thousands of U.S. servicemen throughout

Stop 'Limelight' Showing

MILWAUKEE, March 18 — Merlin Hanson, manager of the Park Theatre in Waukesha, Wis., in co-operating with the Milwaukee American Legion, will not show "Limelight" in his theatre. The Warner Theatre, in Milwaukee, is still scheduled to show the film on March 25 despite protests from the Milwaukee County American Legion.

Motion Picture Daily
Thursday, March 19, 1953

CinemaScope Impressive

was equipped, manifestly aided the realistic effects of the sys-

Post-demonstration comment among observers sought to

compare CinemaScope effects with true 3-D, but achieved no useful results inasmuch as the two are totally dissimilar quan-
tities.

Spyros Skouras, 20th-Fox president; Al Lichtman, Charles Einfeld and Darryl F. Zanuck, studio head, who addressed the groups, attended the demonstration. The presiding the tending were executives of M-G-M, Columbia, Universal and Paramount studios, and Stanley Kramer.

Skouras said CinemaScope will greatly reduce production costs through reducing the number of camera setups required. Zoomers of the measuring rapidly to furnish exhibitors with CinemaScope screens, lenses and stereophonic equipment.

Zanuck stressed the point that close-ups are made neces-
sary, and that one sequence shown was filmed in half a day

5-Year Limitation

of only two years. Exhibitors have suggested five or six years. At pres-
ent, private anti-trust suits are govern-
ment authority to determine whether any, anyone, they said that the pre-
text offered by some industry elements for the refusal was the refusal by these companies to arbitrate rentals.

Noone was given a breakdown on the assets and earnings which the companies have been trying to effect because of the high costs of production and the increased expenses of storing their pictures to the market. They told him that despite high costs, exhibitors still want the companies to sell their product for less, indicating that it was an economic impossibility. They also described the "bureaucratic competition among distribu-

Abreast of Situation

The information given to Noone was in reply to questions. Noone appeared to have been abreast of the situation but was not familiar with the arbitration situation, but he wanted confirmation from the distributors on the "true facts." Then, Noone said, Noone's function was only to collect information for the Small Business Committee and relay the data he accumulated, according to the lawyers, that Noone was impressed and, that their arguments "made sense." Noone agreed that no one could be forced to arbitrate if he did not want to.

If the Small Business Committee could recommend that the in-
dustry pursue an arbitration system, a spokesman for the distributors said that "it is not the function of the Small Business Committee to do anything in the matter; it is the responsibility of the Small Business Committee to do something about it."

Noone will report his findings to the Senate committee which, as yet, has not set a date for its first hearing.

Oklahoma Tax Measure

OKLAHOMA CITY, March 18—The Oklahoma House of Representatives sent to the senate a bill to exempt motion pictures from the state sales tax. The measure pointed out that theatre patrons already pay a sales tax on tickets.

March is American Red Cross Month. GIVE!
“Split Second”  
(KK0 Radio)  

THIS is Dick Powell's first directorial effort and the results are outstanding. The picture is intensely exciting, holding the interest of the viewer from the opening shot to the spectacular fadeout. The test explosion of an atomic bomb in 17 climactic sequences, in which a ghost town in the Nevada desert folds up like cardboard toy houses, is one that will long be remembered.

A flawless cast renders exceptionally fine performances. And sprightly dialogue often relieves the tenacity of the situations. "Split Second" is the story of two escaped killers from Carson City prison, Stephen McNally and Paul Kelly, who, with an accomplice, Frank DeKova, drag four unwilling persons into their scheme of things to avoid detection. They are Keith Andes, a newspaper reporter; Jan Sterling, a hitch-hiker; Alexis Smith, the faithful wife of a Pasadena doctor, who is running away with her lover, Robert Paige. The four become the hostages of the killers in a deserted bar in the ghost town of Lost Hope City in the desert. They ultimately are joined by the doctor, Richard Egan, who had been summoned to treat Kelly who had been wounded in the prison break; and by Arthur Hunnicutt, an old prospector, who innocently stumbles onto the scene.

The dramatic impact of the situation is intensified by the fact that the army is setting off an atomic bomb at 6:00 o'clock the next morning and the ghost town is in the center of the explosion area. It is planned to have the doctor remove the bullet from Kelly before the explosion so that an escape can be made before the zero hour. But, because of weather conditions, the explosion is moved up an hour. In a mad rush to escape the blast. Miss Smith, McNally and Kelly are killed, while the others manage to find refuge in an abandoned mine and are saved.

McNally as the ruthless leader of the killers is tops in his role. Miss Smith does a fine job as the feckless girl who tries to save her own skin by making a play for her captor. Miss Sterling, Kelly, Andes, Hunnicutt, Paige and Egan give convincing portrayals of their assignaments. And DeKova, who plays the role of a mute, is adequate, without benefit of speaking lines.

Produced by Edmund Grainger. Powell directed from a screenplay by William Bowers and Irving Wallace.


AL STEEN

“The System”  
(Warner Brothers)  

HEN the good Senator Estes Kefauver explored the racket industry on unsponsored television under the shelter of Congressional immunity, the bottom fell completely out of the ancient and usually profitable business of operating movies about racketeers. Because no producer, not even the experienced and resourceful Sam Bischoff, can be expected to come up with a fictional representation of racketeering remotely competitive with Kefauver’s factual one. So the picture he managed to put together here, working within limitations and restrictions imposed by the nature of the subject and the conveniences of screen entertainment, is no challenge to the Kefauver project on any front.

The racketeer, played by Frank Lovejoy, has been conducting the racket in his unassuming city for 20 profitable years, with everybody knowing all about him and how he operates. But when a newspaper reporter who has been the racketeer’s friend since boyhood, and whose son is the racketeer’s son’s pal, persuades his publisher to okay a series of articles exposing the local racket setup, the racketeer tries to deal his way out of the situation via a proposition to the publisher’s daughter whose son is romancing at the time. After this the story gets more and more complicated, and there’s a murder, a suicide, a (state) senate investigation, some perjury and lesser infractions, before the picture ends with the gangster leaving town on a train which may be taking him to jail, although this isn’t stated, for a spell which the publisher’s daughter says she’ll wait through for his return.

The writers—screenplay by Jo Eisinger, story by Edith and Samuel Glatton—appear to have worked in mints, and the director, Lewis Seiler, blindfolded.

Players surrounding Lovejoy in the picture are Joan Weldon, Bob Arthur, Paul Picerny, Donald Beddoe, Jerome Cowan, Dane Seymour, Sara Selby, Fay Roope, Frank Richards, Victor Perrin, Henry Corden, Howard Negley, Al Gordon, Bruno Vesota and Richard Garrick.

Running time, 87 minutes. General audience classification. Release date, April 18.

WILLIAM E. WEAVER

34 Films Before
Cameras on Coast

HOLLYWOOD, March 18—With eight new pictures going before the cameras, and eight pictures finishing, the production chart showed a total of 34 again this week.


Money in the bank for Lili—
Seventeen’s April Picture of the Month

Teens want musicals, drama, comedy. So when a movie like Lili comes along teens move quick. And when Seventeen singles it out they doubletime to the box office.

Teen business is big business. Teens go twice as much as older people and they never go alone. Teens with their dates, their "crowd" or families add up to plenty tickets sold.

Month after month Seventeen builds admissions with award winners. And backs exhibitors with free Seventeen display material. We're doing it in April for

Lili

starring

Mel Ferrer • Jean Pierre Aumont
Zsa Zsa Gabor • Kurt Kasznar

An MGM Picture • Color by Technicolor

seventeen

Entertainment Magazine For Young Women In Their Teens
NOW you can get expendable 3-D glasses that are adjustable!

- Form-fitting adjustment for men, women and children whether they wear eyeglasses or not. No more jiggling, fiddling or discomfort!

- Sensational new fabric-covered earpieces! Eliminates the irritation of stiff paper or cardboard around the ears!

- Large polarized lenses with light density specified by studio optical departments as ideal for better, more comfortable viewing!

- Huge production facilities have been set up to take care of all industry requirements. Delivery will commence on May 15th.

ORDER NOW! A prompt order will reserve your POLALITE glasses and insure delivery for your future dates!

NATIONAL FILM SERVICE
630 Ninth Ave., New York 36, N. Y.

The nation's largest deliverer of these glasses now becomes the largest deliverer of these glasses!
Academy Awards for 1952

BEST PICTURE

BEST PERFORMANCES
Actor—Gary Cooper in “High Noon,” Stanley Kramer Productions, United Artists.


Supporting Actor—Anthony Quinn in “Viva Zapata!,” 20th Century-Fox.

Supporting Actress—Gloria Grahame in “The Bad and the Beautiful,” M-G-M.

BEST DIRECTION

BEST WRITING

Screenplay—“The Bad and the Beautiful,” M-G-M. Charles Schnee.

Story and Screenplay—“The Lavender Hill Mob,” A. J. Arthur Rank.

Presentation—Ealing Studios, Universal. R. E. B. Clarke.

BEST ART DIRECTION


BEST CINEMATOGRAPHY


BEST COSTUME DESIGNS
Black-and-White—“The Bad and the Beautiful,” M-G-M. Helen Rose.

Color—“Moulin Rouge,” Romulus Films. Marcel Vertes.

BEST FILM EDITING

BEST SOUND

BEST MUSICAL ACHIEVEMENTS

Dramatic or Comedy Film Score—“High Noon,” Stanley Kramer Productions. Dimitri Tiomkin.


BEST SHORT SUBJECTS
Cartoon—“Johann Mouse,” M-G-M. Fred Quimby, producer.


Two-Reel—“Water Birds,” Walt Disney Productions. RKO Radio.

BEST DOCUMENTARIES

Feature—“The Sea Around Us,” RKO Radio. Irwin Allen, producer.

SPECIAL AWARD
Irving G. Thalberg Memorial Award: To Cecil B. DeMille.

Special Award to Bob Hope.

To Harold Lloyd as a high practitioner of comedy.

To Merian C. Cooper as an industry innovator.

To Joseph M. Schenck as a production pioneer.

To A. Arnold Gillespie for special sets on “Plymouth Adventure.”

To George Alfred Mitchell for the invention of the Mitchell Camera.

700 Ordered CinemaScope
Sight Unseen

1,500 Theatres Will Have It in '53: Skouras

By WILLIAM R. WEAVER

Hollywood, March 19.—Nearly 700 exhibitors, none of whom had witnessed a demonstration of Cinema- Scope, have placed orders for equipment for the large screen, stereophonic sound system, Spyros Skouras, president of 20th Century-Fox, said last night, answering questions put by lay press reporters following a Cinema-S cope demonstration.

Leading exhibitors from all parts of the country are here to see the demonstration, being given for them today and tomorrow. Skouras said he expects there will be enough equipment available for 1,000 theatres in this country and 500 abroad by the end of this year, and that it should be

(Continued on page 5)

Ackery, Harrison Again Win Top QP Showmen Awards

(Pictures on page 6)

The domestic winners in the 19th annual Quigley Grand Awards for showmanship repeated previous achievements by taking the top honors for a second time. Ivan Ackery, manager of the Orpheum Theatre of the Famous Players-Canadian circuit in Vancouver, B. C., is the recipient of this year’s award for large situations. Ackery won the plaque also in 1946. J. P. Harrison, manager of the Campus Theatre in Denton, Tex., for the Interstate Circuit, won this year’s

(Continued on page 6)

Enter Bill to Repeal Ohio Censor Statute

COLUMBUS, March 19.—A bill calling for the repeal in its entirety of Ohio’s motion picture censorship statute was introduced in the legislature here today by Senator Charles A. Mosher, Republican of Overland. If enacted, the repeal would be effective next July 1.

It is expected that a hearing on the bill may be held in about three weeks.

(Continued on page 4)

Entertainment History Made
By ‘Oscars’ TV

Ceremonies Seen, Heard By Estimated 60,000,000

Hollywood, March 19.— The Academy of Motion Picture Arts and Sciences, the Radio Corporation of America and the National Broadcasting Co., tonight, largely levelled barriers between the motion picture, television and radio industries by pooling resources, facilities and talents to make the Academy’s 25th annual awards presentation available to an estimated 60,000,000 people.

At an overall cost expected to exceed $250,000, the awards presentation ceremonies at the Pantages Theatre here and the International Theatre in New York, were beamed completely and in detail to every nook and cranny in the nation that is wired for sound or sight. The extent to

(Continued on page 6)

Academy Aircasts Affected the West, Not Eastern Houses

The first telecast of an Academy Awards presentation ceremony, on 67 NBC-TV stations nationwide last night, as expected, affected Western and Midwest theatre attendance mostly, and had virtually no effect on theatres in the Eastern time zone where it was not on the air until 10:30 P. M.

Despite the fact that the program was available on 190 radio stations, as well as TV, for a potential listening and viewing audience of an esti

(Continued on page 6)

AmpaMakesSullivan A ‘Life Member’

The first honorary life membership to be presented in 11 years by Associated Motion Picture Advertisers was bestowed by AMPA here yesterday on Ed Sullivan for his cooperation with the film business in his “Toast of the Town” CBS-TV program. The New York Daily News columnist was the 12th person to receive such an honor in the 37 years of the association’s existence.

The luncheon meeting yesterday at

(Continued on page 4)
**Personal Mention**

EDWARD L. HYMAN, AB-PT, a motion picture publicist, has resigned by Max Pelleman, will be in Philadelphia on his return here on Wednesday and Thursday.

B. G. KRAZE, United Artists general sales manager, became a grandfather again, with the birth of a girl, HILLARY JANE, to Mrs. DONALD KRAZE at Women's Hospital here on Monday.

NEAL EAST, Paramount exchange manager in Santa Monica, has been transferred to Virginia City to replace the former secretariat of the state-registered newspaper company in that city's Chamber of Commerce.

IRA MAMISA has been appointed by the New York Variety Club to represent the international organization's "On to the Convention" committee.

ROGER LONNO has resigned as publicity chief for the Florida State Theatre in Jacksonville, to join WMBR-TV in the city.

JOE LONNO, KKO Radio exploitation man in Cleveland, has been transferred to Boston.

WILLIAM DOUGLAS of Benton Filer Exploitation Company, announces the birth of a daughter to Mrs. DOUGLAS.

MAX STEPPING, M-G-M booker in Jacksonville, announces the birth of a girl to Mrs. STEPPING.

JAMES V.nw, Universal Southern division manager, has been transferred to Atlanta from Florida.

RICHARD THIBERT, M-G-M director, will arrive here from the Coast on March 28.

**Industry Hits ATT's Position Before FCC**

By J. A. OTTEN

WASHINGTON, March 19.—The Motion Picture Association of America and the National Exhibitors' Council today charged that the American Telephone and Telegraph Company's opposition to the industry's request for television authority stems from a desire to keep all the business for itself.

The two groups filed a statement with the Federal Communications Commission in answer to A. T. & T.'s statement opposing the industry's proposed compromise solution to the television proceedings. MPAA and NETTC denied A. T. & T.'s charge that the industry's compromise ability to perform the service required by television interests.

The industry compromise suggested that the FCC authorize a special television common carrier, using the telephone company's common carrier frequencies and coupled with a policy statement that existing common carriers not be allowed to use the new television carrier in using the band. A. T. & T. offered this suggestion in a statement filed last week.

This has been no indication as to when the Commission may rule on the matter, but a decision is unlikely before late next week at the earliest.

The MPAA-NETTC statement started off by denying the A. T. & T. charge that the industry's "preferential treatment" and characterizing this as a "straw man" set up by the telephone company. The statement also stated that there is nothing in the compromise plan or in the hearings to date to support such a charge.

The MPAA-NETTC statement also denied A. T. & T.'s objections that the telephone companies could furnish adequate television service and that the policy would bring economies and efficiencies to the public. "The allegations made in support of the above argument were not true," the statement said. The Commission was told,"..."..."..."..."..."

The telephone companies may well be qualified to furnish a television transmission service, but this is not the basic issue. The fact is that they have not in the past furnished television in quantities or quality sufficient to meet the industry's minimum requirements.

The fact is that it was not until the pressures of this proceeding forced them to test the telephone company indicated, even as vaguely as it now speaks, when it could and has been able to furnish the service desired in any quantity.

Moreover, the cost information presented to the Commission has furnished no reliable indication of what charges will be proposed. The only way in which the record now reveals the industry's costs is in terms of gross sales.

**Another Test of Theatre TV Held**

Another test for Saturday's off-hour educational television program was held here yesterday in the New York Paramount, RKO Fordham and Fox Theaters.

The preparatory test was seen by a group of technicians and circuit TV executives who viewed the picture pattern in the three theatres. Today, a partial dress rehearsal of the one-hour show will be conducted from the TV studios of American Broadcasting and will be seen in the Hudson Theater. The show will be seen in six New York theatres and one New Jersey house beginning at 10:00 A.M.

**Columbia Directors Reelect Officers**

All officers of Columbia Pictures were reelected at a recent meeting of the board. Reelected were Harry Cohn, president; Jack Cohn, executive vice-president; Charles L. F. Schwartz, vice-president and treasurer; A. Montague, N. B. Spingold, B. K. Kahane, J. A. McCrory and Louis Barlum, vice-presidents, and Charles Schwartz, secretary.

Columbia Pictures does not subject any of the technical faculty to continue hearings. So that there is no reason that the technical service of the telephone company can provide for the development of a television service requiring channels of more than double the bandwidth of the broadcast networks.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

Rockefeller Center

"THE STORY OF THREE LOVES"

Kirk Douglas

James Cagney

Pier Angelino

Meira Shearer

Leslie Caron

An M-G-M Picture

plus Spectacular STAGE PRESENTATION

"A MADRIGAL"

"A Confession"

Montgomery Clift

Anne Baxter

"Because We Love Its So... We Keep On Saying..."

"Filmmak Trlars"
We couldn’t have done it without you.

“We” are the 15,000 exhibitors who helped the Allied Artists sales force break all records during our 13-week MOREY “RAZZ” GOLDSTEIN DRIVE.

And the outstanding results on pictures like “Flat Top,” “Hiawatha,” “Battle Zone” and “Torpedo Alley” are proof that the new Allied Artists has provided showmen with a vital source of boxoffice product.

We’re happy to report that newly completed films now on their way to you will maintain this high standard and continue our profitable partnership.

It takes two to tango!
1,422 U.K. Theatres Failed to Meet '52 Feature Quota

London, March 19.—The Board of Trade report on exhibitors' performance of 1952 quota requirements reveals that 1,422 theatres were given quota relief in varying proportions on first features. The relief granted brought the first feature quota average down to 25.5 per cent from the statutory 30 per cent.

The nationwide average for supporting programs was 24 per cent, compared with the statutory 25 per cent for that class.

The number of theatres which met or exceeded their quota for first features was 3,140, or 75 per cent. The average quotas achieved by the three major circuits—Odeon, Gaumont-British and Associated British Cinemas—which are not eligible for quota relief, was 32.5 per cent for first features and 29.5 for supporting programs.

Jersey Censor Bill Passes Assembly

TRENTON, March 19.—The bill to give New Jersey municipalities the right to censor films has been passed by the Assembly and sent to the Senate. The measure would allow municipalities to adopt ordinances governing the showing of any film, exhibition or performance affecting the community's welfare and morals.

Sullivan

(Continued from page 1)

the Piccadilly Hotel was sprayed with good-natured kidding regarding the alleged competitive factors between the two media. But Sullivan in his speech said he never believed there was any conflict between films and TV and that he "never subscribed to the belief that one medium would kill off another if they both worked together."

Paul Lazarus, Columbia Pictures executive, introduced Sullivan and in his preface remarks referred to him as the man who had "done the most to kill off Sunday night movie audiences." He also described Sullivan as the person who had gone further with a straight face than anyone in television. Lazarus said he endorsed the move by 20th-Fox and M-G-M in tying in with the Sullivan show because the idea had worked very well for Columbia.

George Ettinger of Columbia Pictures was chairman of the meeting. AMPA president Harry McWilliams made the presentation of the life membership scroll, which had been prepared by Vincent Trotta.

Also on the dais were Edgar Gooch, Fabian Circuit; Hubbard Robinson, Jr., CBS-TV; Lige Brien, United Artists; Dwight Mills, Kenyon and Eckhart Advertising; Howard Dietz, M-G-M; Joe Lewis, Lincoln-Mercy; Roberta Peters and Trotta.

McWilliams announced that Arthur Mayer, theatre executive and author of "Merely Colsal," would be honored at AMPA's next luncheon-meeting on April 9. Sunset owner of M-G-M will be chairman.

23rd Ill. Allied Meet In Chicago Tuesday

Chicago, March 19.—Allied Theatres of Illinois' 23rd annual meeting and election of officers will be held at a luncheon on Tuesday in the Blackstone Hotel here. Jack Kirsch, Illinois Allied president, will report to the members on the CinemaScope demonstration, as well as on Allied activities.

Brandt Cites 20% Tax Hardships

WASHINGTON, March 19. — Rep. Celler (D., N. Y.) today put into the Congressional Record a letter from Harry Brandt, president of the Independent Theatre Owners Association of New York, citing "the hardship placed on motion picture theatres by the 20 per cent Federal admission tax." In his letter, Brandt said that conditions had worsened steadily in recent months.

Ohio Censor Law

(Continued from page 1)

There is a probability that it will be referred to the state education committee, of which Sen. Mosher is chairman.

The Ohio legislature will continue in session for perhaps another three months, which leaves ample time for action on the measure.

Explain Billings For Trade Shows

Although Theatre Owners of America's trade show will be combined with that of The Theatre Equipment and Supply Manufacturers Association at TOA's annual convention in November, neither show will be absorbed by the other. Dick Pitts of the New York TOA office yesterday sought to clarify confusion as to phraseology over the combine by making the following statement:

"TOA prefers: '1953 TOA Convention and Trade Show combined with the annual TESMA Trade Show.'"

"No doubt TESMA will prefer its name first, 'combined with the annual TOA Trade Show' in its releases.

"Only the trade shows will be combined. The conventions will be held separately, although in the same hotel, the Conrad Hilton, in Chicago, Nov. 1-3. Neither trade show is being absorbed by the other. They are merely being combined into what we expect will be the greatest trade show in the history of exhibition."

"This will be the first time that TESMA and TOA have joined in presenting their trade shows."

Paramount Premiere In Korea Today

Seoul, Korea, today will be the scene of a Hollywood-style world premiere when Paramount's "The Girls of Pleasure Island" is shown to members of the United National Armed Forces there and the picture's stars will appear in person.

ENTHUSIASM fills 10,500-lb. bags of SALT

The Screens Supreme Achievement!

Columbia Pictures

RITA HAYWORTH

STEWARD GRANGER

CHARLES LANTCHO

JUDITH ANDERSON-SHE CECIL HARVEY

BASIL SYDNEY-MAURICE SCHWARTZ

ARNOLD MOSS-ALAN BADL

AND A CAST OF THOUSANDS

The American Weekly

THE SCREEN'S SUPREME ACHIEVEMENT!
possible to equip 1,000 a month thereafter.

Questioned concerning the cost of installations to exhibitors, Skouras said that would vary somewhat in accordance with the size and type of individual theatres, but that mass production will make it possible to furnish all equipment in each case, including stereophonic sound, for less than stereophonic sound alone costs now.

Earl L. Sponable, head of research for 20th-Fox, told a questioner that drive-ins will find CinemaScope not only fully practicable but vastly beneficial.

Most rival studio executives who viewed CinemaScope demonstrations here yesterday and today withhold comment, in many cases for the diplomatic reason that their own studios are working on other processes. Among those who did comment for publication, and their reactions, were:

MILTON GUNZBURG, president of Natural Vision Corp., declared, "CinemaScope offers new and exciting possibilities in film entertainment. It is completely compatible with 3-D." Gunzburg had been singled out from the audience at this afternoon’s demonstration of CinemaScope by 20th Century-Fox president Spyros Skouras, who introduced him as the man whose efforts had started the present industry-wide wave of technological activity.

JERRY WALD, executive producer for Columbia, expressed the belief that CinemaScope represents "the greatest advancement in motion picture entertainment since the introduction of sound."

STANLEY KRAMER, independent producer, was "very impressed and very excited about the possibilities of this new big screen medium."

WILLIAM GOTT, production head of Universal, said: "I think CinemaScope is wonderful and that it will be a great shot in the arm to our industry and to the motion picture public. I think it is a wonderful form for motion pictures even though some technical problems remain to be worked out."

Nearly 600 Exhibitors
At CinemaScope Showings

Hollywood, March 19.—Nearly 600 exhibitors from all sections of the country are here to see demonstrations of 20th Century-Fox’s CinemaScope today and tomorrow. Two showings were given today, at 2:30 and 5:00 P.M. and a third will be held tomorrow at 10:30 A.M.

In addition to those exhibitors whose names were announced earlier, the following also are here for the CinemaScope unveling:

Kernit Steinig, Crescent Amusement Co., Nashville; George Stoney,

12 Equipping for WB’s ‘House of Wax’

Twelve theatres in the U. S. have already begun equipping for both three-dimension projection and WarnerPhonic sound to exhibit Warner Brothers’ “House of Wax.”

Latest to start installation of both 3-D projection and WarnerPhonic sound is the Maryland, Philadelphia. Others in process of being equipped are the Paramount, New York; Warner, Washington; Stanley, Pittsburgh; Palace, Fort Worth; Texas, San Antonio; Majestic, Houston; Majestic, Dallas; Paramount, Los Angeles; Pandora, Hollywood; Selaham and Katz Chicago, Chicago Fox, St. Louis.

"House of Wax" will have a world premiere at the New York Paramount on April 10.

Bijou Amusement Co., Nashville; Nash Well, Wilby-Kincery Circuit, Charlotte; Ed Peltet, Consolidated Theatres, Charlotte; J. C. Timstall and W. B. Sockwell, United Theatres Corp., North Little Rock, Arkansas; C. W. Hays, Morgan, Consolidated Theatres, Greenville, South Carolina.


'Rwana' Booked at 2 Chicago Drive-ins

Chicago, March 19.—“Rwana Devil,” which starts its subsequent runs here March 27, has been booked by 40 theatres in the first week. Among those scheduled to play it are the Twin and Morton Grove drive-ins, the first outdoor theatres in this section of the country to equip for 3-D.

New Mexico.

Also: Charles Gilmour, Gibraltar Enterprises, Denver; John F. Hunter, Elko, Nevada; Frank Wetman and Bill Kaplan, Cooperative Theatres, Detroit; Saul Kornman, Broadway Capitol Theatre, Detroit; Gus Metzger and William Sere, Metzger-Sere Theatre, Los Angeles; Harry L. Rabin, Exhibitors’ Service, Los Angeles; Richard Hamilton, Alvarado Theatre, Los Angeles; M. S. McCord, United Theatres Corp., Memphis; Jack Lowett, Oregon Theatre, Portland; Clarence Golder, Civic Center Theatre, Great Falls, Montana; Lee Dibble, Embassy Theatre, San Francisco; Jerry Zigmund, San Francisco Theatre, San Francisco; Sherrill Corwin, United Artists Theatre, San Francisco; J. J. Rosenfield, Favorite Amusement Co., Spokane; Morris Stein and K. M. Leach, Famous Players Canadian Corp., Toronto; David W. Axler, Premier Operating Co., Toronto; J. B. Barron, Odeon Circuit, Calgary; and E. J. Chalub, Carefree Theatre, West Palm Beach, Florida.

Rivoli Theatres for Columbia Pictures!

*ENTHUSIASM is interest raised to a buying pitch.

It’s the unique characteristic of The AMERICAN WEEKLY to create ENTHUSIASM among its readers for the benefit of its advertisers!

21,000,000 enthusiastic movie-goers... enough to fill 10,500 theatres as large as the Rivoli in New York City... will see this striking ad for Columbia Pictures’ magnificent technicolor production “Salome” in The AMERICAN WEEKLY, March 22.

Salome” premieres at the Rivoli Theatre on March 21.

The only great national magazine that devotes one complete issue each year to the motion picture industry, in addition to regular editorial coverage of important personalities and releases.
Academy Aircasts Affected

(Continued from page 1)

Academy show until 10:30 P.M. WDTV, Pittsburgh's only television station, carried only a portion of the show from 11:15 until midnight. WJAC-TV in nearby Johnstown carried the full show, but most Pittsburghers couldn't get good reception.

Local theatres have developed nothing to exploit the telecast.

KANSAS CITY: A news item from Hollywood in the morning edition of the Kansas City Star, which will be carried on the Academy Awards was followed by the news that the event will be broadcast to member stations WDAF but will not be seen here on television. No theatre manager or operator, so far as known, has promoted or intends to promote the award event tonight.

CINCINNATI: There was no theatre promotion in this area to offset the competition of the “Oscar” telecast, where none were reported in so far as theatres are concerned. Business will be brisk during the day and continued throughout the evening.

SALT LAKE CITY: Intermountain Theatres, Inc., bought all available time on both sides in the middle of the Academy Awards and on KDKY-TV and radio and has scheduled “High Noon” with “Apache” at the Academy telecast.

Washington: The awards telecast had no effect whatsoever upon theatre business in this city, inasmuch as the show on TV didn’t start until 10:30. It was particularly so because Washington is an early-to-bed city, with most late shows letting out at 11 and 11:15. Also, no promotional attention was paid to the awards by the theatres.

COLUMBUS: Theatremen here generally ignored the Academy telecast as it did not experience any special decline from normal Thursday business because of the late hour of the telecast, which was plugged on the last minute by the local NBC outlet. RCA ran ads on local TV and radio pages.

NEW ORLEANS: The big circuits here ignored the TV of the awards ceremonies, though business was slow in the neighborhood theatres. “High Noon” was opened here yesterday by the Glove Shubert Theatre Corp., and there was no mention of an “Oscar” possibility in the ads.

Denver: Business was reported off 25 to 30 per cent because of the Academy awards on TV, with neighborhood theatres suffering most. It was not hurt the least when they used their large screen television to show the event.

ALBANY, N. Y.: Business here was off this evening, due to the fact that it was a shopping night and was rain- ing hard. Managers did not believe TV could break the audience of the Academy awards presentations had any effect. They thought the starting time of 10:30 was not —10:30 E.S.T.—was so late that it would not interfere.

HARRISBURG: Little, if any, effect on theatre business. From reports, Harrisburg’s leading houses as a result of telecasts of the academy awards presentations.

History Made

(Continued from page 1)

which tonight's cooperative project may reduce the competitive antagonism between the theatres and the huge media remains to be learned, but cer-
tainly television never presented, and never can present, such star-studded productions. "Yes, I played before to such an enormous single audience. Entertainment history was made tonight.

All the awards were presented in Hollywood except the Best Actress "Oscar," which was awarded at the International Theatre in N. Y. In addition to the awards listed on the front page, the following are the following awards for scientific and technical achievements:

Statuettes to Eastman Kodak for Eastman color negative and Eastman color print films.

Statuettes to Anscro Division, General Aniline and Film Corp., for Anscro color negative and Anscro color print films.

Plan to Technicolor Motion Picture Corp., for improved method of color picture photography under incandescent light.

Honorable Mention—Radio Corporation of America, for advance sound projection and experimental work.

Honorable Mention—John G. Frayne, R. K. Scoville, and Westrex Corp., for the development of the superiorSERVICE, in that area and throughout most of Ohio took the cognizance of the Academy television and radio programs, either to contest them as competition or to promote them as public relations boosters for the industry.

With the program going on the air at 10:30 P.M. (E.S.T.), most exhibitors felt that the event would have only a limited appeal to the audience, locally.

Pittsburgh: The academy awards ceremonies had little effect on the Pittsburgh box offices due to the telecast. Though Treatment Corp., located here and Los Angeles, theatre box offices closed here at 10 P.M., and radio station KDKA didn't start the

Adele Weiss Begins IFE Division Tour

Adele Weiss, treasurer of the I.F.E. Releasing Corp., will leave here today on a 10-day tour of the company's division offices in order to inaugurate a uniform system of reports and records especially designed to keep tab on company.

Miss Weiss will be in the Chicago office, which is headed by Harry Wal- dern, manager, until Thursday, at which time she will proceed to New York, where she will spend the balance of next week in the Cleveland office where Mark Goldman is division manager.
THE W. J. GERMAN ORGANIZATION

Extends Congratulations
to all of the

ACADEMY AWARD WINNERS

EASTMAN FILMS

W. J. GERMAN, Inc.

FORT LEE — CHICAGO — HOLLYWOOD
That Business Great! It Will Make Your Business Great because it has scope, spectacle, heroism and all those extra values needed today!

PARAMOUNT'S

PONY EXPRESS

Color by TECHNICOLOR

CHARLTON HESTON as Buffalo Bill

JAN STERLING as the camp-girl

FORREST TUCKER as Wild Bill Hickok

RHONDA FLEMING as the adventuress

Directed by JERRY HOPPER
Screenplay by CHARLES, MARQUIS WARREN
Based on a Story by Frank Gruber
Produced by Nat Holt

SMASH PARAMOUNT PRESELLING TIMED TO MAY DATES

Campaign includes 4-color comic-section newspaper ads in 38 major markets, each tied to local engagement, and reaching total circulation in excess of 16 million. Watch the trade papers for important announcement of continent-spanning exploitation that will penetrate every boxoffice area...
The Academy
Awards on TV

NATIONWIDE reports from MOTION PICTURE DAILY correspondents on the effects on theatre attendance of the first telecast in the 25-year history of the Academy Awards presentations in Hollywood last Thursday night indicate a business loss due to situations west of the Mississippi from 10 to 25 per cent. Against that loss in attendance, after allowing for circumstances such as adverse weather and other regional factors unrelated to the Awards telecast, must be weighed all the tangible and intangible values accruing to the industry from the digitized, entertaining and smoothly-run program, served to an international audience of many millions, before any accurate, economic appraisal of the event can be made.

An offhand opinion might readily be that the production companies were guilty of a business mistake in discontinuing the financial underwriting of the Awards presentations when only a few thousand dollars per company was involved. By so doing they opened the door to the televising of the event by a commercial sponsor, RCA-NBC, and, it is virtually certain, lost more in distribution revenue from the affected theatres than was involved in cash, in the first place.

However, it is well known that more than the expense of the Awards presentations entered into the decisions of some of the companies to withdraw their financial support. And whether they counted upon it or not, the televising of the Awards presentations, so long as it has been done, certainly will redound to the benefit of the industry in the weeks and months to come. It was a selling job—for Hollywood, for the institution of the motion picture, and inevitably, for the theatre. Designedly or not, the ability of TV to sell motion pictures was demonstrated very impressively.

Sherwin Kane

Exhibitors Full of Praise For CinemaScope Process

By WILLIAM R. WEAVER

Hollywood, March 22—Exhibitor reaction to the 20th Century-Fox wide-screen CinemaScope system so far is altogether enthusiastic and full of praise. Meanwhile, the demonstrations of the process will continue through Wednesday to accommodate more exhibitors and trade groups.

Among the first exhibitors to witness the demonstrations and their comments on the process follow:

St. FABIAN of Fabian Enterprises: “CinemaScope is the greatest standard in picture entertainment on the market. It is terrific.”

Harry BRANDT of Brandt Theatres: “This is what the entertainment buyer will buy in droves. As for me, I have already put in my order for CinemaScope installations.”

Louis SCHULZE of the Schulte Circuit, Groversville: “I have seen many great changes and improvements in the motion picture business, but to me CinemaScope is the greatest since the coming of sound.”

M. A. LIGHTMAN of Lightman Theatres, Nashville: “I like it so well that I have ordered 4,000 shares of 20th Century-Fox stock.”

FRANK MANTEY of Northwest Theatres, Indianapolis: “I am thrilled. It is the coming thing.”

John HARRIS of Harris Amuse-

(Continued on page 10)

Jack Warner Defends Glasses for 3-D

Hollywood, March 22—Jack L. Warner urged producers to let the public decide in the matters of merit and material of three-dimensional films, decrying what he termed ir responsible comments and criticism. In a weekend address to more than 400 visiting exhibitors, he took a slap at those who assertedly have been besmirching the facts of stereoscopic film photography. Warner said it was time for exhibitors and (Continued on page 10)

Neighborhoods Mainly Felt
Effect of ‘Oscar’ Telecast

Furthere reports from the field on the effect of the Academy Awards telecast from Hollywood Thursday night revealed at the weekend that neighborhood theatres felt the impact more than the first-run houses.

In most cases, however, reported slumps in the neighborhoods were not traced entirely to the “Oscar” program, other factors as well having contributed to the dip in theatre attendance. Sporting events, weather and late closings of department stores, a Thursday night custom in many cities, were said to have been some of the reasons. As revealed in MOTION PICTURE DAILY on Friday, theatres in the Eastern time belt were less affected than those in the other three time zones. This was due to the lateness of the telecast, 10:30 o’clock in the EST areas.

Minneapolis: Theatre attendance (Continued on page 7)

RKO Theatres
Buy of Hughes
Stock Weighed

Board Had Plan Under Consideration Recently

The formulation of a plan looking toward the purchase of Howard Hughes’ controlling stock interest in RKO Theatres, now trustee, is being considered by the RKO Theatres board of directors, it was reported at the weekend.

It was stated that the board, for the past few weeks, has been mulling the possibility of buying out Hughes’ approximately 24 per cent stock interest in the theatre company. It was added that many details still have to be worked out before the plan can be put into final shape for a decision by the board.

The stock price premium which (Continued on page 10)

COMPO Ends ‘Movietime’

“Movietime, U.S.A.,” sponsored by the Council of Motion Picture Organizations, will suspend operations until such time as the need and demand for its renewal asserts itself, national “Movietime” chairman Robert J. O’Donnell has disclosed.

O’Donnell, who arrived in New York from Dallas at the weekend, said the campaign has fulfilled its obligations and commitments to exhibitors and the industry. He stated (Continued on page 10)

Sign 11 Houses for 3-D Fight Film

The signing of the first 11 key-city contracts for theatrical presentation of the 3-D fight film of the Rocky Marciano-Jersey Joe Walcott heavyweight championship bout, slated for April 10, was disclosed here at the weekend by William J. Heineman, (Continued on page 10)
Personal Mention

JOSEPH S. SCHENCK has arrived in New York from the Coast.

CHARLES SCHLAFLI, president of Charles Schlaflin and Co. and member of the board of governors of the Menninger Foundation, has been here for a meeting in New York.

WILLIAM B. ZEUHNER, head of M-G-M shorts and newreel sales, is due to arrive today in Atlanta for a two-day visit before proceeding to Washington and New York.

H. M. RICHIE, exhibitor relations head for M-G-M, will leave here today for Milwaukee to attend the combined convention of drive-in theatres and the Allied unit of Wisconsin.

RING CROSBY, his son, LINVAY; CHARLES BORKE and DAVID NIVEN and his wife left here at the weekend for Europe aboard the S.S. Queen Elizabeth.

MORT BRUMMELKORN, Warner Brothers’ associate general counsel, is due in New York today from Hollywood.

EDWARD L. WALTON, executive assistant to JAMES R. GRAINGER, RKO Pictures president, will return to New York from Hollywood today.

JAMES R. GRAINGER, RKO Pictures president, will return to New York from Chicago today.

Notables at ‘Salome’ Premiere Tomorrow

Bennet Cerf, Judge Ferdinand Pe- cora, William Zeckendorf and Adolph Zaboh are among the leaders of varied aspects of life who will be in attendance at the world premiere of “Salome” at the Rivoli tomorrow evening.

The theatre will also sell tickets for a limited number of first night seats to the general public at a special desk in the lobby.

Rita Hayworth has arrived in New York from Hollywood to attend the premiere of her new film. It stars Stewart Granger with Miss Hay- worth; Charles Laughton is co-starred.

Okla. T. O. Convention

OKLAHOMA CITY, March 22—The annual convention of Oklahoma Thea- tre Owners has been scheduled for May 11-12 at the Biltmore Hotel here, Morris Loewenstein, president, has announced. A record turnout is expected.

Advance Sunday Bill

MONTPELIER, Vt., March 22—A bill to permit Sunday afternoon film shows has been passed by the lower branch of the state legislature and sent to the senate.

Detroit City Council Cuts Taxes of 76 Theatres Hard Hit Economically

Detroit, March 22—Seventy-six theatres here received tax deduc- tions because their business had been hard hit, as the Common Council, sitting as a board, extended its 1953 session.

In addition, the board granted tax relief to 105 club and social organizations by cutting their assessments two-thirds.

Fifty theatres receiving reductions are not in operation in the deep Depression but that they could no longer operate. Another 23 operated “in the red” last year.

Closed theatres received a 35 per cent reduction in building assessments; theatres losing money received 25 per cent reductions, and the other three got five or ten per cent cuts as hardship cases.

Cinerama Opens in Detroit Tonight

DETROIT, March 22—Cinerama executives from New York and Holly- wood are converging on Detroit for the premiere tomorrow night at the New York Hall of Theater, the first public showing to be given its first inspection by the public outside of New York. Hollywood will see it on April 29.

Fearing those planning to attend is Lowell Thomas, vice-chairman of the board of Cinemara Productions Corp., who co-produced with Mervin C. Cooper.

Mervin C. Cooper is flying in from New York. He is in charge of pro- duction for Cinerama. Dudley Roberts, Jr., president of Cinerama Productions, is coming from New York. Frank A. Smith, vice- president, and Joseph Kaufman, di- rector of exhibition. Other executives who will be in Detroit, Walter, Mrs. Walter, etc.

The film is an impressive 47-mile trip for Cinerama’s advanced staff and will be the first appearance of a film in Detroit.

Not the first star to change course, it is among the last ten known by name.

Services for Mrs. Becker

Molly Becker, mother of Joe Becker of RKO Theatres’ film booking office here, died Thursday evening. Services were held yesterday at Westminster Chapel, Brooklyn.

Stone Gets MPEA Post in Brazil

Terror on the high seas!

Carol Stone, editor of the Motion Picture Herald, returned from Brazil where she represented the association at the film festival in January last year. While abroad, she attended the film agreement with Afghanistan.

‘Paris Express’ 1st MacDonald Release

DANIEL J. MACDONALD, president of Motion Picture Herald; in two years his company will be celebrating the centennial of his father’s birth, will bring out the ‘Paris Express’ today.

George Simmons, the ‘Paris Express’ is the first importation of the newly formed MacDonald Enterprises which currently is negotiating for a number of other foreign pictures.

The ‘Paris Express’ stars Claude Rains and Marta Toren and was shot in Holland and France in color and Technicolor.

International sales are sales representative for the picture and will handle distribution until it is released by a major company.

Several companies are bidding for it, according to Ben Schmitt, president of Motion Picture Herald. Schmitt is a former banker.

Other offers of the new company are Irwin Margolies and Daniel Mc- Donald, vice-presidents, R. J. Mac- donald, secretary, and State Senator Fred G. Mort, treasurer.

‘Paris Express’ was released in England under the title of the “Man Who Watched the Trains Go By.”

20th-Fox Heads Due From Coast Today

Leading a contingent of 20th-Century-Fox home office executives returning from California following last week’s demonstrations at the New York Scope, vice-president Charles Einfeld, and sales chiefs are due back in New York today.

Scheduled to arrive by plane with Einfeld are: W. C. Gehring, Edwin A. Aaron, Arthur Silverstone, A. W. Harrison, Murray Silverstone, president of 20th-Century-Fox International, and Beulah Silverstone, vice-president, returned to New York over the weekend.

Mrs. Alice Bannan, 50

Mrs. Alice C. Bannan, 50, of Warner Brothers home office print depart- ment, died Friday at Lawrence Memorial Hospital, New London, Conn., of a heart condition. Mrs. Bannan had been with Warners 25 years.

Grainger to Meet Press

J. R. Grainger, president of RKO Pictures, will hold his first general press conference tomorrow, and he was elected to his present last month. He will discuss the present post and future plans for the company.

House Group ‘Red’ Hearings to Resume On Coast Today

WASHINGTON, March 22 — The House Un-American Activities Committee scheduled to resume in Los Angeles its investigation of Communist activities on the West Coast.

The hearings, which will go on a week or more and include some 60 witnesses, will be heard by the committee and industry officials as to whether anything can be done to stop the export of the film made recently in Silver City, N. M.

Both the Commerce and State De- partments indicated there are laws which can handle the situation, but expressed some reservations about whether the government should undertake such an endeavor.

Howard Hughes suggested the way to prevent showing of the film was to secure the testimony of the actors and recording technicians, film makers, programmers and other committees, as well as the film industry.

The best information indicates, he said, that final shots and processing will take place in Mexico.

Meanwhile, Rep. Jackson (R. Calif.), a committee member, revealed he has been present in his office and on April 12.

Hollywood stars, journalists, radio and television people and magazine writers will be guests at the premiere, a bond drive to raise money for the U.S. Navy Relief Fund and the staging of an amphibious assault early this month. The “Amphibious Force, U.S. Atlantic Fleet, Admiral C. E. N. Kirkland, commander of the Fifth Naval District, will be host. The picture stars Clifton Webb and Barbara Stanwyck.

Stone Gets MPEA Post in Brazil

Terror on the high seas!

Carol Stone, editor of the Motion Picture Herald, returned from Brazil where she represented the association at the film festival in January last year. While abroad, she attended the film agreement with Afghanistan.
THANK YOU
Academy of Motion Picture Arts and Sciences for the OSCAR for Technical Achievement in Recognition of the ANSCO NEGATIVE-POSITIVE COLOR PROCESS

The Ansco Negative-Positive color products are now available to all theatrical and non-theatrical producers.

ANSCO New York, Hollywood, Chicago, Binghamton
A Division of General Aniline & Film Corporation. “From Research to Reality”
“Oscar” Is Now Your Paramount’s Two "CADEY AWARD FOR "CECIL The Greatest..."-climaxing over 20 major worldwide awards plus thousands of never equalled records, heading it toward being the biggest grosser of all time!

ACADEMY AWARD FOR "SHIRLEY 10 Come Back,..."-widely honored during its special pre-release engagements, this big picture’s mass dating breaks at the precise moment of the “Oscar” headlines!
Greatest Ticket-Seller For Great Academy Award Pictures!!

"THE BEST PICTURE OF THE YEAR" Is Won by J. B. DE MILLE'S

The Show On Earth
Color by Technicolor

Get on the Bandwagon! — play it for profit and cash in on the headlines it's making everywhere!

Paramount Congratulates

Cecil B. DeMille, winner of the Irving Thalberg Award for Meritorious Production and Fredric M. Frank, Theodore St. John and Frank Cavett, winners of the "Oscar" for The Best Motion Picture Story.

"THE BEST ACTRESS" Is Won by I'O'TH in HAL WALLIS' 

Shirley Booth, whose first screen role has won her the highest screen honor and Hal Wallis Productions, whose showmanship made an all-time great play into an all-time great picture.
Herbert J. Yates
and
Republic Pictures

gratefully acknowledge the honor conferred by
the Academy of Motion Picture Arts and Sciences
in selecting

JOHN FORD'S

THE QUIET MAN

FOR BEST DIRECTION
JOHN FORD

FOR BEST COLOR
CINEMATOGRAPHY
WINTON C. HOCH • ARCHIE STOUT

HERBERT J. YATES presents
JOHN FORD'S GREATEST TRIUMPH

THE QUIET MAN
Color by Technicolor

starring
JOHN WAYNE • MAUREEN O'HARA • BARRY FITZGERALD

with WARD BOND • VICTOR MCCLAGLEN • MILDRED NATWICK • FRANCIS FORD

ARTHUR SHIELDS and ABBEY THEATRE PLAYERS

Directed by JOHN FORD

Screen Play by FRANK S. NUGENT • From the Story by MAURICE WALSH
Produced by MERIAN C. COOPER • an ARGOSY PRODUCTION
A REPUBLIC PICTURE
TOP WINNERS OF 1952 AWARDS

BEST PICTURE. Scenes from the Cecil B. DeMille-Paramount Pictures "The Greatest Show on Earth".

BEST ACTRESS. Shirley Booth, for her role in the Hal Wallis-Paramount Pictures "Come Back, Little Sheba".

BEST ACTOR. Gary Cooper, for his role in the Stanley Kramer-United Artists "High Noon".

BEST DIRECTOR. John Ford, for the Argosy-Republic "The Quiet Man". First director to win four Oscars.

OSCARS Telecast

(Continued from page 1)

in the Minneapolis Loop was normal to strong Thursday night, but badly off in suburban houses. Motion pictures in general were off in the pre-Oscar business in the Minneapolis Loop. Suburban theaters suffered a 50 per cent drop-off in attendance last night, exhibitors said they could not attribute the decrease to the academy awards, but the fact that the area-wide rating which fell at the same time may be partly due to the awards.

Los Angeles: Although downtown and Hollywood Boulevard theaters suffered up to a 50 per cent drop-off in attendance last night, it was not possible to attribute the decrease to the academy awards function at Pantages and to the radio and TV in view of the fact that the area-wide rating which fell at the same time may be partly due to the awards. Some exhibitors remarked that the long-range prestige effect of televising the awards ceremonies can be expected to more than repair any cut in box-office revenue due to the telecast.

Chicago: The box office here was virtually unaffected by the telecast of the annual academy awards presentation, with business ranging from slightly above normal for a Thursday night in some houses to a bit under the usual figure in others. Although many theaters booked "High Noon" and "The Quiet Man" as a combination screening, there was a strong opening for "Jeopardy" despite the TV program.

Academy Honor to 'Forgotten Games'

"Forbidden Games," a French importation being distributed here by Times Pictures, was given an honorary award by the Academy of Motion Picture Arts and Sciences, as the best foreign film in the U.S. last year. The award was voted by the Academy's board of governors.

in an attempt to anticipate and cash in on the award winners, there was no effort here by any theater to combat a possible loss of business last night as a result of the telecast.

Salt Lake City: Theatre business was off 30 to 40 per cent and exhibitors blamed the Academy Awards telecast for the drop. One theater reported attendance as bad as it usually is on Christmas Eve.

Omaha: A spot check of local theaters revealed that downtown houses were affected slightly by the "Oscar" telecast, but a majority of neighborhood exhibitors indicated there was a decided slump over the usual Thursday night receipts. One exhibitor who has adopted a first-run policy at his two deluxe neighborhood theaters said that business was down 25 per cent.

Baltimore: The Hollywood telecast failed to make any noticeable dent in downtown first-runs, but neighborhood houses admitted a slight recession which even affected their earlier showings. Manager Jack Sidney of the first-run Century said he had a strong opening for "Jeopardy" despite the TV program.

Other managers reported average business where attractions were strong enough to merit attention. They stated that Thursday nights when stores are open late have never been too prosperous.

San Francisco: Business was off, but the blame was placed on cold weather, wind and rain and not on the Hollywood telecast. Showmen on the whole were indifferent to the awards, although John Parson, Western division manager for the Fehlens Theatre, publicized the event by changing the marquees and front just before 6:00 o'clock to get the attention of home-going traffic. Portions of the program were flashed on the large TV screen, while the complete performance was available on the lounge set. Telenews credited the awards for the business done, because the TV lounge was crowded.

Kansas City: Early attendance was a little below expectations Thursday night. The local TV station did not pick up the telecast, but it was reported that many persons would have stayed home to watch the "Oscar" awards if the programs had been available.

Cleveland: Neighborhood houses reported that attendance was decidedly off for the second show, indicating patronage of homes sets from 10-30 o'clock on.

Indianapolis: Downtown theaters reported business was average or better Thursday night, despite the

Cite 'Greatest Show' $18-Million Gross

Cecil B. DeMille's Academy Award winning "The Greatest Show on Earth," has grossed to date more than $18,000,000 and played at 850 theatres in the U.S. alone since it was released early last year, according to Paramount.

Academy telecast. Three houses sought tie-ins with the first look bookings of "Come Back, Little Sheba," The Quiet Man" and "Hugh Noon.

Detroit: No drop in attendance was reported as a result of the Hollywood broadcast because of the lateness of the program. No publicity or advertising was needed to offset possible loss of attendance.

Atlanta: There was no loss in attendance here as a result of the Awards telecast. Only the TV station plugged the event in the newspapers.

Memphis: All five first-runs here reported attendance started to drop off an hour before the "Oscar" awards program. The drop was estimated at from 10 to 25 per cent.

Buffalo: Box-office receipts here dropped 40 to 60 per cent Thursday night as a result of the Academy Award simulcast. One manager said it was the worst sock at his boxoffice by any nationwide telecast.
Beginning March 26! FOR

RADIO CITY

DORIS DAY

Those Gay Days! Those Gay Ways! A Wonderfully Warm... 

By The Light of The

With LEON AMES • ROSEMARY DE CAMP • BILLY GRAY • MARY WICKES • RUSSELL ARMS • MARIA PALMEI

Written by ROBERT O'BRIEN and IRVING ELINSON Musical Direction by RAY HEINDORF

Produced by WILLIAM JACOBS • DAVID BUTLE

WARNER BROS. TRADE SHOW MARCH 25

ALBANY
Warner Screening Room
110 N. Pearl St. • 2:00 P.M.

ATLANTA
Warner Screening Room
197 Milledge St. • 2:00 P.M.

BOSTON
Warner Screening Room
173 Arlington St. • 2:00 P.M.

BUFFALO
20th Century-Fox Screening Room
307-311 Main St. • 2:30 P.M.

CHARLOTTE
20th Century-Fox Screening Room
120 S. Church St. • 1:30 P.M.

CHICAGO
Warner Screening Room
1137 S. Wabash Ave. • 1:30 P.M.

CINCINNATI
20th Century-Fox Screening Room
300 S. Court St. • 1:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 1:00 P.M.

CINCINNATI
20th Century-Fox Screening Room
1833 Woodland Ave. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
325 High St. • 2:30 P.M.

DALLAS
20th Century-Fox Screening Room
1903 Moore St. • 2:00 P.M.

DETROIT
Pantages Theatre Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
22 S. Illinois St. • 1:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1700 Wyandotte St. • 1:00 P.M.

LOS ANGELES
Warner Screening Room
205 S. Vermont Ave. • 2:00 P.M.
EASTER MUSIC HALL

GORDON MACRAE

The Silvery Moon
COLOR BY
TECHNICOLOR

MEMPHIS
20th Century-Fox Screening Room
151 Yancey Ave. • 12:15 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Civic Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 1:30 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lou St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Beveridge St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 N. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1775 Blvd. of Allies • 1:30 P.M.

PORTLAND
3rd St. Br.
925 W. 17th Ave. • 7:30 P.M.

SALT LAKE
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Paramount Screening Room
200 S. Liberty St. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Paramount Screening Room
314 S. Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 7:30 P.M.
New Tinted Windshields
Threatening Drive-ins

DALLAS, March 22.—Tinted windshields, which will appear on approximately 5,000,000 cars in the next 18 months, may have a disastrous effect on drive-in theatres because of their distortion of pictures. This was disclosed in a survey just completed by Paul Short, chairman of the National Television Society, executive for the new International Drive-In Theatre Owners Association. As a result of the survey, the association has therefore, in accordance with the wishes of the members of the association who were planning to build new drive-ins or expand old ones, preparations stopped until further information was available.

It was found that the tinted windshield reduced vision approximately 40%, making the windshield branded as a safety hazard. The 60-day survey was made for Claude Exell, president of the drive-in association.

The survey disclosed that a great portion of automobile accidents in Texas happen at night as a result of tinted windshields. Patients proved that a person driving at the rate of 50 miles per hour in the daytime, found his eyes began to tire after two hours behind a tinted windshield, while his eyes started to tire after only 36 minutes while the windshield made no acceleration of fatigue driving behind this new type of windshield, thus compounding a loss of a certain amount of control over the relays.

As a result of these facts, Short is attempting to place a bill before Congress to protect the automobile, steel, tire and petroleum industries regarding the disastrous effect the tinted windshield is having on drive-in theatres.

It is the opinion of Short that these industries are compatible with the automobile, steel, tire and petroleum industries whereas this public uses a large number of cars to use the facilities of drive-in theatres. Therefore, it will be a cooperative industry and will be collaborative to the program which is being devised by the unit.

To Lift Color TV
Set Ban in 10 Days

WASHINGTON, March 22—National Production Authority officials said the agency would revoke its tight controls on color television set production in the next week or 10 days. However, they added, they do not expect to see any early large-scale production of color sets. They indicated their belief was that most manufacturers are waiting to see whether a compatible color system can be produced and approved by the industry and the government.

House Commerce Committee chairman B. Franchessi, who had asked the NPA to revoke immediately its order banning the manufacture of color television sets.

The order was originally a complete ban on all commercial color productions, including movies. Last year, NPA relaxed it to permit large-screen color equipment and also to permit home color sets under certain restrictions. Set-makers have claimed that the restrictions are too tight as to amount virtually to a complete ban.

Wolworth said he felt the conditions existing at the time the NPA order was placed had changed sufficiently to warrant ending the order.

The New Jersey Republican also announced the witnesses who will testify this week when the House Committee begins its hearing on the color television situation. The house of three anti-three-dimensional talk within production circles. Many who foretold for third dimension did the same with sound.

Movietime

(Continued from page 1)

that Lou Smith, who has been acting as executive director of the "Movietime" tours for the past year, will close the Hollywood office and terminate his services to the organization during this month.

'Since inception in Oct., 1951, I' O'Donnell said, "Movietime" has sent some 400 stars and personalities into more than 1,500 towns throughout the 48 states, most of which had never before had a Hollywood star visit their theatre. Exhibitor enthusiasm and reaction indicated that "Movietime" tours provided one of the greatest public relations accomplishments in the history of the industry. This necessitated a 'shot in the arm', the COMPO will be ready and willing to provide the support again should the need arise."

O'Donnell expressed thanks on behalf of the theatre operators and exhibitors who gave of their time and talents from all branches of the industry to make the tours a success.

Hughes Stock
(Continued from page 1)

would be sought by Hughes is an unknown factor. The market price of RKO Theatres is about $4. The usual procedure for a company buying in purchasing the stock interest of a stockholder is to offer the same price, which is a reasonable offer, which might make the projected RKO Theatres plan economically prohibitive.

Sol Schwartz, president of RKO Theatres, is on the Coast for a view of 20th-Century-Fox's CinemaScope demonstration, according to a company spokesman who declined comment on the report. Schwartz, who was accompanied on his trip by his wife, is expected to stay on the Coast for a week's vacation, it was said.

There has always been a concerted effort to hold his theatre stock, in compliance with a Department of Justice order, following his repossession of his holdings in RKO Theatres Corp. and his reorganization of management control as board chairman of that company. Hughes' holdings were split between the theatre and production-distribution company in consequence of the divestiture of both branches in accordance with its consent decree.

It was also reported that a number of other groups, including one outside of RKO Theatres, has been interested in purchasing Hughes' stock in interest in the theatre company. According to one report, an offer of $5 per share has been made to Hughes for his holdings by one group, principal of which is said to be a cinema owner, to be considered seriously by Hughes in Los Vegas shortly.

Bell to Aid Hospital

The work and research program of the Will Rogers Hospital will be highlighted by Ralph Bellamy, president of Actor's Equity, the Monday, March 22, and he will be in town to give a benefit analysis of "That's Your Boy" tonight. The show will be seen in 40 cities. The Will Rogers Hospital will get all funds "bid” in the program.

CinemaScope

(Continued from page 1)

ment Co., Pittsburgh: "This is the most important information. It makes you feel you are there. It is not a novelty. I was as enthusiastic over the realistic scenes as over the spectacular."

Max Kern, Detroit: "I think we are back in business. What we are doing is making TV smaller and smaller. I think we can't miss. The contrast will be so great that TV will be the greatest bit of entertainment the world has known.

Sam Landrum of Jefferson Amusement Co., Beaumont, Texas: "I have been closely watching 3-D and I believe that the audience is the best for us. It is just great."

Frank Cooper, Founder, Cooper Foundation Theatres, Nebraska: "This is the salvation of the industry."
Great pictures built LIFE's great audience!

Fourteen years ago, Hansel Mieth's famous picture of a misanthropic monkey appeared in LIFE. Ever since then, the sullen bachelor has signified to thousands of people the wry borderline that lies between man and monkey, between human comedy and tragedy.

LIFE's great audience can build your pictures!

The LIFE audience is big enough to more than fill all the theatres in cities and towns like yours all across the country. For example:

<table>
<thead>
<tr>
<th>Market Areas</th>
<th>No. of Theatres</th>
<th>Seating Capacities</th>
<th>LIFE's Audience* (single issue)</th>
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</thead>
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<td>Philadelphia, Pa.</td>
<td>289</td>
<td>274,052</td>
<td>743,150</td>
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<tr>
<td>Tulsa, Oklahoma</td>
<td>31</td>
<td>19,439</td>
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<td>Cleveland, Ohio</td>
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<td>Denver, Colorado</td>
<td>49</td>
<td>40,530</td>
<td>105,090</td>
</tr>
</tbody>
</table>

*From A Study of the Accumulative Audience of LIFE (1952), by Alfred Politz Research, Inc.

†From 1952 Year Book of Motion Pictures.

FIRST in circulation
FIRST in readership
FIRST in advertising revenue

9 Rockefeller Plaza,
New York 20, N. Y.
U-I makes the Money Makers!

IT'S PLANETARY PANDEMONIUM!!
WHEN BUD AND LOU GO ON A
SPACESHIP SPREE!

They get manhandled by
the sexiest sirens in
outer space...the manless
vixens of Venus!

SO NEW!
SO HILARIOUS!
They'll rock you
right out of this
world with
laughter!

BUD ABBOTT and
LOU COSTELLO GO TO MARS

WITH
MARI BLANCHARD

ROBERT PAIGE, HORACE McMAHON and the MISS UNIVERSE CONTEST BEAUTIES

Directed by CHARLES LAMONT - Screenplay by D.D. BEAUCHAMP and JOHN GRANT - Produced by HOWARD CHRISTIE

A CHARLES J. FELDMAN 25th Silver Anniversary Picture
TOA-Allied Meeting Now A Possibility
Subject May Get Okay At Directors’ Session

While neither arbitration nor the bid by the Theatre Owners of America for a joint Allied-TOA meeting is on the official agenda of the Allied board meeting slated for late this week in Milwaukee, it was reported here yesterday that both items will be taken up by the directors. Although Allied apparently sized-up a joint session proposed by TOA president Alfred Starr before his departure for Europe on March 10, the organization did so only because it could not enter into such an arrangement without the full sanction of the entire board.

Some Allied leaders have admitted frankly that they see little chance of accomplishing anything concrete by a joint conference unless the distributors change their tactics on some trade problems (Continued on page 6)

Wis. Allied, Drive-in Meet Starts Today

MILWAUKEE, March 23—The annual convention of the Allied Theatre Owners of Wisconsin, to be held in conjunction with the convention and equipment show of the National Drive-in Theatres Association, will get under way here tomorrow with representatives attending from more than 40 states. The convention and trade show will continue through Thursday, following which the national Allied’s directors are scheduled to convene on Friday and Saturday.

The first business session will start (Continued on page 6)

Grainger to Conduct Series of Regionals

J. R. Grainger, president of RKO Radio, will conduct a series of regional meetings with his field sales force in the next month. It has been my experience that more problems can be solved and more plans set in a few hours of informal (Continued on page 6)

20th-Fox Lists 16 For Release from April to August

Twentieth Century-Fox is readying for release between April and August a line-up of 16 attractions, six of which are in color by Technicolor, one in Cinemecolor, and one color polaroïd, the company announced here yesterday.

The roster will be led off next month by Irving Berlin’s “Call Me Madam,” starring Ethel Merman, Donald O’Connor, Vera-Ellen and George Sanders. The Technicolor musical will be followed by “The President’s Lady,” starring Susan Hayward and Charlton Heston, and “Tonight We Sing.”

For May, the releases are “Titanic,” starring Clifton Webb and Barbara Stanwyck; “Man on a Motorcycle,” starring Marlon Brando, Joanne Woodward, and Kim Hunter; “House of Wax,” three-dimensional film in Natural Vision and WarnerColor, and “Circus World,” with tent scenes staged at the Paramount Theatre on April 10. Asked about exhibitor reaction to the series (Continued on page 10)

Cinerama Opens to Big Advance Sale

DETROIT, March 23—This Is Cinerama’ opened tonight at the redesigned and remodeled Music Hall to one of Detroit’s largest advance theatre sales, with $100,000 already taken in at the box-office which was flooded by 11,000 pieces of mail from 11 states before tonight’s opening.

The opening marked the first installation of the new semi-portable Cinerama projection booth on a giant screen, hung on aluminum pipe scaffolding. An improvement in blending the three projectors on the giant screen was claimed due to automatic (Continued on page 8)

Educational Theatre TV Wins Sponsors’ Acclaim

By MURRAY HORowitz

A strong recommendation that another theatre telecast, similar to the educational program viewed by high school students in New York on Saturday, be held again next year will be made to the Technical Societies Council of New York, Inc., sponsor of the event.

This was disclosed here yesterday by John Kotrady, chairman of the “First Greater New York Scientific and Engineering Career Conference,” the title of the telecast. He said that he would recommend, in addition, that next year’s telecast be extended to other areas, possibly as far West as Chicago.

The one-hour telecast which began at 10:30 A.M. and which was seen by about 3,000 students scattered in the New York Paramount, Fox’s Fabian and RKO Fordham, was acclaimed by all participating parties, Kotrady reported. He said the 10 leading commercial companies which footed the estimated $8,000 bill for the public service event were highly satisfied with the results. The $8,000 cost, it was pointed out, was paid out for production and line charges. The three theatres donated their seats.

The favorable reaction from the (Continued on page 11)

Enterprise Group Honors Brandt

Harry Brandt, New York circuit operator, was among the eight persons who received awards from the Free Enterprise Awards Association. Seralis, presented to the winners in a poll conducted by Certified Reports, an opinion research agency, stated that the men had “won an enduring place in the history of American endeavor by achieving success despite adversity.” The association is a non-profit agency designed to champion the cause of free enterprise.

‘Wax’ Bringing New Era: Blumenstock

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, has arrived in New York from Hollywood to set up the world premiere of “House of Wax,” three-dimensional film in Natural Vision and WarnerColor, at the Paramount Theatre on April 10. Asked about exhibitor reaction to the series (Continued on page 8)

Trade Practice Hearings Start In L.A. Mar. 31

Senate Probe to Shift To Washington April 13

By J. A. OTTEN

WASHINGTON, March 23.—A Small Business subcommittee will open public hearings on exhibitor complaints against film distributors in Los Angeles on March 31, Senator Thye (R., Minn.), chairman of the full committee, disclosed.

The hearings will be conducted by the monopoly subcommittee, headed by Senator Schoeppe (R., Wis.). The latter indicated that the West Coast hearings would run about three days, and that the hearings would be followed by about a week of hearings in Washington, starting April 13. Names of witnesses at both hearings will be announced later, Schoepe told.

Committee staff members have been (Continued on page 6)

More Exibitors Laud Cinemascope

Hollywood, March 23.—Scores of exhibitors who witnessed the CinemaScope showings staged here last week with 20th Century-Fox still were singing the praises of the new large dimension, stereophonic sound system over the weekend.

Virtually all were agreed that it opens up a new era of theatre business and that its long-range prospects are tremendous.

Following are typical comments of exhibitors representing a wide variety of theatre operations:

WILLIAM C. GIBSON (Cloquet Amusements) (Continued on page 8)

London Reaction to First 3-D Is Cold

LONDON, March 23.—3-D got off to an inauspicious start here. A few days before “Buena Devil” opened at J. Arthur Rank’s Marble Arch Odeon, M-G-M took off its shelf the 17-year-old Peter Smith Audioscopics, which made no particular impression here originally, and (Continued on page 8)
Personal Mention

F.J. A. MCCARTHY, Universal Studios and Canadian sales manager, will leave New York today for New Orleans.

Lionel J. Bamberger, RKO Radio sales promotion manager, and Mrs. Bamberger have become grandparents, for the third time in the birth of a girl, for their daughter, Mrs. Sheldon Kaplan of Minneapolis.

Jerome Wechsler, Warner Brothers Cleveland branch manager, became a grandfather for the third time when his daughter, Mrs. Harry Wechsler, gave birth to a son, Richard Louis.

Robert Craven, president of UniFrance, handling French film industry public relations, arrived here yesterday from France aboard the S.S. Liberté.

Arthur Freed, M-G-M producer, will arrive here from Hollywood on Monday en route to London on April 2 aboard the S.S. Ile de France.

L. Koken, RKO Theatres vending machine manager, has returned here from Detroit and Cleveland.

Jean Benoy-Ley, film producer, spoke at the New School for Social Research here last night.

Allen M. Widen, Hartford Times motion picture editor, has returned there from Los Angeles.

Joe Preston, publicist, has joined the Bowitz-Maskell publicity firm as an associate.

Macy's Tying in on 'Madam' Premiere

Twentieth-Century-Fox's "Call Me Madam" will receive a welcome to New York and its Roxy Theatre premiere tomorrow from Macy's in a double-page advertising series.

The greeting will have nearly all of Gotham's daily newspapers presenting insertions, with the campaign starting in the afternoon with "The New York Times" and "The Daily News".

Tomorrow the Times, Herald-Tribune and the Mirror will carry the ads.

Format of the ads spotlights display art of the musical's starring quartet, Ethel Merman, Donald O'Connor, Vera-Ellen and George Sanders, as they appear in a group of production numbers.

Steve Strassberg Joins Alber Group

Steve Strassberg, film publicist, has joined David O. Alber Associates as an account executive. For the last nine years, he was almost exclusively director of Eagle Lion Films, prior to which he was a publicist for Loew's and Republic Pictures.

NPA Finally Lifts the Lid on Bldg. and Equipment

WASHINGTON, March 25.—The National Production Authority today finally issued the long-awaited formal order ending production and construction controls on June 30.

After that date, theatre projects equipment can go ahead without any interference from the government. Of course, they will no longer get any government assistance unless they happen to be directly on military or atomic energy projects. Effective July 1, the present controlled materials plan and construction control orders will end. The Defense Materials System, will channel steel, copper and aluminum to essential military and atomic production and supplies. All other production and construction will have to scramble for the materials over— but they will be free to use whatever they can get in whatever way they want.

Non-availability can be placed immediately for delivery after June 30 of steel, copper and aluminum, the NPA said.

Producers of film or theatre equipment for military orders would be eligible for the priority assistance with the new DMS order.

The new program is outlined in two orders, DMS Reg. No. 1, governing construction, and Reg. No. 2, governing construction.

'Tonight We Sing' Strong in Canada

Twentieth Century-Fox's "Tonight We Sing" is outgrowing "Stars and Stripes Forever" in Canada, it is understood.

It was said that on the opening day of "Tonight We Sing" at the Uptown Theatre, Calgary, the gross was $1,600, whereas "Stars and Stripes" took in $1,200 at the same house on its opening day. At the Commodore, "Stars and Stripes" grossed $1,000 in its opener, while "Tonight We Sing" took in $800 on the first day in the same house.

Andre Hakim Forms His Own Company

Producer Andre Hakim, who recently left 20th Century-Fox, has returned from Europe and formed his own motion picture corporation in which he will act as special production coordinator with offices in New York and Europe. Hakim, who recently established European headquarters in Paris, is now setting up his organization in New York. Next week he will return to California to close a deal for two French properties.

Earl Carpenter Dead

Cleveland, March 25.—Earl Carpenter, head and founder of Earle Motion Pictures, industrial producers, died here today. Since 1941 Carpenter also operated the Carpenter Visual Service, Inc. Surviving are the widow and a brother, Ernest.

No New Names in Coast 'Red' Probe

Hollywood, March 25.—The House Un-American Activities Committee has questioned Danny Dare, who in 1941 disputed charges by a committee witness that he had been a Communist, and who recently became active in the stage and films as a dance director, Dare has recently been called in television.

In the afternoon session Harold Hecht, former agent and in recent years head of a professional group of producers, has been called into the party in about 1940 and withheld in 1942 after becoming disillusioned.

AA, ABPC to Make Film in England

Hollywood, March 25.—Following conferences here with Robert Clark, managing director in charge of production for Associated British Pictures Corp., London, representative of Allied Artists, has announced the companies jointly will produce "The Black Knight" in England, with June 5 set as the starting date for the color in Technicolor production.

Harold Mirisch, Allied Artists' executive producer, will go to England to take charge of production. Participating in the conference with Brooks and Clark were Harold Mirisch and G. Ralph Banton, Allied Artists' vice-presidents, and the executive producer.

Nathan V. Steinberg Dies in New Rochelle

New Rochelle, N. Y., March 25.—Nathan Victor Steinberg, owner of theatres in Connecticut, New York and New Jersey, died in New Rochelle Hospital here of a heart ailment on Friday at the age of 42.

He is survived by his widow, two daughters, two sons, a brother and a sister.

Michael Lesnich Rites

Cleveland, March 25. Services will be held here tomorrow for Michael Lesnich, 65, auditor for the past eight years for Allied Artists, who died yesterday in the Cleveland Clinic.

Farnol Anniversary

The Lynn Farnol public relations organization will observe its third anniversary on Thursday with an "open house" for friends.

New Sterilizer for 3-D Glasses Ready

Herman Goldstein of Electrosite Corp., in partnership with Joseph P. Kennedy, former U. S. Ambassador to Great Britain, and J. T. Rappaport, Baltimore theatre owner, has formed a new company, Steriloptics, Inc., which will distribute a new machine to be used in theatres on 3-D premises.

The sterilizing process was perfected by Goldstein's company.

‘U’ Sets Another 3-Dimensional Film

Hollywood, March 25.—Universal-International announced today that the top-budget "Wings of Hawk," to be shot under the direction of "The Mute," Allied Artists' first three-dimensional production.
**Review**

**"Abbott and Costello Go to Mars"**

(UNIVERSAL-INTERNATIONAL)

Am Fantastic can be described as the sequel of "Bad Abbott and Lou Costello Go to Mars." The pair ride around in a rocket-ship, not with the greatest of ease, and therein comes the tummy-tickers. Of which, there are many.

Bad Bud Lou stumble into a contraption with a lot of gadgets and gears, much like a submarine control room. Bubba Costello touches one of the gadgets, and, zoom, off they go to Mars, shivering all the while the missile clings to its igniting device. They land in a strange place, inhabited by strange people. But not on the planet of Mars, as Bud and Lou believe; rather, it dropped them at New Orleans, right in dead center of a Mardi Gras with all of its color and distortions of human faces and figures—men and women of Mars, thought Bud and Lou. Their reactions to the funny, fancy and freakish behavior of the carnival celebrants will give any and all Abbott and Costello adherents all of A-C they desire. Some will complain, and in some cases the evidence will agree, that there are in this production, many moments of over-tissued corn.

A mighty important merchandising approach should be pointed in the direction of the almost countless magazines and comic strips which daily take little Johnny and Jane traveling to Mars, as even Bud and Lou.

Howard Christie produced; Charles Lamont directed, from a screenplay which D. W. Beanchamp and John Grant wrote from a story by Christie and Beanchamp.

Photography, by Clifford Stine, ASC, was particularly keen. And bravos for the animation which sent the rocket-ship zooming through the tunnel, up under the New York bridges, and around this city's skyscrapers.


No review of "Abbott and Costello Go to Mars" is possible without mention of Bud Abbott and Lou Costello also going to Venus, which they do, in this same excursion, much to their surprise and delight; for here is where they meet Miss Universe Beauty. All of them are.

Running time, 76 minutes. General audience classification. For April release.

**James Cunningham**

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**Isley to Tie Theatres To Academy Awards**

Dallas, March 23—Phil Isley, president of Isley Theatres, observed that the televised Academy Award showing proved unmistakably to be one of the finest public relations efforts the industry has ever undertaken and will undoubtedly reflect as much as the box-office. He stated that his theatres will stage a campaign to precede the Academy Awards next year based upon $10,000 in prizes to be handed to patrons polling nearly the actual "Oscar" Awards. The campaign will get under way immediately following the nominations for the awards.

Isley also stated that he would meet with the executive board of Texas COMPO and make the project available for a statewide campaign capitalizing on the Academy Awards. He added that exhibitors had constantly overlooked the value of these awards and will henceforth design campaigns in connection with this affair to boost box-office receipts, especially if the event is to be televised.

$10,500 for 'Hitch-Hiker'

Boston, March 23—"The Hitch-Hiker," which opened at the RKO- Boston Theatre here over the weekend, has hit a three-day gross of $10,500, reportedly the best business in the past 18 months at the house and indicating a new record for the initial week.

Panama and Melvin Frank, with financing and distribution by Paramount, the picture goes before the cameras early this summer. Color will be by Technicolor.

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**Cohn Will Be Host Tonight at 'Salome' Premiere at Rivoli**

Leaders of the industry and celebrities will gather at the Rivoli Theatre here tonight for the world premiere of Columbia's "Salome." A normal affair, King light, Hollywood-style affair, the festivities will be telecast by Station WPIX, beginning at 8:30 P.M.

Rita Hayworth, who has the title role in the production, came to New York for the opening. Hosts for the show will be Jack Cohn, executive vice-president, and A. Montague, general sales manager, for Columbia, and Montague Salomon, Rivoli managing director. Faye Emerson and radios' Art Ford will serve as masters of ceremonies for the telecast in front of the Rivoli.

**Davis and Lurie Form New Firm**

L.D. Pictures Co. has been formed to distribute foreign language films with English subtitles in the United States. Arthur Davis is president and Walter Lurie is vice-president. Lurie recently retired as vice-president of Mutual Broadcasting and is financially interested in several filmed television programs. Davis also is president of Arthur Davis Associates, which has no connection with L.D. Pictures.

Davis will leave here for abroad shortly to scan product for the new set-up.

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**Claim Para. System Is Now Practical**

The Paramount wide-screen process for conventional films, while practical today, but depends on exhibitor acceptance for its adoption, a Paramount spokesman claimed here.

The spokesman referred to the weekend demonstration of the Paramount system held at the company's Coast studio, which was attended by some 300 exhibitors and management executives, the majority of whom were on the Coast to view 20th Century-Fox's CinemaScope.

The company executive claimed that the needed wide-angle lens and panoramic screen could be supplied by present-day manufacturers if the exhibitor market were present. Unlike CinemaScope, the Paramount process is designed to give greater scope and illusion of depth to films made in the conventional frame.

This factor was highlighted by Roy H. Freeman, Paramount vice-president, on the Coast in an address to exhibitors. He urged exhibitors not to discard the conventional film "too hastily," despite all of the excitement about 3-D and other methods of broadening the screen picture. He acknowledged that 3-D and other recent developments meant added business, but cautioned "let's do it by gradual merger, not by revolution—for in the revolution, too many of us will get hurt.

Freeman pointed out that major studios had an investment of approximately $325,000,000 in their current inventory of pictures and that if a practical" means of enhancing the exhibition value of that product could be found, then it might easily represent to the industry an "income value of nearly $800,000,000.

The Paramount system for conventional films, it was explained, permits any picture to grow in size by spreading the image over a larger area. Freeman estimated the cost, upward of $600, depending on the size of the theatre.

'Knock on Wood' to Be Filmed by Para. in U. S.

HOLLYWOOD, March 23—"Knock on Wood," Danny Kaye's next starring comedy, will be filmed at Paramount's studios here in combination 3-D and the large screen process which Paramount is now developing, the studio disclosed today. The picture was originally planned to be made in England.

To be produced independently by Kaye, in collaboration with Norman N. C. Bill Aimed at Used 3-D Glasses

Raleigh, March 23—A bill to prevent polaroid glasses from being reissued by theaters in North Carolina showing three-dimensional films after the glasses have been worn out has been introduced in the state legislature by Senator Hamilton Hobgood of Franklin.

The bill would make it a misdemeanor for theaters to reissue used glasses, with the maximum punishment a fine of $50 or 30 days in jail.
THE PERFORMANCE AT THE IVOLI THEATRE NEW YORK

One of the Great Evening

Columbia Pictures announces

THE WORLD PREMIERE PERFORMANCE

This Evening

AT THE RIVOLI THEATRE NEW YORK
doing considerable investigation of exhibitor complaints about current industry trade practices, and have talked to spokesmen both for distribution and exhibition. However, these will be the first public hearings since the investigation started.

In announcing the hearings, Sen. Thye said the committee had received many complaints from independent theatre owners who claim injury from certain distribution practices.

"They say that such matters as clearances, availability and competitive bidding are being handled by the distributors in a manner which is bringing increasing hardship upon the exhibitors," Thye said. "The full committee has agreed to grant the request of exhibitors for an opportunity to present their problems to the committee, and has assigned to the monopoly sub-committee the responsibility for arranging the hearings.

Sen. Schoeppel emphasized the sub-committee has "no preconceived notions as to the ultimate facts to be established by the hearings." He said the sole purpose of the sub-committee would be to attempt to receive problems confronting exhibitors, "most of whom are small, independent businessmen."

"We shall welcome the comments and recommendations of all parties who may have an interest in this matter," he declared. "We are particularly anxious to receive the views of distributors and spokesmen for the agencies of the government having responsibilities in the motion picture field."

The sub-committee which will conduct the hearings consists of Senators Thye (D., N.H.), Ferguson (D. Mich.), Long (D., L.A.) and Gillette (D., L.A.) in addition to Schoeppel.

Committee officials said most of the witnesses at the West Coast hearings will be from Los Angeles, San Diego and other Southern California areas, but there will be some witnesses from San Francisco and other West Coast cities. The hearings will open at 10:00 A.M. in the Federal Building.

Committee investigator William D. Amis is in California now and will remain there until the hearings start, lining up witnesses.

TOA-Allied Hearing (Continued from page 1)

at 1:00 P.M., with all branches of the industry invited to participate. Exhibitor group discussions broken up into panels of large towns, small towns, sub-regions and drive-ins are on the agenda for the late afternoon.

Business sessions, along with social activities, will conclude Wednesday. Speakers for the afternoon include Allied leaders Abram F. Myers, William Steen, Ben Marcus and Col. H. A. Cole, joined by Herbert Barnett, president of the Society of Motion Picture and Television Engineers. The convention will wind up Thursday night with an all-industry banquet and floor show.

Technical Committee

The Breuer Electric Mfg. Co., Chicago, has acquired additional plant facilities to expand production of its line of Tornado industrial vacuum cleaners, portable electric blowers and floor scrubbing machines. The new plant adjoins the company's present one at 5100 North Ravenswood Avenue, according to A. A. Breuer, president.

Celebrating 31 years with the Coca Cola Company and a 50th wedding anniversary is Charles Okun, shown below with his wife at the recent Adolph Zukor Golden Jubilee dinner at the Waldorf-Astoria in New York. Okun is theatre representative for Coca Cola in the fountain sales department.

The Blue Gardenia

Sensation coming from Warner Bros

There was nothing lily-white about her

The clinch-and-kill girl

they called

"The Breuer Electric Mfg. Co., Chicago, has acquired additional plant facilities to expand production of its line of Tornado industrial vacuum cleaners, portable electric blowers and floor scrubbing machines. The new plant adjoins the company's present one at 5100 North Ravenswood Avenue, according to A. A. Breuer, president.

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Technicolor Congratulates
Academy Award Winners 1952

- Best Motion Picture
  "THE GREATEST SHOW ON EARTH"
  CECIL B. DeMILLE-PARAMOUNT
  (Color by TECHNICOLOR)

- Irving G. Thalberg Memorial Award
  CECIL B. DeMILLE
  PRODUCER OF "THE GREATEST SHOW ON EARTH"
  (Color by TECHNICOLOR)

- Best Direction
  JOHN FORD
  "THE QUIT MAN"
  ARGOSY-REPUBLIC
  (Color by TECHNICOLOR)

- Best Cinematography—Color
  "THE QUIT MAN"
  WINTON C. HOCH AND ARCHIE STOUT
  (Color by TECHNICOLOR)

- Best Original Film Story
  "THE GREATEST SHOW ON EARTH"
  CECIL B. DeMILLE-PARAMOUNT
  FREDRIC M. FRANK, THEODORE ST. JOHN,
  FRANK CAVETT
  (Color by TECHNICOLOR)

- Best Scoring of a Musical Picture
  "WITH A SONG IN MY HEART"
  20TH CENTURY-FOX
  ALFRED NEWMAN
  (Color by TECHNICOLOR)

- Best Art Direction—Color
  "MOULIN ROUGE"
  ROMULUS FILMS-UNITED ARTISTS
  MARCEL VERTES
  (Color by TECHNICOLOR)

- Best Set Direction—Color
  "MOULIN ROUGE"
  ROMULUS FILMS-UNITED ARTISTS
  MARCEL VERTES
  (Color by TECHNICOLOR)

- Best Costume Designing—Color
  "MOULIN ROUGE"
  ROMULUS FILMS-UNITED ARTISTS
  MARCEL VERTES
  (Color by TECHNICOLOR)

- Best Special Effects
  "PLYMOUTH ADVENTURE"
  METRO-GOLDWYN-MAYER
  A. ARNOLD GILLESPIE, DEPT HEAD
  (Color by TECHNICOLOR)

- Best Short Subject—One-Reel
  "LIGHT IN THE WINDOW"
  ART FILMS PRODUCTIONS-20TH CENTURY-FOX
  BORIS VERNOM, PRODUCER
  (Color by TECHNICOLOR)

- Best Short Subject—Two-Reel
  "WATER BIRDS"
  WALT DISNEY-RKO
  (Print by TECHNICOLOR)

- Best Short Subject—Cartoon
  "JOHANN MOUSE"
  METRO-GOLDWYN-MAYER
  FRED QUIMBY, PRODUCER
  (Color by TECHNICOLOR)

- Best Documentary—Feature
  "THE SEA AROUND US"
  RKO
  IRWIN ALLEN, PRODUCER
  (Print by TECHNICOLOR)

TECHNICOLOR IS THE TRADE-MARK OF
TECHNICOLOR MOTION PICTURE CORPORATION
HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER
150 CinemaScope Installations for NT
Hollywood, March 23.—The National Theatres circuit has ordered 150 CinemaScope installations, 20th Century-Fox distribution director Al Lichtman revealed today, with the Brand circuit in New York, and Balaban and Katz, Chicago, taking 100 each. Order other circuits include Schine Theatres, 200-Wometco, 60; United Artists Circuit, 40, and Malco, 40.

London Reaction (Continued from page 1)

booked it into the Leicester Square Empire. Press and audience reaction was unfavorable.

The opening of “Bwana Devil” was followed by equally adverse press and public comment. Many thought that the first 3-D advertising film, boosting a popular brand of cigarettes, which was made by Rank’s ad film department and ran on the same program, stole the show. At least, it was widely agreed, the ads did more to suggest the shape of things to come than did the feature.

M-G-M has announced that “The Knights of the Round Table,” shooting on which is scheduled to start at Elstree in May, will be made in one of the new technical systems, which one was not specified. It is generally believed here it will be 20th Century-Fox’s CinemaScope.

CinemaScope Is Lauded (Continued from page 1)

ment Co. and Detroit Lakes Theatres, Minneapolis: “Very good, and in a year it will be even better. Another good thing, it doesn’t look too expensive to install.”

JACK GOLDBERG (Eastland Theatres Los Angeles): “CinemaScope is a great spectacle and it should revolutionize our business—we need it.”

AUGUSTA KESSLER (booker, West Coast, for United Artists Theatres): “Particularly from a woman’s point of view, it’s wonderful. I was greatly impressed by the music, especially. It was as if the orchestra was actually in the room, it was that close.”

J. H. HARRIS (exhibitor, Burley, Idaho): “It’s marvelous. What would the perspective be in a small theatre? If we could have the same perspective on a smaller screen for our rural theatres it would be ideal, and would mean big business.”

FRAN SCHWARTZ (Century Theatres, New York): “How many Cinemas-Scopes can I get, and how fast?”

RAY SYFRI (Vallejo, Cal.): “Something different, startling. CinemaScope has a great future.”

AL HANSON (South Lynn Theatres, Los Angeles): “It’s wonderful. A tremendous improvement.”

JACK BLUMENFELD (Blumenfeld Theatres, San Francisco): “I think the philosophy of CinemaScope is sound. The public will take it to its heart.”

RAY A. GROEBAUER (Esquire Theatre, Portland, Ore.): “Ter- rific! I was in Hollywood when sound came in and CinemaScope hit the same magnitude. Take it from an oldtimer, this is it!”

GEORGE MANN (Redwood Theaters, Inc., Seattle): “All I can say is that the new process will increase seats 25 to 100 per cent. We have built three or four theatres in the last few months that would be ideal for CinemaScope.”

GEORGE DUNLAP (MMG Theatres, Los Angeles): “Wonderful! Really wonderful!”

LARRY BEAMS (Famous Players Theatres, Canada): “I saw One Million Dollars, and CinemaScope gives the same effect. It will sell just as many tickets at the box office and is cheaper than Cinerama. CinemaScope is more practical, and is a revolutionary step in our business.”

SEYMOUR FISHER (Metropolitan Theatres, Los Angeles): “Tremendously impressive. Has the potentialities of recreating interest in our business.”

BILL CONNORS (John Hamrick): “Wonderful. Enjoyed it more than almost anything I’ve seen. In the picture the color bothered me. This is smooth—plus less expensive. It was well worth the price of admission.”

LOWELL SKILLER (Toledo World Theatre): “Marvelous. I’m going to get two into the store.”

SID COHEN (Film Service Theatres, Salt Lake City): “This will bring people back to the theatre.”

“Wonderful Job”

DAVID FLEXER (FLEXER Theatres, Memphis): “It’s a wonderful job! I’m glad to see that it’s not being used for Spotsy Skouras. He knows the problems of the exhibitor because he was one. I’m buying six CinemaScope systems for my theatres as soon as they are ready to take the order.”

FRANK MANTZER (Northwest Theatres, Minneapolis): “I’m thrilled! It’s breath-taking! It’s revolutionary! It’s the coming thing! I just hope they can get lenses for all theatres at the same time.”

ROY BROWN (booking and buying service, Portland, Oregon): “I’ve been beaten out! Wonderful! I like it better than 3-D.”

MAC KREM (Detroit exhibitor): “I think we’re back in business. What we’re actually doing is making smaller and smaller. With this dynamic screen I think we can’t miss. When we sit at home and see the postage stamp picture the contrast is going to be so great, that TV is going to be obsolete like the silent movie.”

PATRICK J. DEK (Gregory circuit, Chicago): “Mr. Skouras is to be congratulated. CinemaScope is a boon to the industry. It’s wonderful!”

S. L. OAKLEY (Jefferson Amusement Co., Beaumont, Tex.): “It’s great! Better than anything I’ve seen and I’ve seen them all. We can install this in our theatres as well as in drive-ins.”

JOY HOUCKS (Joy Theatres, New Orleans): “It’s greater than when sound came.”

JULIUS H. HARRIS (Harris Amusement Co., Pittsburgh): “This is the answer to TV. It makes you feel you are there. It’s not a novelty. I have been enthused over the intimate scenes as I was the spectacular.”

Marco BACHRICH (Albuquerque Exhibitors, Inc.): “It adds much more than what we’re showing now. It’ll be great for drive-ins, too.”

VIRGIL HERNWITZ (Cleveland circuit): “It will be a shot in the arm for our circuit.

New Era (Continued from page 1)

screenings of “House of Wax,” held at the Coast studio last week, attended by over 500 of the country’s showmen. Blumenstock said, “From everything that was said to J. L. Warner by our exhibitor guests, I can assure you that the world premiere of ‘House of Wax’ at the Paramount on April 10 is more than the official opening of an important picture—it is the field premiere of a new era in our business.”

In addition to the premiere activities on “House of Wax,” Blumenstock will also set up trade and consumer WarnerPhonic sound shows and the forthcoming release of “Tunefy Along the Way,” “Finder of the Sun” and the “Desert Song.”

New-style Premieres
Meanwhile, what Warner described as the world’s first around-the-clock motion picture premiere, highlighting 24 hours of “high voltage” showmanship and 12 “spectacular opening ceremonies,” will launch “House of Wax” in Los Angeles’ next month. Plans for the marathon opening are being worked out by the studio press department, in conjunction with Jack Zingmond, West Coast division manager for AP-PT.

A midnight “spook premiere” will launch the 24-hour show at the Paramount Downtown Theatre on Thursday night, April 16. Every two hours thereafter another “spook spectacle” will be staged, with the final show of the 12 scheduled for 10 P.M. April 17.

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wishes to thank

Herbert J. Yates and Republic Pictures for their cooperation in the production of

"THE QUIET MAN"

and to all the men and women whose efforts in behalf of "THE QUIET MAN" contributed to

JOHN FORD

winning the Academy Award for best direction


☆

"THE QUIET MAN" ACADEMY NOMINATIONS

Best Picture—Produced by John Ford and Merian C. Cooper
Best Director—John Ford
Best Screenplay—Frank S. Nugent
Best Supporting Actor—Victor McLaglen
Color Photography—Winton C. Hoch, A.S.C.
and Archie Stout, A.S.C.
Art Direction—Frank Hotaling
Set Direction—John McCarthy, Jr. and Charles Thompson
Motion Picture Daily
Tuesday, March 24, 1953

TV or not TV

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With Preface by

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Reviews

"Glory at Sea" (Souther Selective)

HAVING turned the sea to their own economic and military advantage, it is no wonder that the British shipbuilders were able to make good sea pictures. "Glory at Sea" is a saga of one of the old, mothballed American four-stack destroyers which were retired from the first World War and which were turned over to the British in the early, desperate days of World War I.

The film is not comparable to "In Which We Serve," a British classic in a similar vein, but it is made of that combination of heroic action and noble understatement which so effectively tell the lot of the wartime sailor.

In this case the sailors are saddled with an average "gift horse" given to them by their factory; a mechanical turvy and complete engine failure in moments of high risk. It's an appealing story, re-told by Howard Hawks and Sam Wood, and stars Tricks, and Sonny Tufts as an American enlistee, among others. Joan Rice, the Maid Marian of Disney's "Robin Hood," also is on hand as one of the women waiting on shore.

The screenplay by Bill Fairchild, Hugh Hastings and William Rose is based on an original story by Ivan Goff and Ben Roberts. It follows the adventures of the British crew from the time they take command of the "gift horse" in Halifax till the last, heartbreaking night when they scuttle their ship in a German-held French harbor. Enroute there are vignettes telling of brushes with enemy sub and aircraft and revealing moments of the private side of some of the crew, story, although briskly done, accounts for a loss of a good deal of suspense.

The film is a Molton Films Production, distributed in the United States by Souther Selective.

Others in the cast are Richard Attenborough, James Donald, Bernard Lee, Hugh Williams, Meredith Edwards, Patric Doonan, Dora Bryan, Robin Butler, John Forrest, Tony Quinn and Sidney James.


"The Big Frame" (RKO Radio Pictures)

A FAIRLY suspenseful film has been fashioned in this Julian Lesser production, directed by John Farrow. The stars are Macdonald directed, from a screenplay by Steve Fisher and John Gilling. Others in the cast are Kent Jurts, Leroy Marsh, John Bentley, Dianne Foster, Bryan Coleman and John Harvey.


N. Y. Assembly Kills 2 Pertinent Bills

ALBANY, N. Y., March 23.—Assembly committees killed two bills afecting theatres. The Judiciary Committeee defeated a measure which proposed to make movees, operators, agents, and employees in control of places of public resort or amusement liable for disablation because of race, creed, color or national origin, and to increase from $500 to $1,000 the maximum recoverable in civil actions.

The Committee voted against reporting a bill which required establishmets operating under a license to be examined once a month by a municipality and charged public admission fees, to secure and maintain a minimum liability insurance of $25,000 for personal injuries to one person in an accident, and $50,000 for more than one person in one accident.

SMPTA Adds 300

The Society of Motion Picture and Television Engineers has added 300 new members, bringing its total for 1953 to 1,000, according to Ray Gallo, general chairman of the membership and subscription committee. Many of the new members are from television and from studios in Hollywood.

Cincinnati Promotes Industry Exhibit

CINCINNATI, March 23.—The Theatre Owners of Greater Cincinnati and the Independent Theatre Owners of Ohio are responsible for bringing a variety of theatrical equipment to Cincinnati and displaying it for a comprehensive exhibit of props and costumes which were used in producing some key pictures.

The display lists the 50 independent theatre owners who have cooperated in the exhibit, which identifies the props and costumes with still photos of films which will be exhibited in Cincinnati.

Theatres also cooperated in publicizing the exhibit by showing a two-week trailer which was made up especially for the event. The trailer calls attention to the exhibit. A contest being sponsored by the Cincinnati Post and the fact that independent theatre owners are cooperating will be promoted by the Post.

Ike' Still Strong Against Tax Cuts

WASHINGTON, March 23.—President Eisenhower threw some cold water on the outlook for an admission tax cut this year by making his strongest statement yet against tax reduction before budget balancing.

If the excess profits tax ends this year and individual income taxes are cut, the President feels a press conference, he definitely wants some substitute tax revenue. He reiterated that there must be in sight before tax revenues are lowered.

Meanwhile, House Ways and Means Committee Chairman Reed (R., N. Y.) abandoned his plans to force an early House vote on his tax-reduction bill.

Cinerama

(Continued from page 1)

adjutors which were said to aid the eye in the color-matching print. The cost of remodeling the theatre, which now seats 1,150, was put at $40,000.

Cinerama was represented at the opening by Lowell Thomas, vice-chairman of the board, who, in accepting a Look Magazine special achievement award, promised that Cinerama's growth has just begun.

Artists of the premiere were many of the city's civic and industrial leaders, including K. T. Keller of the Ford family, Governor Williams, Mayor Coon, along with social leaders, including the Detroit Symphony Orchestra, which sponsored the premiere.

Coast Janitors Get Raise

SAN FRANCISCO, March 23.—Theatre janitors in Northern California won a two and one-half cents hourly raise, retroactive to last Feb. 15. In addition, employers will contribute five cents for an hour to a joint pension trust fund, to which they have been paying $6.00 per man per month. Prior to the increase janitors received $27.25 for a five-day week consisting of 40 hours.
NARTB Hits AFM
Restraints on Sale Of Films to Video

WASHINGTON, March 23.—The National Association of Radio and Television Broadcasters today attacked, before the House Labor Committee, the agreement between the Association of Motion Picture Producers and the Associated Film Musicians prohibiting the sale to television of films on which the services of live musicians were used.

It said this would be a "secondary boycott" which Congress should forbid.

Richard P. Doberty, vice-president of the NARTB, gave the labor committee the association's views on needed changes in the Taft-Hartley law. He outlined various situations which he thought should be changed, and finally came to agreements between a union and an employer.

"The now famous Allen A. Bradley case highlights the irreparable damage to the public the creation of collective bargaining provisions which erect rigid trade barriers against the free flow of goods and services," he declared.

"The American Federation of Musicians has a contractual provision in the agreement, which is used by the picture producers which the sale or lease of any motion picture film on which the services of live musicians were used) to television stations.

In some form, as background music or otherwise, music is incorporated into virtually every type of program. The result is an effectively tight blockade against the use of all motion pictures films produced by signatory producers, in television."

Congress tailored the secondary boycott provisions to the Taft-Hartley law to deal with the main abuses, Doberty said. "Largely through board decisions a new highway has been constructed to the passage of Congress," he declared. "This highway is labeled 'freeway for secondary boycotters relative to employment agreements.' It is imperative that Congress now act properly to regulate the secondary traffic on this new highway."

Doberty outlined language to ban such board contracts in the future. The NARTB spokesman also attacked the National Labor Relations Board's decision in the Gamble Enterprises case, in which the board said the AFM had not engaged in illegal featherbedding. He said the law should be rewritten to make clearly illegal any such practices as used by the AFM in that case.

Says Chromatic Tube
Ready Now for Use

Chromatic Television Laboratories, Inc., an affiliate of Paramount Pictures Corp., ready to offer to set manufacturers for production immediately its three-color home television system. Richard H. Manley, president, disclosed here yesterday.

"We welcome the report that the National Broadcaming Association will rescind its order M-90 restricting the production of color television receiving sets," he added. Doberty commented that with the pending Congressional investigation of the color TV situation, additional impetus can be anticipated to making color television a reality in the immediate future.

** Television--Radio

with Pinky Herman

AFTER two years of "going steady," the expected wedding of motion pictures and TV was consummated Thursday when the RCA-sponsored telecast of the "Oscar Awards" (until now a most EXCLUSIVE, Hollywood enterprise) was beamed via the entire NBC chain. The instantaneous shifting to and from the Paramount Theatre in Hollywood by 25 million televiseurs nationwide, in the national Theatre in N. Y. where Conrad Nagel did the honors, plus the smooth coordination of the conversations between the two, was in itself an engineering feat and in our book NBC rates an Oscar for ingenuity. Jim Morgan, producer of "Queen for a Day," and author of several text books on radio, is adding another chapter exclusively dealing with 3-D and color to his latest tome, "Encyclopedia of TV."... Add June Bridges; Suzanne Marie White, Exec. Sec'y at Screen Gems, and Barbara Barnes, daughter and partner of WOR's popular Patt. More Romance: Too busy to take a honeymoon when they were married 15 years ago, Andre Baruch and Bea Wain, left over the weekend on a five-week flight to Europe and South America. Leo (20th Century-Fox) Israel recently won $9,000 on "What, Your Bet?"... RCA's S. Van has won so far this Wednesday. Leo visited the "Here Comes Mr. Jordan" show on WPX, and again capped some priz... Bob Van Deventer ("20 Questions") panelist and Ed Mayer have co-authored a musical comedy, "All's Fair in Love."... Songstress Georgia Gibbs will guest on the "Perry Como CBS Show" Friday and on "Toast of the Town," April 19.

** The Hit Parade was never intended as an exclusive showcase for Tin Pan Alley's wares. With that in mind Vincent Andrews and Dennis James have collaborated on a ballad, "Why Should I Want You?" which to our ears sounds like a sure hit as is Eugenie Baird's "Visit and Remember." Show loading is loaded with Deejay appeal and will spend lots of time on the turntables. (wanna bet?... With the Sunday, April 5 program, "Fire and Ware CBS show" begins its 10th year of television... General Electric.

Stibra Productions has completed the filming of a new children's series of 13 marionette TV films, "Don Q. Dick & Aladdin," which will be nationally syndicated by Lakeside TV Co.控制器。... Economy-minded TV producers are using same settings and props they used for "Harbor Lights" when programing the latest ditty, "Lighthouse in the Harbor." Sammy Kaye's Columbia waltz... is zooming the ballad to top spot. Edgar Bergen has CBSigned to continue his Sunday Nite radio series and will also do a series of exclusive CBS-Vehicles starting in the fall... Paul Gregory, producer of the "This Is Your Life" segment, has another Gregory--Gregory Peck... Kathi Norris' "Woman's Edition" portion on Garroway's "Today" NBTelecasts, is five minutes of beauty, grace and charm. A new variety series, "Inside Texas Square," will bow into the WORT scene Monday, March 30, encased by Ray Heatherton. Program will be seen five nights weekly in the 11:00 to 11:30 P.M. slot. Hank Leeds is the producer-director. When the new Knickerbocker Beer WABCCommercial "hops" into the TV firmament starting March 12 (11:00 to 12:00 midnight) this five-nights-a-weak, solo-sponsored series, will represent one of the highest expenditures on a local station. Format will feature "Father Knickerbocker" as host of a variety show.

DEEJAY (walking).... Bill Silber's easy-going WABD jockey series utterly at 11 is pretty cool... Slim Bryant and his i/o/c/DK of ATTS are now seen by Pittsburghers every Saturday at 7:45 P.M. over WDTV, sponsored by Duquesne Breweries.

Dick (Stop the Music) Brown has been doing a bang-up pitch-hit role at WTM (country) in Waco, Texas. His per... "Best Radio Program" and "Best TV Performer," earned Johnny a month's South American cruise... Bill Taylor's "Surfsee Scorden," featured early Sunday mornings, rates WORhilds. Former Monogram singing star Phil Bodo, currently swimming his new friends and influencing people to buy music via his new series of platter-chatter programs heard every night via WKAT, Miami Beach.

** Television TV

(Continued from page 1)

companies which paid the bill was viewed as gaining wider acceptance for the medium. Among the sponsors was Columbia Broadcasting System, Inc., NBC and the National Broadcasting Co.

From a technical viewpoint, the telecast, aimed at attracting students to the engineering fields, was considered successful. According to the president of the New York Paramount was on the whole regarded as excellent and at the Fordham it was a sensation. At the Fox, it varied from excellent to poor due to line trouble. Circuit executives, business agents, and congress folk were present when the telecast was featured on Saturday's telecast and previous tests to obtain an excellent picture in the future.

Wage Increases To Extras in TV Films

Hollywood, March 21.—Leading television film producers here and the Screen Exiles Guild have reached an agreement on the new collective bargaining contract setting increased salary minimums and improved conditions for extra players in television films, according to a joint announcement by Roland Reed Productions, Hal Roach Productions, the Alliance of Television Film Producers, three radio station owners, and its attorney, Dean Johnson, and SEG president Richard H. Gordon.

All increases in the basic wage rates are retroactive to Sept. 17, 1952, and the contract runs to Jan. 2, 1958. Gordon said the contract has been approved unanimously by the SEG board of directors and is being submitted immediately for ratification by the Guild membership in a mail referendum.

Manley Names Seley To N.E. Division

Boston, March 23.—Lyman O. Seley, formerly of Seattle, has been appointed New England district manager of the Manley Popcorn Machine Corp. He replaces Sam Horestein who assumed the position of advisor and "goodwill ambassador" for the company. Seley's territory will embrace not only the usual immediate regional territory, but also New York, New Jersey, and Pennsylvania. His headquarters will be in Boston.

Spanish Film Trust Suit Filed Here

An anti-trust suit seeking $1,207,500 in damages was filed in New York Federal District Court by Ano Corp., which operates the largest Spanish-language language Prospect Theatre here. Named as defendants were Casa Moline, Inc. and Harry M. Maples, who operates five Spanish language theatres in New York.

The complaint charges that the defendants, Ano Corp., operated the Prospect Theatre in New York.

The complaint charges that the defendants, Ano Corp., operated the Prospect Theatre in New York.

Howard to CBS-TV Post

Hollywood, March 23.—The appointment of Henry Howard, Jr., as CBS television director of business affairs here, immediately effective, was announced by W. Spencer Harrison, CBS-TV vice-president in charge of legal and business affairs.
SPRINGTIME IS ALWAYS KETTLE TIME!

HOW YOU GONNA KEEP 'EM DOWN ON THE FARM... AFTER THEY'VE BEEN DOIN' WHAT THEY'RE DOIN' NOW?

THEY'RE HAVING THE HAPPIEST TIME OF THEIR LIVES...

They spin a spy-ring in circles...

The Can-Can girls can't resist Pa! A French wolf rhumbas with Ma!

Ma and Pa KETTLE ON VACATION

BRAND NEW... GRAND FUN!

Starring Marjorie MAIN - Percy KILBRIDE

with RAY COLLINS - BODIL MILLER

DIRECTED BY CHARLES LAMONT - WRITTEN BY JACK HENLEY - PRODUCED BY LEONARD GOLSTEIN - A UNIVERSAL INTERNATIONAL PICTURE

U-I makes the Money Makers!
All Para. Films Set for 3 to 5 Aspect Ratio

Films from Now on Made Only for New Screen

By WILLIAM R. WEAVER

Hollywood, March 24.—All Paramount pictures from today forward will be photographed for projection on screens conforming to the company's new three to five aspect ratio, vice-president Y. Frank Freeman told guests here this afternoon at a studio demonstration.

This will not limit in any way their projection on the standard four to five ratio, it was said. The screen demonstrated is still experimental, is nameless, is unpatented and can be duplicated by any exhibitor by his own resources. Paramount will not sell screens, Freeman said.

The screen consists of a muslin base with a beaded surface and is surrounded by a frame which, it was pointed out, is not an integral or necessary part. The screen curves forward at the sides and bottom.

Picture measures 20 feet high by 33
(Continued on page 6)

Theatre Defendants Win D'Arcy Action

ST. LOUIS, March 24—Federal Judge Roy W. Harper of the U. S. District Court here ruled yesterday in favor of defendants D'Arcy and Marco, St. Louis Amusement Co. and affiliated companies, and officers, in the Martin W. D'Arcy Shubert Theatre $750,000 damage suit which was originally filed here Dec. 19, 1945.

Judge Harper ruled that there had been no monopoly or conspiracy and
(Continued on page 7)

Amplex Shows Its 3-D Sound System

The Amplex Electric Corp. of Redwood City, Calif., demonstrated here yesterday its three-dimensional sound recording system, for which, according to spokesmen, several Hollywood studios are negotiating.

The private demonstration, held at the Hotel Lexington, consisted of three sound speakers over which music, a woman's voice and the sound
(Continued on Page 6)

Industry Vitalized By New Processes Downing Reports

By MURRAY HOROWITZ

The activity of all Hollywood film studios in endeavoring to devise new and exciting methods of exhibition was halted here yesterday by Russell V. Downing, president and managing director of Radio City Music Hall, who just returned from a week's trip to the Coast.

Downing said that such processes as 20th Century-Fox's CinemaScope, which he saw while on the Coast, and the wide screen and 3-D
(Continued on page 6)

Can Sterilize 3-D Viewers Odorlessly

"A machine has been devised which is capable of sterilizing and deodorizing any of the various kinds of glasses used for viewing three-dimensional movies by exposure to high concentra-
(Continued on page 6)

Rentals, 3-D, Tax Top Agenda As Wis. Allied Meet Opens

By BRUCE TRINZ

MILWAUKEE, March 24—Repeal of the 20 per cent Federal admission tax, 3-D developments, and high film rentals will be the chief topics of discussion at the National Drive-In and Wisconsin Allied conventions, Sig Goldberg, president of Wisconsin Allied, disclosed here today at the opening morning of the three-day session.

Regarding film rentals, Goldberg charged that "distribution is knowingly and willingly trying to drive the small exhibitor out of business. He also attacked pre-releases, declar-
(Continued on page 2)

E. F. Howrey Named Chairman of FTC

Washington, March 24.—President Eisenhower named Edward F. Howrey to be chairman of the Federal Trade Commission.

Howrey, a Washington lawyer, was confirmed as a member of the Commission only yesterday. He will replace James M. Mead as chairman. Mead remains as a member of the Commission.

Says RKO Does Not Set ‘Pan’ ‘Hans’ Terms

Grainer Answers Kirsch, Snapper on Two Films

Sales terms for Samuel Goldwyn's "Hans Christian Andersen" and Walt Disney's "Peter Pan" are not set by RKO Radio Pictures, but by the independent producers themselves. James R. Granger, RKO Radio Pictures vice-president, declared here yesterday, RKO Radio Pictures, he claimed, simply acts as the distribution organization.

RKO's role in respect to the two films was outlined by Grainer at his first trade press conference since assuming the presidency about
(Continued on page 7)

'Oscars' Up Takes Of Four Pictures

The Academy Awards to "High Noon," "Moulin Rouge" and "Come Back Little Sheba" have been re-
lected in good business for all three in the five days since the awards were made, the pictures' distributors, United Artists and Paramount, reported yesterday.

Loew's Theatres confirmed the report locally. "Moulin Rouge" in its current and sixth week at the Capitol here is running ahead of its fifth week,
(Continued on page 7)

A.A. World Conclave In Miami May 13-20

Hollywood, March 24.—Allied Artists' first international sales convention will be held at the Rosen Plaza Hotel in Miami, Fla., May 18-20. It was announced here yesterday by president Steve Brody. More than 150 sales executives from branch offices throughout the world are scheduled to attend.

The company's entire British sales force, including executives, managers
(Continued on page 7)
Motion Picture Daily

Wednesday, March 25, 1953

11 Buffalo Area
Drive-ins to Open

Buffalo, March 25.—All drive-ins in this area will open on Saturday, April 4, for the 1953 season. The list includes the Buffalo, Broadway, Park, Star, Skyway Lakeshore, Skyway Niagara, Delaware, Sheri-
dan and Aero.

VC Foundation Joins With Epilepsy Group

Merger of the Committee for the Public Understanding of Epilepsy and the New York Vicariate Club Foundation to Combat Epilepsy was disclosed here yesterday by William J. Gerber, board chairman of the Foundation. The Vicariate Club Foundation recently was organized to raise funds and develop project pro-
gram to aid all phases in the treatment of epilepsy, including clinical treatment, research and public infor-

The Committee, headed by Frederic F. Greenman, New York attorney, plans to provide public information pro-
gram to provide facts about the disease. Upon merging with the New York Vicariate Club Foundation, the CPUE will contribute $10,000 to it, adding an additional $10,000 when the founda-
tion can secure matching funds from other sources. The remaining annual gifts will be made in accordance with the developing needs of the Foundation.

N. J. Allied (Continued from page 1)

taking what action may be necessary. This again is an example of a 24-year-old paper group again having been discarded. Failure of distribu-
tion to recognize changes until forced to do so again injures the box-office. The New Jersey Allied said that RKO's solicitation of 16 mm. accounts in schools takes place in communities in which the drive-in will be showing "Terry and the "Fan" at "confiscatory deal." The board that the New York ex-

Astor Pictures has four releases on dual bills currently playing the RKO circuit in the New York area.

"Love Island" starring Eric Gabor and Paul Valentine, and "Born to the Saddle," featuring Leif Erickson and Donald Woods, opened yesterday in RKO houses in Manhattan and the Bronx. Another Astor double bill opened yesterday on the Inglorius circuit in Brooklyn and Queens. "The Hidden Room," featuring Robert Newton and Sally Gray, and "The Masked Rider," with Jack Warner and Peggy Evans, are both at the Deshler-Wallick Hotel in Columbus, April 7 and 8. His topic will be "There Is a Future for Indepen-
dent Exhibitors."

Luncheon to Honor Levine, Robbins

Alfred W. Schwab, president of Warner Brothers Pictures Corp., has been named chairman of the presidents' luncheon committee of the Wonder B'ritz. The luncheon, honoring Martin Levine, retiring president and serving to in-
nuct Burton E. Robbins, newly elected president, will be held at the Hotel Astor on Wednesday, April 8 with industry leaders participating.

New WB Firm Pays First Dividend: 30c

The board of directors of the new Warner Brothers Pictures, Inc., yester-
day declared its first dividend, 30 cents a share, payable May 5 to stock-
holders of record on April 15.

But it was revealed here that the dividends cannot be paid to stock-
holders of the old Warner company until they exchange their old certifi-
cates for the stock of the new picture company and Stanley-Warner Thea-
res.

House Committee Opens Hearings on Color TV

WASHINGTON, March 24—House Commerce committee hearings on color television got under way here today with RCA vice president E. W. Engstrom urging that the Federal Communications Commission authorize immediately commercial broadcast of color television, in addition to broadcasts of theCBS noncompatible system.

Engstrom said RCA felt the Commission could and should authorize immediately, "on a show-cause basis," the use of color.

RCA spokesmen said they doubted the FCC would ever take so momentous a step without hearings.

The NBC system is compatible with the color broadcasting immediately, although on a very limited service, Engstrom told. He also prom-
ised that RCA would step up production of color sets.

Committee chairman Wolverson (R., N. J.) delivered a letter from the National Production Authority indi-

Wis. Allied (Continued from page 1)

ing that Wisconsin Allied is whole-
heartedly behind national Allied in its stand on the proposed merger.

Goldberg sounded a note of caution on 3-D, claiming that “most of us are too small to go at it too fast.”

Col. William McCraw of Variety Clubs International, in addressing the convention, said he was very proud of Variety Tent X and he will be a bucking horse in its work for the heart clinic at Marquette University.

Mr. Reiner, in closing M-G-M's big company will try to prevent any theatre from closing if possible. "Our field men," he told the directors, "must be given particular con-
sideration to the smaller theatres." Reiner also struck a note of caution saying that theatre business should encourage a lot of experiments and improvements.

Closed meeting group discussions were led by Floyd Albert for small town situations; John Schulzy, large towns; Arnold Brumnn, subsequent-
tours; and Ben Marcus, director. Meetings of directors will open a two-day meeting here Friday.

Off Limits' Bowls Tonight in Wash.

WASHINGTON, March 24,—"Off Limits," Paramount's new Bob Hope comedy, will have its world premiere here tomorrow night at the Warner Theatre, with full army cooperation.

Top military and civilian personnel will be on hand as a tribute to Hope for his global con-

tribute as an entertainer for the armed forces.

Quigley to Speak

Martin Quigley, Jr., editor of Motion Picture Herald, is scheduled to be one of the speakers at the annual convention of the Independent Theatre Owners of Ohio, to be held at the Deshler-Wallick Hotel in Columbus, April 7 and 8. His topic will be "There Is a Future for Independent Exhibitors."
M-G-M merrily offers

SMALL TOWN GIRL

The Big Time Musical!

TECHNICOLOR!

"Entertainment as fine as you will play this year."
— Showmen's Trade Review. "Excellent! For all age
and audience groups."—Variety. "Definitely BIG."
—Boxoffice. "Typical M-G-M lavish production,
talent tremendous."—M. P. Herald. "Gay, sprightly
entertainment, spectacular dancing, laughs
continuous."—Hollywood Reporter.

M-G-M presents Jane Powell • Farley Granger in "SMALL
TOWN GIRL" • with Ann Miller • S. Z. Sakall • Robert Keith
Nat King Cole • Billie Burke • Bobby Van • Color by Technicolor
Screen Play by Dorothy Cooper and Dorothy Kingsley • Story by
Dorothy Cooper • Music by Nicholas Brodsky • Lyrics by Leo
Robin • Directed by Leslie Kardos • Produced by Joe Pasternak

M-G-M merrily presents

"I LOVE MELVIN"

The Showmanship Musical!

TECHNICOLOR!

Take advantage of the big LOOK Magazine tie-
up. See press-book for details. Launched on Ed
Sullivan's nationwide TV "Toast of the Town"
program. M-G-M Records get constant Disc
Jockey promotion. Debbie Reynolds' personal
appearances and Donald O'Connor's plugs keep
America saying "I LOVE MELVIN."

M-G-M presents "I LOVE MELVIN" starring Donald O'Connor
Debbie Reynolds • with Una Merkel • Richard Anderson • Allyn
Joslyn • Color by Technicolor • Screen Play by George Wells
Additional Dialogue by Ruth Brooks Flippen • Story by Laslo
Vadnay • Directed by Don Weis • Produced by George Wells

"IT'S SPRINGTIME!"
"M-G-MUSIC'S IN THE AIR!"
The shocking science chiller...filmed behind closed doors...

READY EARLY IN APRIL

FROM COLUMBIA

... GLASSES AVAILABLE...
The first great outdoor epic of America in 3 Dimensions!

READY EARLY IN MAY
FROM COUNTRY TO COUNTRY
OR EVERY DATE TAKEN!
systems of other companies gave him a

great feeling of optimism regarding

the future of the industry. "Out of it all," he declared, "will come a
great rainbow" for the business.

He said he was tremendously im-
pressed by Cinemascope and certainly
could visualize what it would be in
the Radio City Music Hall, which has
one of the largest stages for a screen
in the country. Roughly, he explained,
Cinemascope would offer the Hall a picture 96 feet long and 30
feet high.

Downing said that the Hall has
made no commitment for Cinemascope but is considering the change-
over along with other systems. His aim, he explained, is to make the Hall flexible
so that it can be adapted for any kind
of picture that comes along.

The Music Hall president said that
everyone in Hollywood was too busy
with new developments to worry about home television. Downing, summariz-
ing the thinking of studio executives, said that if the industry can give the
people something TV cannot, the in-
dustry need not worry about home television. But he added, "Out
has its place and can be utilized to the
mutual benefit of both mediums as ex-
cemplified by the awards." 

Downing said that he has set meet-
ings with the Hall's research and en-
gineering staff to take stock of the
new techniques and when possible
make the Hall flexible for any
process can be effected shortly.
Regarding the use of polarizing glasses
for patrons of the Hall, Downing
said that he will not make a decision for the public. He said he agreed
with the sentiments voiced by Adolph Zuckor, Paramount board chairman,
recently to the effect that public
adolescence of 3-D is underway.
We don't educate the public.

Certainly, he added, the Music
Hall will give the public what it wants,
referring to 3-D which requires the use
of spectacles or the many wide screen
processes now under development.
"We're not turning
back on any method."
AA Conclave
(Continued from page 1)

and salesmen of Associated British Film
Circle, the company, will be
brought over for the sessions,
marking the first time, according to
Roberts, that the company has
included its full British sales staff
in a convention here. The British con-
tingent will be headed by MacGregor
Seych, general sales manager, and
Ken Murray, secretary. V. Conner
and P. Giles will attend as executive
departments from the company's main
circuit. Allied Artists representatives
from 50 countries will attend, Broidy
said.

Norton V. Ritchey, president of the
company's foreign subsidiary, will
preside at the overseas sessions. The
entertainment will be headed by
Bernard J. Gates. Others from overseas
will be C. G. Dickinson, United King-
dom representative, and Ernst Weitstein, Continental repre-
sentative.

The domestic distribution meetings
will be conducted by M. R. Gold-
stein, vice-president and general sales
manager. Winners of the recent
“Eastman Kodak” competition will be
announced at the convention.

Thirty-one branch man-
agers will be on hand. The latest
in equipment will be on display, and the
latter will be part of the meeting.

Financially, the company will see
$75,000,000 in sales by year's end.

Studio executives who will attend
include Harold Mirisch and G. Ralph
Kennedy, president; Norman Mor- 
risch, executive producer; John C.
Flinn, director of advertising-publicity,
and Broady.

The Eastern contingent will be
comprised of Ed Morey, vice-president;
Lloyd Lind, manager of exchange op-

tations; Walter Breck, assistant to Ritchey; Harry Goldstein,
Eastern publicity head; Victor Vol-
ney, new film director; Latimer, execu-
tive vice-president; and William K.
Everson, foreign publicity director.

RKO does Not Set Terms
(Continued from page 1)

seven weeks ago. Grainger also
outlines plans for the RKO's 3-D,
production and releasing plans and his
schedule to confer with studio and
general sales executives.

The RKO president said he had
received complaints on "Hans Christ-
ian Andersen" and "Peter Pan" from
the Eastman Kodak Company and
Jack Kirch, president of Illinois
Allied. Grainger said he informed
Snapper that RKO acts as a distrib-
ing company for these pictures and has
to do with sales policy, which is set by
Goldwyn and Disney for their respective
pictures.

Questioned whether RKO as a
distributing company is responsible
for advanced advertising, Grainger
advocated for "Hans Christian
Andersen" by Goldwyn, Grainger said "I
won't get involved in any legal
questions."

Defends Goldwyn, Disney

The RKO president defended Gold-
wyn and Disney's right to sell out
sales terms for their pictures, main-
taining that "if a man puts his money
into anything, he should have the
right to sell out sales terms if he sees
fit." He stressed that he had no cause to
pick with exhibitors, but pointed out that
he thought it was better if an
exhibitor could get an amount over 70
per cent of a picture or a picture
outside product, Grainger said "I
don't see any exhibitors starving."

Turning to 3-D and wide-screen
developments, Grainger said that
RKO is watching the situation care-
fully, but has not drawn any
conclusions. Nevertheless, he disclosed
that RKO is set to go on the 3-D hand-
wick with three pictures cur-
rently in production and three others
slated to go before the cameras. The
six films, all to be made in the East-
man color process, will also be
available in the conventional form, it
was added. RKO's 3-D process will
be used for the six films, he added,
pouting that discussions are still
going on for the use by the com-
pany of the new Norling 3-D camera.

"Louisiana Territory," an RKO
feature documentary in 3-D, he said,
has been completed. The three
movies in production are: "Arizona Out-
post," "Son of Sinbad," and "Second
Chance." The films set for produc-
tion next summer are: "White Swallow", "French Line," and
"Thunder in the North."

"Shot in the Arm"

Grainger called all the 3-D excite-
ment "a shot in the arm for the indus-
try" and said he will try to appraise
the situation when he goes to the
East to discuss projects in the near
future. While on the East Coast, he
expects to see the 20th Century-Fox's
CinemaScope wide-

screen process.

From now until the end of the year,
RKO plans to produce 18 feature
pictures, Grainger said, adding that he
did not know whether all the pictures
would be made in the 3-D process. The
company has for release from now until
next year, he added, 22 films, some
of which are reissues.

Grainger saw his immediate role
as president of the company to build
enthusiasm in the organization and to
obtain pictures. RKO, he explained,
goes through a period of turmoil,
referring to the results of the sale
and reacquisition of Howard Hughes'
controlling stock interest.

Regarding any contemplated
changes in personnel, Grainger said
it was too early to tell, pointing out
that he is still in the process of "get-
ing acquainted." The RKO presi-
dent said that he and major sales
executives plan to do a lot of travelling.
Charles Boasberg, general sales
manager, and Edward Walton, assistant
to Grainger, will be on a tour of ex-
changes around the country in about
10 days, he said. Alfred Crown, for-
cign sales manager, and Robert Wolf,
managing director of the United
Kingdom, he added, are due here
Thursday for a three to four-week
visit. Grainger said he expects to
visit London and Paris this summer.

Regarding other touring plans,
Grainger said that Crown is expected
to make a trip to the Far East soon
and a visit to South America is con-
templated by R. H. Hawkins, for-
cing sales manager. Grainger said
that he plans to confer with
Michael Havas, Latin American su-
port officer in Dallas, before return-
ing from his next Coastal visit.

In response to a question, Grainger
said that RKO is not contemplating
any sale of its films to television for
outside product. Grainger said
that RKO is interested in distributing
pictures "by independent producers" made
by independent producers.

D'Arcy Case
(Continued from page 1)

 Judge, the question, the
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"Peter Pan"
Ritchey;
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Eastman
"Louisiana Territory," an RKO
the

...that failure of the theatre under
d'Arcy management was due to his
"mode of operation." He added that
the time D'Arcy leased the theatre
it had been closed for years, was run
down and its projection equipment
mislabeled.

He said further that success of the
venture depended on the theatre condi-
tion and finances, and that D'Arcy
lacked the finances to carry out the
venture.

Harry C. Arthur, Jr., president of
Fanchon and Marco, stated that the
decision of Judge Harper fully indi-
cates the exhibitor defendants who
refused throughout the long period
from the filing of the case to the
trial in September, 1951, to settle the
suit. The major companies settled
with D'Arcy for a sum believed to be
$80,000. Shortly before trial, Arthur
persists in his refusal to join in any
settlement and insisted on going to
trial. He said he feels the decision of
Judge Harper has confirmed that no
violation had been committed.

Liberalize Sunday Vote

HARRISBURG, Pa., March 24—Local
option referendum on the showing of
motion pictures on Sunday in Penn-
sylvania would be permitted every
two years under the provisions of
House Bill No. 75, introduced in the
Legislature by Rep. Raymond C.
Kratz. Under the present law, local
option on the issue can be held only
once every four years in a community.

FAST 3-D CONVERSION

Basic equipment needs for 3-D showings in RCA's 3-D Kit

Now, in a single, low-cost, quick-conversion kit, RCA supplies everything you need for easy conversion to 3-D films.

1. Two selsyn motors, the most depend-
ent, job-saving method with mounting
plates.

2. Silent chain and sprockets for connect-
ing film for blanking or reacquisition.


4. Upper and lower 550-foot film maga-

nzes.

Ask your RCA Dealer about RCA's 3-D Kit—and for flawless 3-D presentations—ask him about RCA's seamless silver screen.

March is American Red Cross Month. GIVE!
"Engrossing entertainment! The names of Teresa Wright and Macdonald Carey are as persuasive as any a showman might want for his marquee!"
— Motion Picture Herald

"Taut, absorbing melodrama highlighted by fine acting and direction!"
— Hollywood Reporter

"Praiseworthy on every count! Tensely exciting! Will pay off handsomely if shrewdly sold!"
— Boxoffice
CBS Plans to Mark Time On Color TV

Virtually Gives Up Fight For Own Color Process

WASHINGTON, March 25.—CBS president Frank Stanton indicated to the House Commerce Committee today that his firm would do nothing more to push its own color television system until there is a Federal Communications Commission decision on the compatible color system now being developed by an intra-industry committee.

He promised CBS would adopt any workable, practical color system, even if developed by a competitor.

CBS thereby virtually gave up its long fight to make its non-compatible process a commercial reality. Stanton had always contended that his company's color television system was superior to RCA's, which is compatible with present black and white receivers.

Manufacturers will not produce and
(Continued on page 4)

Upward Trend in Cleveland Prices

CLEVELAND, March 25.—There is a general move to boost downtown top theatre prices to 90 cents from the present 85-cent top. First to adopt this policy was the Stanley-Warner Allen. The theatre is also eliminating the morning 55-cent price. The scale will be 60 cents from opening to 1-0 o'clock, 80 cents to 5:00 P.M. and 85 cents to closing on weekdays and 90 cents on Saturdays. The Sunday price
(Continued on page 4)

Cite Possibility of N.Y.C. Ticket Tax

A New York City tax on admissions is one of the nuisance taxes being considered by Mayor Impellitteri and the city administration, plagued with financial difficulties, it was disclosed yesterday.

Other nuisance taxes suggested to raise needed funds are a charge of 500 a year for nighttime parking in the streets and a tax on one cent a glass on beer.

Strong Support for Ticket Tax Repeal

Washington, March 25.—Rep. Louis B. Heller (D., N. Y.) told the House that he felt no admission tax is having a "disastrous effect" on motion picture theatres throughout the country, forcing about 3,000 to close during the last five years and requiring many others to operate at a loss.

Urging repeal of the 20 per cent tax, Heller said "we must do everything possible to enable the industry to help it survive its present difficulties and to maintain its position in the American economy."

Treasury Against Tax Cuts Now

Washington, March 25.—The Treasury Department today told Congress it does not want "at this time" to get less revenue from excise taxes.

The statement came from Undersecretary Marion B. Folsom as he testified before the House Ways and Means Committee on a bill to give economy brand cigarettes a lower tax rate.

Folsom repeatedly, under questioning, said the Treasury would prefer to avoid taking any stand on major tax reduction bills until it had a chance to study further the possibilities of cutting Federal spending. But he finally did come out against any excise cuts "at this time" that would involve a revenue loss. He did not indicate what the outlook was for a change in this viewpoint later.

To Honor Cole and McGee for Tax Work

DALLAS, March 25.—At the forthcoming Texas COMPO Conference, Sept. 28-30, a special banquet will be held honoring Cole, H. A. Cole, and Pat McGee, "for the results already accomplished by their special attention and untiring services in the campaign to eliminate the 20 per cent admission tax," R. J. O'Donnell, executive chairman of the Conference, announced.

O'Donnell added, "I feel that the entire industry, and especially exhibitors, will want to take this opportunity to honor these two men and arrangements have been made accordingly."

"This will be a responsive affair
(Continued on page 5)

Chromatic to Color TV Coronation

WASHINGTON, March 25.—The coronation of Queen Elizabeth will be televised in color in Great Britain this summer through the facilities of Chromatic Television Laboratories, Inc., and Pye, Ltd., it was disclosed jointly by the two organizations. The Lawrence color television tube developed by Chromatic, an affiliate of Paramount Pictures Corp., will be used to display the special color television cameras developed by Pye.

Color television receivers incorporating the Lawrence color tube will be located at English hospitals and
(Continued on page 4)

Demand Fight on Bidding 'Trap' at Wis. Allied Meet

By BRUCE TRINZ

MILWAUKEE, March 25—Ben Marcus, national director of Wisconsin Allied, voiced a plea at the organization's convention, held here in conjunction with the National Drive-in meet, for theatre owners, both indoor and outdoor, to bend every effort toward working out some method of sharing film rather than being "trapped" into bidding situations.

He also expressed the opinion that there should be no discrimination by any branch of the industry against drive-ins, inasmuch as every legitimate businessperson deserves an opportunity to operate his business free from unfair or illegal restraint. He said that exhibitors heretofore (in the courts), but the shoe fits both ways, and exhibitors must be prepared to give up certain unfair advantages over their competitors to comply with the law of the land. He concluded with
(Continued on page 4)

Schenck to Explain New MagnaCo. Today

Joseph M. Schenck today will explain operational details of the new formed Magna Theatre Corp., at a press conference here at the Sherry Netherland Hotel. Headed by Schenck, George Slouras, Arthur Hornblow, Jr., Richard Rodgers, Oscar Hammerstein, Lee Shubert and Mike Todd, the organization will combine the scientific knowledge and resources of
(Continued on page 5)

Chas. Green Named To Hoffman Board

Charles Green, who is contesting the management of 20th Century-Fox, has been placed on the expanded board of directors of the United States Hoffman Machinery Co. U. S. Hoffman, at its annual meeting, increased the board from 11 to 15 members which forestalled an expected proxy fight, and the broadened directorate includes six representatives of a dissident minority group.
Another History-Making FIRST from WARNER BROS.

From the studios that first successfully introduced sound to the motion picture screens of the world...

WarnerPhonic

Heard for the first time by 500 of the nation's leading exhibitors in a series of screenings now being held in WARNER BROS. 3-DIMENSION STUDIO AUDITORIUM, in Burbank, the astounding revolutionary audio complement to

"HOUSE OF WAX"

in WarnerColor

MUSIC! DIALOGUE! EFFECTS!
The richest beauty of sound comes to you in the screen's first complete electronic merger of dimension-camera and dimension-microphone in their most fully dreamed-of relations.

Warner Bros. Pictures presents
"HOUSE OF WAX"
Photographed in NATURAL VISION 3-DIMENSION
Color by WARNERCOLOR
Starring
VINCENT PRICE
PHYLIS LOVEJOY
KIRK KIRK
CAROLYN JONES • PAUL PICERNI
Screen Play by: PRODUCED BY: DIRECTED BY:
CRANE WILBUR • ERTHAN KOY • ANDRE DE TOOTH

The First All 3-DIMENSION Feature Produced by a Major Studio

World Premiere
PARAMOUNT, N. Y., APR. 10
MAJESTIC, DALLAS
TEXAS, SAN ANTONIO
PALACE, FT. WORTH
PARAMOUNT, LOS ANGELES
PARAMOUNT, HOLLYWOOD
APRIL 14
APRIL 17
Followed Immediately Throughout the United States, Canada and Great Britain.
Review

(Continued from page 1)

By the Light of the Silvery Moon

(Warning Brothers)

Warner Brothers has combined the box-office formula of "On Moonlight Bay" to bring forth a sentimental musical which should sell as mass-market as its highly successful predecessor.

Booth Tarkington's "Petrol" stories, with the hero, heroine and pesky little brother carrying on their wholesome, unsophisticated lives in that small town atmosphere has been revived in this characteization and the names of the characters are the same as those in "On Moonlight Bay." Although the company states this is not a sequel, "Silvery Moon" appears to be directly fashioned from "Bay." Of course none of this innovation can be considered derogatory in view of the success of the first picture.

Like so many nostalgic musicals, it is filled with a lot of good corn. May and June, June, June, in fact, has some of the sequences of treatment in this Technicolor charming. It's the type of picture that allows your audience to just sit back, relax and enjoy the proceedings. With the Doris Day and Gordon MacRae begin to croon their familiar old tunes, it proves contagious. Even most of the audience at the New York trade showing were humming and swaying during the musical section of the film.

On the debit side there is the slight fact that the vehicle does not quite carry the weight of its length; William Jacobs, the producer, has provided a few obviously unrealistic sets for some of the numbers, and director David Butler, in what appears to be an attempt to add a bit of a fantastic danger, adds a dream sequence by the young brother which is highly contrived. But all in all, Miss Day, as the girl next door who is forced to delay her marriage until the day after next door, MacRae, as the young hero of World War I with a sense of responsibility) and the entire family are quite entertaining.

The obstacles of young love, the suspicions of the neighbors, and the overactive imagination of a 12-year-old take up most of the time in a pleasant, unpretentious way.

Others in the cast are Leon Ames, Rosemary DeCamp, Billy Gray, Mary Wickes, Russell Arms, Maria Palmer, Howard Wendell, Walter Plunkett, Donald Davis, Geraldine Wall and Carol Forman.


Color TV

(Continued from page 1)

the public will not buy sets for CBS color so long as there is a possibility of a complete approval of a compatible color system, Stanton said. For CBS to go ahead with broadcasting its color system or producing sets for its system would, under these circumstances, be "tilting at windmills," the Committee was told.

The committee urged the persons working on the new system to take their plan to the FCC as soon as possible, so that "the air can be cleared at the earliest possible date.

Meanwhile, a government inter-agency committee approved today a recommendation by the government's materials controls over color TV set production. The formal order lifting the color ban is expected tomorrow or Friday.

Tells Drive-ins

(Continued from page 1)

fully developed and their adaptability to drive-in problems. "It's still the difference between the engineer's model and the factory model in production. In between there must be an initial try-out on the proving grounds," he maintained.

However, Barnett welcomed the advent of the new 3-D and wide-screen systems as "a good sign of the expansion of the business," The public, which has been seeing a lot of small-screen television, has reacted in a mildly crazy way at the prospect of something visually so realistic and big and exciting," the SMPTE president observed.

Some limitations to the use of 3-D in the large drive-in theatre were enumerated as follows by Barnett: "Millions of wandering theatre customers are showing a willingness to return and be forgiven." He added, however, that the business of showing good programs in good theatres was always basically sound, adding that no one should be forced to give up support just any kind of picture in just any kind of theatre.

Hearty Acceptance

Barnett credited the public's hearty acceptance of 3-D and wide-screen pictures, technical advances since the war and the novelty of home television wearing thin. Declared Barnett: "Millions of wandering theatre customers are showing a willingness to return and be forgiven." He added, however, that the business of showing good programs in good theatres was always basically sound, adding that no one should be forced to give up support just any kind of picture in just any kind of theatre.

Other public places for the event. It will be the first showing of the Lawrence tube in Great Britain. The tube already has been widely demonstrated in the Bell Telephone Laboratory in Oakland, Cal., it was stated by Richard Hodgson, president, of the company, "in competition with Chromatic in this demonstration, is one of the leading television manufacturers in Great Britain. It's black and white television cameras and studio equipment are used by both U.S. television broadcasters and the B.B.C.

Tennessee Lapa Tax

(Continued from page 1)

will be 90 cents at all times. It is understood that the Hippodrome will initiate the same scale at the closeout of the present advanced price engagement of "Hans Christian Andersen," and Loew's houses will follow the same plan of "Moonlight Bay," the State, now playing at $1.25 top. The RKO Palace and the Bijou are also considering the five-cent boost.

Upward Trend

(Continued from page 1)

Bidding 'Trap'

(Continued from page 1)

da warning that the continuation of competitive bidding "could put us out of business."

Willard Snaper, president of national Allied, followed Marcus' speech at the afternoon session by launching a full scale attack against the distributors for what he termed their "arrogance and stupidit-
New 3-D Glasses to BeHandled by NTS

National Theatre Supply has been appointed exclusive handler for Magic-Viners, a new type of patented polarized glasses for three-dimensional motion pictures. The announcement was made here by Arch Oboler, whose "Bwana Devil" was the first feature in 3-D. Oboler, the main stockholder in Magic-Viners, has exclusive distribution rights to the polarized glasses, which the Polacol Company of Cincinnati manufactures for Depth Viewers, Inc.

John Dreyer, president of Depth Viewers and Polacol, is the inventor of the polarized glasses states in making Magic-Viners. The product will soon be available through the 29 branches of the National Theatre Supply throughout the United States, according to president W. E. Green and vice-president W. J. Tornblum, who concluded the deal with Oboler.

New Magna Co. (Continued from page 1)

the American Optical Co. with a group of Hollywood and Broadway showmen.

This alliance has resulted in the development of the Toddi-AO process, which employs only one strip of film and one projector, without the necessity of extensive theatre alterations or the use of glasses, the company announced. It was developed by Dr. Brian O'Brien, director of the Institute of Optics at the University of Rochester.

The board of directors includes Schenck, Rodgers, Hammerstein, Edward Small, Charles Seigism and Judge James A. O'Brien, who is president and Schenck is chairman of the board. Horblow is vice-president in charge of production.

A limited number of musicals will be produced, of which two or three will be distributed by Magna.

Geo. Waldman Heads Polalite Sales Here

George Waldman has been named Metropolitan sales manager for the Polalite 3-D glasses by Bonded Film Distributors, affiliate of National Film Laboratories, with offices in New York, Philadelphia and Chicago.

"Giant" Three-D Display for "Wax"

In line with its expanded national promotion plans on "House of Wax," three-dimensional film in Natural Vision, Warner Brothers has made available a "giant" lobby set-piece which is said to present an actual three-dimensional effect. The display is seven feet high and five feet wide.

Col. Sets Film in 3-D, Standard

HOLLYWOOD, March 25,—Columbia today announced "Renegade Cayon," in Technicolor, which enters April 1 and will be filmed in both standard and 3-D form, with the standard form containing a number of additional closeups and the "studio expects in this manner to be able to service the whole exhibition field while the critical period of conversion is in progress."

Comparatively Few Gadgets have done more to promote the ulcer business in this than the recent appearance of 3-D. Ask Spyros Skouras.

The industry's "Minute-Men" heard about Smell-A-Scope, Vice-Arama, Pin-O-Fore, Depth-A-Rama, Smokey-Scope, Usual Vision, etc., and immediately started roaring like St Sidler's pugnacious Leo the Lion, for standardization of Depth.

The "Minute-Men" believe they have a problem, what with half-a-dozen different 3-Ders distracting, disrupting and disturbing the otherwise tranquil (??) affairs of the conduct of office. "Standardization of 3-D" is the cry.

Remember when, in the late 1920's, Warner insisted that sound on a record—a platter or disc—was best for the new sound movies? And other companies, led by Fox Film, held out for a sound track on the film? To this day, there is no perfect delivery—acious to the inconsistencies and non-synchronous—than you could shake an ulcer at. And the "Minute Men" of those days had such a conglomerate of different systems to choose from that they were whirling faster than the turntables. Now you have only a few 3-D systems. Here's what were advertised in the trade papers back in early 1957:

- AMPLION, AMPLIPHON, AMPLITONE, AUDIPHON, AUDITONE, BELLTONE, BESTPHONE, BIOPHONE, BRISTOLPHONE, CREATONE, CRAMAFONE, ELECTRO-FOKE, ELECTONE, ELECTROPHONE, ELECTROPHONE, ETTIPHONE, FILM-FOKE, FILM-O-FOKE, FILM SPEAKER, FONOFON, FOTO-VOICE, GENNET SYNCHRONIZER, GOETZ MOVIEPHONE, HALGRAPHONE, KEYSTONE, CONTISOUND CINEMAFOKE, KINORPHONE, KINOFONE, MILLTONE, MOTION-TONE, MOVIEPHONE, MOVIEPHONE, MULTPHONE, MUSICPHONE, NEW MERRITT-TONE, ORCHESTRO-FOKE, ORCHESTROPHONE, ORCHESTROPHONE, ORCHESTROPHONE, PHONOGRAF-FONE, PHOTOPHONE, Phonophone, PHOTOGRAPHONE, PICTURE-PHONE, PORTELL PHONE, PHONON, PHONOTONE, PIKEPHONE, PHOTOPHONE, PHOTOTONE, RENIER, RESCO, ROYAL AMPLITONE, ROYALTONE, SIMPLUS, SPEAK-O-PHONE, STAMPER, STAN-UPHONE, SUPER-FOKE, SYNCHROPHONE, SYNTONE, TALK-A-PHONE, TALEKFILM, TONE-O-GRAPH, TRAUTONE, ULTRAPHONE, VITAPHONE, VITATONE, VOGA-PHONE, WESTERN ELECTRIC, WILVERPHONE, and—we're all out of broom, WONDERPHONE.

Two theatre audiences had thrilling experiences that were not on the screen the other night during theatering in the Memphis area.

More than 130 patrons in the Palace Theatre, Newbern, Tenn., were thrown into a near-panic when the roof of a nearby building was blown across the Palace Entrance. The marquee crashed down and the roof was partly destroyed. Patrons found it quick as.

Patrons at the Bessemer Drive-in, near Florence, Ala., saw a tiny but powerful twister dip between them and the movie screen before it battered a nearby airport.

Almost 3,000 patrons at the Colosseum Theatre, St. Louis, Mo., were in for a shock when a man ran on the stage and tried to stop the "Two Weeks With Love" with a stick and bench. The man was arrested on the charge of disorderly conduct.

With approximately 2500 in attendance, a joint console with the International Drive-In Theatre Owners Association, the American Cinema Owners Organization, and the Western Association of Drive-In Theatres was to be held at the Juneau Theatre Tuesday, May 25. The conference was called to discuss "safety regulations, types of sound systems, and policies of drive-in operation."

Edward H. Rowley, president, Rowley United,Inc., Zukor, president, Theatre Enterprises; Claude Ezell, president, Ezell and Associates; John Landis, president, Islely Theatres, and Julius S. Fletcher, president, Fletcher Amusement Co., will each preside for half an hour as relief for O'Donnell during the meetings.

All circuits in the Southwest will hold their managers' conventions in conjunction with the COMPO Conference.

Ramsdell to Meet Press Here Monday

WORCESTER, Mass., March 25,—Floyd A. Ramsdell, president of Stereo Corp., manufacturer of stereoscopic motion picture equipment, will hold a screening and press conference at the Hotel Gotham in New York on Monday at which he will demonstrate some problems in the making of 3-D films and their relation to equipment developed by his company.

Rites for Mrs. Dervin

BOSTON, March 25—Services were held Thursday morning for J. Dervin of Dedham, mother of Justice Joseph M. Dervin of Strawflett Pictures in New York and Francis Dervin, Republic Pictures director of district manufacturing at St. Mary's Church in that city. She died on Sunday.

March is American Red Cross Month. GIVE! 5

Harold L. Groves, 49

Copyright Prober

Harold L. Groves, 49, died at University Hospital here Tuesday night after a lingering illness.

Groves had been identified with copyright and fraud investigations for the motion picture industry, because he first entered the service of the New York Film Board of Trade 27 years ago. In 1927 he joined the Copyright Protection Bureau, handling copyright infringement investigations for major distributors. There he was succeeded by Edward A. Sargoy and Joseph L. Stein, distributor attorneys, and with Jack H. Levin, who directed investigative operations.

Groves left with Levin in 1945 to organize Confidential Reports, Inc., becoming national field director. Groves was made executive vice-president in charge of its entire operation in 1945. Since then he has been president and general manager of Groves National Service System, Inc., and all States Field Service, Inc.

Groves is survived by his widow, Florence; a daughter, Linda; a son, Joseph, and sisters, Sara; a brother and nine sisters.

Services will be held at Riverside Memorial Chapel at 2:15 today.

Cole and McGee (Continued from page 1)

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...The PRESIDENT'S LADY IS SWEEPING THE SOLID SOUTH!

LANDSLIDE IN NASHVILLE WORLD PREMIERE AND EVERYWHERE IN 300-THEATRE SOUTHERN SATURATION BOOKING!

SUSAN HAYWARD • CHARLTON HESTON
in IRVING STONE'S best-seller

The PRESIDENT'S LADY

with JOHN McINTIRE • FAY BAINTER

Produced by SOL. SIEGEL Directed by HENRY LEVIN

Screen Play by JOHN PATRICK

THERE'S NO BUSINESS LIKE 20TH CENTURY-FOX BUSINESS!
Set Roadshow Policy for Magna Process

UATC Houses to Be Used; Select Rivoli for N. Y.

By MURRAY HOROWITZ

Plans to roadshow the new Magna 65 mm, wide screen film process in the New York Rivoli and from 24 to 28 situations throughout the country in 1954 were outlined here yesterday by Joseph M. Scheenick and Michael Todd, two of the principals in the Magna Theatre Corp.

The system, as described by the principals, will initially use special 65 mm, wide angle cameras and projectors, employing a single film strip in one process.

WarnerPhonic in Fox Coast Houses

Los Angeles, March 26.—Fox West Coast Theatres has acquired WarnerPhonic sound equipment for all of its Coasta-riding houses and is rushing installations to permit the earliest possible playing of "House of Wax." Warner's Natural Vision three-dimensional film in Warner-Color and WarnerPhonic.

Because West Coast Theatres has been able to obtain only 12 reproducers to date, the circuit will relay.

Video Circuit to Remain in T.O.O.

Oklahoma City, March 26.—Despite its membership in the new Allied Theatre Owners of Oklahoma, the Video Independent circuit has pledged its continued support to Theatre Owners of Oklahoma.

Nevertheless, Morris Loewenstein said today his resignation as president of T.O.O. still stands because he

' Ike ' to Move on Double Taxation

Washington, March 26. —President Eisenhower said he would send to Congress in the next day or so a proposal for a Presidential commission to study Federal-state relations in taxation and other fields. The idea of the study commission was agreed on at a recent White House conference of Administration officials, state governors and Congressional leaders.

Reelect Goldberg

Wis. Allied Head

MILWAUKEE, March 26.—At the morning session of the third and last day of the Wisconsin Allied conven-

Bill Would Tighten Md. Censorship Law

BALTIMORE, March 26.—A bill to extend authority of the three-member Maryland Board of Censors to tighten the censorship law is ready for introduction in the Maryland General Assembly, now in session.

Green Puts His 20th-Fox Proxy Battle in the Open

By AL STEEN

What started out to be a conventional and professional speech on the "Why's and Wherefores of Proxy Fights" in general resulted in a concentrated symposium on 20th Century-Fox in particular at the regular meeting of the Customers Brokers Association here yesterday, with Charles Green the key figure in the lively, and sometimes heated, discussions.

Green, who is known to be blueprinting a proxy fight for the control of 20th-Fox, declared at the outset of the meeting, which was held at Schwartz's Restaurant on Broad St., that he did not intend to enter into that subject at any time. But before the meeting broke up, Green revealed, among other things, (1) that a proxy letter outlining his attack on the company would be filed with the Securities and Exchange Commission next week, (2) that he has prepared a list

MPAA Meet Off Till Johnston Returns

The annual meeting of the board of Motion Picture Association of America, originally scheduled to be held here on Monday, will be postponed to late April because of the absence of Eric Johnston, MPAA president, from the country. Johnston is expected back from his current European trip about April 20. New date for the annual meeting is expected to be about that time.

Revenue Trend Of 20th-Fox Upward in '53

Skouras Tells 'Holders 'Future Very Promising'

Citing a 17.6 per cent increase in film rentals during the first 10 weeks of 1953 over a corresponding period a year ago, together with the impending advent of Cine-

20th-Fox 1952 Net Profit $4,747,587

Consolidated net earnings of 20th Century-Fox and subsidiaries for 1952 amounted to $4,747,587, included in which is $1,491,715 in earnings of domestic theatre subsidiaries for the 39 weeks prior to their dividend last Sept. 27.

New Lab. Association Meets on April 20

The newly-formed Association of Cinema Laboratories will have its first meeting of charter members and other laboratory men on April 29 in the conference room of the Motion Picture Association of America headquarters here.

Plans will be set for a national meeting which will be held at the conclusion of the Society of Motion Picture and Television Engineers convention in Hollywood during the week of April 27.
Personal Mention

WILLIAM GOETZ, Universal production head, will arrive here from the Coast on Monday.

Hal Bogar, son of Bill Bogar, manager of the University Theatre in Cleveland, and recently returned from Army service, has gone to the Coast to continue pre-film activities there.

HERMANN LEVINE, Philadelphia real estate head of Stanley-Warner Theatre, attended the opening of the Cinerama Theatre for the second time when his daughter, Mrs. Ernest Pfizer, gave birth to a girl.

Leonard Spink, motion picture business advisor, has been appointed consultant on entertainment matters to the Biennial Committee of Columbia University.

IRVING SOHN, Universal short subject division manager in Washing- ton and will return to New York today. On Monday he will be in Boston.

Dr. LEANDRO FORNO, director of Italian-language publicity for Italic Films Export, will fly to Rome from here tomorrow for an extended stay.

Ned Clark, Walt Disney Productions foreign sales manager, returned to New York from London via a eight-week European tour.

William Wyler, Paramount producer, and Robert Swink, film editor, have arrived in New York from Italy en route to the Coast tomorrow.

Robert Dorfman, Walt Disney Productions exploitation representative, has returned to New York after 10 weeks in the field.

BERNARD LEWIS, Italian Films Export manager of distribution and exhibitor relations, is in Philadelphia from here.

Spyros SKOOGAS, 20th Century-Fox president in London, will visit Twist's head of distribution, will arrive here from the Coast today.

JEROME M. EVANS, Universal home office promotion representative, is in Cincinnati from New York.

ARTHUR C. BROMBERG, president of Monogram Southern exchanges, has left Atlanta for Mobile.

$9,800 for ‘Salome’

Despite severe inclement weather, the first day’s gross of “Salome” at the New York Rivoli Theatre hit a very high $9,800, it is understood.

Overseas Problems on ‘Bwana’ Solved: Picker

The many problems involving the showing of “Bwana Devil” overseas have been “Picked” and the picture is breaking all records in those places—according to Arnold Picker, vice-president of foreign distribution. Picker explained that exhibitors abroad had the same problems as those in this country in regard to equipment and projection, plus other “headaches,” such as import licenses, licenses and the like, and cut the price they pay for them. Permanent type glasses are being used in England and Scotland where there are no thowaways and permanent are utilized on the Continent, he said. Rental prices on the permanent averages seven cents per show in U. S. money. In some places, the cost of the viewers is added to the admission price, he said.

Picker explained that the “Bwana Devil” in various languages were prepared by the Tита company in New York. picker said that the titles had to be printed on both film strips, as it was found that they could not be read when printed on only one copy. All prints for overseas distribution are being shipped from New York because overseas exhibition cars are not yet equipped to handle them.

The first foreign exhibition of “Bwana” was in San Juan on May 16, followed by four openings in London, Leeds, Birmingham and Glasgow. In each place, picker said, attendance records were shattered.

Sun Visors on Cars Cut 75% of Drive-in Vision

DAL LASS, March 26.—Sun visors on automobiles cut off 75 per cent of the screen to drive-in patrons sitting in the back seat of a car when they are not the adjustable type.

This was reported by Claude Ezzell, president of Ezzell and Associates, and founder and organizer of the Independent Drive-in Theatre Owners Association, in announcing the results of a second drive-in survey conducted by him and Short for the association. The first survey dealt with the tinted windshield problem.

Ezzell said that the visors are increas- ingly burdensome to drive-in theatre managers, the survey revealed. Patrons, visor manufacturers and car dealers were tabulated in the survey.

It is also disclosed that only a small percent of the major manufacturers of sun visors make adjustable visors. And other five are of the stationary, non-adjustable type.

Short stated that he felt reasonably certain there would not be too much difficulty in persuading the five manufacturers to change their equipment so that the patrons will not be able to use the visors.

Ezzell stated that drive-in theatre problems in the Southwest are mounting into the “good public relations program and good advertising and publicity campaigns can be of assistance in this situation.”

The entire project of the sun visor

Tribute to Holland On His Retirement

Representatives of local theatres, distributing companies, newspapers, and other film personalities, held a luncheon for the retiring Holland, recently retired as manager of “Polaroid” in London, for his retirement (Mr. Holland is to be honored in New York on April 12) at the New York Athletic Club. The luncheon was attended by a large group of friends.

It was with great reluctance that Holland agreed to retire. Holland has been in the theatre business for over thirty years, and has been a leader in the industry during that time.

Holland will be included by Ezzell in his keynote address before the forthcoming Television Institute of the Motion Picture Association convention, April 14-15.

Name Fund-raising Group for Epilepsy

A film industry fund-raising committee of the Variety Club Foundation to Combat Epilepsy was announced yesterday at a meeting of the New York Variety Club.

The committee includes: Leon Bamberger, Robert S. Benjamin, Alfred Daff, Emil Friedlander, Leonard Goldenson, Sidney Kramer, Jack Marx, Burt Robbins and Max Young. M. E. T., William J. German, board chairman of the foundation, announced the merger of his group with the Foundation for the Public Understanding of Epilepsy.

I.F.E. Production At N.Y. Bryant

The recently remodelled Bryant Theatre here, will inaugurate a new first-run policy of presenting special films with the premiere on Saturday, April 4, of the Italian version of “The Little World of Don Camillo.” The picture will be shown with English subtitles. I.F.E. Releasing Corp. is the distributor.

S$2,723,915 from Canada in 1952

Ottawa, March 26.—The Canadian government reports $2,723,915 was paid out for film imports from the U.S. last year, of which $1,716,940 was paid for film prints, and some $574,975 for film rentals. The nature of the balance of expenditures was not identified.
See CinemaScope On Any Size Screen

Hollywood, March 26.—Robert O’Donnell of the Interstate Circuit and John Balaban, head of Balaban and Katz, Chicago, after witnessing a demonstration of CinemaScope on a 21-foot wide screen in Darryl Zanuck’s private projection room at the studio, pronounced the system fully practicable for all size theatres. This was the first showing of the complete picture, the 65-foot installation on the studio sound stage where, according to the company, nearly all the process parts have been in the process in 37 demonstrations in the past nine days.

Balaban said in part, “That spectacular elements are just as intense on this comparatively minute screen as on a screen that covers the width of a giant sound stage, and that CinemaScope is adaptable to any size theatre.” O’Donnell said, “This is ultimate proof that CinemaScope is adaptable to any size theatre.”

Ban on Color 20th-Fox Proxy Battle (Continued from page 1)

By J. A. OTTEN

WASHINGTON, March 26.—The National Production Authority today officially ended its ban on color television set production for home use.

NPA Administrator McCoy announced the action in a letter to Joseph B. L. Wollerton (R., N.J.), Wollerton read the letter as the Committee continued its hearings on color television.

Richard Hodgson, president of Chromatic Television Laboratories, a Paramount affiliate, agreed with Wollerton that the NPA action brought nearer the day when color TV would be available, but that this possibility must wait on action by the Federal Communications Commission on a new color system under development at the National Television System Committee.

Hodgson told the Committee he felt the FCC should now open the path for television, without hearings, that he hoped that hearings could be held and a decision made by the end of the year.

Chromatic’s Lawrence tri-color tube has now been developed to the point where it receives high quality black-and-white and color on either the CBS or NTSC systems, Hodgson said. As a result, it was ready to mass-produce the tubes and believed that the tube could be mass-produced and made available for the public for about $25 to $35 more than the cost of a black-and-white tube of equal size.

Later, Dr. Alton B. Dumont, president of DuMont Laboratories, told the Commerce Committee that he felt the FCC action, too, should be moved along.

He said he believed the system now being developed by the industry, unlike one that the FCC did not approve as a screen picture, was not simple enough, and was not cheap enough.

20th-Fox Trend (Continued from page 1)

The 20th-Fox president’s message accompanied a quarterly dividend payment, but did not point out, represented an uninterrupted dividend paying policy begun in 1942 when the present management took control. He said that the company has earned more than $120,000,000 and has paid out its stockholders in cash of $68,000,000 in cash dividends. Dividends on the common stock aggregated $42.25 a share.

The message also recalls that on divestiture of the company’s theatres, the operation last Sept. 27, the common stock of National Theatres—2,709,486 shares with a current market value of $8.25 per share—was distributed to the common stockholders of 20th-Fox.

Skouras informed the shareholders that the management “is not very happy with the results for the last two years and is constantly striving to improve both volume and profits.” After describing the company’s earnings, he said the distribution revenue he pointed out that company executives earning over $500 weekly have accepted 20 per cent salary cuts in 1953 and in 1954. However, the voluntary salary reduction plan which are not repayable unless earnings are in excess of $500 per week, the only the excess will apply to such restoration.

20th-Fox Net (Continued from page 1)

divestiture which resulted in the bringing of foreign operations to the company’s own control. Previously, they were five weeks behind.

The result for 1952 compares with company release in 1951 of $1,308,411, which included $2,189,192 from domestic theatre subsidies. Earnings per share were $1.71, compared with $1.47 for the preceding year.

The company’s gross income for 1952 amounted to $99,820,492, of which $42,083,603 was in film rentals. This compares with 1951 income of $97,292,384, of which $49,849,597 was film rentals.

Distribution and administration expenses last year amounted to $27,753,004, compared with $24,164,726 in 1951.

CinemaScope Set For Key Cities

Hollywood, March 26.—Completion of arrangements for a new CinemaScope equipment ready for shipment to key cities for demonstrations for exhibitors who were unable to attend the showings here last week were announced by E. L. Shary, 20th Century-Fox president, on his departure for New York today.

New elements of CinemaScope lenses are arriving from France, where their production was mastered by Prof. Henri Chretien, inventor of the process, it was stated. Lenses are now being calibrated here by studio technicians under Sol Halprin, director of photography.

20th-CenturyScope Productions All With Technicolor

Hollywood, March 26.—All 20th-Century-Fox CinemaScope productions are being filmed with Technicolor. The company reached this policy as a result of conferences held last year between E. L. Shary, 20th Century-Fox president, and Darryl Zanuck, production chief.

It was said that although CinemaScope is used to black-and-white photography, it would be the company’s policy to “enhance CinemaScope productions in every possible way—from the standpoint of decor, costuming and the latest developments in scientific lighting” said a 20th-Fox statement.

Whether these same conditions will be demanded from producers who accept the right to use CinemaScope was not made known today, although it is generally felt that 20th-Century will insist on Technicolor for acquiring the rights to produce in CinemaScope to any set pattern of production.

NFTC Forum on TV Film Techniques

Latest developments in the technical aspects of producing films for television were revealed here yesterday at a forum conducted by the National Television Film Council in the War-

wick Hotel. With Dr. Alfred N. Goldsmith, chairman of the forum, numerous phases of the medium were discussed by experts in their particular fields.

Speakers were, John Trot, E. Schmidt, C. Girard Smith, C. E. Smith, and John P. N. McGurk, of the Universal Studios, and Dr. Peter Goldmark.

Correction

Due to an inadvertent error in a Universal release published in Motion Picture Daily of March 25, the Down Town Theatre, Los Angeles, was listed as scheduled to play the 3-D film of the Marcon-Wallace heavyweight bout. The release was intended to refer to the Orpheum in downtown Los Angeles, and not to the Stanley-Warner Downtown Theatre there.
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“SEXY, LUSCIOUS, EXOTIC!” —N.Y. News

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FOR MORE "TOPS IN TOWN" HITS !!
BACKED BY "TOPS IN TOWN" SHOWMANSHIP!

AMERICAN LANGUAGE ATTRACTIONS FOR ALL SITUATIONS!

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<tr>
<th>READY NOW</th>
<th>QUO LAUGHTER! A Roman Scandal of Gorgeous Gals and Spectacular Fun!</th>
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<td>READY NOW</td>
<td>O.K. NERO! An Exciting, inside-the-Vatican drama of POPE PIUS X</td>
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<tr>
<td>SOON</td>
<td>The Secret CONCLAVE Featuring the glorious voice of MARIO DEL MONACO Metropolitan Opera Sensation</td>
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<td>SOON</td>
<td>The Young CARUSO Featuring the glorious voice of MARIO DEL MONACO Metropolitan Opera Sensation</td>
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<td>3 GIRLS from ROME NEW, GORGEOUS FACES IN A NEW KIND OF LOVE STORY!</td>
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SUB-TITLED ATTRACTIONS FOR SPECIALIZED HOUSES!

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<th>READY NOW</th>
<th>The Best-Selling Novel is now a Best-Selling Hit!</th>
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<td>SOON</td>
<td>FERNANDEL in &quot;THE LITTLE WORLD OF DON CAMILLO&quot; AVAILABLE FOR SPECIAL PRE-RELEASE KEY CITY ENGAGEMENTS</td>
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<td>WINNER OF PARENT MAGAZINE'S AWARD FOR SPECIAL MERIT! MOST BEAUTIFUL WOMAN'S STORY EVER TOLD! Ready for Spring</td>
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<td>READY NOW</td>
<td>AN ADULT FILM SEXETTE. SIX UNBLUSHING STORIES OF A NAUGHTY ERA! AMERICAN PREMIERE SAN FRANCISCO APR. 8</td>
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FOR MORE INFORMATION ON THESE COMING ATTRACTIONS, CONTACT YOUR NEAREST I.F.E. OFFICE.
Burton Jones Called
In Monopoly Probe

MILWAUKEE, March 26—Burton J. Jones, president of the Independent Theatre Owners of San Diego County, who is here for the national drive-in convention, disclosed that he has been asked to appear Monday in Los Angeles before Senator Andrew F. Schenck, Democratic Senator, to make a public demonstration of theatre practices, general counsel Abram F. Myers predicted.

The meeting will be held tomorrow and Saturday at the Hotel Schroeder. Myers said there is no formal agenda for the meeting, but that every single board member is expected to attend. He added that he had received no specific information to be given to the Department of Justice. He indicated some concern that the motion picture industry has not yet found anyone to fill the job of head of the Department’s anti-trust division, and predicted there would be considerable interest in the new anti-trust head when he is appointed.

There are no present plans for discussion of legislation at the board meeting, Myers said.

Roadshow Policy for Magna

(Continued from page 1)

Joseph for exhibition. It utilizes a special concave screen 52 feet wide and 24.3 feet high, which can be adapted to smaller dimensions with the same aspect ratio maintained.

It was made clear that whenever possible theatres of the Jack Morgan Artists Theatre Circuit, or houses in which UATC has an interest, about 360 in all, would be selected for the purpose. UATC, it was disclosed, has a 40 per cent interest in the Magna Theatre Corporation, which is one of the Todd-AO Corp, which will make and lease the equipment.

According to present plans, the first Magna production is expected to be a special feature not yet released. The camera will be exhibited at the Rivoli Theatre in February, 1954. No press demonstration of the new process has been made, but Todd-AO said the demonstration screen would be held some time in July. The site of the demonstration, it was said, will not be New York, but one of the UATC controlled houses. The list of the American Optical Co., the firm which will manufacture all of the equipment, was given. Todd-AO expressed its financial interest in the Todd-AO subsidiary.

Investment Plans

Todd told that approximately $1,125,000 has already been invested in the project and that from $4,000,000 to $5,000,000 will be invested in the next few weeks. Schenck added that as much money will be invested in the first picture as required. Both the Magna Theatre Corporation, and Todd-AO, it was explained, are closed corporations and that at the time no public stock issue will be made.

Todd told that 14 special projectors are on hand now and that 24 are expected next year, all to be manufactured by the instrument division of the American Optical Co., in Buffalo. As the number of theaters that from 45 to 65 mm. cameras are on hand and two 35 mm. cameras, one a Mitchell camera specially adapted for the Magna process.

Present plans call for the simultaneous 35 mm. filming of Magna productions. The 35 mm. films, it was stated, will be used on conventional screen and would be utilized by Magna following the saturation roadshow bookings of its regular 35 mm. wide screen process in the theatres, in addition to exhibition in the foreign market.

Many of the technical questions regarding lighting and the material of the special screen were left unanswered. Other questions brought varying responses from Schenck, who is chairman of Magna and Todd, also on the Magna board.

Schenck, in response to a question, said that Magna would have no objection to utilizing 20th Century-Fox’s CinemaScope for a Magna 35 mm. picture, while Todd voiced an objection.

Schenck said that the projected first Magna picture would be made in color by Technicolor, while Todd was hesitant to name a process.

The varying responses indicated that a wide area of policy matters have yet to be ironed out among the principals.

Schenck voiced the opinion that Magna should have a two screen exploitation and entertainment and expressed the hope that Magna would be adopted as the standard for the entire industry. Neither principal would state the installation and conversion cost required, but for theatre indicating, it was too early to make such an estimate. Schenck, asked when he expected wide-spread adoption of the Magna picture breed it will take at least three months to make the first Magna screen.

It is believed that Magna “possibly” will permit other companies to produce Magna pictures, or that there might be some licensing arrangement. Todd emphasized, though, that Magna would get “first crack” at the market.

The sense of audience participation shows that the Magna process was said to be more comparable to Cinerama than to Todd-AO.

Todd disclosed that the system employs six-channel stereophonic sound on magnetic tape, adding that Magna has been patented exclusively by the Ampex Corp. for the production of its sound equipment. The six-channel recorders, it was explained, are being used for the original recording. The Magna pictures will be played on a three-channel process.

The depth of the continuous curved screen was said to be 11 feet.

Under the corporate set-up, Magna owns 75 per cent of Todd-AO. The separate functions of the two corporations were not clearly defined, although it was indicated that Magna would act as the production and distribution agency for Todd-AO films, while Todd-AO would function as the licensee of the equipment, with Todd-AO holding the Magna patent. George Skouras, president of UATC, also heads the Magna Theatre Corp.

The Broadway team of Oscar Hammerstein and Richard Rodgers, it was disclosed, had an exclusive agreement with Magna prohibiting them from selling their productions to any firm but Magna. That agreement, it was explained, does not preclude production for which rights have already been purchased. Hammerstein and Rodgers are members of the Magna board.

Todd disclosed that George Skouras also stated that he is president of the Todd-AO Corp.

Video Circuit

(Continued from page 1)

is personally opposed to the principle of a ‘divided allegiance’ within the membership of the organization.

The board of directors of T.O.O., a Texas organization, has called a special meeting for Monday to consider Loewenstein’s resignation. It is anticipated that a fight for control will be made to induce him to reconsider. Loewenstein has been identified with the organization for 30 years.

T.O.O. has championed a bill which appears likely to clear the state legislature, which would exempt television pictures from the state two per cent sales tax. If enacted, the bill will save Oklahoma exchanges and exhibitors thousands of dollars.
of the previous year. Operating earnings for the fourth quarter of $1,644,000, or 50 cents per share, compare with earnings for the fourth quarter of $1,056,000, or 32 cents per share, after eliminating that portion of the retroactive tax increase picked up in the fourth quarter of 1951, it was stated.

Goldenson added that "the rebound in the exhibition areas, anticipated in 1951, has begun to make itself felt in certain larger cities, such as Chicago and Detroit." Despite the $27,644,000 earned in 1952, it was stated, equal to 21.4 cents per share, of which 17.0 is from operations and 11 cents from capital gains, compared to the $3.21 per share earned in 1951, of which $2.03 is from operations and $1.21 from capital gains.

Goldenson, in his report, also discussed the merger with ABC which was consummated on Feb. 9, 1952. ABC, it is pointed out, is now operating as a self-contained division within the merged company.

With 1952 theatre receipts and rentals of $115,627,000 practically the same as in 1951, it was stated, operating costs for the year were higher because of increased film rentals, particularly for pre-release pictures. The decline in exhibition rentals realized on sales of theatre properties and interests, it was pointed out, reflects the approaching end of the company's divestiture program.

All branches of the motion picture industry, Goldenson said, have been adversely affected by the success of three-dimensional films. "Rwana Devil," the first feature length 3-D film, has produced grosses equal to receipts of the top post-war films from extended engagements across the country in United Paramount theatres in key cities.

"The best assurance that the creative possibilities of the new method of presentation will be realized is provided by the entry of all the leading Hollywood studios into this field," Goldenson said.

Several leading companies plan to have 3-D features ready for release in the spring and early summer of 1953, he reported. He expressed great interest in CinemaScope, the wide screen process adopted by 20th Century-Fox and M-G-M for some of their major 1953 productions.

Summarizing the success of 3-D films, Goldenson stated, "Many experienced observers, both within and outside of our industry, feel that this exciting new medium can stimulate our box office in a way as did the advent of sound in the late '20s.

"We believe that the public, in its great desire for art and better entertainment, will patronize 3-D films, and we believe the technical improvements are being made and creative people are learning how to use this new dimension to its best advantage."

The results of a survey of theatre patronage in Cleveland, Cincinnati and Rochester in which AB-P'T has theatre interests were reported by Goldenson in a discursive manner, noting the present system of runs and clearances on the theatre. The survey found that in the case of "Quo Vadis," as many as 200,000 people were still paying 25 cents to see it in suburban theatres, although it had already played and gone, due to what he called a "lack of system of multiple runs, or simultaneous showing of a picture in a larger number of theatres in a given city."

Goldenson said: "This latter dimension of the industry will realize that improved revenues for both exhibitors and producers will result from better utilization of release of pictures, based upon proper and lawful runs and clearances, as illustrated by the present practice of multiple runs."

Dividends of $4,126,747 paid during 1952 reflect the reduced dividend rate of 50 cents per quarter voted by the board of directors beginning in the second quarter of 1952, it was stated. This decision to reduce dividends was made by Goldenson, he explained, was impelled by the decline in operating earnings and the need to conserve cash to meet requirements of the company upon consummation of the merger with ABC.

Under the company's loan agreement, dividends may be paid only from the earnings surplus arising from operations since Jan. 1, 1950.

In 1952 the company collected for Federal, state and local tax authorities approximately $21,305,000 in the area of operating taxes it was appealing.

The consolidated balance sheet shows current assets of $16,385,000, including cash and governement securities of $332,554, and $96,294,000 in current liabilities. Net working capital of $48,834,000 rose 21 per cent. The board has authorized the further purchase of preferred stock as such purchases appear to be in the interest of the company, it was reported.

"The structure of American Broadcasting-Paramount Theatres, Inc. provides solid support on which to build a profitable future," Goldenson said. Goldenson reported that the merged company is starting in a strong financial condition, with cash and government securities of $327,100,000, working capital of $27,644,000 and total assets of $414,101,000. Term debt amounts to $42,881,000. These figures give effect to the retirement of $7,612,000 of long-term debt on February 13, 1953, as well as to the proceeds from the sale of WBKB, Chicago, to Columbia Broadcasting System for $6,000,000. ABC's former station in Chicago has assumed the WBKB call letters.

The sum of $2,000,000 has been earmarked for the purchase of equipment to increase the transmitting power of the ABC-owned television stations in New York, Chicago, Los Angeles and San Francisco, Mr. Goldenson said.
Tradewise...

By SHERWIN KANE

By SHEER coincidence, Charles Green, the dissident 20th-Century-Fox stockholder and old "pro" at the game of altering the complexities of corporate directorates and management, brought into the open his intention to wage a proxy fight at the May meeting of 20th-Fox stockholders on the same day last week that Spyros Skouras made an interim report to the company's stockholders.

Skouras' report, accompanied dividend checks mailed to 20th-Fox common stockholders, continuing the regular dividend payments maintained since the inception of management in 1942. His message, expressing management's dissatisfaction with results achieved during the past two troubled years for motion pictures, spoke of the "very promising" future and his reasons for so regarding it.

Not content to rest and await the realization of the promises held out by CinemaScope and other logical innovations, nor satisfied with an upward trend in the company's distribution revenue evidenced over a 62 weeks' period, Skouras pointed to voluntary salary reductions of 50 per cent by top flight executives of 20th-Fox and to other policies designed to effect continuing improvement in the company's earnings position and in the long-range strengthening of the company.

It will be interesting to compare with that whatever program for 20th-Fox Green may offer to the company stockholders in the next six weeks. And to match, too, whatever slate of directors and officers—and their records—he may propose, with the incumbents.

Green said his program will be disclosed this week. The pattern of his earlier proxy fights elsewhere has been to base his bid for stockholder support largely on what he brands as the overly conservative policies of management as opposed to the natural and often insatiable appetite of a stockholder for more and bigger dividends.

It is, presumably, to be left to the judgment of the uninitiated stockholder to determine whether a corporation can safely follow an implied liberal dividend policy, and for how long, without impinging his investment.

16 Witnesses For Senate Probe in L.A.

By J. A. OTTEN

Washington, March 29.—The Senate Small Business Committee has revealed the names of 16 California theatre owners who will testify at hearings which will get under way Tuesday in Los Angeles on distribution trade practices.

A Committee official said that exchange managers or other distributor spokesmen would be given a chance to answer the complaints filed by the theatre owners.

The hearings, the first to be held in public by the Committee since it started its investigation of exhibitor complaints about clearances, competitive bidding, print availabilities and other related matters, are expected to continue for some weeks.

UA Retains Gordon As A Consultant

The retaining of Milton A. Gordon as financial consultant to United Artists on a part-time basis was announced here at the weekend by Arthur Klein, UA president. Gordon will serve the company while continuing the management of his own investment firm, Gordon Enterprises, Inc.

New U.S.-Italian Film Pact Cuts U.S. Aid, Ups Profits

A six point pact set to run for 14 months was signed in Rome by the United States and Italian film industries for the purpose of improving the Italian industry and increasing the American "take home pay." Eric Johnston, Motion Picture Association of America president, disclosed the agreement at the weekend, according to reports reaching here.

Terms of the pact, which replaces an agreement that had been in effect since 1951, cut U. S. financial help to the Italian industry by 20 per cent and allow the American industry to take home 40 per cent rather than 37 1/2 per cent of the total profits. Under the old agreement, profits were split into three groups: 39 per cent kept in Italy for production of new films and other purposes, 37 1/2 per cent returning to the U. S., and 12 1/2 per cent allotted for interest.

Schwartz Reports RKO Theatres' Receipts Increase

RKO Theatres box-office receipts for the first two months of 1953 have shown an improvement over the same months of 1952, Sol Schwartz, president, disclosed here at the weekend in his annual report to stockholders.

The report, which welcomed the advent of 3-D and wide screen processes, also cited 20th-Century-Fox's CinemaScope system. "Your management and its technical staff," the report stated, "are giving serious consideration to this new process."

Box-office receipts in 1952 amounted to $26,194,800, against $22,550,300 in 1951, it was stated. The report stated that the decline for comparable theatres and for comparable periods was eight per cent, attributing the drop to home television, the high cost of living, and the increase in taxes. Net profits for the year, as reported in the annual report, were $2,034,364, against $2,312,572 in 1952.

R.R. Young Has 14% Of American Optical

Detroit, March 29.—Robert D. Young, who owns Chesapeake (formerly Pathe) Industries in addition to his numerous other enterprises, is the owner of 14 per cent of American Optical Co.'s 813,074 outstanding shares of common stock, James Boynton, financial editor of the Detroit Times, stated in a recent column.

American Optical will have a $8 per cent interest in the new Magna 65mm wide screen process being

Barney Balaban

Sears Para. '52 Profit About Same as in '51

Operating profits of Paramount Pictures Corp. for 1952 (not including capital gains) was estimated by Barney Balaban, president, at about the same as that of 1951, in a letter mailed to Paramount stockholders at the weekend. In 1951, Paramount reported a net profit of $459,274, after provision for taxes.

The letter was included with Paramount's first quarterly dividend of 5 cents per share of common stock. In his letter, Balaban Cites Optimism For Future, Based on 3-D

Balaban Cites Optimism For Future, Based on 3-D

SMPTE convention vice-president and vice-president of

CinemaScope Order Blanks Available

Twentieth Century-Fox reported here at the weekend that application forms for the CinemaScope wide screen process had been shipped to all exchanges. Exhibitors will be able to contact their local 20th-Fox branches for the applications. It also noted that the Roxy Theatre here will be the first on Broadway to install the process.

The order for the Roxy screen and equipment was the first to be received
Kirsch Warns Ill. Allied to Go Slow on 3-D Installations

CHICAGO, March 29.—Jack Kirsch, president of Allied Theatres of Illinois, in his address to the organization at its 23rd annual luncheon meeting and election from being held here at the Blackstone Hotel here, reporting on Allied activities during the past year, said that the organization was taking a precaution on the installation of 3-D equipment in view of the confusion among theatre owners here; charitable activities, including the $10,000 raised by the Allied executive to toward the installation of the 3-D's in the next few months.

He also stated that hopes for the eventual establishment of an all-inclusive 3-D distribution were “very dim” because distribution has refused to include film rentals as part of any such system. Allied’s positive stand against exorbitant film rentals, with theatre owners and distributors who are friendly to the problem fail the matter will be referred to TOA’s board of directors for action.

Continuing his report, he mentioned that Herbert Yates and Republic Pictures, Kirsch declared the sale of pictures to the Republic Pictures company still being offered by the 3-D’s in motion picture theatres and predicted that Allied of Illinois will continue to fight against the sale of pictures to TV.

In the legislative field, he touched on a bill recently introduced in the Illinois house of representatives which would prohibit the exhibition in Illinois of any film in which a player convicted of a violation of a state or Federal narcotic act appears; stating that Allied is exerting every possible effort to prevent this bill and any future bills that might be introduced into the future.

RKO 3rd Major to Use NV 3-D System

Hollywood March 29.—RKO Radio will become the third major studio to announce Vision 3-D with the start of production on “Arizona Outpost” tomorrow. The three-dimensional pictures are already in use on the company’s “Second Chance” is reliably reported. RKO said the studio’s own development, employing twin cameras placed at right angles to the screen, is similar to the M-G-M and 20th Century-Fox 3-D systems. The Norling camera acquires picture of New York has not yet been brought to the studio for use.

Yates Says Republic Will Not Go for 3-D

By T. J. M. SHEEHY

DUBLIN, March 25 (By Airmail).—Herbert J. Yates, president of Republic Pictures, has indicated that the studio’s preference for dimensional pictures were “born of hope and wishful thinking and it lends itself to advertising practice.” Republic Pictures have not yet arrived in the studio, will not produce 3-D films that are presently and primarily, in our opinion, a temporary novelty which will not be successful as screen entertainment.

Speaking at a luncheon here, Yates added a resolution to strike a discordant note but that he was obliged to reveal the results of a study made by his company over a period of years.

“Some 20 years ago,” Yates said, “three-dimensional pictures were made in America and were not successful and will not in our opinion be accepted with any degree of permanency. We do not believe that any presently known mechanical method used to bring about illusion in dimensional pictures is practical. We do not believe that the public will wear colored spectacles to see motion pictures.

“Nor do we believe that present method in making 3-D films will not make a bad picture good. On the other hand, the only good produced in the conventional manner, with color, a fine cast and an interesting story does not require any help from three-di dimensions.”

“Of course the motion picture industry needs to do is to concentrate on the additional quality of bigger and better pictures and stop deluding themselves that third dimension adds entertainment value to the screen," Yates declared.

Turning to television, Yates said Republic had been a pioneer in recent TV development and that in his opinion “there is room for both industries.” He asserted that television in the future will help the motion picture industry to develop good box office personalities for the theatres.

The address was delivered by the Lord Mayor of Dublin, exhibitors and Maurice Walsh, author of “The Quiet Man.”

Name Mohr to RKO Publicity Post

Milton Mohr has been named as assistant publicity manager for RKO Radio Pictures, effective April 6, Mervin Hansen, Eastern publicity director, disclosed here at the weekend.

Mohr will succeed Fred Goldberg, who resigned to join the Italian Film Exchange Organization as publicity manager.

MOTION PICTURE DAILY, Martin Osgile, Editor-in-Chief and Publisher: Sherwin Kane, Editor; Terry Bamesy, Consulting Editor. Published daily except Saturdays, Sundays and holidays, by Quincy Publishing Company, Inc., 1790 Seventh Avenue, Rockefeller Center, New York 23, N. Y. Telephone Circle 7-3100. Address: “Quincey, New York.” Entered as second-class matter at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $15; foreign; single copies, 10c.
See Para. Profit

(Continued from page 1)

Balaban stated that he was enthusiastically optimistic for the future, based on the intense public interest in 3-D films and the various approaches to it that are being taken.

Balaban disclosed that Paramount is conducting a survey of theatres and its own existing pictures to find the proper approach to the 3-D and wide screen processes. Paramount's efforts, recently demonstrated on the Coast, employing a new screen to give the illusion of depth to conventional films, was described as highly successful.

Balaban reported that Paramount will soon have its completed for 3-D, "Sangaree," which is in color by Technicolor, and has slated three other 3-D pictures for production, "Red Garters," "Those Sisters from Seattle" and a Danny Kaye film, as yet untitled.

Stockholders were informed that the annual meeting would be held here on June 2. Paramount, in the wake of the Federal Commission ruling, has made no decision on the acquisition of another TV station. The Wilson management has proven that Paramount "controlled" DuMont, which permits either company to acquire one more TV station, both now owning four between them.

Within the next few months, Balaban stated that sufficient installations on the Coast will be completed to enable an experiment of Telemeter, the subscription TV system affiliated with Paramount.

A report of progress was also rendered on Chromatic, Inc., another affiliate of Paramount, which recently demonstrated its color tube. Said Balaban: "We have ample reason to believe that the Chromatic tube represents the most practical, effective and economical answer to the color television situation."

Grainger to Coast
For Studio Confabs

J. R. Grainger, president of RKO Radio Pictures, will leave here tomorrow evening for Hollywood to confer on future production and distribution plans with Howard Hughes, chairman of the board; C. J. Tewlin, in charge of studio operations, and other studio executives.

Grainger will see completed portions of three pictures currently in production. These are Edmund Grainger's "Second Chance," "Arizona Outpost" and "Son of Sinbad," which Robert Sparks is producing.

The RKO president will remain at the studio for approximately two weeks.

Henderson ‘Lab’ to Handle WarnerColor

Hollywood, March 29.—The Henderson laboratory in London will be expanded in their future for handling WarnerColor processing in England, Warner Brothers here disclose.

The laboratory will thereby be converted to supplying the growing requirements of WarnerColor. The Warner Brooklyn laboratory is now remolding for WarnerColor, with completion due in July. Facilities at the Warner studio laboratory in Burbank have already been enlarged.

$1,338,000 Drop
In February Tax

Washington, March 29.—General admission tax collections in February, reflecting January box-office business, hit the lowest point since collections last March, the Bureau of Internal Revenue reported.

February collections amounted to $20,536,600, compared to $21,571,483 in January and $23,591,495 in Feb., 1952.

Last March collections were totaled $19,963,841.

Pickford to Launch
Bond Tour in D.C.

Washington, March 29 — House speaker Martin announced that Mary Pickford would start her nation-wide savings bond tour tomorrow from the steps of the Capitol, the spot where 35 years ago she began a World War I speaking tour to sell Liberty bonds.

Martin announced plans for a luncheon and campaign rally at the Capitol, starring Miss Pickford. The tour will cover a dozen cities and last about six weeks. Miss Pickford is associate national chairman of the campaign of women volunteers to sign up additional bond-a-month investors.

Meanwhile, it was reported that she will speak at a luncheon of the Atlanta Women's Club on April 10 and will appear before other civic groups there.

UA Retains Gordon
(Continued from page 1)

pany, Gordon was a senior officer of Walter Heller & Co., from which he recently resigned. The Heller company is the Chicago banking concern which has figured prominently in UA financial affairs since the assumption of management by Krin, board chairman Robert Benjamin and their executives.

Order Blanks
(Continued from page 1)

by the company and had been placed sometime ago, it was said. Preparation installation work is under way.

The Rosy also has ordered other essential equipment to handle 3-D films. When installed, the new Cinemascope screen and picture will measure approximately 80 feet in width.

Meanwhile, Cinemascope's adaptability to theatres of all sizes was indicated at a special demonstration before industry executives in Darryl Zanuck's private projection room at the Coast studio.

They saw the demonstration on a screen 7-by-11 feet. Attending the showing were Leonard Goldenson, president of AB-PT; Robert J. O'Donnell, of Texas Interstate, and John Balaban, head of Balaban and Katz.

Premiere Film on Queen

The world premiere of "Royal Destiny," a 20-minute pictorial history of Britain's Queen Elizabeth II, will be held at the Guild Theatre here tomorrow. British Information Services has disclosed.

R. R. Young
(Continued from page 1)

produced by Joseph M. Schenck, George Shouras and their associates, and by a large investor in American Optical is the Detroit and Cleveland Navigation Co., which owns 60,000 shares at $18.4 per cent of the total, Boynton said. D. and C. stock moved up last week with the announcement of Magon from $11 1/2, the highest price paid in more than a decade. Its rise was in line with the increase in American Optical from $29 to $38, giving D. and C. a paper profit of $1,310,000 on the investment it made a little more than a year ago. Young's purchase of American Optical followed shortly after that by D. and C., Boynton said.

Kuhn, Loeb & Co. is reported to have a 10 per cent interest in American Optical. Young's interest was said to have been purchased through his Diversified Investors Syndicate.

Review

"Down Among the Sheltering Palms"

(20th Century-Fox)

FOR THE FILMOGRAPHY who wants to lose himself on a South Sea island, richly colored in Technicolor, and watch the trials and tribulations of a group of U.S. Army men tempted by women, "Down Among the Sheltering Palms" should fill the bill. This Fred Kohlmeyer production, while weak on story line, does offer fairly good entertainment in the light, frothy vein.

Jane Greer, O'Donnell, Mitzi Gaynor, David Wayne and Gloria De Haven head the competent cast. At war's end, Lundigan as captain of a contingent of U.S. Army troops, is ordered to occupy an island in the South Pacific. The Army men arrive and are immediately surrounded by beautiful, eager native girls. The welcome surprise comes to an abrupt end when orders are received from Washington imposing a non-fraternization policy.

The agony Lundigan must go through to uphold the non-fraternization policy is given a humorous twist. He, himself, is pursued by Jane Greer, the daughter of a missionary, Mitzi Gaynor, a native girl given to him by the island king, and Gloria De Haven, a spoiled, rich, comic newspaper woman. The comic aspects are aided and abetted by David Wayne, who is a lieutenant in Lundigan's outfit.

Interspersed in this rather mechanical story line are a number of pleasant tunes and an exciting dance number. Billy Gilbert, as king of the island, does an excellent job.

Edmund Goulding directed, from a screenplay by Claude Binyon, Albert Lewin and Burt Styler, based on a story by Edward Hope. Others in the cast are Gene Lockhart, Jack Paar, Alvin Greene and Henry Kulky.

Running time, 87 minutes. General audience classification. March release.

Murray Horowitz
UNIVERSAL-INTERNATIONAL presents
ALAN LADD
in
DESERT LEGION

COLOR BY
Technicolor

CO-STARRING RICHARD CONTE

WITH AKIM TAMIROFF

DIRECTION: JOSEPH PEVNEY
SCREENPLAY BY JAYNE WALKER AND LEWIS MELTZER
PRODUCED BY TEO JICHY, M.D.
GREAT ADVENTURE!

...from the
Flaming History of the
Famed French Foreign
Legion...and the bullet
scarred legends that have
inspired so many fabulous
box-office successes!

BIG
PICTURE
BIG
CAMPAIGN

with Full Color
National Ads in
the Nation's
Leading Magazines

ARLENE DAHL
U-I MAKES THE MONEY-MAKERS!
**Television--Radio**

with Pinky Herman

There’s a sub rosa buzz-buzz in the TVvicinity of Rockefeller Plaza that ABC is quietly making a strong pitch to corral future “Oscar Award” presentations. . . . Their fine work in the Warner Bros. musical, “By the Light of the Silvery Moon,” supporting Doris Day and Gordon MacRae, may reward Leon Ames and Rosemary de Camp with an Emmy or a sweepstakes roll for their outstanding performance in a “situation comedy.” . . . Elliot Kaplan’s new TV Reporter mag, due out soon, will feature Ethel Thorsen as fashion editor with Sid White doing a radio-TV column. . . . Her hobby will be permitted, Shirley Temple can have her own TVhicle, breaking in as a summer-replacement. . . . It’s an ill-wind that blows, etc., etc. . . . Last week when Colgate Comedy Hour, NBCelebrating its 100th telecast, utilized heavyweights like Martin & Lewis, Bob Hope, Eddie Cantor and Abbott & Costello, to cut down CBS’ “Toast of the Town” audience, two of the throw-away items mentioned Ed Sullivan’s sponsors, namely Ford & Lincoln. . . . 19 years ago a musical played at the Adelphi Theatre titled, “The Lord Blesses the Bishop.” Today, DuMont’s very popular series, “Life Is Worth Living,” featuring Bishop Fulton J. Sheen, originates from the Adelphi, now a DuMont’s theatre. “Producers of American Inventory” will film portions of the fifth annual Alfred Sloan radio-TV awards for highway safety and the film will be telecast at that evening’s festivities, assembled on Tuesday, May 26, at the Hotel Plaza will see them.

The Kenneth Banghart-Diana Green production “A Date with April,” starring Constance Bennett, will open on Broadway April 13. Play was written by George Batson, who wrote “Ramshackle Inn.” The new show will depict a TV program and live musical radio series, featuring John Conte, will WABC Commerce April 13. Program, a Jerry Gross-Norman Baer production, will be aired across the board in the 5:15 to 6:00 P.M. slot, and will feature five minutes of baseball news, scores and data. . . . The Ed Wolf package, “Break the Bank,” which NBCTees off today at 3:00 P.M., will be partially co-op. Meaning—Henk, from the “Ichabod” show, this program will be the summer-replacement, starting Tuesday, June 23, for Milton Berle’s “Texaco Theatre” in the Tuesday night at 8:30 to 9:30 slot, with 5-Day-a-Week Pads picking up the tab. Jack Rubins and Herb Wolf are co-producers of the program. . . . Tunesmith Vic Mizzy writes from London that Mary Small is a “sensation” at the Palladium and though she’s been offered two musicals, comments here regarding her return. (Couldn’t happen to a nicer pair of love birds.)

Lambs Club will fete Charles Coburn on April 20, his 75th birthday. Celebration will carry over to the “Lucileau at Sardi’s,” where he’ll be given a WORch. . . . Immediately following his discharge from the Army, Eddie Fisher will star in a new radio & TV series for NBC Coca Cola. The TV program will be seen Weds. & Fri. at 7:30 P.M., starting April 29 and the radio show will be aired Tues. & Fri. at 8:00 P.M., starting May 5.

**DEEJAY** (walking) . . . Platter stars, visiting or playing Philadelphia, are making it a MUST to drop in for some live jive with Grady & Horst on that platter and TV’s via WFTZ. . . . Out in Toledo, Oh, deejay Tom Finn is identified with his station’s call letters, lately: the bad W-7th St-stropped P-latter delivery. . . . A WOR Brillian way to combat juvenile delinquency is the weekly series of five one-disc co-produced in Buffalo by Bob Wills and program mgr, Bill Steizer.

**LOTSA DOTS** . . . Music business’ Clef Award, TV’s outstanding and most versatile conductor of 1953 goes to Charles Sanford, conductor of “Your Show of Shows” orchestra on the program Saturday. . . . Aside Henry Morgan: Give yourself a break and take a vacation. . . . Packaged by Louis Weiss: 102 two- and 26 one-reel comedies, starring Ben Turpin, Snub Pollard, Jimmy Aubrey and Poodles Hanneford, are currently telecast over WBBM-TV, Chicago. . . . Oo~city—Little Kerry, who portrayed the “grandson” of Billy E. Joel in yesterday’s “Passover Seder” play over WPIX, is Merrill’s son in real life.

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Edited by Wm. I. Kaufman

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Order from your dealer or directly from:

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**Sharp Rise Reported In ’52 TV Income**

Washington, March 29.—Gross receipts of television stations and networks in 1952 were 43 per cent higher than in 1951 and earnings before Federal income taxes were up 31 per cent, the Federal Communications Commission reports.

The figures were for the four networks and the 108 stations operating during the year. The FCC said total broadcast revenues amounted to $336,300,000, up 45 per cent from $235,700,000 in 1951, before taxes amounted to $354,500,000.

The four networks, including their 15 owned stations, grossed $191,900,000 last year, up 50 per cent from 1951, but income before taxes was down to $90,000,000 in ’52, compared to $101,000,000 a year earlier. Expenses increased 56 per cent during the year, the FCC said.

The Commission said that 94 stations in 1952 showed a profit before taxes, averaging $435,000, while 14 reported losses.

**Theatre Changes in Chicago Heavy**

Chicago, March 29.—The rush of activity in Hollywood is being reflected by many changes in theatre status in the Chicago theatre area. Here in Chicago Jones, Linick, and Schafer have bought Balaban and Katz’s interest in the downtown Met. 

Vickers and now are sole owners of the theatre; Warner Brother’s Stratford, which has been closed since last June, will be relaunched April 24; and Carl Farber is taking over the Normal from Steve Toth on April 3.

Outside Chicago the new Belmar drive-in, Belvidere, Ill., owned by H. Lindroth, who operates Lind’s Air Drive-in at Rockford, Ill., is opening in early April next month; and R. L. Farber has sold his Princess, Gulom, Ill., to Ed Samet.

**Film Pact (Continued from page 1)**

financial help to Italian films.

The new agreement cuts assistance to 10 per cent of the total profits. Johnstone said this could mean an over-all 20 per cent drop in the aid.

Under another point of the agreement, the U.S. still would be allowed to export 225 films a year, and an extra export from independent American producers to go to independent Italian distributors.

**Gardiner Retires**

Boston, March 29.—After 40 years in the motion picture business, William H. (Larry) Gardiner, sales manager here for RKO Pictures, has decided to retire, effective April 11. He has been with RKO for 27 years.

**Favorite Sets Crime Dual**

Favorite Films here is now reading “Crimes of Dr. Mahine” and “Crime City” to be released in April as a combination bill.

**'Madam' Set for Easter**

“Call Me Madam” is set to open in more than 450 first-run situations during the coming Easter week, 20th Century Fox reports. An initial order of 422 prints, said to be one of the largest in the company’s history, will be utilized.
Commercial Color Television Is A Long Way Off, Says Baker of NTSC

Washington, March 29—Commercial color television is still a long way off, according to W. R. G. Baker, head of the National Television System Committee, the television industry group developing the new "compatible" color television system.

Baker, the chairman of the committee, said he would guess that it would be at least nine to 15 months before his group finishes field tests on its new color system and gets approval from the Federal Communications Commission. After that, he pointed out, there must be another wait while the manufacturers tool up for mass production of the new color receivers and while the cost of the new sets is brought within the reach of the general public.

However, Dr. Baker made it plain that experimental color broadcasting was well advanced. "The NTSC is unanimously convinced," he said, "that under its supervision there has been prepared a set of standards capable of producing a superlative system of color television—a system which is completely compatible with the receivers now in the hands of the public. In fact, it is an exact superimposition monochrome picture as well as a superior color image."

He suggested that the FCC formally recognize and support the NTSC program, and that it relax its restrictions to permit wider experimental use of the NTSC system.

FCC chairman Paul Walker is scheduled to testify before the House Committee on Tuesday.

In the THEATRE

Equipment World... with RAY GALLO

NEW oilbased paints, called "Staize-Clene," having a special wax base designed to give them dirt and water repellant qualities, have been placed on the market by the Enterprise Paint Mfg. Co., Chicago. This special treatment, trade-named "Syncon," enables the paint to stay clean longer, according to the company, and also makes them more readily washable. The new product comes in 39 cents per gallon in flat enamel, semi-gloss and high gloss enamel.

The appointment of Frank O. Heinsohn as branch manager for the Los Angeles branch of American Seating Co., with headquarters in Grand Rapids, Mich., has been announced by James M. Ver Molen, vice-president in charge of general sales manager of the company, Heinsohn, who joined American in 1946 as a sales representative in Philadelphia, is in the position vacated by George W. Peterson, who recently retired.

A new line of drinking water coolers, including three pressure-type and two bottle-type models, has been introduced by the Fridigaire Division of General Motors Corp., Dayton, Ohio. All are self-contained and powered by the Fridigaire "Merry-Maker" water pumping and refrigerating compressor. The pressure-type models have a capacity for cooling 6, 12 or 18 gallons of water per hour while the bottle-type have a capacity of up to two gallons.

A national advertising campaign to publicize its lighting service to theatres, consisting of installation of feature displays and rental of equipment, has been launched by the Jack A. Frost Electrical Contracting Co., under whose guidance the publications in which these ads have appeared are the Motion Picture Herald and Better Theaters. Ruse & Urban, Inc. also in Detroit, is conducting all advertising and publicity relations for the Frost organization.

Technical data to simplify the choice of proper air diffusers in air conditioning systems is contained in a new 64-page selection manual issued by the American Nat. Corp., New York, available upon receipt. Now in its third revised edition, the manual has a new section on duct take-off design. It is illustrated to show the performance data and case examples, showing how proper locations and the correct number of required units are determined.

SMTE Meet

National Theatre Supply disclosed in Los Angeles last week that attendance of 1,000 film and television technicians are expected.

The management, shows television papers set to accommodate television engineers who will meet the same week at the Los Angeles Biltmore Hotel with the National Association of Radio and Television Broadcasters.

Mitchell Wolfson, Florida theatre owner, will give the engineers an experienced exhibitor's view of 3-D, the wide-screen pictures, the television theatre and drive-ins, as guest speaker at the opening luncheon on Monday, April 7.

Technical session schedules include addresses by Dr. Harvey Fletcher, authority on sound and hearing; R. A. Sherman of Bausch & Lomb on stereo vision; a tour of CBS Television City; an engineering symposium on stereo reproduction, with J. UnisLOOR, R. J. Spottiswoode and A. J. Hill conducting a panel discussion of stereo production and reproduction; and a film sound symposium in which screening of "Efforts of Stray Light on Projected Picture Quality."

Now Available

VERSATILE RCA SOUND HEAD adaptable for magnetic-photographic-standard

To keep pace with today's new methods in sound presentation, RCA engineers have designed a sound head so versatile it can be used with virtually all currently proposed sound-on-film techniques.

With this latest sound head, you'll be ready to show, to their best advantage, the finest of the new film attractively, whether it be 3-D, stereo, standard; stereophonic, or single-track film. Yes, if you buy RCA's latest sound head, you will be prepared to show in your present adaptation of sound reproduction, to provide your patrons with quality sound reproduction for any of these film recording methods:

- 3-D conventional photographic sound track
- 3-D stereophonic triple magnetic sound track
- 2-D photographic sound track
- Sound effects track

RCA's new tone head with its built-in microphone, on its own, is fine. But best of all, you'll be getting a sound head designed for rugged day-in and day-out theatre operation. You'll be assured of the utmost in equipment economy—long life with negligible maintenance expense and readily available replacement parts when necessary. Furthermore, you can arrange for dependable service from the RCA Service Company. Make sure your theatre is equipped with the most up-to-date RCA sound equipment.

Blumofe Setting UA's Coast Unit

Hollywood, March 29—Robert F. Blumofe, recently appointed Western regional manager of Universal Artists, tomorrow begins setting up the company's new Hollywood organization at offices in the Samuel Goldwyn Building.

Blumofe returned here over the weekend from a four-week visit to Universal's New United States. During his stay there, Blumofe conferred with UA president Arthur Krim, board chairman Robert S. Benjamin and other executives.

As West Coast representative, Blumofe will be responsible for guiding Universal Artists in negotiations for new pictures with independent producers and serve as the company's liaison with producers whose films are released by UA.

Schwartz Reports

MOTION PICTURE DAILY on March 19, was $1,025,000 compared to $1,322,009 in 1951.

Based upon the $394,913 shows outstanding, the earnings for 1952 were equal to 26 cents a share. Virtually all RKO Theatres will be equipped for three-dimensional motion pictures in the near future, it was stated by the circuit's head.

16 Witnesses

(Continued from page 1)

Theatre owners were scheduled to testify are: Albert and Wayne Hanson, general and president and general manager, respectively, of South-Lyn Theatres, South Gate; Cecil Vinmicolli, chairman of the trade relations committee of the Southern California Theatre Owners Association, Los Angeles; Burton J. Jones, president of the Independent Theatre Owners of San Diego County, La Mesa; Milton B. Arthur, president of Cabaret Theatres Corp., Long Beach; Jack V. Mann, Los Angeles; Edward S. Calvi, Hawthorne; Mrs. Bess Mednick, Trojan Theatre, Los Angeles, J. Oshander, Montebello; Alex Schreiber, Beverly Hills; Earl Treble, Palm Springs; M. B. Allerton, Ben Levin and Norman Tegmeier, representing the Independent Theatre Owners of Northern California, San Francisco; Paul Nordgard, San Morino, and Jack Goldman, Los Angeles. Seu, Schoeppef said the names of distributor witnesses, who will follow the theatre owners, will be announced after the hearings open.

TELEVISION EQUIPMENT

RADIO CORPORATION OF AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA Victor Company Limited, Montreal
If your temperature has been rising along with soaring prices... you'll find the answer in the Bureau of Labor Statistics' revelation that the Cost of Living has increased 90.8% since 1939. FOOD has soared 133.2%... HOUSE FURNISHINGS, 105%... APPAREL, 102.3%... FUEL, 47.6%... RENT, 42.4%. And while this has been happening, the cost of YOUR theatre's equipment and supplies has taken an average 98.9% jump since 1940 (according to The Exhibitors Digest).

But here's a COOL, comforting thought in the midst of this high-price inferno. Just compare these rising expenses with the negligible increase, IF ANY, you've given NSS during all these years of skyrocketing increase.

Yes, Compare ALL your costs with the LOW COST, Service-With-A-Smile Policy of The Prize Baby!
New 3-D Flurry in the U.S. and in Canada

Field Reports Several Large Circuit Orders

A new flurry of 3-D installations across the country was reported from field correspondents.

Blumenfeld Theatres of Northern California has ordered screens and equipment for 14 theatres in preparation for the showing of 3-D films. Meanwhile, it was disclosed that RCA stereophonic sound systems are being installed in four Texas theatres of the Interstate Circuit in time for the April 14 premiere of Warner Brothers’ 3-D “House of Wax.” The Texas houses are: Majestic, Dallas; Texas, San Antonio; Palace, Fort Worth; Majestic, Houston.

RCA, at the same time, disclosed that several large theatres will soon install additional RCA projectors in their booths to enable an uninterrupted 3-D program. Two of the theatres, it was reported, are the

Ramsdell Exhibits Stereo Equipment

Floyd A. Ramsdell, president of the Stereophonic Corp., who is said to have spent 13 years in three-dimensional research, yesterday demonstrated his stereo films and equipment for the press at the Hotel Gotham here.

Ramsdell revealed that he had been issued a patent on Dec. 10, 1952, and that a patent on his 35mm stereo camera had been granted him on March 10 of this year.

Ramsdell demonstrated the problems of determining correct interocular for the making of four shots, medium shots and close-ups, using an

O’Connor Names 55 Charity Drive Aides

A motion picture industry committee of 55 to serve as part of the Cardinal’s Committee of the Catholic Archdiocese of New York, which seeks $2,500,000 in gifts through 50 businessmen’s committees, was announced here yesterday by John J. O’Connor, vice-president of Universal

Start Independent U.K. Theatre Unit

London, March 30.—A group of independent exhibitors headed by Frank Gardner, who operates a 350-seat at Walton-on-Thames, have formed the Association of Independent Cinemas here. Membership is open to any exhibitor without production or distribution ties.

Cinematograph Exhibitors Association, which includes affiliated theatres in its membership, heretofore has had the exhibitor organization field to itself. There had been other attempts in the past to form breakaway factions but all have failed.

5-Year Statute of Limitations on Trust Suits Okayed

Washington, March 30.—A House Judiciary subcommittee has approved legislation to set up a uniform five-year Federal Statute of Limitations on private treble damage anti-trust suits.

The bill has been favorably reported to the full committee, which may act on the measure Thursday.

At present, the time limit on private anti-trust suits is set by state statutes.

G.P.E. Profit, Sales Up Sharply in 1952

General Precision Equipment Corp., yesterday reported consolidated net income for 1952 of $1,255,278, after provision of $1,200,000 for Federal taxes. In 1951 the company had consolidated net earnings of $986,460 after providing $950,000 for Federal taxes.

Consolidated net sales of G. P. E. and subsidiaries reached a new high of $54,326,849 last year, an 82 per

Reject Resignation of Loewenstein

Oklahoma City, March 30.—The board of directors of the Theatre Owners of Oklahoma, at a meeting here today, unanimously rejected Morris Loewenstein’s resignation from the presidency, which arose out of the

Italy Seeks More Co-production As Result of New Pact

Rome, March 30.—The Italian film industry hopes that the American-invested projects can be developed further by using blocked money, according to Enel Monoco, president of the Italian Producer Distributor Association, who represented the industry in the new Italian-American pact.

Bulgan said that the Italians also hope that American films that were granted to the Italian Films Export Company would result in U.S. companies receiving $45,000,000 by June and that the amount would surpass $55,000,000 by the end of the 1953-54 season.

Film industry sources interpreted that the Italian-American agreement had been reached quickly and easily after Erato Aranulli, president of the MPAA, here from New York, had re-

Simpp to Demand Italian Bank Balance

The Society of Independent Motion Pictures Producers will not accept a new Italian film pact with U. S. distributors unless it includes a provision to permit its members to have their own bank accounts in Italy. Ellis Aranulli, president of the SIMPP, said Co. labor director Aranulli said he would go to Washington today to discuss the issue with representatives of the State Department. Modification of the agreement will also be sought, but the exact changes to be asked for have not been determined, Aranulli said.

An agreement to be denied. But that the agreement will still have to be approved by the

Local H-63 Awaits Mediator’s Action

Louis Stone, Federal Mediation and Conciliation commissioner, has conferred with both the distributors and Local No. H-63 of the Film Exchanges Union in regard to the impasse in the negotiations for a new contract here, but he will not be able to deliver a report until he completes current hearings in Paterson in a New Jersey Telephone

Goldwyn Says Story, Not Process, Counts

Any new system of producing and exhibiting motion pictures can serve only to enhance them in a technical sense and the best pictures will continue to be those with the best stories and best casts, Samuel Goldwyn told a group of New York film critics at a luncheon at the Sherry Netherland Hotel here yesterday.

Goldwyn said that he expects the novelty of 3-D pictures to wear off in about a year, but that the future will bring a new type of screen which

‘Go Slow on 3-D,’ U.K. Theatres Told

London, March 30.—A strong warning to exhibitors against rushing into 3-D experiments is contained in a report by Leslie Knopp, technical advisor to the Cinematograph Exhibitors Association.

The report emphasizes that unless C. E. A. takes immediate measures to insure standardization of 3-D and large screen systems, the British in
EK Reports Improvements in Processes, Products

ROCHESTER, N.Y., March 30—Improvements in professional motion picture and television processes are cited here by Eastman Kodak in the company’s annual report by Thomas J. Hargrave, chairman, and Dr. Albert K. Chapsian, president.

A new category of color negative film for professional motion picture production has been developed for use with tungsten rather than the customary arc lights. This was done at the request of the industry which has sought as well as cheaper, simpler ways to make color pictures.

A new experimental continuous film projector system will make use of an entirely different method of projecting motion picture film on the screen.

A project of "gof future public interest" is color television. Though widespread color TV is still in the future, Kodak said it has been experimenting with photo materials for color teabes. As part of this pro-

gram, the company has installed an experimental color TV "network" in its laboratories here.

Kodak said sales of professional films are running at a good level. "Demand in this market today is strong, and the television film market continued to grow. It was still, however, relatively small in comparison with motion picture "sales," it was stated.

Television used 400,000,000 feet of film from all sources, including Kodak, in 1952, a gain of some 50,000,000 feet over 1951.

Further may improve the quality of televised films. One development, a continuous film projector, gives some promise of making TV films clearer and more pleasant to the eye than many live telecasts, the report disclosed.

A. E. Chadick Dies In Ohio Train Wreck

A. E. Chadick, executive vice-

president of Motion Picture Advertising

Service of New Orleans, was one of the fatalities in the wreck of the Ohio and New York Central railroad trains in Ohio last weekend. Chadick, who was 52 years old, had been with the company for 25 years and was well known as a host at many exhibition conventions in his post as director of theatre relations.

Before joining MPAS, Chadick had been manager of the Saenger Theatre in New Orleans. His broth-

er, Joseph Chadick of Dallas, made the identification and arranged for funeral services in New Orleans.

theater survivors are, in this widow, Doris, and a daughter, in New Or-

leans.

L’Aske Asks Congress For Tax Commission

Washington, March 30—President Eisenhower has asked Congress to set up a commission to study overpayment of taxes and other Federal expenditures.

He urged prompt action so the commission could issue its report by the end of the summer session.

In aid of the Hallsman’s Great Easter Show

Easter Arrangements

DORIS DAY • GORDON MacRae

"BY THE LIGHT OF THE SILVERY MOON"

Color by Technicolor — A Warner Bros., Pictures

Produced by Albert S. Brewer

Written by W. R. Burnett

Music and Lyrics by Abe Burrows

Ballet Director: John Howard Lawson

Choreography: George Balanchine

Stage Manager: Charles F. Wilson

Producers: Louis B. Mayer, mounting the project, is Ralph B. Prockter, an executive of M-G-M, who has been appointed chairman of the radio- TV and stage artists division of United Jewish Appeal.

Mr. H. L. Schwalberg, the company’s widow, has been due in town at Saenger Tuesday, along with the Misses Cunningham, for the long-awaited opening of "Gone Professional." Rod Fausel, former toastmaster, will again preside.

He is regarded as a faithful friend and patron.

To Honor Gardiner

Boston, March 30—The Variety Club of New York will be host to a testimonial luncheon at the Hotel Bradford on April 7 to William W. Gardiner, RKO Radio sales manager here, who is retiring after 40 years in the industry. 27 of these will be toastmaster, and William S. Koster, executive of the tent, is in charge of arrangements.

Personal Mention

SIR MICHAEL BALCON. British producer, will leave England for New York on the S.S. Queen Elizabeth tomorrow.

BERNARD J. PROCKTER, president of Prockter and Ewing, has been appointed chairman of the radio-TV and stage artists division of United Jewish Appeal.

JOHN C. FLINN, Allied Artists di-

rector of production, has purchased a home in Miami from New York, accompanied by Harry Goldstein, Eastern publicity head.


H. M. RICHIE, M-G-M exhibitor relations man, has been appointed manager of the Paramount International office in Germany, will leave New York today by plane for Frankfurt.

WILLIAM E. OSBORNE, assistant ex-

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MAGIC CARPET...
from here
...to there!

By the reel, it's just so much film. On the screen, it's freedom... a magic carpet—from here—to there.

Actually, there's nothing in the world quite like a good show... nothing so relaxing... nothing so rewarding.

That's why it's so important that all details be precisely attended to. That's why the industry is so keenly interested in latest technics; why the Eastman Technical Service for Motion Picture Film, in turn, is so earnest in its co-operation, with every phase of the industry.

Branches at strategic centers. Inquiries invited.
Address: Motion Picture Film Department,
EASTMAN KODAK COMPANY, Rochester 4, N. Y.
Trust Suits (Continued from page 1) which range from one to 20 years. Exhibitors had urged a Federal statute of at least five or six years; producers had sought a much shorter time limit.

Under the sub-committee bill, the next five years would go into effect until six months after the bill becomes law. It would not be retroactive, either. Nevertheless, a company that becomes a private suits arising out of past damages were barred by C.G. or three or four-year statute, it would not be revived by the longer Federal statute. This is a victory for film producers, who had feared that a long Federal statute might revive many claims barred under state laws. However, any case which, six months after enactment, still would not be barred by the state statute would get the full five years of the Federal law.

The bill would also change the present law's provision on the effect a government anti-trust suit has on existing federal anti-trust suits while a government anti-trust suit is pending. Under the pending bill, if the five-year period had expired while the government pending, private parties would have one year after the end of the government suit in which to bring their suits.

The bill would also give the government power to sue for actual—rather than treble—damages when it is directly injured by an anti-trust violation.

SIMPP Demands (Continued from page 1) Italian government and signed by the companies before the award becomes effective, indicating that changes may be made before the pact becomes a fact.

Eric Johnston, president of the Motion Picture Association of America, who now is in Rome, called the SIMPP spokesman his "friendly" guest, asking for recommendations which will lead to a final agreement. Arnall said that there were not enough members of the commission to make the SIMPP's position clear and that SIMPP's position could not be stated officially until the terms of the pact had been given further study.

Italians Hope (Continued from page 1) received reports from the U.S. on the necessity of breaking the present predominance of Italian exhibitors who practically controlled the Italian market owing to the protective bill which expires in August. This measure contained minimum standards and establishes film rentals and percentages.

Monaco is reported to have told Johnston that he would urge the Italian government not to extend the present protective regulations.

In Fabian Drive-in Post Albany, N.Y., March 30—Phil Rapp, manager of the State, Scheneck- ged, has obtained the drive-ins of the Mohawk and Saratoga drive-ins by Saul J. Ullman, Fabian division manager. During his absence from the State, Rapp's brother, Lou, will have charge of that theatre, as well as the Erie.

G.P.E. Profits (Continued from page 1) cent gain over the previous year's $29,872,429. However, sales of motion picture equipment and supplies, an im-

Says Md. Censor Bill Would Hit Schools Baltimore, March 30—Dr. John H. Fischer, Baltimore public schools superintendent, declares any bill to tighten film censorship in Maryland would go a long way in cutting down the classroom or public schools.

He declares the proposal to expand Federal censorship, now before the floor, while a government anti-trust suit is pending. Under the pending bill, if the five-year period had expired while the government pending, private parties would have one year after the end of the government suit in which to bring their suits.

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H. M. Warner Adds to Stock Holdings Washington, March 30—Harry M. Warner, president of Warner Bros., bought 2,200 shares of his company's common stock in February, increasing his holdings to 245,500 shares, according to a report to the Securities & Exchange Commission. Warner also announced that he is interested in a trust of 16,000 shares.

Also reported was the purchase of 2,500 shares of 25th Century-Fox common in February by Robert Lehman, a director, bringing his holdings to 10,000 shares.

LONDON, March 30—J. Arthur Rank has directed that 400 of his theaters, a list of 80 names to be made available to Methodist ministers who wish to speak to audiences from the stage.

In addition, Rank, a devoted churchman, has arranged for 25 of his theaters, which normally would be closed under the conventions, particularly drive-ins, and to conduct the customary Boy Scout office convention last year.

Place told stockholders that the company's ability to show a profit in the advent of 3-D processes should "substantially stimulate the company's sales.

F & M Wins Point in Suit vs. Paramount The U.S. Circuit Court of Appeals here yesterday ruled for F& M in an appeal as to its right as a stockholder to bring suit in the name of the Paramount Hollywood Theatre Corp., which is 80 per cent owned by F & M and 20 per cent by Paramount Pictures.

Paramount had declined to join in F & M's effort in bringing the suit on behalf of the Hollywood Paramount against Paramount Pictures. Harry C. Arthur, Jr., F & M's president, says in the appeal that "Paramount Hollywood Theatre Corp. shall be entitled to a trial of the right of the stock against Paramount Pictures."

Yankee Network to Map MGM Campaign Representatives of the Yankee Network throughout New England will participate in a TV-to-the-12 network on M-G-M's reissue of "Trader Horn," which starts New England dates on April 18. This will be one of the biggest air medium saturation campaigns yet attempted in the Metro, with promotion in the V, the company reports.

Attending the sessions from New York will be Earle Kindig and Emery Austin of M-G-M, and Terry Turner, representing Mutual Broad-

Reject Resignation (Continued from page 1) Video Independent Theatres taking membership in the newly formed Oklahoma Allied unit as well as Loewen- ster's, the company.

The board also changed the convention date from May to September, so that by May 1 any report made will be more definite information on the questions of 3-D development and admission tax exemptions.

The group will serve as a unit of the special gifts committee of the Cardinale, composed of five members, of which John A. Coleman is executive chairman. The goal of the Catholic Charities Committee this year is $77,477,138, of which the special gifts committee has accepted a quota of $1,000,000.
**New 3-D Flurry**

*Continued from page 1*

Rudolph, Philadelphia, and Paramount, New York, will open this week. Also, in Northern Ohio, 70 theaters or an estimated 17 per cent of the total number in that section have contracts for 3-D equipment installations with National Theatre Supply Co., NTS branch manager Frank Masck disclosed.

In Knoxville, Tenn., the Riveris Theatre plans to be the first house in that city to put in 3-D projection equipment.

Meanwhile in Canada, 46 theaters in key cities, representing most of the major circuits, plan to present United Artists’ 3-D “Bwana Devil” beginning tomorrow. At the same time, Canadian general manager for Warner Brothers, Warner Theatres, announced in Toronto that the Canadian premiere of WB’s 3-D “House of Wax” will be held at 10 selected Players’ theaters across the country on April 25 or 26.

In Portlant, Ore., 13 CinemaScope installations have been ordered by Pacific NorthWest Theatres, according to Frank L. Newman, Sr., president of Evergreen Theatres in Oregon and Washington. In addition to this, evergreen vice-president, said the CinemaScope screens have been ordered for installation in October.

Stereodimension and 3-D screens are slated for 11 of the J. P. J. Parker Theatres in Washington and Oregon.

Mr. Newman also mentioned plans for equipping 17 houses with the 20th Century-Fox wide screen process. The Tennessee, Paramount, and Kinekotheke, Nashville, are the houses to which first installations are likely to be made.

**‘Go Slow on 3-D’**

*Continued from page 1*

Industry may be plunged into investments which it cannot afford and which may damage future progress through the exploitation of inferior or unsatisfactory systems.

Analyzing the various American systems, Knox’s report comments that “They have lain dormant for many years and it seems that they have only recently been brought forward, particularly in America, as a means of arresting declining cinema attendance which is extending here and in Leeds, Birmingham and Glasgow.

Sir Alexander King, Scottish exhibitor, said: ‘It puts back the industry 20 years. I went to be entertained. I came out with a headache.’

There are indications here that a

**Short Subject**

“The Alaska Eskimo” (Dimmy-RKO Radio)

This is the first in a new series of Walt Disney films portraying ‘living among people and places’ and it shapes up as one of the most interesting features to come along in quite a spell. Premiered in color by Technicolor with the cooperation of the U. S. Department of the Interior’s Alaska Native Affairs Division, the Eskimo life of a hardy Eskimo family through the four seasons of the year, depicting their lives in the summer for the long and difficult winter.

Hunting, fishing, playing, preparation of food from a capital meal, gathering of drift wood, the making of clothes—all are in the day’s work in the typical Eskimo village. The fine photography is embellished by excellent descriptive commentary. The picture is desirable for marquee billing and some extra advertising.

Alfred G. Milotte photographed the subject, which is narrated by Winston Hibler. Running time: 27 minutes.

**Stereo Showing**

*Continued from page 1*

Identical scenes in each instance. He presents a full length show remaining in advance of the locating of each sequence in relation to the screen. The screen of his camera is to be moved zero, whereas others have a minimum of three-quarters of an inch.

The Ramsdell 35mm cameras are placed at right angles to each other, with the “left eye” camera photographing the scene in the same position, while the lens of the second camera photographs the images reflected in a mirror in front of the first camera.

The demonstrations included both single projection and projection pictures. The results were outstanding, giving vivid depth and clear images in long and medium shots and close-ups. Polaroid glasses are necessary, but, as Ramsdell pointed out, the viewers should not be difficult on the eyes if mathematical precision has been achieved in both production and exhibition.

Ramsdell said that he had shown the equipment to some Hollywood producers and, while no deals were yet, prospective contracts were in the “talking stage.”

**3-D Used to Lower Texas Ticket Tax**

**Goldwyn**

AUSTIN, Tex., March 30.—The expected increased revenues from three-dimensional films are used in the process of lowering the Texas tax on admission taxes.

The Texas Legislature approved an amendment to the Nolan Shively amendment slashing state taxes on theatre tickets—excluding all ticket selling for less than five cents. The tax rate on all tickets from 80 cents to $1 would be lower, but the state would continue to get 10 per cent of those price tickets. It now levies a flat 5 per cent on all tickets costing over $1.00.

Once reason for the legislative nod: Sponsors of the bill claim revenues from ticket tax collections would not decline as a result of the tax cut. They pointed to 3-D, saying it would help assure tax payments during 1953 to exceed 1952.

**Mason Bill**

*Continued from page 1*

ally, was because “this industry is an emergency case. We want to have a few weeks in our small houses.”

In any event, industry officials have always felt that getting hearings was the first order of business. They are confident that they can present a good enough case at the hearings to get favorable action at this session.

A good part of the industry’s presentation will be built around the 22-minute film, “The Case Against Three-Dimension Theatre opera.” Mason businessmen will argue that the tax is forcing theaters to close at the rate of 300 houses a week. That will emphasize that 4,500 theaters have closed during the last five years, and predict that another 1,500 will close in the next year if the tax is not lifted.

**Rathner Gets Rights To 3-D Attachment**

Harry Rathner disclosed here yesterday that he had obtained sales and distribution rights to an attachment to the presently-used projector, developed by the Norch Co., which enables a 3-D film made with two cameras to be projected. The Norch Co., which manufactures optical and motion picture equipment, has also developed a single-camera 3-D system, Rathner revealed.

Rathner is currently negotiating with distributors here to get samples of two-camera 3-D films in order to give a demonstration of the attachment.

**Zimbalist to Head New 3-D Company**

Hollywood, March 30.—The formation of Tru-Stereo Corp., which will supply 3-D, photographing equipment and associated technical staffs to independent producers, was announced here today.

Al Zimbalist, who last week completed 825 flights in the “Robot” camera in Tru-Stereo 3-D, is president and chairman of the board.

The basic terms to producers for the feature use of Tru-Stereo is $15,000 plus 2 1/2 per cent of the picture’s gross; or $30,000 outright. The terms are sharply below those announced heretofore by other companies offering a similar service.

**‘Bwana’ Hot in Chi. 1st Outlying Runs**

CHICAGO, March 30. — “Bwana Devil,” which broke in its first outlying run in and around Chicago this past Friday, is racking up top grosses in most situations it is reported, with a total of over $200,000 having been taken in by 37 houses over the weekend, and three houses for a full seven days last week.

Reports from the drive-ins, among the first in the country to run a 3-D picture outdoors, indicate that the picture was satisfactory. Most theaters raised their prices for the showing, with many going to 74 cents for matinees, 98 cents at night, and 50 cents for kids in houses where there was a top price. The houses for adults with kids 20 or 25 cents at all times.
“Kansan Pacific” (Allied Artists) Hollywood, March 30

In view of the fact that films have neglected that exciting period of American history, the Civil War, the story about the building of a railroad which the Union Army is to need in war comes, and the efforts of Southern sympathizers to prevent its construction, has a basic advantage of plausibility up to the end. This is due to some unusual exhibiting of imaginative invention. The picture is helped by such names as Sterling Hayden and Barton MacLane, plus Cinicolor, and is backed by the happy proceeding that railroad films have always commanded a large and enthusiastic following.

The production is by Walter Wanger, with Edward Morye, Jr., in association, the direction is by Ray Nazarro, and the writing by Dan Uhlman, a prolific writer of this sort, his fancy take a small flier in the interests of the cash customer. Thus, in this case, he identifies his fictional hero’s chief adversary as the William Quantrill whose savage raiders (but not in this picture) shamed both the Union and the Confederacy before being disposed of. He obtains a powerfully dramatic effect by having Quantrill and his pals shell a Kansas Pacific train with cannon mounted on an overlooking mountain. Then he tops this ingenious plot device by having the Union sympathizers mount a cannon on a camouflaged flat car and fire back at the artillery-men on the mountain, fatally. It sounds fairly preposterous, but it works.

Hayden plays a Union Army officer assigned to aid MacLane, a construction boss, in the building of a railroad that is being sabotaged by persons of opposite political views and of no principles whatever. Elle Miller is seen as MacLane’s marriageable daughter, part of the second part, in a routine romance with Hayden and Harry Shannon. Reed Hadley is a suitably sinister Quantrill.

Of the rest are Tom Fadden, Johnathan Hale, Douglas Fowley, Bob Keys, Irving Bacon, Myron Healey, James Griffith and Clayton Moore. Running time, 73 minutes. General audience classification.

“The Lady Waits Mink” (Republic Pictures)

A HAPPY, LIGHT-HEARTED picture which occasionally flies off into a realm of absurd whimsy but which is always bright and fresh is herein forged from the gallop of a yarn that’s rare as the cherry and tops the rest of a theme as can be found these days! The film is played at breakneck speed by stars Ruth Hussey, Dennis O’Keefe, Eve Arden and William Demarest, all capably portraying a group of very eligible people.

Trouble starts when Miss Arden is given a gen-u-ine $7,000 silver blue mink coat by her husband, Demarest, a used car dealer who has made a score by giving the product away—somewhat like Madam Muntz. The mink immediately turns into a poor neighbor, Miss Hussey, green (the picture is shot in Trucolor) with envy and makes her husband, O’Keefe, even more insincere in his dull job in the credit department of a huge department store.

Thereupon Miss Hussey decides to grow minks for her own coat, against the better judgment of everybody. As a result her husband loses his job, her happiness is finally dampened by a Niagara of frogs which she has to slay. It all comes to a happy ending, the family is exiled from their house for having broken city zoning laws. In desperation they move to the country where, unexpectedly, the minks as well as husband and children find new joy in outdoor living and the television set. Picture ends on the farm where the pet dog is playing outside while the housebound mink gathres dust in the corner.

The coat itself is forgotten in a life of bucolic charm.

In telling this story, associate producer-director William A. Seiter was aided considerably by the comic dialogue supplied by screenplay authors Dan Lussier and Richard Alan Simmons. It is delivered with zest by old hands Demarest and Arden as well as by Hope Emerson, seen as a dedicated mink hunter, given to wearing dirty blue jeans and wilted earthballs.

Miss Hussey and O’Keefe handle their hectic chores nicely, never becoming shirll enough to alienate the affections of the audience or their children, the latter roles played with realism and naturally by Tommy Rettig and Earl Roark. The color is good. Leonard Neubauer and Lou Schor are authors of the original story.

Running time, 92 minutes. General audience classification.

“The Homesteaders” (Allied Artists) Hollywood, March 30

WILD Bill Elliott plays an Oregon farmer in this Vincent Fennelly production, a role somewhat different from Elliott’s previous assignments. The results are fair and should please action fans who are not too critical.

The story is by Sid Toler and Miss Eve Arden. Elliott is an Oregon homesteader who, in 1870, gets the War Department to supply him with dynamite which he needs to blast rocks out of his land. Robert Lowry, his neighbor and rival, goes along with him to get the explosives. As Lowry has traded a deal with James Seay, a land-grabber, whereby Elliott’s dynamite is to be hijacked. There’s a nominal amount of skullduggery as the wagon train crosses the plains, manned by ex-soldiers released from service and jail as the same time. It’s all quite perfunctory and unconvincing, with Elliott knocking out or shooting somebody now and then, but never really getting up steam.


“Penny Princess” (Rank-Universal)

SET in a mythical European country, known as Lampiondor, this J. Arthur Rank production is a light excursion into whimsy. It frolics along innocuously, striving to be humorous and succeeding occasionally. Much to the picture’s credit are some striking country visits caught in color by Technicolor.

The story, fashioned by Val Guest, has a struggling New York sales girl, Yolande Donlan, suddenly inherit the little European country of Lampiondor. As a result of this, the country’s industrial problems and also to fall in love with a young Englishman, Dirk Bogarde. The national industry of Lampiondor is smuggling. But the new owner of the country has a shadow of national bankruptcy, the princess starts producing and marketing the country’s unique, intoxicating cheese and the venture becomes a huge success. Presently, however, other countries, fearing the fall of their own cheese industries, institute a prohibitive import tax. And thus, once again, smuggling is made legal in Lampiondor.

The picture legs along upon incident in a whirl that finally settles down to the happy ending, both romantically and nationally. A Conquest production, released through Universal-International, it was also produced and directed by Val Guest.

The cast includes Fletcher Lightfoot, Edwin Styles, Reginald Beckwith, Kynaston Reeves, Peter Butterworth, Desmond Walker-Ellis, Lawrence Nairsmith and others. Running time, 91 minutes. General audience classification. March release.

“Hat’s MPIC for a Year”

Hollywood, March 30—President Arthur Freed will hold the Motion Picture Industry Council presidency for a full year, instead of six months as has been the organization’s policy, under by-law revisions adopted at a regular monthly meeting.